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UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan



INDUSTRIAL
TRAINING REPORT

INDUSTRIAL TRAINING REPORT AT PERSOL APAC BUSINESS SUPPORT SERVICES SDN BHD

1 MARCH 2023 - 15 AUGUST 2023

ADVISOR : DR NURWAHIDA FUAD

NUR NABILA BINTI ADIM | 2020899458 |
BA243



PERSOL

EXECUTIVE SUMMARY

With more than 5 months in Human Resource field at Persol Apac Business Support Services Sdn Bhd (PBS), has successful track related to Human Resource services. Handling employees welfare with an appropriate manners and procedures.

Persol Apac Business Support Services (PBS) is a company that offer Human Resources services to clients in Australia and New Zealand. PBS known as one of the largest Japanese company that promotes work-life balance. There are many HR departments in this company.

The services that provided by PBS is Human Resources services. I have been with HR Shared Services departments for 6 months during my internship programmed. Most of the services that provided by my department, HRSS is advertised the job requested by those Hiring Manager in Australia and New Zealand, process a contract for candidate or applicant that successful with the interview, handle queries related to Human Resource issue, and process workflow that has been raised by our clients.

At PBS, we have weekly meeting huddle by our team leader. this is to ensure that every team members are doing their job on track. Any issue or problem will be raise during huddle.

Table of Content

Executive Summary	i
Table of Contents	ii - iii
Acknowledgement	01
Student's Profile	02
Company's Profile	03 - 06
Training's Reflection	07
PESTEL Analysis	08 - 10
SWOT Analysis	11-15

Table of Content



SWOT Matrix	16
Discussion and Recommendation	17-20
Conclusion	21
References	22-26
Appendices	27-29





COMPANY'S PROFILE

Company Name:

PERSOL APAC BUSINESS SUPPORT SERVICES SDN BHD

Location:

LEVEL 20 & 21, MENARA AIA SENTRAL, NO.30 JALAN SULTAN ISMAIL, BUKIT BINTANG, 50250, KUALA LUMPUR

Background:

This company has been operated since 2020. PBS are one of Japanese Company that provide Human Resources Services to the client in Australia and New Zealand.



Goals

While focus on getting the work done, PBS **strive to provide flexibility to employees**. PBS teams do not just work together, but they have fun together too.

Our Objective

UNLEASH TRUE POTENTIAL

- Focus in employees' well-being so that the employees can be engaged and enjoy their work

CONNECTING THE HEARTS AND MINDS

- PBS are getting people to understand that they are going to have more flexibility, focus on getting the work done and allowing teams to feel like teams.

Our Vision

The vision of Persol PBS company is very simple yet so meaningful.

the vision known as '**Work and Smile**'

This vision can best describe that when you work with people, you always have to smile. Especially when you are handling human.

Our Mission

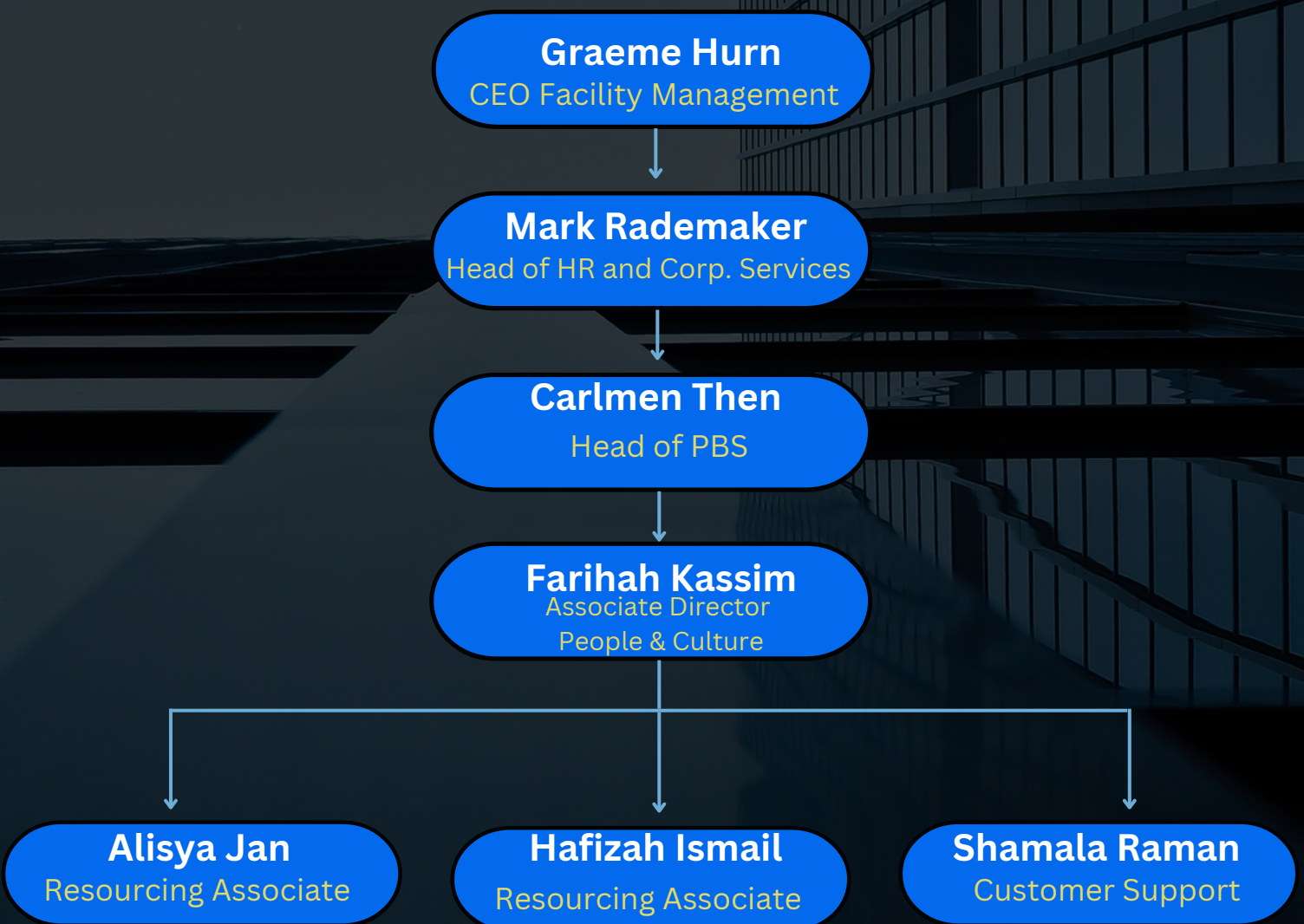
Persol APAC Business Support Services SDN BHD (PBS) mission is to **focus on impact** beyond outcomes.

PBS do not just deal with 'the business'. but PBS go steps further to do what really matters in the world.

Organization Structure

PERSOL APAC BUSINESS
SUPPORT SERVICES SDN BHD

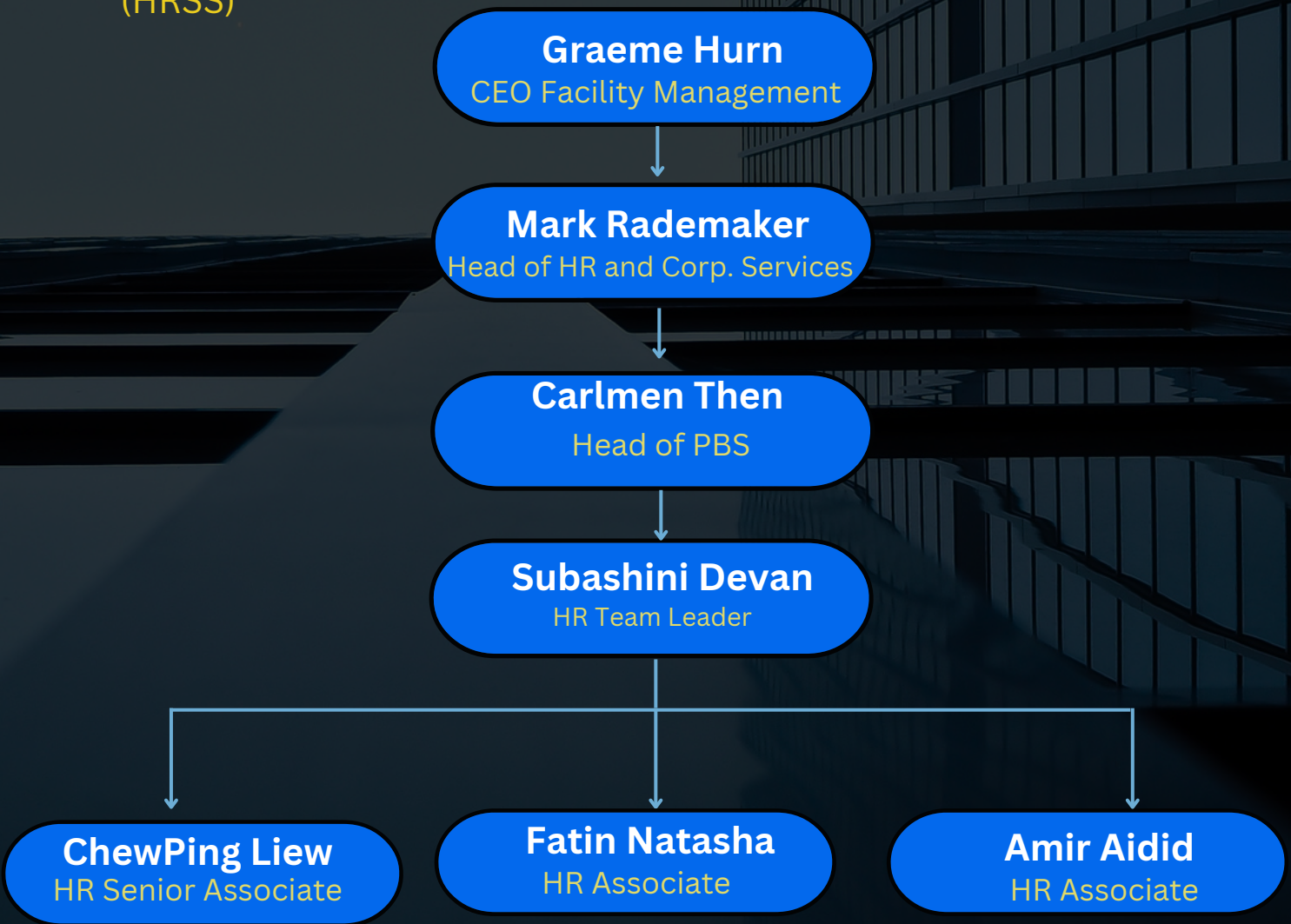
Top Management



Organization Structure

**PERSOL APAC BUSINESS
SUPPORT SERVICES SDN BHD**

Human Resources Shared Services
(HRSS)



TRAINING'S REFLECTION

Duration: Date, Working Day and Time

I have accomplished my Internship training for 6 months from **1st March 2023** to **15th August 2023** at Persol APAC Business Support Services sdn Bhd.

My working day during my internship is **5 days working** per week which is from Monday to Friday. As an intern, i have been entitled for all public holiday in Malaysia.

My working time is basic 8 hours per day which is from **07:00 am to 16:00 pm** for Monday until Thursday and **07:00 am to 15:30 pm** for Friday including 1 hour lunch break.

Details: Department, Roles, Responsibilities

During my internship training, I have been appointed to work with **Human Resource Shared Services department** which is known as HRSS in the office.

My role in the department (HRSS) is as **Human Resource Intern (HR Intern)**.

My Responsibilities or tasks that I required to do everyday is to **analyze** Offer Status report, Offer Awaiting Paperwork report, Online Offer Made report, **advertise** job approval received in email and **request** and ICT for employees' email signature change.

Gains: Intrinsic & Extrinsic

During my 6 months of internship training at this company, I have received both **intrinsic and extrinsic benefits**.

The intrinsic benefits that I have been received is the knowledge, skills, and experience to be in the real Human Resource industry. I learnt a lot on how to communicate professionally with clients. I gain the Human Resource skills, and I get the knowledge on how to handle 'Human' in working environment.

Besides, the extrinsic benefits that I have received from this company is the internship allowance which is RM800 per month, received free health facilities such as Influenza Vaccine, and Birthday allowance RM100.

PESTEL ANALYSIS

POLITICAL

P

- Government Stability - Attract resources for company
- Competition regulation - help business grow and expand

Strong political institutions and mechanisms promote the company's expansion and development. The government stability enables both regional and global industry expansion. Additionally, it attracts in investors for business organizations and corporations like PBS, which promotes infrastructure growth and development as well as a better reputation abroad.

Additionally, it is crucial that political and governmental institutions and authorities keep an eye on industry competition. This will guarantee that businesses implement ethical company procedures and business techniques and plans for their goods or services. In order to support the development and expansion of local enterprises, the government will be able to monitor, limit, and regulate imports with the use of competition regulation.

ECONOMIC

E

- Poor market visibility
- Access to new market and talents

Any successful business must be visible in the current industry market. This is to ensure a business has a better chance of capturing and retaining customers than one that fits in with its competitors. PBS is a newly operating company in the market, so there aren't enough resources to fund expansion potential and meet overhead costs. This resulted in the business having weaknesses when compared to other businesses that offered the same services. Due to poor market awareness, a company became obscured within competitors.

In addition, gaining access to new markets and talent pools may increase market potential, new talent pools, economies of scale, and competitive advantage. PBS and Samsung have worked together on marketing campaigns and staff goods discounts. This spreads awareness of our new services company's existence in the market.

PESTEL ANALYSIS

SOCIAL

S

- Demographic - increase high grow potential in a market
- Societal norms and class distribution

For PBS, having a bigger proportion of young people is advantageous because it will give the company a wider customer base. The organization will also benefit from more educated, skilled, and human resources from a younger population, which will diversify and deepen the talent pool. For international commercial companies like PBS, changes in demographic patterns including the aging population, migration trends, and socioeconomic characteristics are of the utmost importance.

Additionally, cultural differences are taken into account as a key factor by global marketing managers. Every civilization has unique norms and values that are crucial in determining how people behave as consumers. For the purpose of studying society opinions and conventions and adjusting marketing methods to the specific cultural context, PBS should create local teams and partnerships.

TECHNOLOGY

T

- Quick access to information
- Increase the efficiency of system (Spread of technology and innovation)

There are many of resources available today on various web platforms. The use of technology has improved the efficiency of the workforce. Employees can obtain information pertinent to their jobs and quickly and easily find information online thanks to technology solutions. PBS uses INFOTECH Mobile and Citrix-programmed workspaces to make work easier for employees.

In addition, technology aids in boosting the effectiveness of systems, goods, and services. Employees may use technology to manage contacts and employee records, monitor data flows, and track and streamline procedures. PBS has a tendency to employ technology to advance and enhance the business's operational systems, which could boost productivity and produce more production for the corporation.

PESTEL ANALYSIS

ENVIRONMENT

E

- Recycling and waste management
- Increase competition

Businesses have been forced to implement innovative recycling and waste management strategies due to the combination of rising environmental degradation and technological innovation. Recycling is almost a corporate standard in several nations. Additionally, PBS must prioritize implementing effective waste management procedures in organizational divisions that are situated in or close to urban regions. Many nations have established stringent regulations to safeguard their metropolitan regions through efficient garbage management.

Additionally, businesses face dangers from strong competition. This resulted in a significant amount of additional operators or a competitive price environment, making it more challenging for the business to be profitable. The rivalry between similar, already-established businesses that must constantly innovate to release new goods and services.

LEGAL

L

- Employment Law - ensure healthy relationship between parties
- Health and safety law - place high importance on the safety and health of its employees

Businesses must create legally binding employment contracts in accordance with national rules. Employment contracts provide a positive relationship between all parties and prevent miscommunication or collusion. PBS complies with employment laws and informs prospective employees of these rules. The PBS HR department often hosts training sessions and workshops for staff members to engage them and inform them about employment regulations and other legal requirements.

In addition, there are strict regulations governing the health and safety of employees at work. The safety and health of employees includes not only their physical health but also their emotional and mental health. PBS has given the wellbeing of its employees a high priority and works hard to keep making improvements.



SWOT ANALYSIS

SWOT Analysis used to identify and explain the strengths, weaknesses, opportunities and threats of Persol APAC Business Support Services Sdn Bhd.

STRENGTHS

- Quick access to information
- Strong connection to colleague (positive community)

WEAKNESSES

- Limited working capital
- Lack of communication and engagement and lack of coordination

OPPORTUNITIES

- Increase efficiency of system - spread of technology and innovation
- Access to a new market and talent - increase productivity

THREATS

- Increase competition
- Shortage of recruits - supply-chain problem

STRENGTHS



Quick access to information

There are plenty of resources available today on various web platforms. The use of technology has improved the efficiency of the workforce.

Technology solutions, for instance, make it possible for employees to swiftly and easily search information online and to obtain information relating to their jobs.

Citrix is used by my organization, along with INFOTECH Mobile. Citrix workspaces make it simple for workers to perform their duties, while INFOTECH assists workers in requesting leaves and receiving pay slips that are computer-generated.

Strong connection to colleague (positive community)

The interactions you have with your coworkers are considered workplace relationships. The capacity to perform work as a team and mutual respect are two ways to measure a positive partnership.

A strong working relationship with coworkers enables us to receive more support from them, which might raise our productivity and drive to complete the duties.

My staff members, HRSS, is excellent and very helpful. As an intern, I receive excellent assistance from the HRSS Team members. They lead and assist me while I complete the assignment, which I find challenging. They have such good feelings for one another.

WEAKNESSES



Poor Market Visibility

Any successful business must be visible in the current industry market. This is so that a business has a better chance of luring and keeping customers than one that blends in with its rivals.

Market visibility draws favorable prospects to have popular goods or services and aids in boosting a business further ahead of its competitors.

Additionally, because the company is new to the industry, there aren't enough revenues to pay for overhead costs and fund potential growth. This resulted in the business having weaknesses when compared to other businesses that offered the same services. Due to poor market awareness, a company became obscured within competitors.

Lack of communication and engagement

Poor productivity, poor work quality, low job satisfaction, and issues with employee retention can all result from a lack of communication and involvement in the workplace.

In furthermore, those working on the project don't seem to understand their jobs, which might lead to unmet expectations, which can cause the team to miss deadlines.

Since my company is a newly operated business, communication issues with each team are frequently brought on by a leader's knowledge overload, a lack of feedback, and a poor tone of leadership from the top because the upper management is always changing to a new individual.

OPPORTUNITIES



Spread of technology and innovation

System, product, and service efficiency is increased because to technology. Employees may use technology to manage contacts and employee records, monitor data flows, and track and streamline procedures.

Additionally, innovations are essential for adding novelty to already existing goods and services, which boosts market share, earnings, and consumer happiness.

Being a new organization, PBS Company tends to employ technology to advance and enhance its operating systems, which might increase productivity and produce more revenue for the business.

Access to a new market and talents

The ability of a firm or business to sell products or services across borders is referred to as market access. The term "market access" can also be used to describe domestic trade.

The potential for growth in new markets, new talent pools, economies of scale, and competitive advantage are only a few advantages of accessing new markets and talents.

In order to gain access to a new market and develop a digital marketing strategy to grow the business, my company has partnered with other neighborhood business owners. Similar to my business, PBS has worked with Samsung on marketing initiatives and employee discounts for products. This spreads awareness of our new services company's existence in the market.

THREATS



Increase Competition

This threat may come from new competitors or an established competitor who introduces innovative products or services that improve upon the upstages in some way.

Since I'm aware of this, businesses face risks from fierce competition. This resulted in an important number of additional operators or a competitive price environment, making it more challenging for the business to be profitable.

PBS has competition from similarly situated, already-established companies that must constantly update and introduce new goods and services through innovation. the potential for rival companies to thwart a company's expansion and success.

Shortage of recruits

As the top developing risk for organizations globally, the skills deficit shot up from third to first. The main concern for the majority of businesses is talent risk or shortages.

A company's growth may be slowed by a lack of competent labor, which could be particularly dangerous for a fledgling business. Most recruiting problems result in lost chances for output, reduced business development, and other problems that make it harder for workers to compete.

Due to the lack of qualified applicants, businesses may experience poor growth and resort to cost- and profit-cutting measures. Less rigorous quality-control or maintenance procedures may result from this, which could result in financial losses.

SWOT MATRIX

SO

- **Increase efficiency of the system and boost productivity of an employees (S1 - O1)**

WO

- **Boost market visibility and expand the operation as a new services company (W1 - O2)**

ST

- **Improve new idea to keep updating and bringing out new products and services through innovation. (S2 - T1)**

WT

- **Lead to poor productivity, miscommunication and slow growth which can lead to losses (W2 - T2)**



DISCUSSION AND RECOMMENDATION

Each SWOT that has been stated and observed in the diagram above will be discuss in this part. This is to **analyze** if the Strengths, Weaknesses, Opportunities, and Threats stated above give an impacts to the company and what will the company do to overcome the weaknesses and threats and to sustain the strengths and opportunities.



THREATS

Explain and elaborate the threats.

- In term of threats, I observe this company may have threat in other competitor and shortage of recruits
- These threats may impact the company in term of operation.
- **Recommendation - Keep Innovating and implement the 'recognize and reward'**
- Company may avoid these threats by compete with the other competitor and increase the recruitment.

STRENGTHS

Explain and elaborate the strengths.

- In term of strengths, I observe that this company have easy access to information and strong employee connection.
- This help company increase productivity and motivate the employees.
- **Recommendation - Set up a User Access Management System and Embrace Diversity**

WEAKNESSES

Explain and elaborate the weaknesses.

- In term of weaknesses, I observe that this company poor in market visibility and lack of communication and engagement in teams.
- The weaknesses will lead to poor team management and limited cost to operate the business.
- **Recommendation - Boost Customer Services and be open to feedbacks.**

OPPORTUNITY

Explain and elaborate the opportunities.

- In term of opportunity, I observe that this company have the opportunities in technology and access to new market and talents.
- The technology make the job more efficient and since this company is still new, accessing new market and talents make it more valuable.
Recommendation - Enhance collaboration and improve company performance and productivity

The business will be known in the market and employee can have easy access to any information spread in an organization.

RECOMMENDATION

SUPPORT

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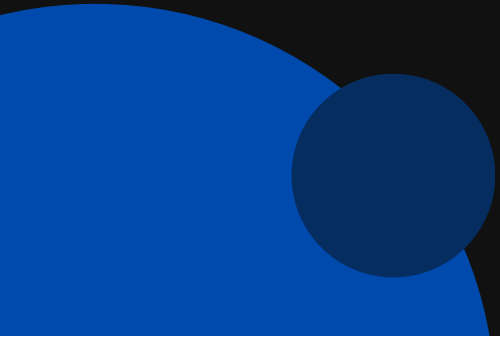
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SUPPORT




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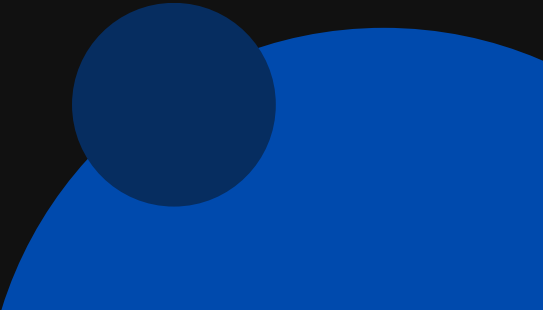


CONCLUSION



In conclusion, the work experience that I encountered during my internship training allowed me to develop critical thinking skills, communication skills, and problem-solving skills.

However, I think that I still require to work on my communication skills. But, the overall experience was positive, and everything I develop here from working environment to tasks assigns was positive and everything I learned would be useful in my future career in this Human Resource field.



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APPENDICES

INVOLVEMENT AND CONTRIBUTION

Working Area



Office Practices



APPENDICES

INVOLVEMENT AND CONTRIBUTION

Raya Celebration



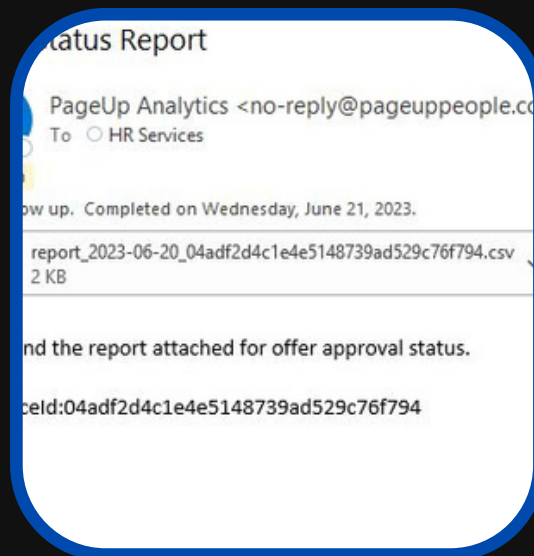
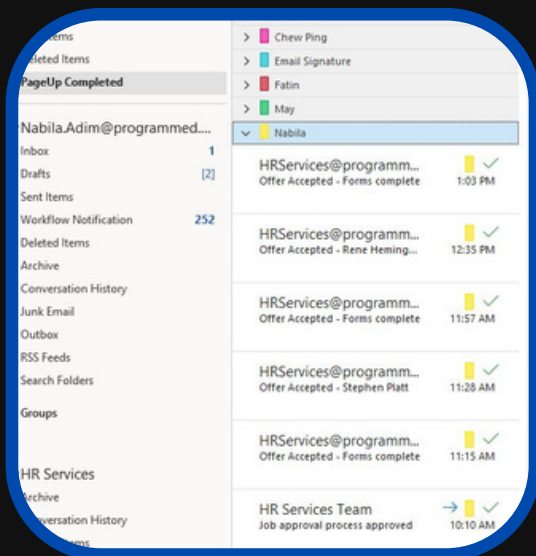
Team Meeting and gathering



APPENDICES

INVOLVEMENT AND CONTRIBUTION

Tasks Assigned



Weekly Huddle





INDUSTRIAL TRAINING REPORT

Thank You

INDUSTRIAL TRAINING REPORT AT PERSOL APAC BUSINESS
SUPPORT SERVICES SDN BHD

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