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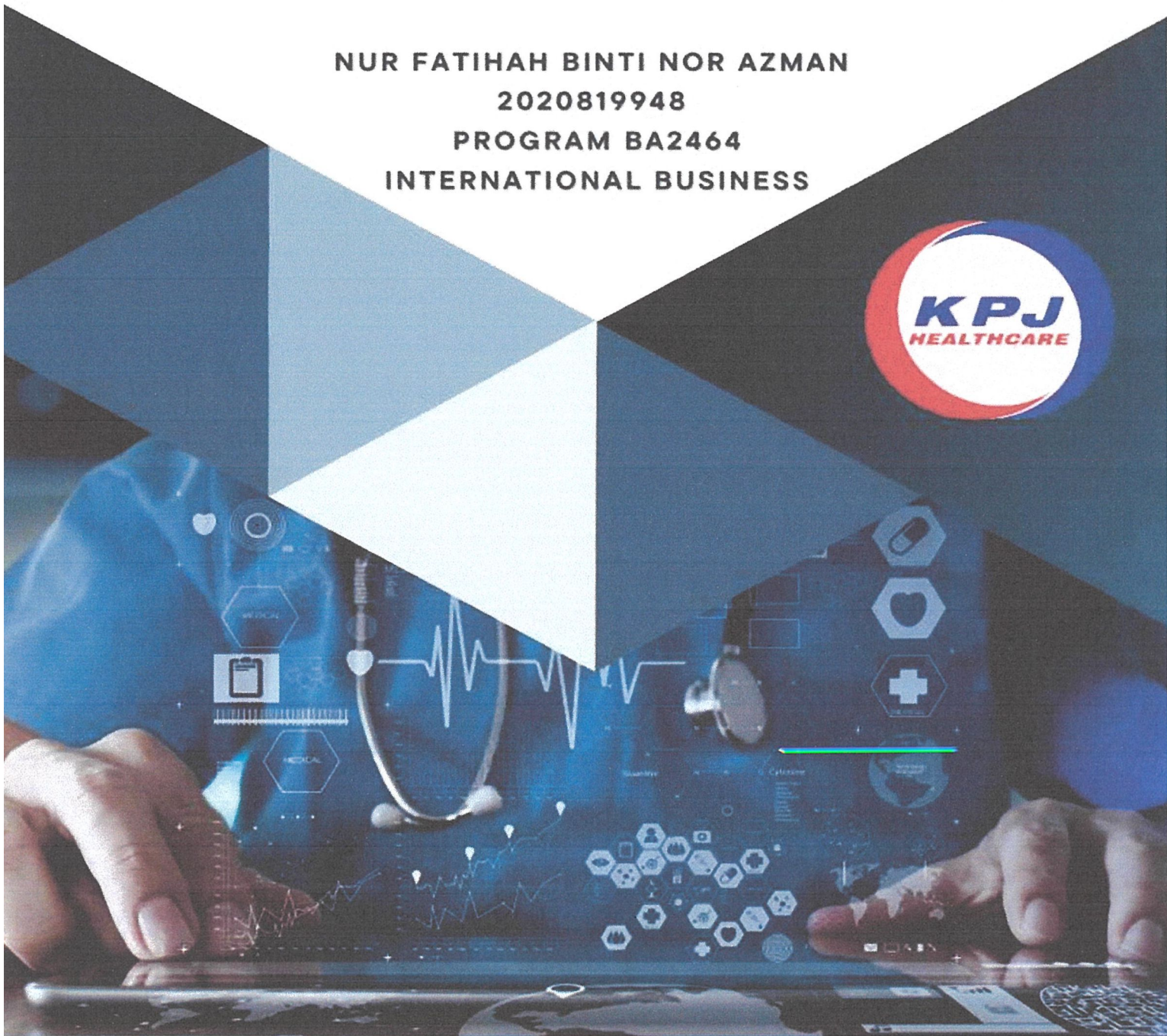
Cawangan Melaka

**KAMPUS BANDARAYA MELAKA
FAKULTI PENGURUSAN PERNIAGAAN**

INDUSTRIAL TRAINING REPORT KPJ KLUANG SPECIALIST HOSPITAL

1 MARCH -15 AUGUST 2023

**NUR FATIHAH BINTI NOR AZMAN
2020819948
PROGRAM BA2464
INTERNATIONAL BUSINESS**



EXECUTIVE SUMMARY

Industrial training is the final course for every undergraduate major at the Faculty of Business Management. A student must do an internship. This internship programme provides a realistic training ground for students to develop practical knowledge and work skills while doing tasks provided by the company. It would improve practical abilities, knowledge, and attitude in carrying out assigned duties.

In meeting those standards, the report evaluates and explains my 24-week internship training at KPJ Kluang Specialist Hospital. The training was conducted from March 1 until August 15, 2023. A reputable healthcare provider in Malaysia is KPJ Healthcare Berhad. The Group has stayed at the forefront of the healthcare sector ever since it opened the first private specialty hospital in Johor in 1981. Throughout my internship in this company at the Health Information Management Systems Department (HIMS), I gained a greater understanding of different jobs, work cultures, and values. It is initially that I've taken part in a real hands-on working place since HIMS are so different from what I learnt in my Bachelor of International Business (Hons).

Although early on it's tough to adapt to the new atmosphere, I finally succeeded in doing so and have continued learn from my fellow employee. I learned how the business operates through the internship program, which is different from what I learned in the classroom. I am able to strengthen my sense of responsibility for the work assigned throughout the internship term. This might be viewed as training for my next job path for me.

. Beyond this, this industrial training also has assigned every student to observe the SWOT analysis which consists of strengths, weaknesses, opportunities, and threats. By evaluating the positive and negative factors within and outside the company, the discussions and recommendations of the SWOT analysis component may help it to be relevant.

(300 words)

TABLE OF CONTENT

CONTENTS

| | |
|---|-----------|
| COVER PAGE | 1 |
| OUR ORIGINAL REPORT | 2 |
| EXECUTIVE SUMMARY | 3 |
| TABLE OF CONTENT | 4 |
| ACKNOWLEDGEMENT | 6 |
| 2.0 STUDENTS PROFILE | 7 |
| 3.0 COMPANY'S PROFILE | 10 |
| 3.1 Company's Name, Location and Background | 10 |
| 3.2 Company's Vision, Mission, and Objectives. | 13 |
| 3.3 Company's Organizational Structure | 14 |
| 3.4 Company's Services | 15 |
| 4.0 TRAINING REFLECTION | 16 |
| 4.1 Duration: Specific Date, Working Day, and Time | 16 |
| 4.2 Detail: Department, Roles, Responsibilities, Assignments, Tasks | 16 |
| 4.3 Gains: Intrinsic And Extrinsic Benefit | 17 |
| 4.3.1 Extrinsic Benefit | 17 |
| 4.3.2 Intrinsic Benefit | 18 |
| 5.0 SWOT ANALYSIS | 19 |
| 5.1 Strengths | 19 |
| 5.2 Weaknesses | 20 |
| 5.3 Opportunities | 20 |
| 5.4 Threats | 21 |
| 6.0 DISCUSSIONS AND RECOMMENDATIONS | 22 |
| 6.1 Discussions About SWOT Analysis | 22 |
| 6.1.1 Strengths | 22 |
| 6.1.2 Weaknesses | 25 |
| 6.1.3 Opportunities | 26 |
| 6.1.4 Threats | 27 |

| | |
|--------------------------------------|-----------|
| 6.2 Recommendations On SWOT Analysis | 28 |
| 6.2.1 Strengths | 28 |
| 6.2.2 Weaknesses | 31 |
| 6.2.3 Opportunities | 32 |
| 6.2.4 Threats | 33 |
| 7.0 CONCLUSION | 35 |
| 8.0 REFERENCES | 36 |
| 9.0 APPENDICES | 40 |

ACKNOWLEDGEMENT

Firstly, I want to start by expressing my sincere gratitude to Allah S.W.T and Nabi Muhammad S.A.W. All credit belongs to Allah S.W.T because of my abilities and with His guidance, I was able to finish my industrial training report for the internship course which is MGT666 and prepare this report within the scheduled time.

I would also like to express my gratitude to my advisor, Mr. Norazman Bin Harun, for his invaluable support in spreading information about this industrial training and providing me with countless instructions on how to complete the report to obtain a good industrial training report. This industrial training report cannot be completed in the manner described here without his direction.

I would also like to thank KPJ Kluang Specialist Hospital for giving me the opportunity to undergo my industrial training in their company. I would like to express my sincere gratitude to my supervisors, Ms. Nur Aqilah Syahirah Binti Shahudin who guided, instructed, and motivated me. Your feedback allowed me to deepen and refine my research, and the results presented in my industrial training report would be impossible without your supervision.

I would also like to express my appreciation for my parents' unending love, prayers, and unwavering support from beginning to the end. Not to forget my classmates for their excellent cooperation, support, and advice, all of which motivated me to find several methods to make this assignment better. I appreciate everyone's dedication to working together and for making a strong commitment to completing assignments on time and in full.

In addition, I would like to thank everyone who has helped with the completion of this case study report. Thank you for taking part in this work and being willing to provide comments. Your contribution means a lot to me. Without the support, assistance, and support from several individuals, this industrial training report would not have been able to be finished. I am grateful to thank everyone who contributed and provided essential assistance in completing this report. Thank you.

2.0 STUDENTS PROFILE



NUR FATIAH BINTI NOR AZMAN

PERSONAL DETAILS

My name is Nur Fatimah Binti Nor Azman, and I am 22 years old in 2023. I describe myself to be a dedicated individual that is competent and enjoys teamwork. My will to succeed and provide a worthwhile future investment for the organisation drives the calibre of my work.

ACHIEVEMENTS

A TREASURER

OCTOBER 2022 - JANUARY 2023

- I became the treasurer in the seminar that held in January of 2023 for the subject of Professional Etiquette for Hoteliers.
- My job scope is to manage the financial document and transactions, responsible for overseeing the event's budget as well as managing incoming and outgoing funds.

A MAGAZINE EDITOR

OCTOBER 2022 - JANUARY 2023

- I became the magazine editor for my class project which held in January of 2023 for the subject of Issues in International Business.
- My job scope include designing the magazine's features section, being responsible for the content's quality, and ensuring that the contents are engaging and informative.

A MULTIMEDIA EXCO

NOVEMBER 2021

- I was elected as the multimedia exco for my extracurricular projects that are part of the peers guidance club.
- My job scope is to be in charge of designing and preparing all the event posters and promotional materials for social media advertising, since the event was held online.

A VICE SECRETARY OF RHYTHMIC MARCHING CLUB

SEPTEMBER 2019

- I was elected as the vice secretary of rhythmic marching club in Kolej Matrikulasi Melaka.
- My job scope is to assist the secretary in preparing files, supporting the organisation and coordination of the department's activities.

A SECRETARY OF PEERS GUIDANCE

JANUARY 2018

- I was elected as a secretary of peers guidance during my last year at SMK Tinggi Kluang and I have been learned on how to handle the document, proposal, activities report and get the needed approvals.

A PRESIDENT OF SCHOOL YOUTH CADET

JANUARY 2018

- I joined the school youth cadet and have been trusted by the majority to be the leader in SMK Tinggi Kluang and I was capable of managing my cadet and successfully being a school representative.



NUR FATIMAH BINTI NOR AZMAN

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS

2020-2023

- Currently, I am still in semester 6. I also have enrolled this course at UiTM Kampus Bandaraya Melaka with CGPA 3.62 (Semester 1-5) and made it all to be dean list.

SIJIL KOLEJ MATRIKULASI (PERAKAUNAN)

2019-2020

- I was an accounting student in Kolej Matrikulasi Melaka and graduated with CGPA 3.17.

SIJIL PELAJARAN MALAYSIA

2014-2018

- I was graduated from my secondary school at Sekolah Menengah Kebangsaan Tinggi Kluang with 1A+ 2A 2A- 2B+ 1C+ 1C 1D.

PROFESSIONAL SKILLS

- | | |
|------------------|------|
| • MS Words | 100% |
| • MS Power Point | 90% |
| • MS Excel | 90% |
| • IT knowledge | 80% |

BASIC SKILLS

- Leadership
- Accountable
- Teamwork
- Dedication
- Multitask

LANGUAGES

- | | |
|-----------|------|
| • Malay | Good |
| • English | Good |



NUR FATIMAH BINTI NOR AZMAN

PROJECTS

YOUTH & DIPLOMACY : SOARING UPWARDS TO A PROMISING FUTURE

2022-2023 (October-January)

- Assigned under magazine team.
- A webinar project for subject Issues in International Business.

SKILL UP! HEROES IN TRAINING. MANNER IS A BEAUTY THAT NEVER FADES

2022-2023 (October-January)

- Assigned under treasure and activity bureau
- Project Event conducted at SK Tengker 2, Melaka for subject Professional Etiquette for Hoteliers

VIRTUAL MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION (V-MIEX)

2022 (March- August)

- Assigned in a project on environmental innovation which creates a prototype named Bio-B (Biodegradable Bin)
- Won a silver medal: Category Innovation

EXPERIENCE

INTERNSHIP AT KPJ KLUANG SPECIALIST HOSPITAL

- I was assigned under Health Information System Management Department.
- 6 months period of internship
- 1 March -15 August 2023

REFERENCE

PUAN KHALILAH BINTI IBRAHIM

International Business Lecturer

CIK NUR AQILAH SYAHIRAH BINTI SHAHUDIN

Internship Supervisor

3.0 COMPANY'S PROFILE

3.1 Company's Name, Location and Background



Figure 3.1: Logo Of KPJ Kluang Specialist Hospital

The primary goal of KPJ Healthcare Berhad's (KPJ) organisation aims to establish itself to become the area's top healthcare provider. Kumpulan Perubatan Johor is commonly referred to as KPJ. The consultant clinic has two alternative operating schedules: from Sunday through Friday, it is open from 8:00 a.m. to 5:00 p.m., and on Saturday, it is open from 8:00 a.m. to 12:00 p.m. KPJ Healthcare Berhad surely has its own logo which have been specified for each branch they have. As shown in the Figure 3.1, there is a logo of one of the KPJ Healthcare Berhad branches which is KPJ Kluang Specialist Hospital.

They have committed themselves to delivering patients with top-notch medical care throughout our wide range of specialized healthcare offerings in five nations, including Malaysia, Indonesia, Thailand, Bangladesh, and Australia. In fact, the most prominent exclusive medical care distributor in Malaysia is KPJ Healthcare Berhad. Considering the establishment of its earliest primarily healthcare facilities which is located in Johor, its firm endures consistently remained as the limelight of the the medical field business sector.

The basic values of Safety, Courtesy, Integrity, Professionalism, and Continuous Improvement have characterised KPJ's broad distribute of over 28 areas of expertise hospitals. The firm has most recently acquired two medical facilities across Indonesia, a hospital in Bangladesh and a sizable stake through a hospital in Bangkok as part of its global growth. As well as acquiring its personal Senior Living Care (SLC) infrastructure in Tawakkal Health Centres (THC) in Kuala Lumpur of for medical purposes services concentrated, a multitude of which

represent firsts in Malaysia's medical field, KPJ has further ownership in an Australian retirement as well as aged-care property, along with properties in Sibul, Sarawak, and Kuantan.

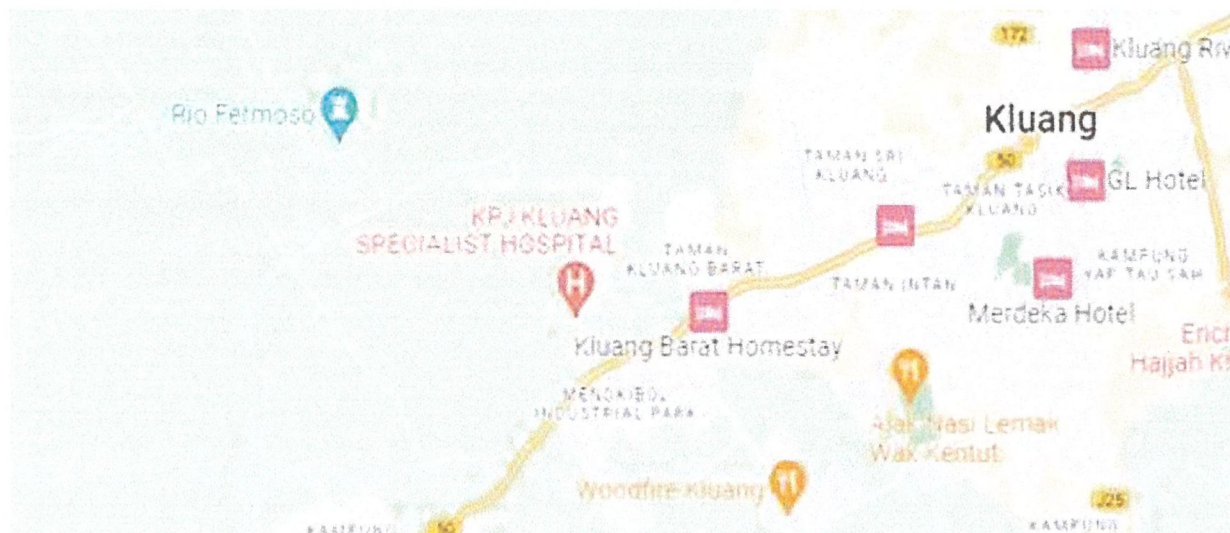


Figure 3.2: Location Of KPJ Kluang Specialist Hospital

In addition, KPJ Kluang Specialist Hospital in Kluang, Johor, was subsequently chosen as the company regarding my internship programme. KPJ Kluang Specialist Hospital has entirely relocated to PTD 91374, Jalan Saujana Utama, Taman Saujana Utama, 86000 Kluang as shown in Figure 3.2. It is now completely operational starting on October 20, 2020. KPJ Kluang Specialist Hospital. Its currently has a lot of potential as well as opportunities to succeed in achieving its objectives and goals due to the fact that occupies the position of the only private hospital in Kluang that has been constantly developing and improving its facilities which they moved to the new facility as shown below in the Figure 3.3. It also improving its services to better accommodate the residential of Kluang city and its surroundings area such as Endau-Rompin, Mersing, Paloh, Sri Lalang, Renggam and Kota Tinggi.



Figure 3.3: The New Buildings Of KPJ Kluang Specialist Hospital

In the beginning, KPJ Kluang Specialist Hospital, formerly called Pusat Pakar Kluang Utama Sdn Bhd, is found in the Centre of Kluang city. It was renamed KPJ Kluang Utama Specialist Hospital from Pusat Pakar Kluang Utama Sdn Bhd. It comprises of 50 licensed beds, 10 residents, including 8 visiting consultants. This company has established when one of the businessmen namely Mr. Tan Chin Guan and his younger brother, Dr Tan Chin Hoek who is a general surgeon has implemented the healthcare facilities which is hospital. The hospital began operating to members of the community in 2001 together with occupies space in a three-story building on six lots with the bulk of its stockholders being consultants. On 2008, KPJ Healthcare Berhad took complete ownership of this healthcare centre. KPJ Healthcare Berhad, the Johor Corporation's healthcare division and an early player in Malaysia's competitive healthcare market, regulates and manages Kluang Utama Specialist Hospital (KUSH).

3.2 Company's Vision, Mission, And Objectives.

Our practice's mission is to provide the most effective available medical diagnosis, treatment, as well as proper care to each of the people they serve. They also seek to be the preferred healthcare provider by employing technologically advanced equipment, qualified medical experts, and specially qualified employees who collaborate to deliver the best diagnostic as well as medical approaches. However, the organization's declared goal is to provide superior healthcare services. The declared mission of the organization is to deliver high-quality healthcare services. Its stated mission is to provide superior healthcare services. This company's primary objective is to promote the health of the individuals and communities it represents. Clinical quality and new technologies remain consistently prioritized regarding improved patient outcomes, prompted by competent and caring medical professionals.

KPJ has a set of objectives and core values in conjunction with its vision and mission to help it achieve its vision and purpose. KPJ has five basic beliefs that every employee must follow in order to enhance their company: maintaining safety, providing polite service, fulfilling responsibilities with honesty, constantly exercising professionalism, and striving for continual progress. Considering KPJ's goal is to become the chosen healthcare provider, when a company's basic values have been clearly established and preserved, it may drive staff to hold themselves to greater standards. Apart from that, KPJ also has its objectives in run its healthcare business sector which are:

- 3.2.1 Provide a full range of specialist, clinical and support services.
- 3.2.2 Emphasize work ethics and confidentiality.
- 3.2.3 Provide a safe, secure, and conducive environment.
- 3.2.4 Ensure that patients are cared for and serviced by well trained and competent professionals.
- 3.2.5 Motivate staff by ensuring staff satisfaction, their wellbeing and enhancing career development through education and training.
- 3.2.6 Strive and commit to provide quality par excellence service by continuous improvement in quality assurance programs.
- 3.2.7 Ensure the needs of the community to be served are addressed and to include patients and family rights.

3.2.8 To comply with statutory and other legal requirements.

3.2.9 To ensure patients and family rights are always addressed.

The objective of this organization will be to prioritize its customers and also its employees in all areas of need in the workplace in order to get the greatest commercial results.

3.3 Company's Organizational Structure

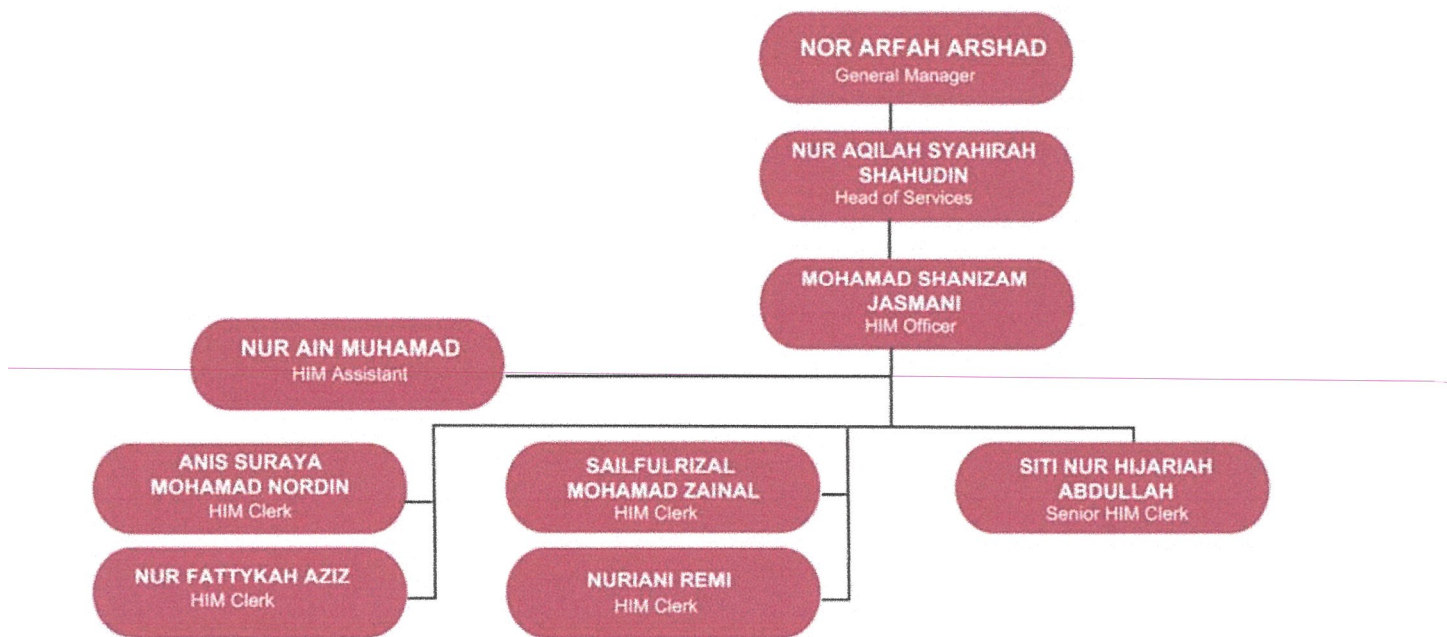


Figure 3.4: The Organizational Structure Of HIMS

According to Vaidya (2022), organisational structure (OS) is the methodical positioning of worker resources beneath a company towards accomplishing common economic goals. In an attempt to guarantee that information and procedures move smoothly and support an organization's seamless functioning, it illustrates the various duties and accountability given to each organization member. The organizational structure of Health Information Management Services (HIMS) is shown in Figure 3.4. The top name on the list is Puan Nor Arfah Binti Arshad, the General Manager of KPJ Kluang Specialist Hospital, who was appointed on August 8, 2022. HIMS employs a total of 8 individuals, including the Head of Services, Ms. Nur Aqilah Syahirah Binti Shahudin.

3.4 Company's Services

KPJ Kluang Specialist Hospital is a company that provides medical and surgical services. There are now over 1,022 healthcare professionals working for the Group, who offer a broad range regarding medical followed by surgical services across all fields of study in Table 3.1. This firm also has showcased a number of services designed to assist its patients throughout their treatment at the hospital.

| | |
|---|--|
| MEDICAL AND SURGICAL SERVICES INCLUDE: | Admission and discharge services |
| | Radiotherapy services |
| | Diagnostic imaging services |
| | Dietary and food services |
| | Laboratory services |
| | Health information management services |
| | Pharmacy services |
| | Lasik services, |
| | Physiotherapy services |
| | Quality services |
| | Occupational therapy services |
| | Speech therapy services. |

Table 3.1: Services Provided In KPJ Kluang Specialist Hospital

4.0 TRAINING REFLECTION

4.1 Duration: Specific Date, Working Day, And Time

Every industrial training course has a set duration that includes a certain date, working day, and hour. This industrial training adventure began on March 1, 2023, and will conclude on August 15, 2023. The working hours of KPJ Kluang Specialist Hospital can be classified into two categories which are office hours and shift hours. The Medical Record Department or HIMS working hours are also one of the departments that has both office hours and shift hours. The shift hours must have been included in this department ever since they consist of the patient registration section as well. Office hours for this department are from 8.30 a.m. to 5 p.m. Sunday through Thursday, and from 8.30 p.m. to 12.30 p.m. on Friday. Whereas medical record shift hours start from 8.00 a.m. to 4.30 p.m. and 10.30 a.m. to 5.00 p.m. Thus, KPJ Kluang literally has 6 days working in a week.

4.2 Detail: Department, Roles, Responsibilities, Assignments, Tasks

Throughout this entire journey of industrial training, I have been fortunate to be given the opportunity to participate in Health Information Management Services, better known as the Medical Record Department. In this sector, my supervisors have assigned jobs and obligations that I must keep up with on a daily basis. At this point, my roles and responsibilities include filing data patient received from the clinics, wards, and ICU, which consists of laboratory reports, echocardiogram reports, medical certificates, memos, referral letters, patient admission notes, audiology reports, as well as drug and medicine notes. This job and responsibilities have educated me about the various sorts of reports in the healthcare business, as well as the manner in which to utilize each one.

Aside from that, my other role and responsibility is to assist patients in the process of getting a medical report. It corresponds to one of the medical record departments that serves patients who desire a medical report for the purpose of obtaining reimbursement from their insurance, PERKESO concerns, and light duty request on their organization. Additionally, this job and responsibilities have further developed my capacity for listening and communicating. The role and responsibility have increased my abilities considering this aspect of the job necessitates interaction between me and consumers in providing details the medical report procedure.

Furthermore, one of my daily jobs would be to sort all of the patients' folders that have been returned from wards, clinics, and ICU. In order to avoid missing items, this role has been handed down to routinely update the entries for in and out for each patient's folder. The responsibility and duties encouraged me to dedicate myself to the role assigned seriously owing to this aspect of the duties involves all private and personal patient data. Therefore, this would not just impact one department, but also several others such as clinics and wards, who rely on patient data to maintain meticulous records of their patients.

Assist with patient visits with doctors and phone calls from employees, agents, and patients. This portion of the task has been given to me in facilitating patient appointments, guaranteeing the availability of every patient's folder for appointments, and ensuring the seamless follow-up with doctors. In addition, I have been tasked with answering phone calls from employees, agents, and patients. The technological component of my role and responsibilities has acknowledged me for appropriately starting the call conversation and putting together technical knowledge for responding to patients' and agents' inquiries.

4.3 Gains: Intrinsic And Extrinsic Benefit

4.3.1 Extrinsic Benefit

According to The Economic Times (The Economic Times, 2019), an extrinsic incentive is a physical and clearly apparent benefit provided to an applicant or employee shortly after completing a particular task. They are typically associated with a monetary component, which might include a wage rise, an additional payment, an accolade, or recognition from the public. As part of this, I have been getting an extrinsic benefit from KPJ Kluang Specialist Hospital in the form of an allowance every month of RM 250. Aside from that, KPJ Kluang Specialist Hospital has been advantageous in terms of the intrinsic value of the working environment. As stated in the article (The Economic Times, 2019), extrinsic advantages include remuneration, conditions of employment, fringe advantages, protection, career growth, contract of service, and the work environment.

4.3.2 Intrinsic Benefit

According to Glassdoor (2021), an intrinsic reward refers to the inner compensation which the staff members experience for succeeding in their duties or projects. These are mostly behavioral and psychological inducements based on the individual's own struggle and capability. One of the core benefits I got as an intern at KPJ Kluang Special Hospital is excitement. I discovered that it is absolutely essential for individuals to be proactive and enthusiastic about learning and asking questions, while also having to be determined and responsive to building up different skills. I embrace being a part of the team and am willing to contribute in thanks towards this perspective. This advantage will certainly benefit the most through what I'm accomplishing since this puts forward a number of opportunities.

The advantages of networking are the other inherent benefit I have derived from my internship experience. I developed my communication and interpersonal skills while I was an intern at the KPJ Kluang Specialist Hospital. I discovered how to introduce myself, chat with elders about my hobbies, talents, and expertise, and how to ask questions to increase my comprehension. As a whole, this technique contributed to me in expanding my professional connections and placed emphasis on the significance of making relationships.

Understanding corporate culture is yet another fundamental value I have gotten from my internship experience. As an undergraduate student, I additionally discovered that every company as well as organization has an individual culture. Communication is significantly influenced by culture. It is valuable to observe individuals to fully understand how they engage establish relationships among the coworkers, or how they assist each other projects and tasks to complete. This will aid in my cultural and occupational adaptation so that I can make people comfortable working with me and vice versa. I quickly learned that whenever anything is unclear and unresolved occur, then asking for further information is appropriate.

Last but not least, another significant lesson that I acquired throughout this industrial training at KPJ Kluang Specialist Hospital is the importance of asking for and receiving professional feedback. In my perspective, it matters most to consider each of the good as well as bad aspects for the foreseeable future to ensure that I can develop myself and succeed in the career that lies ahead. I learnt that while seeking or accepting feedback may seem unpleasant at times, it can have a huge influence on my future career and success.

5.0 SWOT ANALYSIS

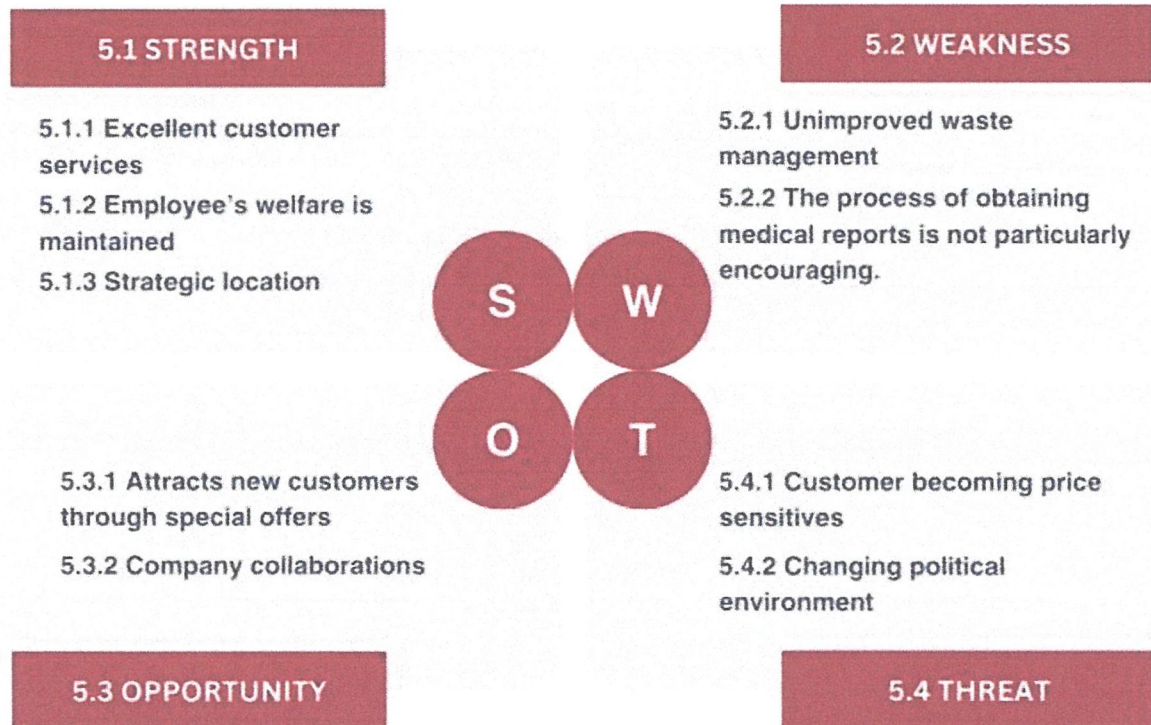


Figure 5.1: Swot Analysis For KPJ Kluang Specialist Hospital

5.1 Strengths

Figure 5.1 shows that one of KPJ Kluang Specialist Hospital's strengths has been great customer service. Customers have given KPJ Kluang Specialist Hospital positive feedback and admiration after they shifted to new premises with more convenient services and elegant settings. KPJ Kluang Specialist Hospital has moved and will be fully functioning on October 20, 2020, according to its website. In order to increase contact and client happiness, their organization has constantly upgraded their customer service management.

Nonetheless, the location of KPJ Kluang Specialist Hospital is a benefit that might be one of their strengths. In comparison to their existing structures, KPJ Kluang Specialist Hospital received the finest site for their new buildings. Good site selections can, in fact, considerably improve a company's long-term performance. Furthermore, accessibility is the most pressing

requirement; the place must be easily accessible to users and clients. KPJ Kluang Specialist Hospital is easily accessible because it is next to the highway and is not in a congested region that may cause a traffic bottleneck.

5.2 Weaknesses

Every firm has flaws, and KPJ Kluang Specialist Hospital is no exception. Unimproved waste management constitutes one of the flaws visible at KPJ Kluang Specialist Hospital, as depicted in the diagram. As we all know, hospitals generate a wide range of biological waste that must be appropriately disposed of, including clinical waste. It would constitute one of the most critical things to safeguard in the healthcare business to avoid any diseases occurring to workers or even clients and help preserve the hospital's clean atmosphere.

Nonetheless, an additional weakness of KPJ Kluang Specialist Hospital is the discouraging procedure of getting a medical report. Customers require the medical report for the purpose of filing an insurance claim, consequently this is undoubtedly one of the most crucial processes that companies must maintain. If the initial stage of the insurance claim proceeds easily, this might influence loyalty among consumers in deciding upon KPJ Kluang Specialist Hospital as their chosen healthcare provider.

5.3 Opportunities

Opportunities are factors outside the organization that could potentially offer an organization with a competitive edge. KPJ Kluang Specialist Hospital has its own prospects as well. Company collaboration is one of the company's prospects. According to budiarso, sarjono putro, sunitiyoso, and fitriati (2021), collaboration is a valuable business tool for companies of any size or sector in general. It often refers to organizations collaborating to solve issues as well as accomplish goals that appear out of reach while working alone. Collaboration has the potential to help KPJ Kluang Specialist Hospital lighten its financial burden as it collaborates with other organizations to fulfil its vision and goal.

Furthermore, KPJ Kluang Specialist Hospital has the ability to attract new customers with unique offers. According to Kelwig (2022), special offers are a type of sales promotion marketing technique in which a corporation uses a brief promotional effort or discount to stimulate interest or demand in its product or service. In this aspect, it does not matter how wealthy a firm is, there

will inevitably be circumstances in which it requires them to set the goal again and fight to be sustain. boost. It could potentially be useful in the start of building a new client base, ensuring that by taking advantage of this opportunity, KPJ Kluang Specialist Hospital might explore approaches to attract new customers.

5.4 Threats

Threats are components that have the tendency to bring harm to a company. Customers' price sensitivity is one of the threats to KPJ Kluang Specialist Hospital's operations. Price sensitivity quantifies the extent to which the cost of goods and services impacts customers' willingness to buy them. Customers' reactions to products provided by KPJ Kluang Specialist Hospital may also reflect this. Price sensitivity tends to be viewed as something outside the firm's control, so that KPJ Kluang Specialist Hospital ought to constantly be ready for future risk.

Aside from that, the changing political environment is another one's threat to KPJ Kluang Specialist Hospital. Malaysia is dealing with an unpredictable political situation, according to Wikipedia (Wikipedia Contributors, 2023). The 2020-2022 Malaysian political instability became apparent when multiple states Members of Parliament (MPs) representing the 14th Malaysian Parliament switched party support, resulting in the sacking of a parliamentary majority, the sudden demise of two successive coalition governments, as well as the resignation of two Prime Ministers. This political meltdown inconsistencies concerns KPJ Kluang whenever the political situation shifts between 2020 and 2022.

6.0 DISCUSSIONS AND RECOMMENDATIONS

6.1 Discussions About SWOT Analysis

6.1.1 Strengths

6.1.1.1. Excellent Customer Services

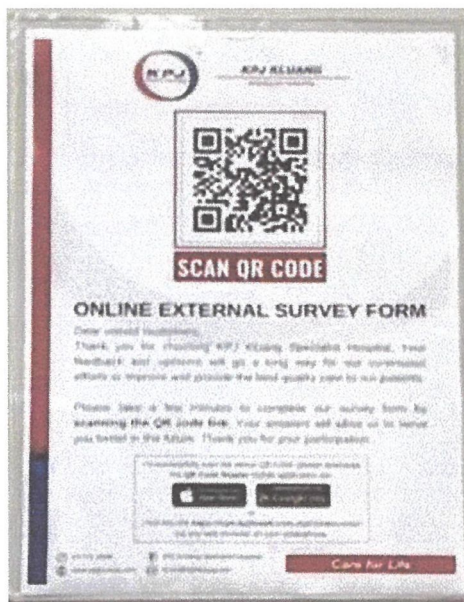


Figure 6.1: QR Code For Customers Feedbacks Or Comments

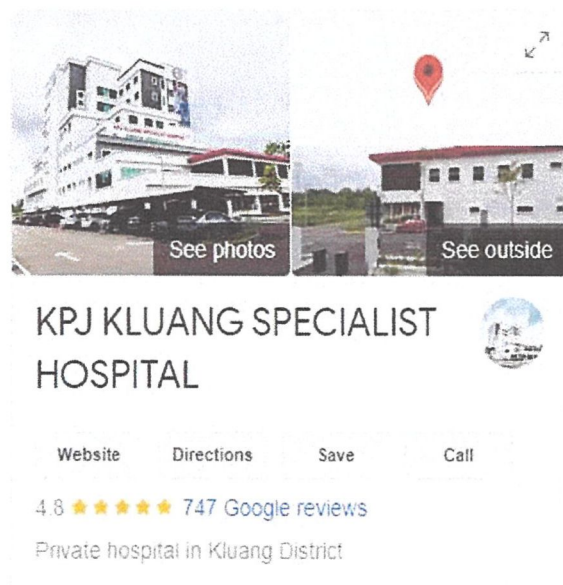


Figure 6.2: 5 Stars Rated Of KPJ Kluang Specialist Hospital

Excellent customer service has been one of KPJ Kluang Specialist Hospital's assets ever since they relocated to the brand-new building in 2023. This can be demonstrated beyond doubt, as KPJ Kluang Specialist Hospital received an average of five stars through Google reviews, as shown in Figure 6.2. KPJ Kluang Specialist Hospital continues to be practicing exceptional customer service by constantly soliciting opinions as well as suggestions in every department that provides assistance to clients in whatever manner feasible. Figure 6.1 shows how KPJ Kluang Specialist Hospital has proved to provide a Quick Response code (QR code) to make it easier for clients to any express positive or negative feedback. Thus, this can ensure to the future what they need to improvise to get better feedback.

Next, the KPJ Kluang Specialist facility has its own applied culture, and all visitors, especially clients, receive a greeting. Furthermore, they provided training for every single one of their staff members concerning how to greet clients, distribute documents, respond with directions, as well as prioritize their clients. These qualities surely contributed to KPJ Kluang Specialist Hospital receiving favorable assessments from customers as well as remaining confident in building customer loyalty referred to as a result of customers receiving the best services from employees, therefore would indirectly aid in the company's expansion.

6.1.1.2 Employees' Welfare is Maintained

Employee welfare is one of the strengths of KPJ Kluang Specialist Hospital. This is especially evident at the KPJ Kluang Specialist Hospital, which has invested in its workers' welfare and programs as its work environment of choice, among other things through Town Hall meetings, Corporate Addresses, Annual Employee Evaluations, Employee Satisfaction Assessments, Staff Wellness and Recognition Programs and Human Resources Day.



Figure 6.3: KPJ Kluang Specialist Hospital Won HR Best Practices Award

As evidenced by the fact that KPJ Kluang Specialist Hospital won the silver prize for HR Best Practice in the Organization Category at the 22nd Malaysia-International HR Awards 2022, as can be seen in Figure 6.3, it has been determined that there is good management of human resources. The human resources community has granted the awards its full support and endorsement., with the honorable Minister of Human Resource as the Patron.

The endorsement shows that KPJ Kluang Specialist Hospital has consistently offered workers the greatest treatment and benefits while also creating the best work environment as well as offering solutions for reaching organizational goals. In addition, employee welfare has a positive impact on this business, which is evidently beneficial to staff morale, productivity, and happiness with their daily activities, particularly among shift workers. As long as employees give the firm the maximum effort, it will also have a positive indirect effect on increasing a company's profitability and reputation.

6.1.1.3 Strategic Location

The strategic location is also one of KPJ Kluang Specialist Hospital strengths Since it is the primarily private hospital in Kluang that offers basic medical treatment as well as around the clock emergency services, its reputation for excellence can be discovered by everyone. It is conveniently situated 5 minutes by car from the centre of Kluang, approximately 15 minutes from the highway junction and less than 50 minutes to reach Batu Pahat. The developed neighbourhoods Taman Saujana, Taman Sri Kluang, Taman Desa, Taman Intan, Taman Delima, Taman Kluang Perdana, Taman Kluang Barat, and Mengkibol Industrial Park that is near to KPJ Kluang Specialist Hospital would be one of the factors that KPJ Kluang Specialist Hospital has its strategic location. All of it is only a 30 km radius away. This hospital also serves the inhabitants of Kluang and surrounding places like as Seri Lalang, Bandar Tenggara, Mersing, Renggam, Kota Tinggi and Endau Rompin.

In addition, KPJ Kluang Specialist Hospital's strategic position may be a strength due to the best and peaceful atmosphere that is appropriate for hospitals, as compared to their outdated facilities, which are essentially small buildings surrounded by busy roads, decreasing the customer accessibility. Furthermore, given that they serve so many areas around Kluang, their strength may have an effect on KPJ Kluang Specialist Hospital in terms of consumer and production demands. Since KPJ is constantly updating and developing its facilities to serve the people of Kluang and

the surrounding area, it will also indirectly have an impact on providing sustainability and growth potential.

6.1.2 Weaknesses

6.1.2.1 Unimproved Waste Management

One of the shortcomings of KPJ Kluang Specialist Hospital that can be seen is the unimproving waste management. This vulnerability was evident in the KPJ Kluang since they simply implemented the usual SOP for managing waste in hospitals, and it seems as though the waste was not well handled as there was clinical waste mixed in with general waste like paper and plastic.

Additionally, this deficiency may have an adverse effect on KPJ Kluang Specialist Hospital by creating an unhealthy working environment where employees handling chemically laced trash could potentially be exposed to harmful substances. Since KPJ Kluang Specialist Hospital's new facility was in a residential location and was closer to a palm plantation region, its weaknesses may not only have an influence on the staff but also on the environment. KPJ Kluang Specialist Hospital therefore needs to take this seriously for the purpose of protecting both the environment and its own brand.

6.1.2.2 The Process Of Obtaining Medical Reports Is Not Particularly Encouraging.

The inconvenience of acquiring medical records is another flaw that has affected KPJ Kluang Specialist Hospital. Although KPJ Kluang has attempted to come up with ways to improve by using emails to make things easier for the consumers. As an internship student in the medical record department, I am able to see this weakness in the process as it has been receiving complaints from customers as the process of the medical report does not run smoothly.

However, the issue is still present even if the process is shifted to email because the customers must still pick up the hard copy of the medical report from our office. This fails to assist the client because Pulau in Mersing, Segamat, and Desaru, which are located far from KPJ Kluang Specialist Hospital, had recourse to the hospital. Customers requesting an update to their medical report are another annoyance of this medical report process. As a result, this shortcoming may have an effect on KPJ Kluang Specialist Hospital as it may cause patients and agents who have

found themselves dealing with a difficult time settling their insurance and PERKESO concerns to have a negative perception of the hospital.

6.1.3 Opportunities

6.1.3.1 Attracts New Customers Through Special Offers.



Figure 6.4: Infographic For Free Mammogram Screening In Breast Cancer Awareness Day

Whenever there are health awareness days, such as World Cancer Day and World Heart Day, KPJ Kluang Specialist Hospital uses special discounts as a business opportunity in order to bring in new customers. KPJ has taken advantage of this chance by planning special deals for noteworthy occasions including Breast Cancer Awareness Day.

As seen in Figure 6.4, KPJ Kluang Specialist Hospital has taken advantage of the occasion by providing customers with a free mammography screening for breasts, thereby encouraging the community to regularly review their health by seeking medical advice. Apart from that, KPJ Kluang Specialist Hospital could derive advantages from this possibility by increasing customer loyalty to those who were previously coming to KPJ Kluang and increasing company revenue, customer happiness, and brand exposure.

6.1.3.2 Company Collaboration

Collaboration with other businesses is a further opportunity that KPJ Kluang Specialist Hospital discovered. The KPJ Kluang Specialist Hospital, which has worked with Prudential insurance policies, is an excellent illustration of these opportunities. It is without a doubt the best business to work with because they would also have contacted KPJ Kluang on the client's behalf. Apart from that, the KPJ Kluang Specialist Hospital has organized a special visitation from several media outlets and travel companies from Bengkalis and Dumai in connection with medical tourism across cities as part of an international collaboration. In *Indonesia Delegation Visits KPJ Kluang Specialist Hospital (2022)*, it is also said that these measures will contribute to the development of relations between Malaysia and Indonesia in the context of international medical travel. In addition, this possible outcome can have an impact on KPJ Kluang Specialist Hospital since it increases the hospital's brand recognition on a global scale. The hospital will additionally profit from the chance because it continues to expand, grow, and improve its competitiveness by combining its efforts with those of other organizations.

6.1.4 Threats

6.1.4.1 Customer Becoming Price Sensitives

One of the potential threats to KPJ Kluang Specialist Hospital is customers becoming price sensitive. According to Vrouvas (2023), price-sensitive customers tend to be concerned regarding the cost of items and services, frequently prioritising price over other considerations when deciding on a purchase. KPJ Kluang Specialist Hospital is able to demonstrate this when a large number of clients express frustration regarding the price. Even while working in the medical record department, I was frequently told that the cost of obtaining a medical report is prohibitively expensive. Additionally, this threat will undoubtedly have an impact on KPJ Kluang Specialist Hospital's productivity and earnings because alternative healthcare providers may provide more accessible prices.

6.1.4.2 Changing Political Environment

Another major threat to KPJ Kluang Specialist Hospital is the changing political climate. It additionally indicates that changing governments could be having an impact on healthcare regulations. According to Chin (2022), political unrest and a change in the country's governance

are plaguing Malaysia. Since the Covid 19 pandemic, which killed thousands of people as well as virtually shut down the economy for two years. Increasing taxes and tariffs, labor law, workplace health and safety law, consumer protection act as well as legality and scope of e-commerce are among the numerous areas wherein governmental modifications may have an effect.

KPJ Kluang Specialist Hospital must therefore create strategies that take into account all the changes in political policies. The consumer protection statute, which forbids KPJ Healthcare Berhad from disclosing the personal databases of its customers, is the present political factor in this case that has an impact on the KPJ Healthcare Berhad. The anticipated increase in taxes and tariffs on medicines imported from other nations is yet another upcoming political aspect that could have an impact on KPJ Kluang Specialist Hospital. This is also noticeable in the management of the supply chain for medicines at KPJ Kluang Specialist Hospital. Furthermore, if the supply chain is disrupted, KPJ Kluang Specialist Hospital may need to request supplies from other KPJ branches and may potentially suffer other effects. If the costs are not passed on to the consumer, the cost of medications would rise sharply and cause KPJ Kluang Specialist Hospital to suffer significant losses.

6.2 Recommendations On SWOT Analysis

6.2.1 Strengths

6.2.1.1 Excellent Customer Services

KPJ Kluang Specialist Hospital needs to preserve its strength in order towards accomplishing greater things in the future. In my viewpoint, the key to maintaining this strength is to have richer client relationships. For instance, KPJ Kluang Specialist Hospital may give reward discounts to first-time visitors who spend more than RM 1000. Our Value Proposition Leadership Statements (2022) state that the growth in KPJ Cares member recruitment was only 18%. As a consequence, the marketing department of KPJ Kluang Specialist Hospital might additionally aggressively promote and raise awareness among clients of the KPJ Cares program which is a membership program that allows clients of KPJ Kluang Specialist Hospital are able to accumulate points for each visit in exchange for conserving it. Because of this, they could be providing efficient visualizations such as infographics that clearly explain the KPJ Cares program on every single counter which is accessible throughout each department offering services, not

merely the registration and reception counters. As an outcome KPJ Kluang Specialist Hospital is anticipated to be one of the branches that makes a contribution to raising the percentage of KPJ Cares members recruited. The result would inadvertently encourage clients to choose KPJ Kluang Specialist Hospital as their preferred healthcare provider along with strengthening existing customer loyalty.

6.2.1.2 Employee's Welfare Is Maintained.

However, KPJ Kluang Specialist Hospital can nonetheless continue depending on its strength of employee welfare by enhancing the safe working environment and planning more staff engagement activities. According to my perspective, KPJ Kluang Specialist Hospital could be conducting twice-yearly disaster drills and monthly inspections of emergency facilities as they rarely take it seriously. They might additionally coordinate various disaster drills for departments that might be involved in emergencies. This will undoubtedly assist KPJ Kluang Specialist Hospital in guaranteeing the safest possible healthcare for their patients in addition to caring for the welfare of their employees. Furthermore, KPJ Kluang Specialist Hospital might organize additional employee wellness-promoting events that benefit workers' physical and mental well-being. For example, they could consider organizing a KPJ Fun Run featuring powder colors for the participants to enjoy afterwards the race. According to Canter (2022), it has been reports that runners have participated in discussing how they have been able to overcome mental health problems like stress, anxiety attacks, panic attacks, and eating disorders by deciding to run as a form of exercise. This indicates that a running event could potentially encourage the physical and mental welfare of employees.

6.2.1.3 Strategic Location

By raising awareness of its brand, KPJ Kluang Specialist Hospital could potentially be able to maintain its advantageous location. KPJ Kluang Specialist Hospital may enthusiastically fund various wellness-related community events, which could include a health awareness campaign day and a clean-up against aedes program, with the objective to increase their brand recognition. Khan (2023) claims that event sponsorship might present businesses with an assortment of advantages, including strengthened brand visibility, networking opportunities, as well as lead creation. Due to

the enhanced exposure of their brand, KPJ Kluang Specialist Hospital could reap the rewards from networking possibilities for their company's development.

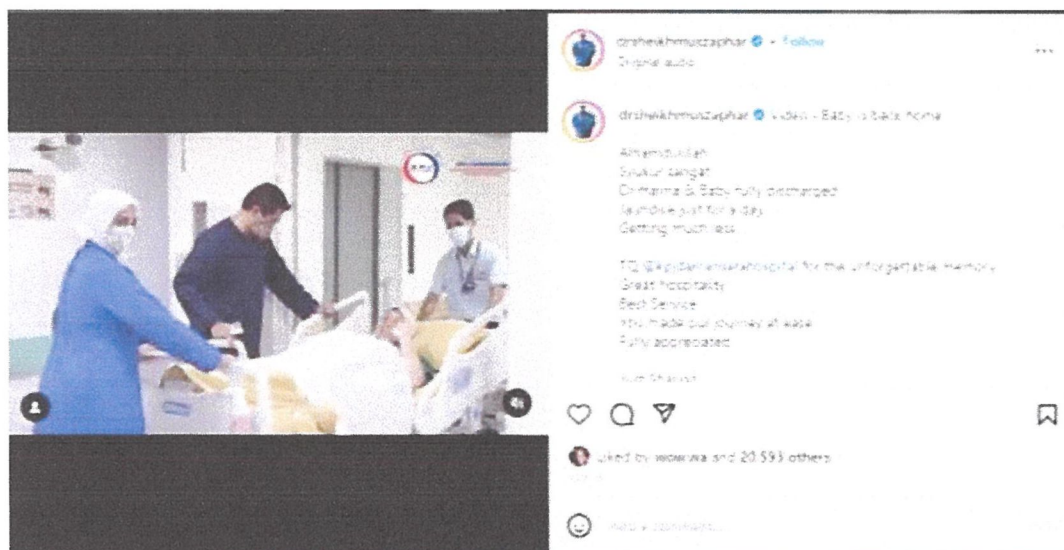


Figure 6.5: Video Posting Of Dato' Dr. Sheikh Muszaphar For KPJ Damansara

Additionally, KPJ Kluang Specialist Hospital can leverage influencer marketing in order to preserve its advantageous location as well as raise its awareness. This may have been seen in the posting of Dato' Dr. Sheikh Muszaphar Shukor Al Masrie, who claimed that his family picked KPJ Healthcare Berhad, additionally referred to as KPJ Damansara Hospital, enabling his wife to get treatment when giving birth to their son. As shown in Figure 6.5, this posting might have had a ripple effect on all of Dato' Dr. Sheikh Muszaphar's followers, which subsequently in turn helped KPJ Hospital Damansara become more visible on social media. Dato' Dr. Sheikh Muszaphar additionally provided feedback by uploading a video to his Instagram account. Because KPJ Kluang Specialist Hospital is in a strategic location, it can take advantage of the aforementioned strategies in order to improve its visibility as well as accessibility.

6.2.2 Weaknesses

6.2.2.1 Unimproved Waste Management

Nonetheless, KPJ Kluang Specialist Hospital may overcome this shortcoming, which might have a negative influence on the organization, by developing a system that can reduce waste more effectively. In my personal view, KPJ Kluang Specialist Hospital would do well to follow in the motions of another KPJ branch, KPJ Puteri Specialist Hospital in Johor Bahru. This will be possible due to the fact that KPJ Puteri has established an e-Scheduled trash Management System (SWeMS) that will have information recorded with specific descriptors such as trash generator, quantity generated, along with disposal time, as well as labelled with a picture of the scheduled garbage. According to Asia (2023), KPJ Puteri's technology has resulted in its own distinctive functionality, namely the triggering alarm that notifies the personnel of the total amount of preservation days as per the authorized time. This almost certainly aids in monitoring the storage sensibly and effectively managing it. Following its successful implementation, this form of technology known as SWeMs received excellent reviews from those using it for its easy accessibility along with real-time system. As a consequence, KPJ Kluang Specialist Hospital may be developing and employing this technology to enhance waste management therefore indirectly defend their firm reputation, since this action will additionally demonstrate that they are concerned about the environment.

6.2.2.2 The Process Of Obtaining Medical Reports Is Not Particularly Encouraging.

Nonetheless, KPJ Kluang Specialist Hospital could possibly be able to triumph over this burdensome method of acquiring medical reports by strengthening system administration on its own website. In my opinion, KPJ Kluang Specialist Hospital would benefit from adding a section to its website where consumers are capable of logging in or signing up for an account and transparently check the process of medical report including its updating of the medical report whether it has already been given to the doctors or it has already been completed. Added to that, they can take advantage of a system similar to all purchasing applications, such as Shoppe where clients are able to identify the location of medical reports if they acquire courier for their hardcopy versions. In part of this, KPJ Kluang Specialist Hospital has the potential to create a fully e-documents business which whole system depends on emails where there is no hardcopy needed, and the aforementioned could possibly be accomplished by proposing doctors utilize personal tabs

provided for handwritten reports in softcopy form. As a consequence of this, none of the physical copies will be generated. In an indirect manner, this measure will benefit KPJ Kluang Specialist Hospital much since it allows them to help their clients in avoiding the loss of confidential documents.

6.2.3 Opportunities

6.2.3.1 Attracts New Customers Through Special Offers

However, KPJ Kluang Specialist Hospital may take this opportunity by increasing brand recognition. From my perspective, KPJ Kluang would have to plan special deals for Mother's Day and Father's Day in addition to Health Awareness Day. The suggestion I have is that KPJ Kluang Specialist Hospital could serve up a special Mother's Day discount of 12% to expectant mothers having due dates within a month of Mother's Day on May 12 alternatively a special Father's Day offer of a free health examination for all fathers during the following week. This might differentiate KPJ Kluang Specialist Hospital among all other KPJ Healthcare Berhad branches as well as increase their consciousness of the KPJ Kluang Specialist Hospital branding.

6.2.3.2 Company Collaboration

KPJ Kluang Specialist Hospital could take advantage of this chance in part by taking part in various collaborations. In regard to my viewpoint, KPJ Kluang Specialist Hospital could work with organizations that facilitate medical tourism. Facilitators of medical tourism are people or organizations responsible for directing patients through the health-care system of a foreign nation. This is primarily due to the health care sector's recent, considerable expansion, thereby rendering efficient marketing and promotion crucial for healthcare providers looking to draw in patients from outside sources, medical tourism facilitators perform an essential part in attaching consumers to healthcare professionals, while collaborating with them may considerably improve company marketing along with promotion efforts, claims Medical Tourism Magazine (2021). Additionally, working together is going to be advantageous given that it will help achieve enhanced patient acquisition as well as a better global footprint in the broadening medical tourism industry.

6.2.4 Threats

6.2.4.1 Customer Becoming Price Sensitive

Nonetheless, KPJ Kluang Specialist Hospital may be able to build remedies to overcome the problems that might hurt itself by focusing on price research. In my opinion, KPJ Kluang Specialist Hospital supposed to consider comparing their costs for each package supplied are to clients with comparable private hospitals which include Pantai Hospital, Regency Specialist Hospital, as well as Columbia Asia Hospital. This is considering other private hospitals' pricing segmentation has the potential for clients to be price sensitive. Other than comparing the prices, KPJ Kluang Specialist Hospital may be able to assess the availability of numerous packages that segment regarding every demographic group that corresponds to the people of Kluang in addition to evaluating pricing. According to Vrouvas (2023), companies can come up with concentrated marketing campaigns as well as product offers which are appealing to this specific demographic of clients through investigating purchasing habits, demographics, and any additional criteria which the sales department thinks might be essential. In order to successfully meet the expectations of price-conscious clients without sacrificing the company's overall pricing approach or the quality of their goods, KPJ Kluang Specialist Hospital can instead focus on more thoroughly accomplishing research regarding their group's demographics including its customers' purchasing behavior.

6.2.1.2 Changing Political Environment

However, KPJ Kluang Specialist Hospital might put in place strategies to deal with this threat, that possesses the ability to negatively impact itself, by planning risk management in shifting political environments. In connection with this, they are supposed to more specifically have prepared other possible suppliers who correspond to their requirements for periodic replenishment. KPJ Kluang Specialist Hospital might develop together with carryout "just-in-case" logistics and operations as a supplement to "just-in-time." This is due to the fact that balancing "just in case" and "just in time" will concentrate on building backup or redundancy capacity when it comes to of production resources, supply different options, including inventories to effectively establish supply chain resilience.

In addition, KPJ Kluang Specialist Hospital might have been able to determine the geopolitical circumstances in which could result in disruptions to their supply chain depending on

the supply-value chain mapping which necessitated them to shift the location of their suppliers as well as conduct research to figure out whether those locations will be affected through domestic political turmoil or whether their suppliers have been subject to regulatory restrictions on their economic operations. Consequently, KPJ Kluang Specialist Hospital is expected to benefit from this risk-reducing measure of political instability in safeguarding their company in current political scenarios.

In final analysis, the PESTEL analysis framework is limited to being utilized to refer to Politic, Economic, Social, and Technology in the SWOT study of KPJ Kluang Specialist Hospital. All of KPJ Kluang Specialist Hospital's advantages have been classified as social factors, all of the disadvantages have been classified as technological factors as well as all of the opportunities identified in the swot analysis have been classified as additional social factors for KPJ Kluang Specialist Hospital. In contrast, the PESTEL research methodology has classified the threats to KPJ Kluang Specialist Hospital separately as economic and political issues.

7.0 CONCLUSION

In conclusion, KPJ Kluang Specialist Hospital is indeed the one and only preferred exclusive healthcare facility in Kluang. Since its introduction of the first private Buildings in 2008, The firm has historically been at the frontier of the medical services sector in Kluang. KPJ Kluang Specialist Hospital has to safeguard this position regardless of whether new rivals become apparent in the future through remaining fully dedicated to grow as the chosen provider of treatment with the help of inventive utilization of technology, skilled medical practitioners, and also highly qualified staff members. In part of training outcomes, this internship journey has been giving me excellent and rewarding experience in KPJ Kluang Specialist Hospital as I am a person who has no prior experience in a real working environment. This would help me in improving myself better and potential to be more qualified in my future career.

In addition, KPJ Kluang Specialist Hospital also may improve their weaknesses and prepare for threats in the future in order to meet its long-term goal and achieve its mission and vision. As time goes on, additional difficulties may present themselves, including those related to technology, diagnosis and treatment, progressively intelligent consumers, including a worldwide economic downturn, mandating extensive preparation on the part of KPJ Kluang Specialist Hospital to take steps safeguard itself concerning to these potential risk factors. Every single one KPJ Kluang Specialist Hospital employees thus have a responsibility to play an active role in demonstrating and maintaining the company's core values as well as reassuring one another of its mission in order to promptly address complications, distribute top-notch customer service, preserve up with the competition, and also increase the company's capacities. KPJ Kluang Specialist Hospital is required to amend all of the swot analysis's components since executing it may assist the business remain viable and maintain a healthy cash flow as it progresses towards reaching its stated vision and purpose.

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9.0 APPENDICES



Appendix 1: A Certificate Of Orientation And Refresher Course Program On 27 & 28 March 2023.



Appendix 2: Food Bureau For Majlis Hari Raya Event.



Appendix 3: Choir Team Member Perform On Town Hall Events.



Appendix 4: A Picture Of Town Hall Committee Members And Award Receiver With The VVIP Of KPJ Kluang Specialist Hospital.



Appendix 5: Other Internship Students And Me Joining The Durian Festival At KPJ Kluang Specialist Hospital