Cawangan Melaka

SWOT ANALYSIS 100BUCKS SDN BHD



UNIVERSITI TEKNOLOGI

PRACTICAL TRAINING REPORT

Prepared By

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Prepared For MADAM NOR HALAWAH AHMAD

2023

Executive Summary

This report explains and describes the events that occurred throughout my internship training. I had my internship in 100Bucks Sdn Bhd and it is a full-time basis to assist in the company's financial department. My internship goes on from 1 March to 15 August 2023. I aided in the accounting & finance department during my internship with the firm, helping to record and evaluate financial data for our business operations.

This report is divided into three chapters, Chapter 1, Chapter 2, and Chapter 3, which are, respectively, an introduction to the organization, a practical training experience, problems and recommendations. I will discuss the company's background and working atmosphere in Chapter 1 of this report. In Chapter 2, I will describe the duties I had to do as well as the challenges I encountered and how I overcame them. Then, I will describe the SWOT analysis and provide suggestions for how the business might improve in Chapter 3.

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Firstly, I would like to express my gratitude to Allah SWT for the blessing and gift of time, as well as for simplifying all of my issues throughout the process of compiling this practical training report until it is completed successfully.

Besides that, I want to express my appreciation and gratitude to 100Bucks Sdn Bhd for providing me the chance to work for the company as a trainee for practical training. The person who has enabled me to do this job is my supervisor, Miene Lousyni. She received my sincere gratitude for the advice and information she provided with me over the six months of my practical training. I also want to thank Ms. Shammalah who has been a huge help and has taught me a lot of new things in carrying out my tasks and work.

I also want to express my deep thanks to Madam Nor Halawah Ahmad, my advisor, for giving me the direction and support I required to finish each chapter of my report. It was a joy and an honor to be her student. I want to express my gratitude to her for all of her thorough explanations and consistent attempts to provide me with ample guidance and support throughout each discussion, which allowed me to complete my practical training report.

Last but not least, I would like to convey my thanks to my family, friends, and practical colleagues for their moral support while I endured to complete this report. My report was completed ahead of schedule thanks to their unwavering cooperation and assistance.



AISYAH YUSRI

PERSONAL INFORMATION

lame : Siti Aisyah Binti Mohd Yusri

hone :

Address :

imail :

LANGUAGES

valay

Proficient

Inglish

roficient

OFTWARE SKILLS

Proficient

- Microsoft Office (Word, Excel, PowerPoint)
- AutoCount Accounting / MYOB Accounting
- Tableau
- ChartNexus
- Adobe Photoshop

PERSONAL SKILLS

- Leadership skill
- Team player
- Willingness to learn
- Dedicated

PROFESSIONAL SUMMARY

Recent Finance graduate with cgpa of 3.77 and internship experience in 100Bucks Sdn Bhd's accounting and finance department. Seeking a position at the entry level that will allow me to demonstrate my accounting and finance skills as well as my knowledge. Highly competent, diligent, and attentive to detail, with the ability to go above and beyond to attain greater career objectives.

WORK EXPERIENCE

INTERN IN ACCOUNTING AND FINANCE DEPARTMENT

100BUCKS SDN BHD | March 2023 – August 2023

- Preparing statutory accounts
 - Work with spreadsheets, sales, and purchase ledgers and journals
- Recording and filing cash transactions
- Controlling credit and chasing debt
- Invoice processing and filing
- Bank reconciliation
- Liaising with third party providers, clients, and suppliers
- Processing expenses requests for the accountant to approve.
- Updating and maintaining procedural documentation.

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE | 2021-2023 University Teknologi Mara (UiTM) Kampus Bandaraya Melaka, Melaka CGPA: 3.77

DIPLOMA IN ACCOUNTANCY | 2018 - 2021

University Teknologi Mara (UiTM) Kampus Jengka, Pahang CGPA: 3.84 Awarded with ANC (Vice Chancellor Award)

SIJIL PELAJARAN MALAYSIA (SPM) | 2013 - 2017

SMK (P) METHODIST KUALA LUMPUR Result: 8A 1B

CERTIFICATES/ACTIVITIES

- Activity bureau for Wise, Worth, Wide programme (2022)
- Secretary of Earn More, Live more programme (2022)
- Technical bureau of Navigating the Future (2022)
- Treasurer and Disciplinary bureau of Brass band Club (2020 2021)
- Committee for Brass band club Temasya (2019)
- Committee for Brass band club Temasya (2018)

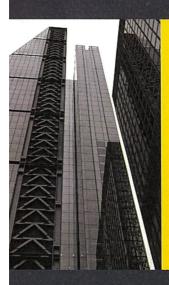
EFERENCES

Amiruddin Mohd Nor| Senior lecturer, UiTM Bandaraya Melaka Shammalah | Accountant, 100Bucks Sdn Bhd

CHAPTER 1: INTRODUCTION TO THE ORGANIZATION

Introduction

This chapter will cover the history of the organizations, their goals, vision, and missions, as well as their organizational structure and main lines of operation, where the practical training was provided. This chapter will also cover the departments that the trainees assisted during their practical training as well as the connections made between teams and the overall organization.



Organizational Background

 The 100Bucks Group Sdn. Bhd. was where I completed my internship and it is located at D-3-11 Medan Connaught, Jalan 3/144a, 56000 Cheras,
 Wilayah Persekutuan Kuala Lumpur. The COO of the firm, Miene Lousyni, is my industrial supervisor. I began my internship on 1st March, and it lasted until 15 August 2023. In 2019, The 100Bucks Group was established. With plans to grow nationwide, it was running and managing cafes and restaurants in Selangor, Penang and Kuala Lumpur. Additionally, 100Bucks is a food and beverage consulting business.

MISSION

A high-quality meal at a reasonable cost is the company's aim. The mission of 100Bucks is to go beyond what customers anticipate from the cafes and restaurants it operates while also positioning the business for long-term growth that will benefit business owners and create jobs. (100Bucks, n.d.)

VISION

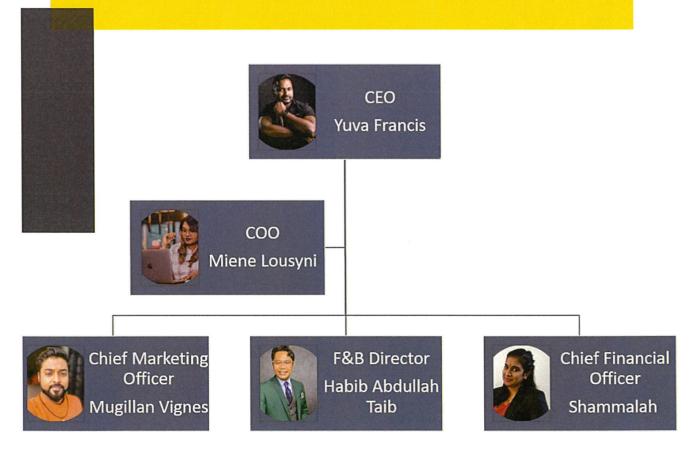
100 BUCKS

The company's vision also includes providing services at a fair price and a good value in order to create a sustainable ecology. Additionally, our organisation wants to inspire the team members and strengthen its reputation abroad. (100Bucks, n.d.)

ORGANIZATIONAL CHART

A Brief Story About the Team Member in the Organization

The most important person in the company is Mr Yuva Francis. He is the founder and CEO of the business. He is creating a platform for aspiring company owners. Miene Lousyni is the organization's COO and a co-founder. She is serving as the administrative head, responsible for fostering the long-term expansion of the business and monitoring staff performance. Ms. Shammalah is the next person listed on the organizational chart. She is the accountant for our company, and she is in charge of giving me the tasks to do during my internship and guiding me through them. Our company's director and quality manager is Mr. Habib. Along with me, there is another intern named Dolly who works in the sales and marketing division and helped Ms. Miene support the business. Shawn, a newly hired intern, joined the firm in the admin department after Dolly's internship ended in order to assist the business.



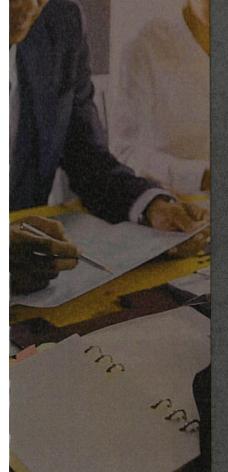
Product or Services

Business to consumer (B2C), business to business (B2B), and customer to customer (C2C) were the three sorts of clients that the organisation served. For B2C transactions, the firm enabled customers to eat in restaurants and place online food orders via services like GrabFood and FoodPanda. Corporate meals will also be offered to the businesses, institutions, or workplaces in B2B transactions. Finally, for C2C, the business will provide clients discounts and coupons when they use the referral code to buy our products. (100Bucks, n.d.)

List of Product and Services Offered by 100Bucks Sdn Bhd:

- 1) Entrepreneurship Programme
- 2) Cloud Kitchen
- 3) Restaurant & Catering Services





1) Entrepreneurship Programme

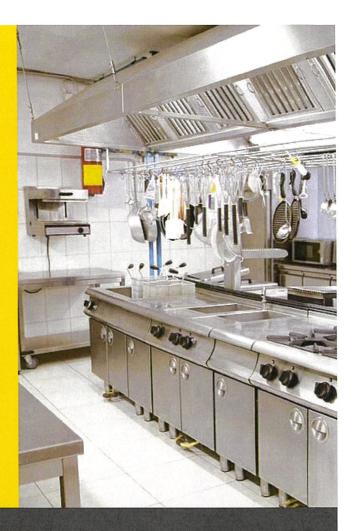
The Entrepreneurship Program is one of the goods and services offered by 100Bucks Sdn Bhd. This program is accessible to anyone who are interested in learning more about the food and beverage industry. Individuals will receive a free consultation before joining the program to discuss a preview of the whole Entrepreneurship Program and what they will learn by participating.

The programme prepares individuals with business ideas to enter the market as a full-fledged entrepreneur. As part of the programme, individuals will learn to set their business plan according to their business goals. Their aims, mission, and vision are what distinguishes their business in the market.

Individuals will also participate in numerous brainstorming sessions to incorporate business concepts such as sustainability and quality management into operations in order to boost the brand and profit of their restaurant.

2) Cloud Kitchen

Cloud Kitchen is an innovative concept from 100Bucks. A professional kitchen set up for the delivery-only meals is referred to as a "cloud kitchen." A delivery kitchen or virtual kitchen may also be used to describe it. The customer has turned into a competitor, which is an ironic effect of lockdown. Due to a lack of space and supplies at home, home bakers and cooks may be unable to develop their business, but with 100Bucks' cloud kitchen, it enables them to realize their ambition. In order to facilitate a smooth flow for food delivery partners like GrabFood and FoodPanda, the cloud kitchen is also outfitted with food pick-up stations.



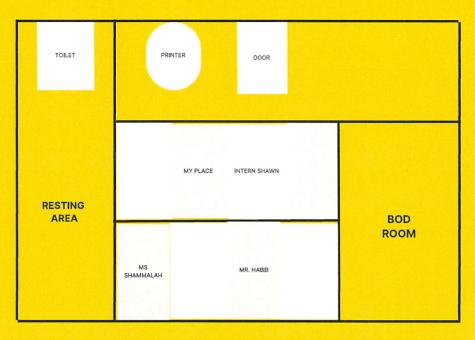


3) Restaurant & Catering Services

i) Fuhlemak Kitchen (M) Sdn Bhd - Fuh'Lemak Kitchen is a passionate Malaysian creation with a promise to serve Authentic yet innovative local fusion cuisine. One of their signatures is Nasi Lemak Goreng, which is uncommon in the KL area, as well as popiah with dragon fruit sauce. This unique dish can be enjoyed by customers together with their preferred beverages. Currently operating in Penang, Selangor, and Kuala Lumpur, Fuh'Lemak Kitchen is rapidly growing with a licensing business model across all of Malaysia.

ii) Justbar - specializes on serving a variety of beverages and is situated in Penang.

Relationships with Team and Organization



My working space is located in the center of our office. When I initially arrived at the workplace, there were two interns, myself and Dolly, as well as an accountant and the director of our company. After Dolly finished her internship, a new intern named Shawn joined our company. He works in the office administration department. Our CEO, Mr Yuva, and COO, Ms. Miene, have offices just next to where we work. We also held meetings at their workplace from time to time.

For a workplace to be effective, there must be mutual trust, respect, self-awareness, inclusivity, and open communication. Hence, employees ought to utilise each of these elements at work. For instance, the relationship I built with the group and organisation throughout my practical training at 100Bucks Sdn Bhd is in a positive way, enabling internship students to acquire excellent interpersonal communication skills. Communication, as we all know, is essential to avoid misunderstandings and boosts our confidence while doing our jobs. For example, if I am confused about how to handle a new responsibility involving the formation of a firm and what documentation has to be completed, I will ask for help. Furthermore, my employer and colleagues have observed my talents and traits as I completed every task allocated to me. For example, I can accomplish the new task provided to me promptly and with few mistakes. And they always say "good job" or "well done" to me. As a consequence, it enhances my self-esteem and drives me to succeed in anything I do. It shows that my team respects everyone in the firm and is aware of my ability to execute tasks. I have thus formed a strong relationship with my team and organisation during the course of my six-month practical training. We sometimes also have a meal together and celebrate special days like Women's Day and the birthdays of our coworkers. An occasion like this could enhance our rapport with the team.

CHAPTER 2: TRAINING



Introduction

This section concentrates on the technical skills and knowledge acquired by the student during the period of practical training. It includes a comprehensive description of the trainee's designated job duties and responsibilities. The knowledge and skills acquired during industrial training include the trainee's duties and responsibilities, exposure obtained, skills acquired, and contribution to 100Bucks Sdn Bhd.



Training's Reflection

I was assigned to the accounting and finance department during my internship at 100Bucks Sdn. Bhd. My internship began on 1st March and ended on 15th August 2023. I work nine hours a day, including an hour for rest, from Monday to Friday as an intern at 100Bucks Sdn Bhd. On top of that, the company has paid me RM800 per month as my allowance. I am in charge of keeping financial records for 100Bucks Sdn Bhd subsidiaries which are 100Bucks JFC Sdn Bhd and Fuhlemak Kitchen Sdn Bhd in my capacity as a financial assistant. During my practical training, I computed the budget, sales, and expenditures. In the sections that follow, I will go into more detail about the tasks, obligations, successes, development, and contributions I made to this organization throughout my six-month internship.

Duties, responsibilities, & skills gained from practical training

i. Drafting spreadsheets, updating financial spreadsheets and reconciling bank statements

As part of my internship responsibilities, I am in charge of creating spreadsheets, updating financial spreadsheets, and reconciling bank accounts. For instance, I must update the spreadsheet including the bank transactions and profit and loss statement for Fuhlemak Kitchen (M) Sdn Bhd so that they can easily track the total amount of COGS and expenses incurred during the month. This will help the company owner figure out how to boost sales and cut costs in order to maximise profit. Therefore, it is my duty to make sure that the COGS receipt, sales total, and amount deposited all match the bank transaction. The bank statement and receipt needed to be compared to see whether they matched. I have to notify my supervisor if there is an issue if the spreadsheet contains inaccurate calculations.

ii. Prepare the Grab, Shopee, Foodpanda and Public Bank merchant settle report

I must also produce the merchant settlement reports for Grab, Shopee, Foodpanda, and Public Bank. I must compute and input the merchant's sales and sales commission. When performing tasks on the Foodpanda portal, I encountered the issue of not being able to locate the sales amount on a bank statement. I subsequently learned that the amount on the bank statement is the sum of sales from a number of days, so I must verify that the figures match the bank statement by comparing them to the sales for a period of time. In order to continue carrying out my responsibilities, I have learnt to think creatively.

iii. Prepare sales report and purchase report

Throughout my practical training, I am also in charge of creating a sales report and a purchasing report. I had trouble with this task at first and made a mistake by entering the wrong data since I was not sure where to put it. For instance, there is a receipt and invoice for the purchase of dishwashing detergent, but I am not sure whether I ought to put the information under account payable or purchase invoice. To avoid entering products wrongly and creating an inaccurate financial record for our organisation, I will thus ask my supervisor about the specifications of numerous items. Since determining the necessary budget for our business is crucial, I have learnt to be careful and cautious while carrying out this task. I had to use my skills in accounting, and finance during my apprenticeship. I learn to perform my chores carefully and patiently since it is my obligation to make sure they are done completely.

iv. Prepare account receivable payment and account payable payment

Aside from that, I am responsible for preparing account payable and account receivable payments for the previously recorded invoice. After receiving payment, I had to knock off the invoice. Therefore, I had to determine which payment method the company adopted, such as cash, bank transfer, or credit card. On occasion, I was able to determine the payment method from the invoice and receipt, however, some invoices did not specify the method of payment. My problem is that I will be confused about which payment method our company uses, such as bank, credit card, or cash. Due to the fact that some invoices and receipts do not specify the payment method, I must double-check with the card statement and bank statement. If there is no entry on both statements, the transaction is conducted in cash. I also double-checked with my supervisor to see if I was truly puzzled and I had learned that I should be patient when performing this task, if I am not, I will enter the information incorrectly, resulting in an error in our company's financial records. This task taught me to be more attentive on the job to ensure that the assigned task was accurately completed and recorded.

v. Used the accounting tools which is Auto Count Accounting and Microsoft office

The majority of my work and responsibilities during my internship were using the accounting software, Auto Count Accounting. I had created a delivery order, sales report, purchase report, invoice, payment for accounts receivable and payable, quotation, official receipt, and more using the software. Since I had never used the application before, I first ran into the issue of not understanding how to utilise it. However, I asked my supervisor, and she patiently taught me. Following that, I ran into problems logging into the application. I discovered that there are only two users that can log in to the company's Auto-Count Accounting account after I asked my supervisor, who told me that I could only use the application when she opened her laptop. Then I use Microsoft Word and Excel as well. To create the settlement reports for Grab and Shopee, I utilise Microsoft Excel. Then, in order to determine the monthly sales number, I had to print out the report. I had always double-checked the amount before entering it into the application, as in this task. It is my obligation to do my duties accurately and completely to prevent any mistakes from showing up in the company's financial records and from influencing the decision-making process when it comes to determining the budget. In addition, I sometimes utilised Microsoft Word to write an official letter of agreement or contract when my supervisor gave me the task.

Trainee's Contribution

I accomplished a lot during the six months of practical training and assisted with work that the employees in the account and finance department had not yet finished. This involves entering pending invoices for account payable and account receivable. In addition, I assist the business in creating quotes for each of its customers. When the customers are satisfied with the quote, I go on and create an invoice, and when they successfully submit payment, I create an official receipt. Furthermore, I am able to handle the organisation's files, where they have done all the filings of documents in the respective folder. I name the file, print out payment vouchers, cash vouchers, invoices, and official receipts, and then I attach each document in accordance with its type to the receipt, which serves as the proof, before preserving it in the file and setting it up in the cabinet. Next, I have learnt how to send emails and compose formal letters for occasions like contract termination (contracts with Coway and UniFi). Additionally, I focused on learning new things throughout the practical training and used all I had learnt in my job at the company. It is quite beneficial and helps me do my job effectively. The task I have done and the duties I have completed have received high praise from my supervisor as well.

CHAPTER 3: PROBLEM AND RECOMMENDATIONS

100 BUCKS

Introduction

This chapter will analyze the difficulties encountered during the practical training and provide some suggestions for enhancing the company's performance. This chapter will conclude by summarizing the topics from the earlier parts of this study.



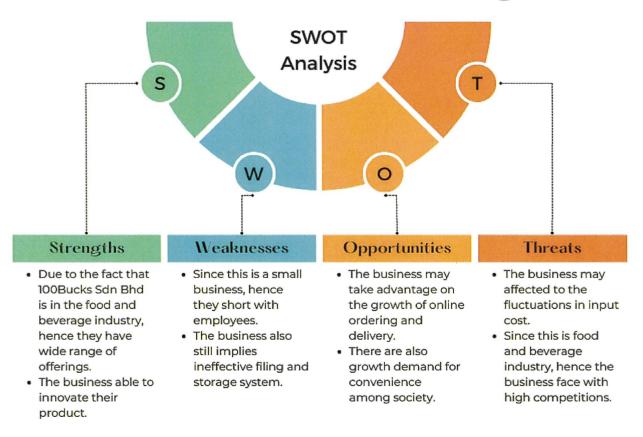
SWOT Analysis Framework

To evaluate an organizational competitive scenario and develop a thorough plan, a SWOT analysis framework is employed. According to Kenton (2020) the SWOT analysis assesses internal and external aspects as well as current and expected future conditions. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats (Peterdy, 2022).

A SWOT analysis is designed to assist users in conducting a realistic, fact-based, and data-driven review of the benefits and drawbacks of a company, its initiatives, or its industry (KENTON, 2022). Using this SWOT analysis, it may be possible to identify the advantages, disadvantages, opportunities, and threats encountered throughout the practical training.

SWOT ANALYSIS DIAGRAM

Business Growth Strategy



DISCUSSION & RECOMMENDATIONS (STRENGHTS)

WIDE RANGE OF OFFERINGS

One of the company's strength is the wide range of product it offers. The food and beverage industry provides a wide range of products to accommodate different tastes and preferences. Businesses benefit from this by offering a variety of culinary options that appeal to a wide range of consumers. Instead than being limited to a single cuisine, customers can select from a variety of foods and beverages served at Fuhlemak and Justbar. In this instance, Fuhlemak's restaurant served Malay, Chinese, Western, Japanese or even Korean cuisine, while Justbar served a selection of drinks such soft drinks and fruit juice. The business may take use of *cross-selling and upselling* opportunities in order to maintain or enhance its strength (van der Borgh et al., 2023). For instance, the company might offer a discount or other incentive to customers who buy complementary goods or services to increase sales and customer retention.

ABILITY TO INNOVATE

4

Innovation skills are another strength. Whether it be with their menu offerings or packaging, businesses in the food and beverage industry may continuously innovate. The companies implies this to set themselves apart from competitors and adjust to changing customer preferences. For instance, Fuhlemak always creates unique food items likes nasi lemak goreng and popiah with dragon fruit sauce to satisfy customer demand for particular preferences. This strength needs to be expanded, hence the company must *promote culture innovation (Amaechi, 2020)*. Instead of concentrating only on the present product, they should encourage their staff to be more innovative and to try new things in order to improve the services and products they offer. For instance, the business owner can place a strong emphasis on open dialogue, teamwork, and rewarding employees for taking the initiative and coming up with creative ideas that will help the company grow and project a professional image.

DISCUSSION & RECOMMENDATIONS (WEAKNESSES)

SHORT OF EMPLOYEES

90

A company is considered to be short on staff members when it does not have a sufficient number of workers or employees to complete a certain task. When there is a greater demand for work than there is capability to handle, jobs may get delayed, or deadlines may not be met. For instance, Fuhlemak only has one chef and one kitchen assistant who have been under Mr. Habib's watchful eye for the quality control before they serve or send it to the clients. The company may have its *staff undergo cross-training* to make up for this weakness (Ali et al., 2021). This is carried out to make sure that they can intervene as necessary and speed the process of carrying out a range of tasks and obligations.

INEFFECTIVE FILING AND STORAGE SYSTEM

Poor filing and storage systems pertain to how a corporation organises and manages its documents. It is crucial for an organisation to keep track and document everything. Poor documentation filing and storage can result in delayed decision-making processes, data misplacement, and even wrong conclusions owing to incorrect or missing information. Based on my internship at 100Bucks Sdn Bhd, the firm has a lot of prior documentation that has not been recorded and filed, which may result in some of the proof or documents being missing and making audit day tough. The company may need to make an *investment in a cloud-based digital file and storage solution*, like iCloud or Google Cloud, to address this issue (Naim, 2021). By employing digital filing, the company can effortlessly manage all of the documents without worrying about missing any, and they can all be accessed at any time, from anywhere.

DISCUSSION & RECOMMENDATIONS (OPPORTUNITIES)

GROWTH OF ONLINE ORDERING & DELIVERY

Due to the post-pandemic rise in popularity of online ordering and delivery, there is an opportunity for businesses to reach more clients and boost revenues. The company may seize these chances since most individuals are now too busy to even go out and buy their own food, instead, they prefer to just order delivery food in order to save time. For instance, the business operated a cloud kitchen when the pandemic initially began, but customers could only order meals through online retailers like GrabFood, Foodpanda, or Shopee Food. The business may profit from online ordering by having *access to consumer insights (Boone et al., 2018).* By doing this, they may do research and examine consumer preferences and buying patterns. It gives the company the ability to more effectively adjust their product offers and marketing plans. Therefore, specifically targeted customers may be prospective customers for the firm and may also boost revenue.

DEMAND FOR CONVENIENCE

AD

Many people prefer fast food options because of their hectic schedules. Now, businesses can offer prepared meals and "grab-and-go" options. Additionally, the food catering industry will make life easier for people who want to host a party or celebrate a festival because they would not need to spend time cooking because of their hectic schedules. By *providing catering services*, it can make parties, events, and businesses more convenient (Zhao & Bacao, 2020). It can be advantageous for both sides to work together to supply food for local businesses' employees or events, broadening the customer base and market for each company. Small food and beverage businesses can draw in time-conscious customers, boost customer loyalty, and improve general customer happiness by emphasizing convenience as an essential service.

DISCUSSION & RECOMMENDATIONS (THREATS)

FLUCTUATIONS IN INPUT COST

The input cost is the price of the resources, including raw materials, that are utilised to create a product. These fundamental resources could include parts of food, supplies for packaging, or energy. Input costs may be impacted by seasonal and climatic variables such as drought, flooding, and crop loss. For instance, Fuhlemak is required to base its food prices on the market value of the raw materials, if the price of the raw materials is high, they are also required to increase their food prices. To minimise the costs to manage these risks, the company must conduct research and identify the best supplier diversifications (Remko, 2020). Working with numerous suppliers helps reduce dependence on a single source. This enables companies to negotiate more favourable terms and compare costs, assuring a more consistent supply and thereby reducing cost fluctuations.

HIGH COMPETITIONS

High competition is the other concern that the company needs to face. The intensely competitive food and beverage sector features numerous enterprises competing for the same clients. It may be challenging to stand out from the competition. For instance, in the same industry, Fuhlemak Kitchen must compete with businesses like Big Rajah Food Caterer and RunningMen Catering. By prioritising food quality and hygiene management, Fuhlemak may compete with other companies by concentrating on offering great customer service (Ahmed et al., 2022). It is essential to consistently provide high-quality products and services. By emphasising product excellence, guaranteeing fresh and well-prepared meals, and offering attentive customer service, the business can set themselves apart from the competition.

CONCLUSION

To conclude, I can say that throughout my six months of hands-on training in the accounting and financial department of 100Bucks Sdn Bhd, I learned a lot about the business. I now know how to documents filing and label them, for instance. Along with that, I also learnt how to draught a quotation for customers. During my internship, I have also learnt how to compose a variety of reports, such as those on merchant sales, accounts payable, and accounts receivable. It is crucial for us as employees to work efficiently and patiently in order to minimise any mistakes that could adversely affect our company's decision. Additionally, I develop professionalism in all areas of my internship, especially when I am given a task by my supervisor. For instance, I have completed all the tasks within the allotted time. Additionally, we need to appropriately manage our time. For instance, arrive early for work and focus solely on getting our work done during working hours, refraining from engaging in other things like playing phone games or anything else. Furthermore, I have learned that every business has a distinct set of strengths, weaknesses, opportunities, and risks. To solve every problem and build the business in order to sustain growth and remain competitive in the industry, we must apply creativity and innovation in business.

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APPENDICES



i. The door when entering and the corridor, the printer is beside the door.



APPENDICES



iv. Board of Director room



v. Meeting room

vi. Resting area & toilet

APPENDICES



vi. AutoCount Accounting Applications



vii. All the paperwork which I had done in six months

SWOT ANALYSIS 100BUCKS SDN BHD