



اُيْتِمُ تِكْنُولُوجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



Skillset  
RECRUITMENT AGENCY

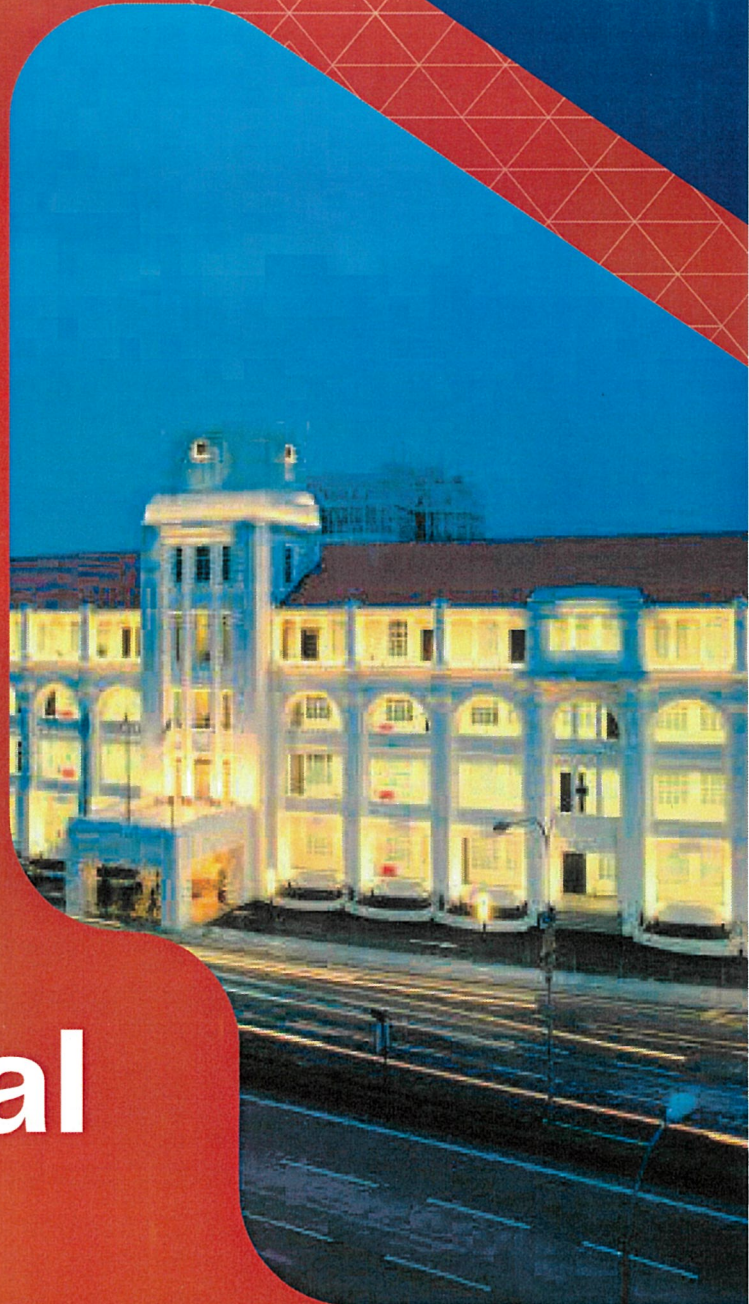
1 MARCH - 15 AUGUST

# Industrial Training Report

At Agensi Pekerjaan Skillset Sdn. Bhd

Presented To: Puan Noraishah binti Kamarol Zaman

Presented By: Nur Darwisyah binti Mohd Yunos | 2020449816 | BA2406A



# Executive Summary

This study analyzes and evaluates Agensi Pekerjaan Skillset Sdn. Bhd's current and prospective internal strengths and weaknesses, as well as its potential risks. It explains the various parts of AP Skillset Sdn. Bhd. SWOT Analysis looks into these components to identify the best approaches, address any problems, reduce risks, and increase chances of success. The first section includes a quick information to the student and company profiles, which are both crucial since they allow us to tell what the company is all about. In the second section portion, I have explored the effectiveness of the training that represents our unique experience and how it might help us advance academically or professionally. Although it may appear challenging to this experience into words, there are plenty of simple ways to do it. Subsequently, the report's key components are the SWOT Analysis and its observations. Find out what works well and what doesn't for the company in this industry while explaining new insights from the study based on the findings. Finally, the SWOT Analysis component's conclusion helps the reader understand why the analysis matters after reading the paper by evaluating positive and negative forces within and outside the firm.



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# 1.0 Acknowledgement

At the very outset, I thank Almighty Allah for giving me the strength, energy, ability to complete this internship program together with the internship report despite several scheduled constraints. It gives me extensive pleasure to thank many people for their warm cooperation and excitement in preparing this report, whether directly or indirectly.

First and foremost, I would like to thank my internship advisor, Puan Noraishah binti Kamarol Zaman, for her guidance. At the beginning of this task, I was initially unsure whether I could make a generative report, but with her guidance, I could complete everything exquisitely and on time. She guided me on the right pace to finish this report, and her advice was helpful.

On the other hand, I want to thank my manager, En Danial Hakim bin Mat Saimin and Miss Jamilla Syaza binti Zainoruddin, who willingly took responsibility and gave me a lot of time, and shared all the knowledge while working with me. Their coaching showed me not only how to comprehend the workplace culture but also how to interact with all of the organization's team and satisfy prospect needs with outstanding and supportive teamwork.

Lastly, I would also like to express gratitude to all my batch friends. We had a lot of discussions on how to complete this report. We also ensure that we give our best while finishing this task so that our advisor will feel at ease while observing my work. And also, special gratitude goes to my family, especially my mother. She always advises me to balance my time to work well during my internship and complete my report on time without procrastinating.

# 2.0 Student Profile



## NUR DARWISYAH BINTI MOHD YUNOS

### PERSONAL PROFILE

I am student from Universiti Teknologi MARA Kampus Bandaraya Melaka, seeking for internship. I am currently pursuing my degree in Business and Management, majoring in Marketing. I am highly ethused and committed to utilizing my skills to help others while working towards the mission of the company. I am team oriented person and enjoy working with people.

### EDUCATION

UiTM B.Melaka   Bachelor of Business Administration (Marketing)	Oct 2020- present
<ul style="list-style-type: none"> <li>Current CGPA: 3.24</li> </ul>	
Victoria Instituition, Jalan Hang Tuah   STPM	May 2018 - Dec 2019
<ul style="list-style-type: none"> <li>GPA: 3.00</li> <li>MUET: Band 3</li> <li>STPM (Science Social in Business)</li> </ul>	
Methodist Girl School, Kuala Lumpur   SPM	Jan 2013- Nov 2017
<ul style="list-style-type: none"> <li>Grade: 1A-, 1B+, 4B, 1C, 2E</li> </ul>	

### WORK EXPERIENCE

Sales Assisstant   Delectable by Su, Garden Mall	November 2020- April 2021
<ul style="list-style-type: none"> <li>Advising customers on baked goods selection and taking orders.</li> <li>Creating a welcoming and positive customer experience at the bakery counter.</li> <li>Monitoring the visual appeal and the availability of baked goods on display.</li> </ul>	
Sales Assisstant   FitFlop, Isetan Kuala Lumpur	December 2018 - March 2019
<ul style="list-style-type: none"> <li>Recommending products to help customers</li> <li>Taking inventoriy and monitoring sales floor</li> <li>Informing customers about sales, promotion and policies</li> <li>Greeting customers and offering assistance</li> </ul>	



## SKILLS

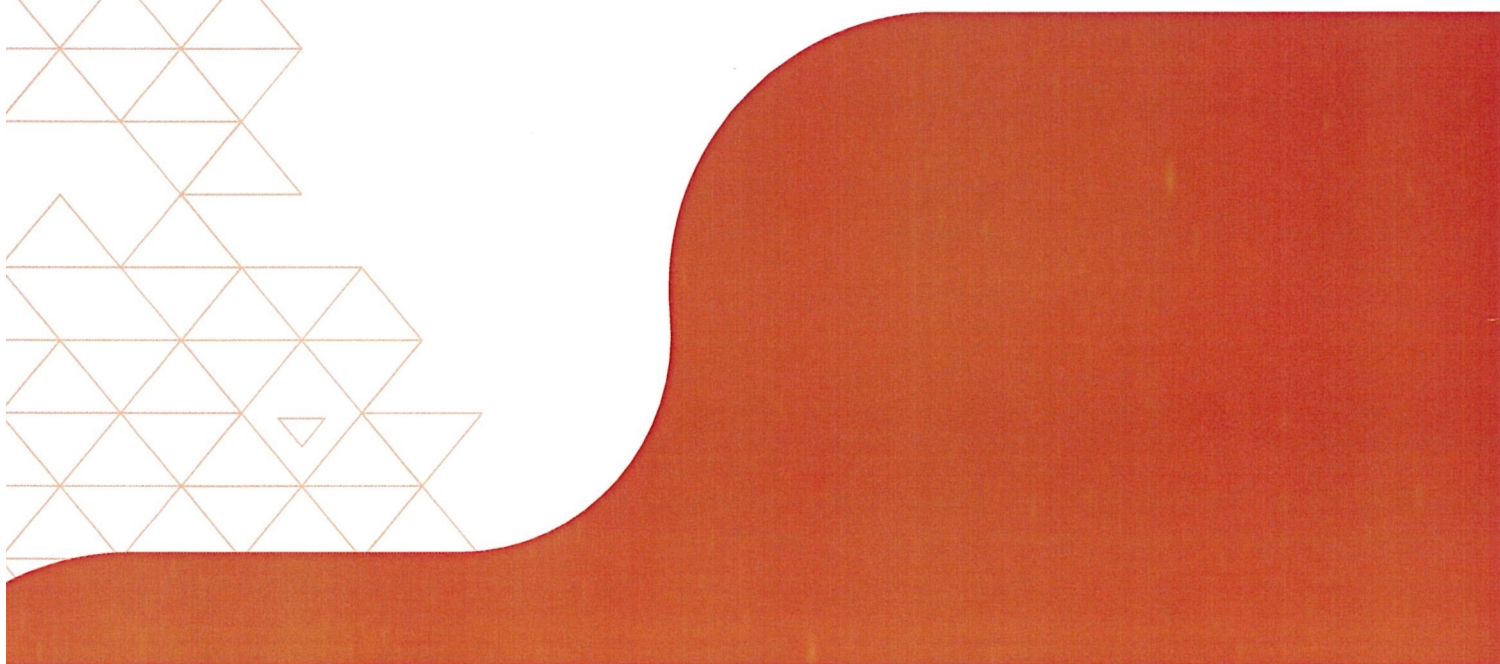
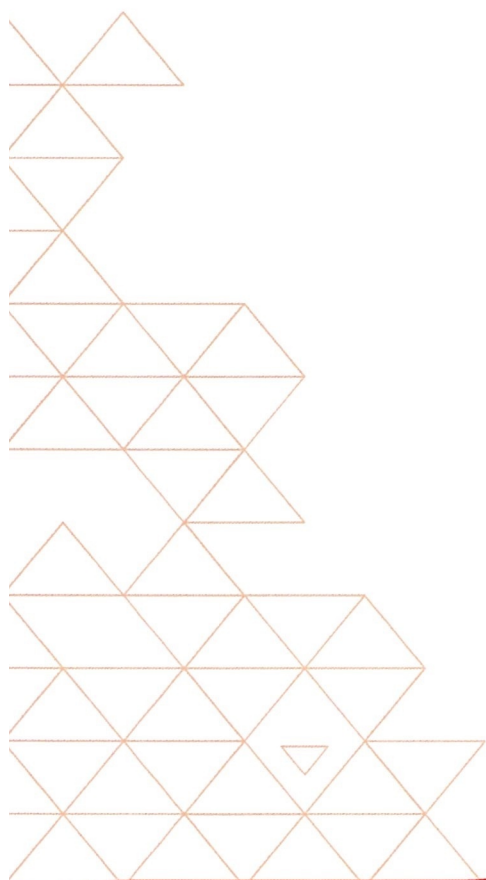
- Quick learner
- Leadership
- Communication
- Self-management
- Microsoft Office

## ACHIEVEMENT/ CURRICULAR ACTIVITIES

- Treasurer of Marketing Association in UiTM Kampus Bandaraya Melaka (Semester 4 - Semester 5)
- Participant volunteer club in UiTM Kampus Bandaraya Melaka
- EXCO Logistic of SOCCOM 2.0 : Shine in UiTM Kampus Bandaraya Melaka

## REFERENCE

- **PUAN AEMILYAWATY BINTI ABAS**  
ACADEMIC ADVISOR  
Universiti Teknologi MARA (Kampus Bandaraya Melaka)
- **ENCIK MUHAMMAD FAIRUZ BIN JAMIL**  
LECTURER OF BUSINESS ADMINISTRATION (HONS.) MARKETING  
Universiti Teknologi MARA (Kampus Bandaraya Melaka)



# 3.0 Company's Profile



**A&L 12, LEVEL 2, ASIAN INTERNATIONAL ARBITRATION CENTRE,  
BANGUNAN SULAIMAN**

## 3.1 Background

Agensi Pekerjaan Skillset Sdn. Bhd. or APSS is a small established company under GKK Consultant Sdn Bhd and they are known as one stop recruitment provider for executive and non-executive employees across Malaysia. Established in 2021, APSS has embedded its roots across multiple companies, including the private sector, government departments and agencies, and government-linked corporations. Its core goal is to provide the proper fit of employees to the company to maximize their ROI and gain a competitive advantage. Skillset also offers a dedicated team specializing in recruitment to provide an impactful experience to the client. And also, it has involved over 20 business verticals, including manufacturing, custom property, insurance, retail, logistics, etc.

## 3.2 Vision, Mission & Goals

### VISION

- To be the leading recruitment and human resource service partner in serving our clients and the community exceptional human resource solutions.

### MISSION

- To constantly expedite an excellent hiring result for both clients and candidates.

### GOAL

- To provide the right fit of employees to the company with the aim of maximizing their ROI and to gain competitive advantage.

## 3.3 Product & Services

Agensi Pekerjaan Skillset has been a service and training provider to several companies in providing talent and development training to their clients. They have engaged with more than 20 plus various business verticals, including Business Process Outsourcing (BPO), retail, manufacturing, aviation, and other industries. Besides, few job placements have been done by this company by actively providing the best-suited candidate for their clients. Some of the job placements are from various industries, such as information technology, BPO, call center, arbitration, etc. They are also working along with several government agencies, as they are registered under HRD-Corp for their training requirements. For instance, APSS has provided training programs such as Skim Bantuan Latihan Khas or SBL-KHAS, a program under HRD Corporation. Moreover, AP Skillset also provides training that covers technical, non-technical, ISO, and soft skills as full coverage of requirements by many companies.



# 3.4 Organizational Chart

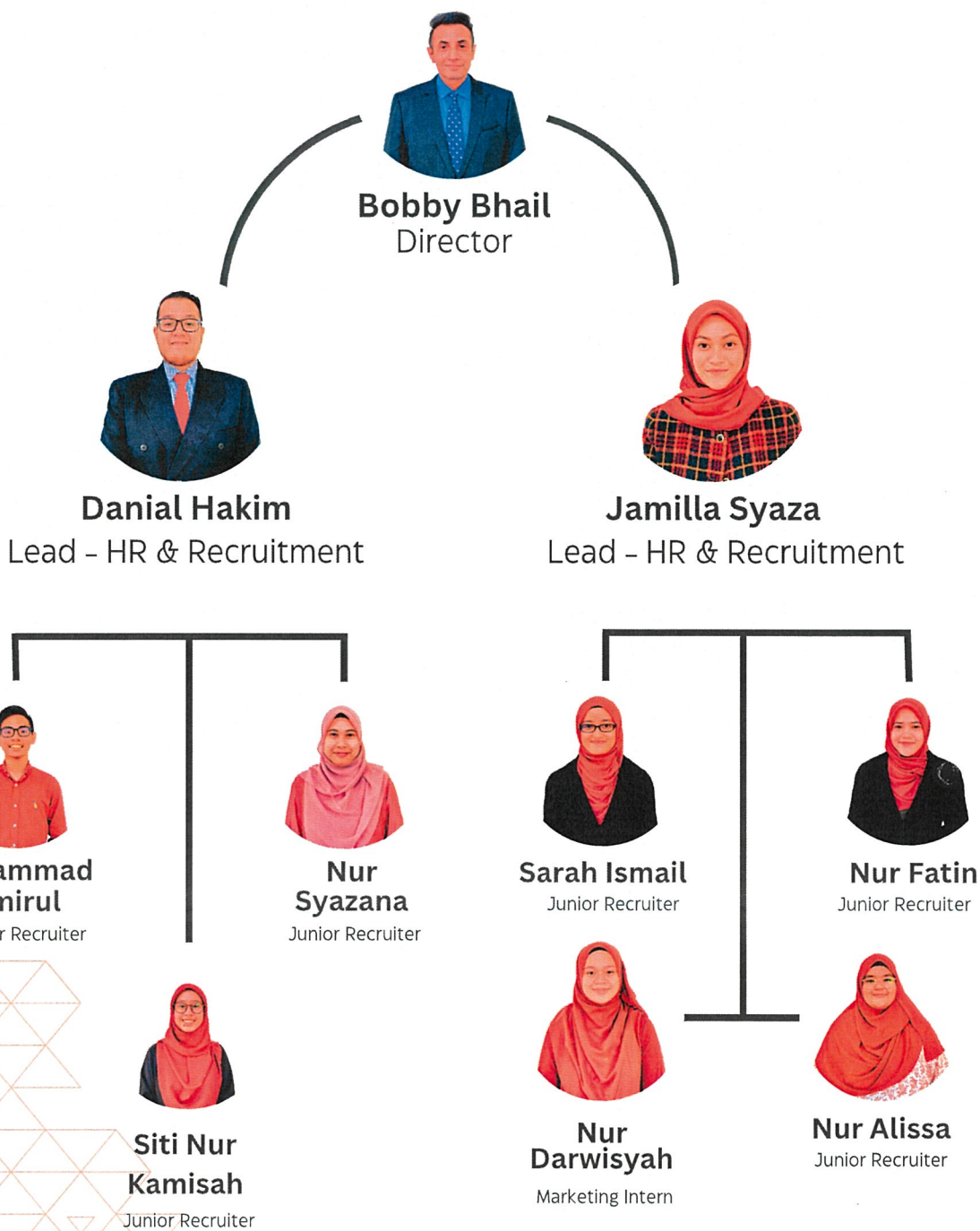


Figure 1: Organizational Chart of Agensi Pekerjaan Skillset Sdn. Bhd

# 4.0 Training's Reflection

Grateful to the Almighty God for His blessings, I finally nearly completed a 6-month internship, which began on Wednesday, 1 March 2023. The company that I have done my internship with is Agensi Pekerjaan Skillset Sdn. Bhd. The company started being filled with staff at 9 a.m., decreased to 6 p.m., and operated on weekdays. The experience of working for Agensi Pekerjaan Skillset Sdn. Bhd at Asian International Arbitration Centre (AIAC), Bangunan Sulaiman, has been so fascinating, and I have had the experience to make my career progress. This report was prepared to determine the occurrences at this company while I was working as a marketing intern. It is a reflection that shows the experience of the period. This report is divided into three parts, starting with an inside look at the profile, self-reflection, and SWOT analysis.



## 4.1 Specific Department

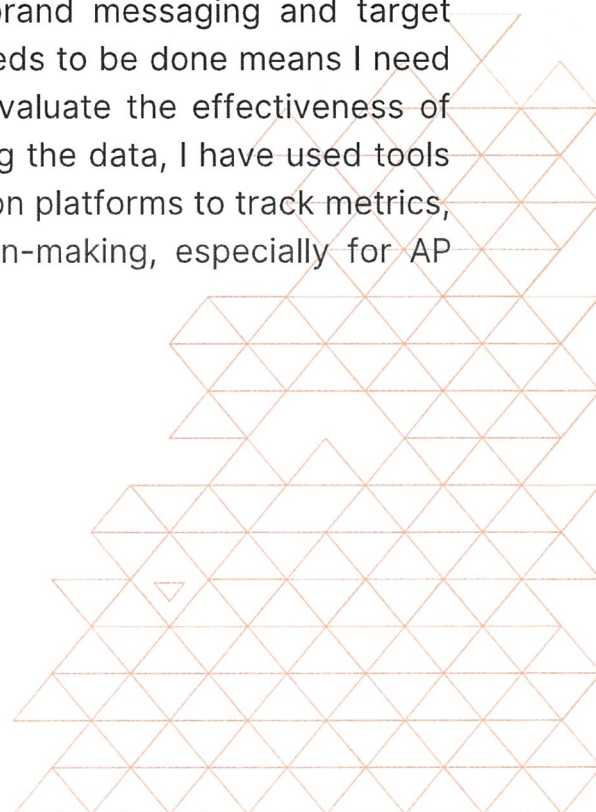
For the first three months, they assigned me to the marketing and recruitment department. Being the only one in the marketing department with guidance from my manager, it is challenging when I need to properly plan what I can do to increase their brand image. Apart from working in the marketing department for the first three months, I was also assigned to do part of the work in the recruiting department. In the recruiting department, I learned how to do resume screening, interview over the phone, and adequately schedule the candidate's second interview, or in short, I can learn the steps in hiring.

I am fully involved in the marketing department in the second half of my internship. I will be handling their social media accounts, doing market research, managing social media, coordinating an event, etc. Working in the marketing department with the guidance of my manager, I had the opportunity to apply what I learned while studying to the tasks given to me. Therefore, many new things I have learned during this second half of my internship, for example, scheduling a social media posting using META, how to coordinate a webinar, how to use Google Analytics for marketing research, etc.

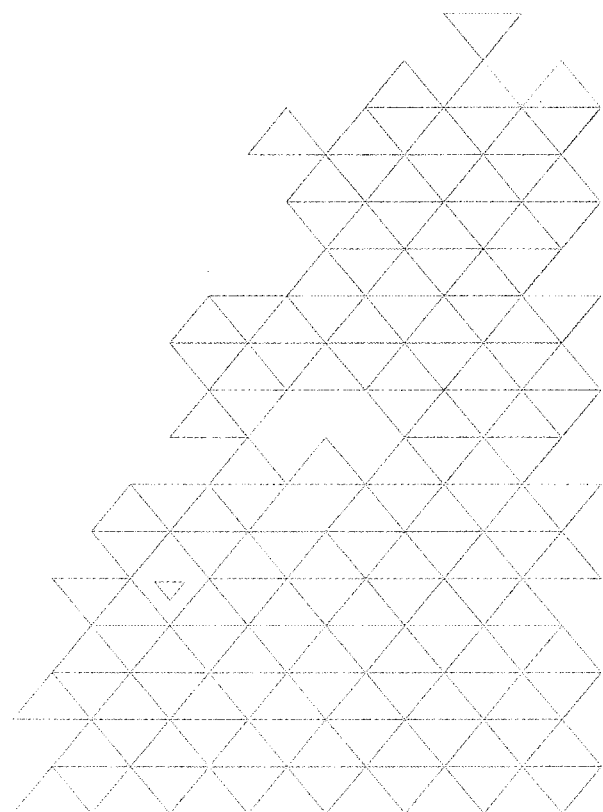
## 4.2 Roles, Responsibilities & Tasks

Marketing interns are essential in supporting various marketing initiatives and gaining practical experience in the field. During the internship program, I was assigned to the marketing and human resource department but mainly focused on the marketing department because I am doing my bachelor's degree in marketing. During my first three months of internship, the initial task is managing AP Skillset social media. It is to support their social media efforts by assisting in content planning, scheduling posts, monitoring engagement with the audience, and analyzing social media metrics. I have actively contributed to creating social media campaigns and played a significant role in assisting with community management.

Besides, content creation and copywriting are also part of the tasks and responsibilities given to me, which means assisting in creating marketing content such as Tiktok content, Instagram posts, social media updates, and promotional posters for recruitment materials. This task may help write and edit content that aligns with the company's brand messaging and target audience. Moreover, marketing analysis also needs to be done means I need to collect and analyze the marketing data to evaluate the effectiveness of marketing campaigns and initiatives. In collecting the data, I have used tools such as Google Analytics or marketing automation platforms to track metrics, create reports, and provide insight for decision-making, especially for AP Skillset, to improve their brand image.

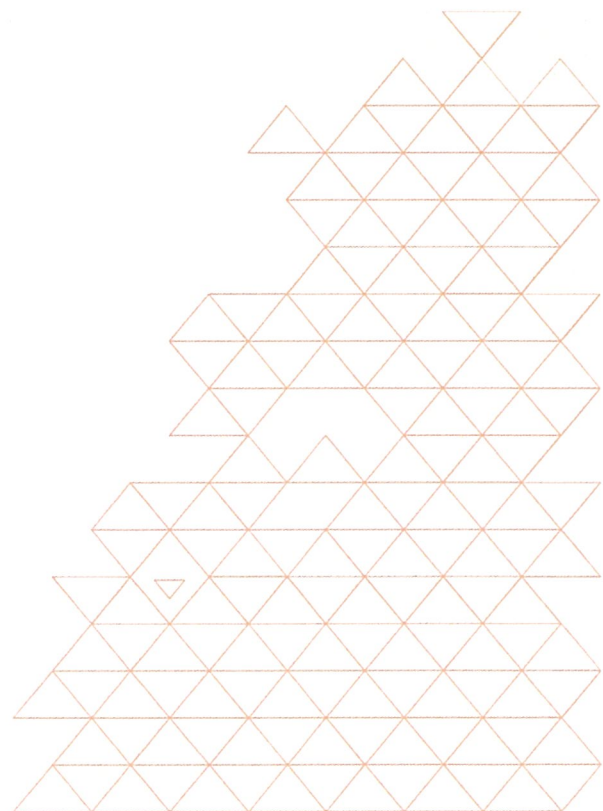


In my second half month of internship, the top management assigned me to coordinate a webinar session for the public, once a month starting from May, which is considered Corporate Social Responsibility or CSR of the company. This task is considered event coordination which I, as a marketing intern, need to plan and coordinate the event from the start to the end. Preparing the content, posters, marketing posting planner, and Tiktok content, and this webinar usually will be held online. Every one of the tasks given is very challenging for me as an intern. However, it gave me an excellent opportunity to learn and, at the same time, increase my skills, especially in the marketing field. Various new knowledge that I have gained throughout this industry training.



## 4.3 Benefits

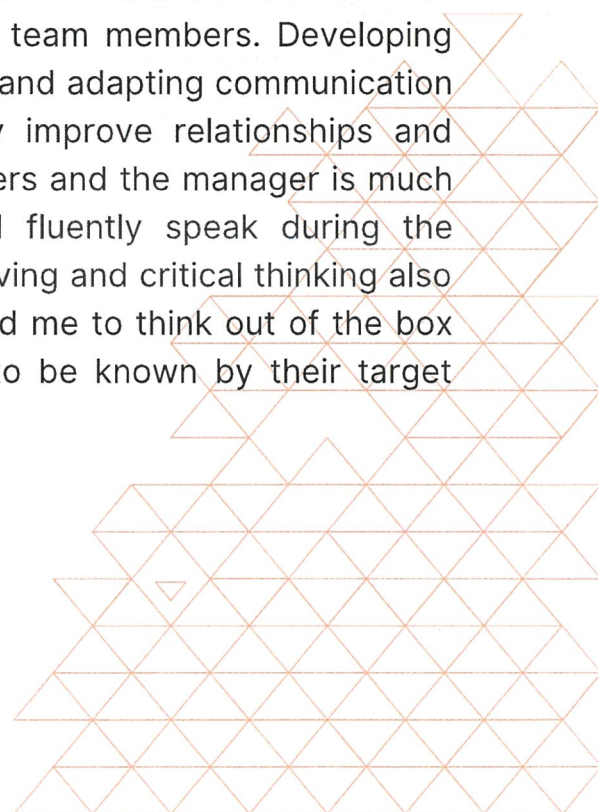
Throughout my six-month internship at AP Skillset Sdn. Bhd., I was impressed with their practical work communication, encompassing discussions on intrinsic and extrinsic factors, including allowances, compensation, experience, skills, and more. The employer provides a monthly allowance of RM 500.00, which is included in the commission if I can get multiple people to pass the interview and continue the job for three months. Furthermore, this company's pantry is always full, allowing employees to continue working energetically. Aside from the allowances and lunches, they are unquestionably the same as the employee with whom they communicate. The experience gave me a professional appearance that made me feel like I was working, and the work environment was positive. Finally, the pay is reasonable and comparable to my position when working for this company. Additionally, this opportunity allowed me the freedom to take a previously planned leave for physical therapy.



## 4.4 Personal Skills Development

Personal skills development enhances and improves your abilities, qualities, and attributes, contributing to personal and professional growth. It involves recognizing your strengths and weaknesses and intentionally developing and refining those skills. Completing an internship in a recruitment agency allows me to cultivate and enhance various personal skills development, contributing to the performance and growth of individuals. Working as a marketing intern enables me to understand time management and organization in which recruitment agencies often juggle multiple tasks, deadlines, and priorities. Time management, prioritization, and organization skills can help me as a marketer stay focused, meet deadlines, and maintain productivity amidst competing demands. In order to achieve timely and seamless posting, it is essential to complete the majority of the upcoming week's content a week in advance, allowing me to schedule posts at the appropriate times without encountering any issues.

Furthermore, I have realized that my communication skills have improved throughout the six months. Communication is essential to interact with clients, candidates, and, most importantly, our team members. Developing skills in written communication, active listening, and adapting communication styles to different audiences can significantly improve relationships and outcomes. My communication with team members and the manager is much better than before, where I can explain and fluently speak during the meeting. Besides that, improving in problem-solving and critical thinking also has been developed in myself, which has helped me to think out of the box on how to bring this company's brand name to be known by their target audience.



# 5.0 S.W.O.T Analysis

The SWOT analysis assesses the strengths and weaknesses of an organization's environment and external opportunities and threats. The internal analysis serves to identify the organization's own resources, skills, core capabilities, and competitive advantages (Oregon State University, 2021). The external analysis identifies market opportunities and threats in relation to the resources of the competition, the industry, and the general environment. The aim of a SWOT Analysis is to use a company's knowledge about its internal and external environments and to formulate a strategy accordingly.

Moreover, the SWOT analysis is a tool that guides and communicates what is effective and less effective in the education system to the governors, management teachers and employees who are involved in this analysis. In fact, SWOT is used for all planning operations that may influence the future financing, management, and planning of educational institutions (Mike Morrison, 2018). With strategic planning, a SWOT analysis is used and is seen as a success factor in a strategic planning process (Tolba, 2015). The strategic planning process provides a powerful tool and guidelines to help every institution of higher education to develop a strategic plan and find a competitive advantage within its environment (Chen, Shu-Hsiang, Nasongkhla, Jaitip, Donaldson, J. Ana, 2015)

Therefore, higher education institutions must expand their vision, mission, goals, objectives and strategies beyond current practices to fulfill their new part in ensuring sustainable development of education, and thus achieve their centrality in the feature selection and competition with progressive countries in the higher education field (Chen, Shu-Hsiang, Nasongkhla, Jaitip, Donaldson, J. Ana, 2015). Only SWOT analysis could be used to examine the current situation of higher education institutions. The current study was also conducted as a SWOT analysis in a higher education institution in terms of management, marketing, finance/accounting, and management information systems (MIS).



**S**

- Proven Track Record & Success Rate
- Strong Candidate Network & Database

**W**

- Lack of Brand Awareness & Expertise in Social Media Platforms
- Conventional Recruiting Methods

**O**

- The use of Artificial Intelligence (AI) in Recruiting
- Create Employer Branding

**T**

- Industry Competition
- Candidate Being Too Picky Towards Job Offer

# 6.0 Discussion & Recommendation

## 6.1 Strength

### PROVEN TRACK RECORD & SUCCESS RATE

A recruitment agency with a proven track record and high success rate of a recruitment agency refers to the agency's history of successfully placing candidates in suitable job roles and achieving positive outcomes for both clients and candidates. It reflects the agency's ability to consistently deliver results and meet the expectations of all parties involved. Demonstrating a history of successful placements and satisfied clients builds trust and credibility within the industry. It also enhances the agency's reputation, leading to increased client confidence and attracting top-tier candidates. By highlighting their track record, the agency can differentiate themselves from competitors and position themselves as a reliable partner for fulfilling staffing needs.

A strong track record establishes trust and credibility in the industry. When clients see that an agency has a history of successfully filling positions with qualified candidates, they are more likely to have confidence in the agency's ability to meet their hiring needs. Trust is also important for candidates, who are more likely to engage with an agency that has a reputation for placing individuals in desirable roles. In AP Skillset Sdn Bhd, it clearly can be seen in figure 2 , it shows a chart about the percentage of candidates who have successfully got a job with the help of this company. In addition, the next diagram also shows the percentage of candidates that have been screened by each recruiter with a total of 3000 candidates. This tracker shows the achievements of APSS in giving trust and satisfaction to the client, because it is able to provide the best service in filling job vacancies in a company.

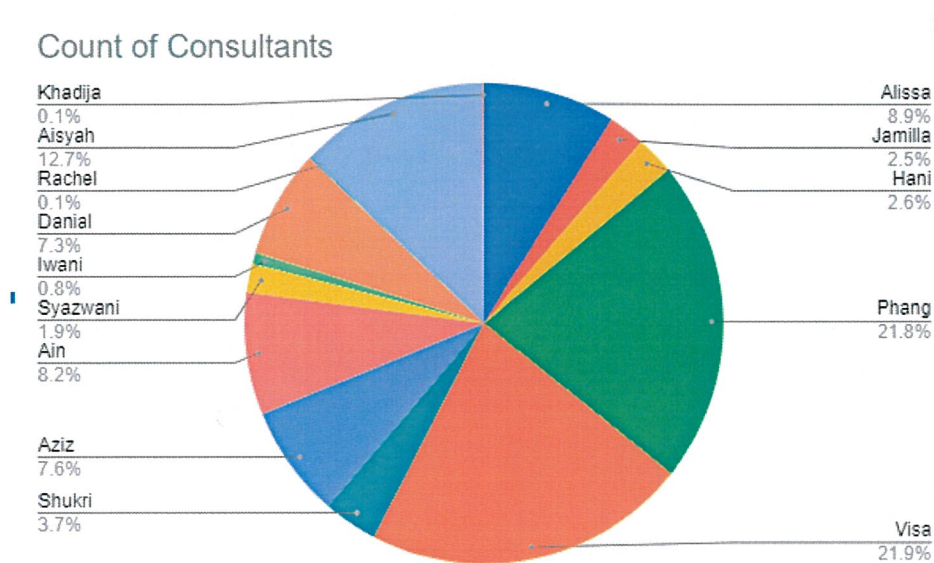


Figure 2: Pie chart of Candidate Screening by Recruiter

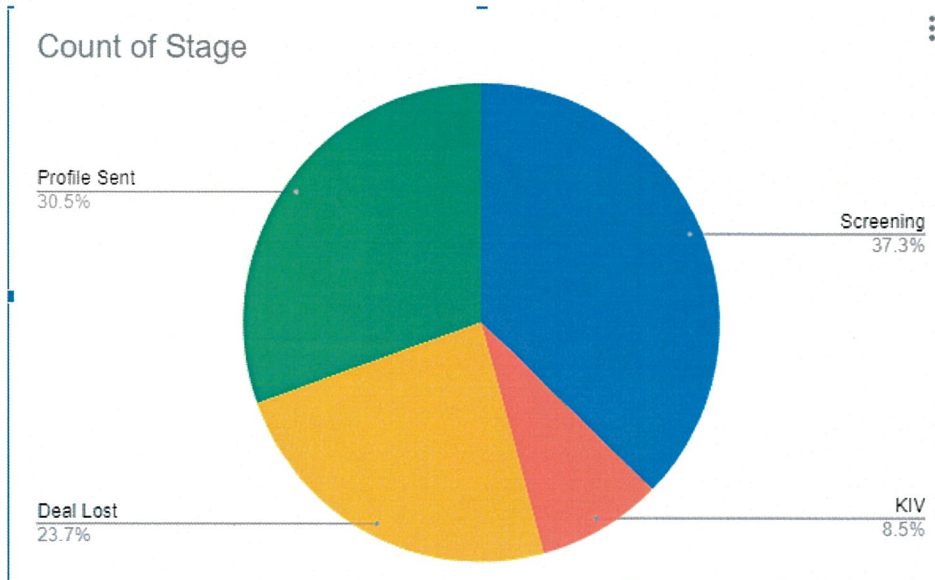


Figure 3: Pie chart of Candidate Who Get the Job

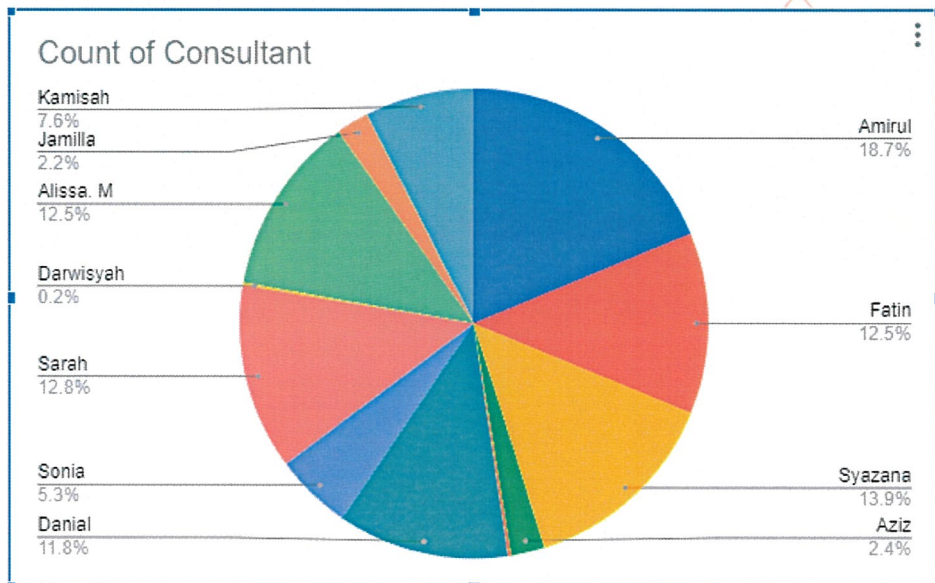


Figure 4: Pie Chart of Number Candidate Screen by Recruiter in Past 6 months

## 6.1 Strength

### STRONG CANDIDATE NETWORK & DATABASE

A strong candidate network and database in a recruitment agency refer to a comprehensive collection of potential candidates that agency has established and actively maintains. It encompasses the agency's connections, relationships, and data related to individuals seeking employment opportunities. A candidate network consists of the agency's pool of candidates who have expressed interest in job opportunities or have been identified as potential matches for specific roles. The network includes candidates from various industries, job level, and skill sets. These candidates may have directly approached the agency, responded to job posting, or been referred by other candidates or industry professionals.

A candidate database is the structured collection of candidate information that the agency maintains. It typically includes details such as contact information, employment history, educational background, skills, and any additional relevant data or in short, resume. The collected database allows for efficient organization, search and retrieval of candidate information based on specific criteria or job requirement. Therefore, it can be clearly seen in the figure 5 and 6, that APSS have their own database that collects all resumes of candidates that have been interviewed by them. Every resume they have is compiled from various backgrounds such as qualifications, experience, personal information, etc. The data collected is mostly obtained from job portals used, from Whatsapp applications, company emails, webinars and training conducted by the company itself, career events, etc.

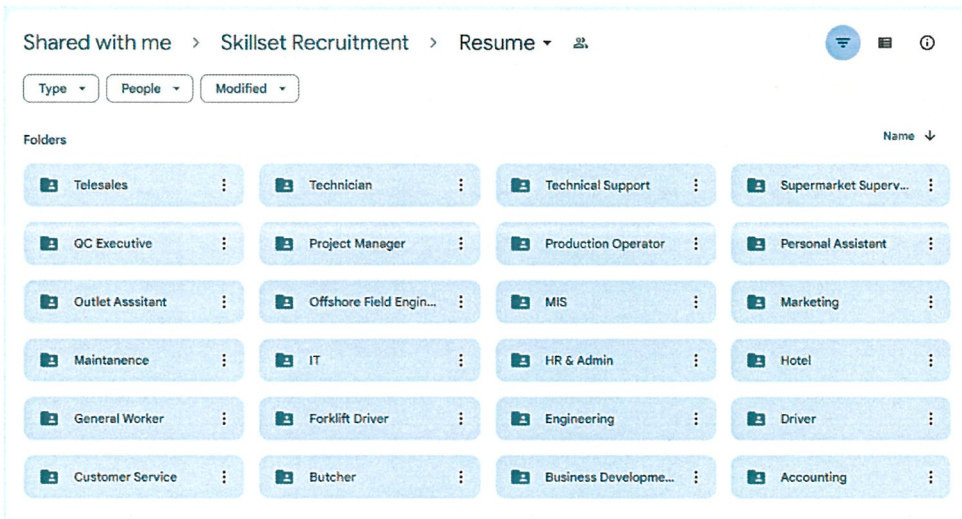


Figure 5: Candidate Resume Document

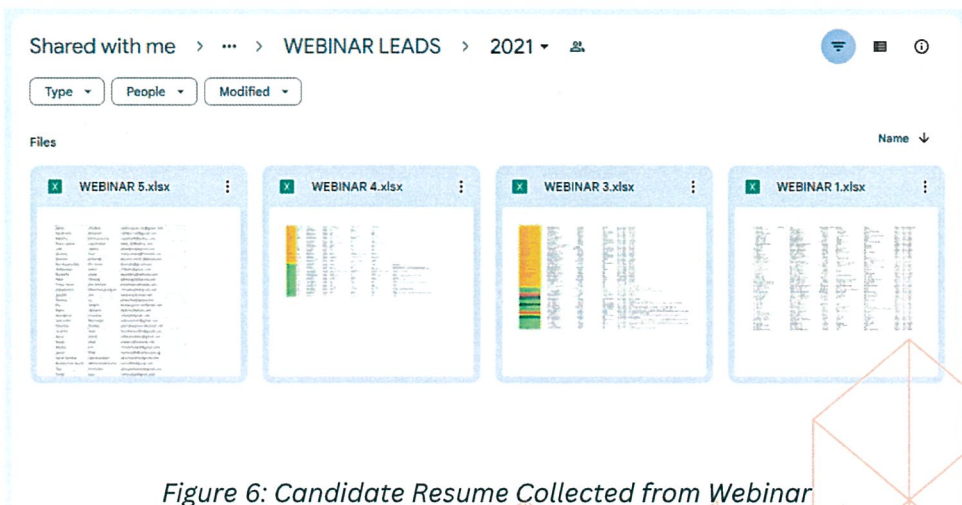


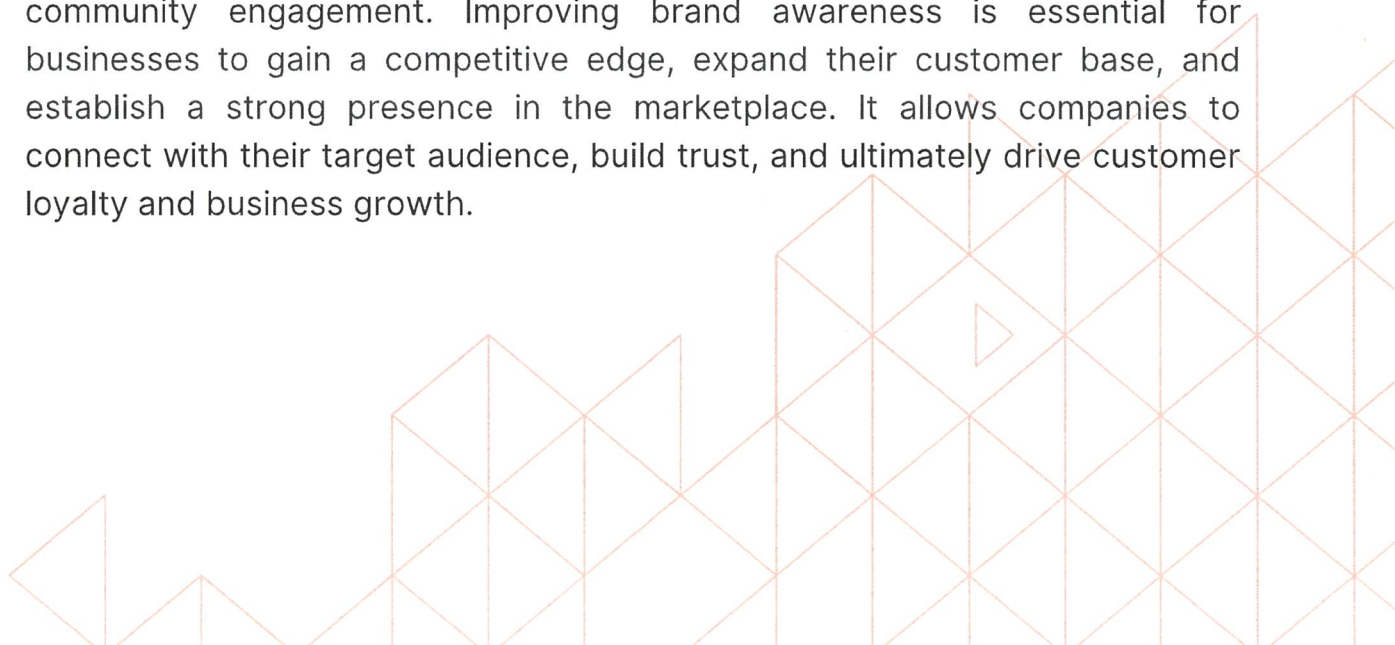
Figure 6: Candidate Resume Collected from Webinar

## 6.2 Weaknesses

### LACK OF BRAND AWARENESS & EXPERTISE IN SOCIAL MEDIA PLATFORMS

Lack of brand awareness refers to a situation where a company or organization has limited visibility and recognition among its target audience or in the marketplace. It means that the brand's name, reputation, and offerings are not well-known or familiar to the desired customer base or the wider public. When a business has low brand awareness, it faces challenges in attracting customers, competing with established brands, and differentiating itself in the market. Potential customers may not be aware of the company's existence, products, or services, resulting in limited customer acquisition and lower market share. To be clear, it can be seen based on the diagram below which shows AP Skillset's social media analytics, namely Facebook, Instagram and LinkedIn starting from 1 January to 1 March. It shows that there is no increase in two months in 2023 which is quite worrying because there is no interaction between the audience. This also happens because there is no expertise to manage their social media.

Building brand awareness involves strategic marketing and communication efforts to increase visibility, generate recognition, and create a positive perception of the brand. This can be achieved through various channels, such as advertising, public relations, social media, content marketing, and community engagement. Improving brand awareness is essential for businesses to gain a competitive edge, expand their customer base, and establish a strong presence in the marketplace. It allows companies to connect with their target audience, build trust, and ultimately drive customer loyalty and business growth.



Therefore, content marketing is one of the recommendations that can be made by AP Skillset and also hiring an expert to handle their social media platforms. Content marketing for now plays a vital role in every aspect. When a company hired an expert, they could help them to develop a content marketing strategy to showcase their agency expertise and provide valuable insights to their target audience. Promoting the company content through various channels also could help to increase brand exposure.

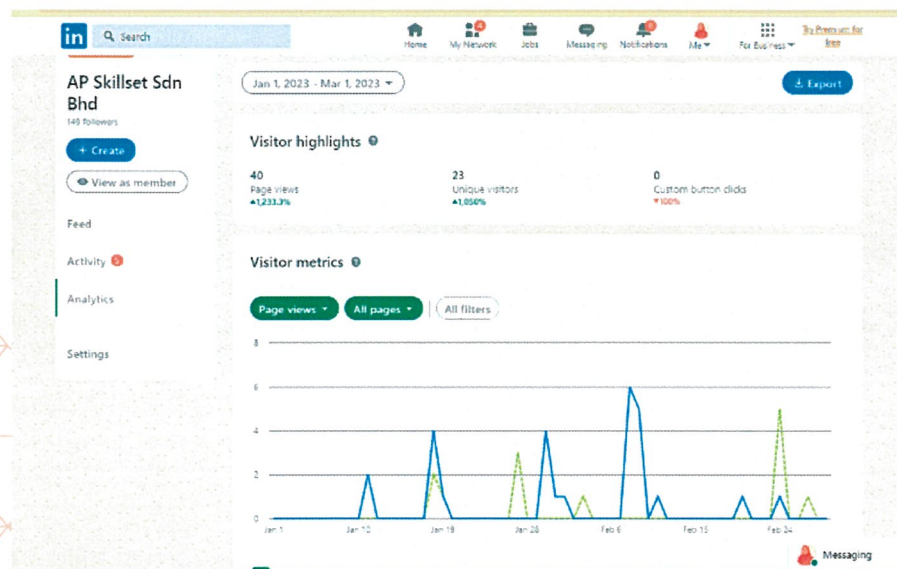


Figure 7: Agensi Pekerjaan Skillset LinkedIn Page Analytic from 1 January until 1 March

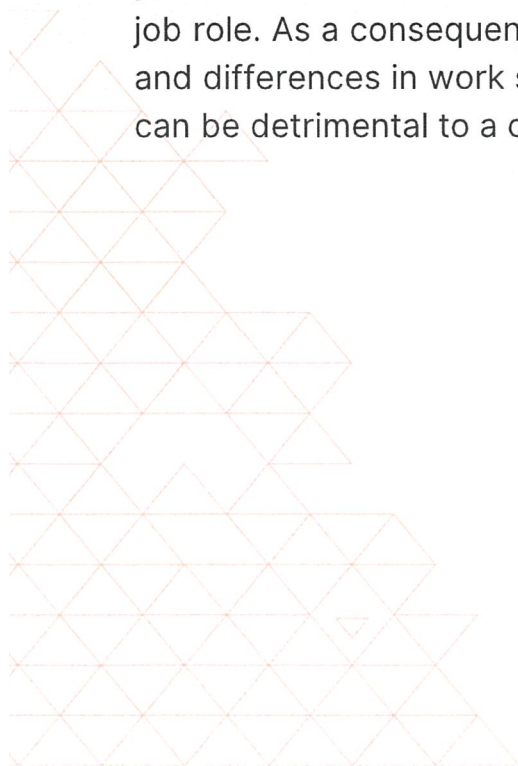


## 6.2 Weaknesses

### CONVENTIONAL RECRUITING METHODS

Traditional recruitment methods have and are still being utilized by employers across the globe. The simplicity and familiarity of using methods such as paper-based job postings, internal hiring, referrals and word-of-mouth are what make these still popular choices amongst lots of hiring professionals today. The traditional recruitment methods are also known as conventional methods. However, these techniques within hiring and recruitment are simply not enough to acquire top talent in a technological era. The diagram below shows the stages and process that AP Skillset used to hire candidates which is a traditional recruitment method.

The use of conventional recruitment methods in these companies has relied heavily on human input to conduct and follow through with recruiting, sourcing and attracting candidates to potential jobs. AP Skillset still uses this traditional method which requires them to phone candidates for phone screening. This method is quite difficult and inefficient because the work will be irregular. Therefore, it will cause a lack of diversity. As traditional recruitment methods rely heavily on human opinion it creates the risk of making unconsciously biased hiring decisions. Human decision-making is personal and can be influenced by many factors that are not relevant to the job role. As a consequence, this can promote a workforce that lacks diversity and differences in work styles, thoughts and perspective. In the long run, this can be detrimental to a company's progression and productivity.



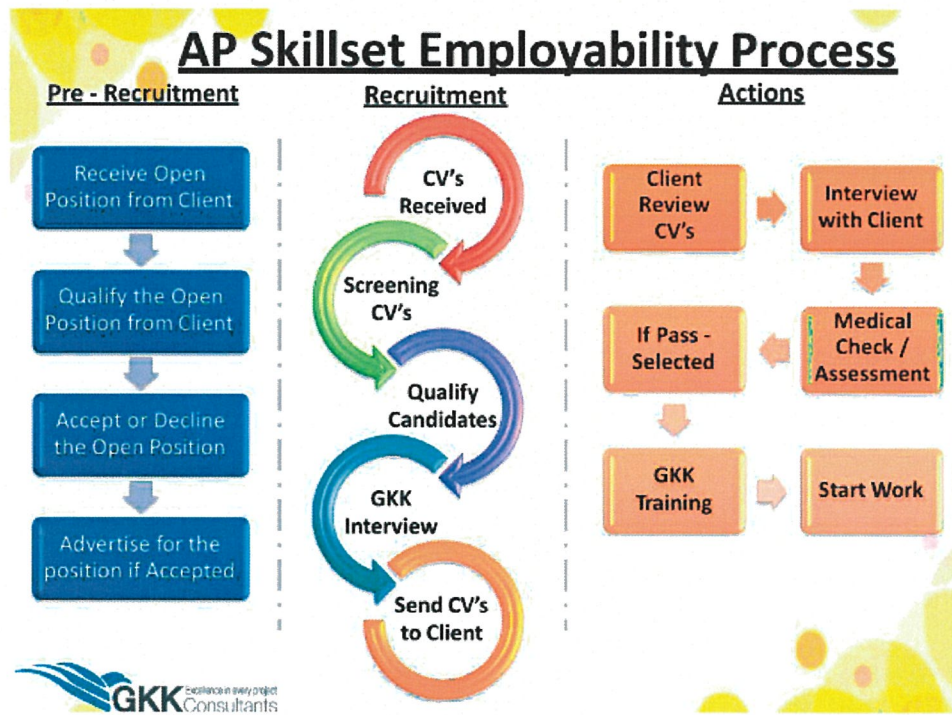


Figure 8: The stages of recruiting in Agensi Pekerjaan Skillset Sdn. Bhd

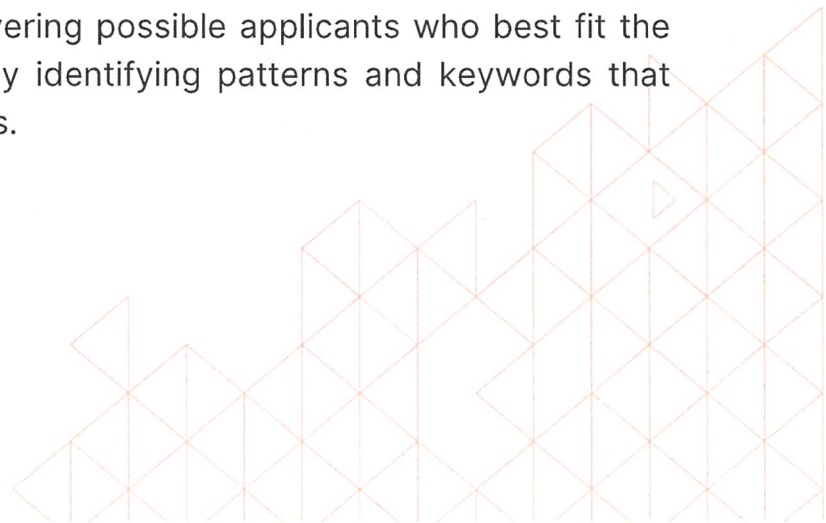


## 6.3 Opportunities

### THE US OF ARTIFICIAL INTELLIGENCE (AI) IN RECRUITING

Recruitment is frequently compared to locating a needle in a haystack because it requires negotiating economic changes, sector-specific demands, and an inflow of qualified graduates seeking limited employment openings. The competition can be intense, with hundreds or thousands of applications vying for a single position. Recruiters seek ways to streamline procedures and reduce their workload in this challenging environment. This is where artificial intelligence (AI) enters the picture. AI refers to software that can execute functions usually performed by people, such as decision-making, visual and vocal recognition, and translation. By employing AI technologies, recruiters may improve efficiency and effectively manage the recruitment process.

Using AI-powered systems in resume screening will greatly help recruitment companies, particularly Agensi Pekerjaan Skillset Sdn. Bhd. Manual screening can be time-consuming and intimidating due to the large volume of resumes they get daily for various job positions. AI is revolutionizing management approaches and changing how organizations make decisions (Thakur et al., 2023). By quickly analyzing and evaluating many resumes, AI technology allows the organization to expedite this process. AI-powered systems, such as AI-powered Applicant Tracking Systems (ATS), use machine learning algorithms to extract useful information from resumes, such as work experience, abilities, and qualifications. AI assists recruiters in quickly discovering possible applicants who best fit the roles they are attempting to fill by identifying patterns and keywords that align with specific job requirements.



## 6.3 Opportunities

### CREATE EMPLOYER BRANDING

In today's competitive environment, developing a good employer brand is critical. It provides an excellent opportunity to distinguish yourself from competitors and get a competitive advantage. Failure to prioritize employer branding might result in the organization lagging behind its competitors. So, how can a corporation use its brand name to create financial success? They can get several advantages by deliberately building and publicizing the company's identity. Investing in employer branding allows you to improve employee engagement, streamline advertising campaigns, cut hiring expenses, and increase productivity. Through these strategies, you may develop a compelling brand presence that resonates with current and prospective employees, positively improving your business's success.

Creating strong employer branding in AP Skillset can help businesses identify themselves and attract clients and applicants. This current opportunity should be handled wisely for the organization's benefit in developing its brand and building employer branding. Various efforts can be taken, such as using social media and having an online presence, cultivating good relationships with clients, etc. Maintaining an active presence on social media platforms relevant to the target audience by sharing relevant content, job opportunities, industry news, and engaging posts to build a following and engage with potential AP Skillset clients and candidates.

## 6.4 Threat

### INDUSTRY COMPETITION

Companies supplying similar products or services compete in the industry. So, if the corporation owns a recruiting firm, the industry is a recruitment agency, and the competition is another recruiting firm. Remember that all businesses have competitors, and in some circumstances, industry competition is so fierce that businesses must compete for the business of potential clients. Some players dislike competition, but that is just business. The recruitment agency market is extremely competitive, driven by the continual need for talent acquisition and the necessity for organizations to locate qualified individuals for unfilled jobs.

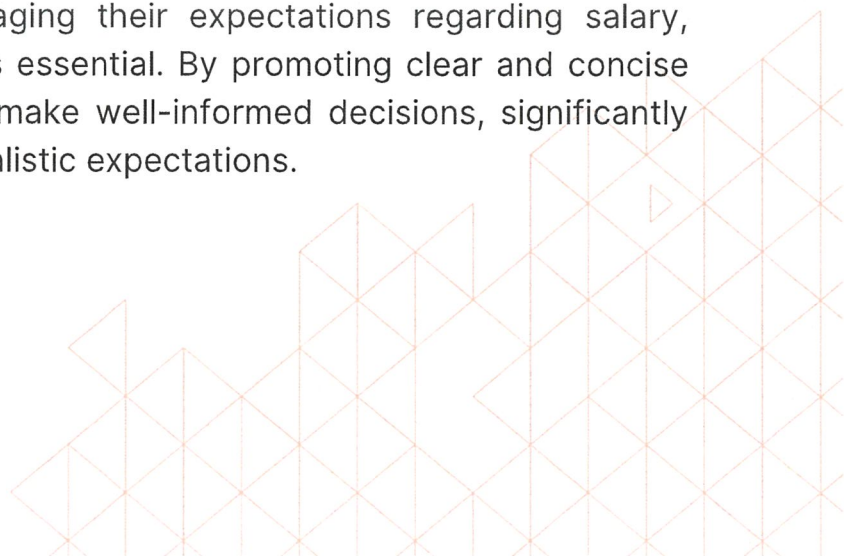
I remark that Agensi Pekerjaan Skillset Sdn Bhd, a new player in the industry who owns the recruitment agency, constantly threatens existing businesses, such as the EPS Malaysia and Randstad Malaysia Recruitment Agency. According to research, Randstad established itself in 1960, while AP Skillset established itself in 2021. This indicates that the competition between Randstad and AP Skillset arises from the community's greater familiarity with the services offered by Randstad, which provides a wide range of job vacancies. An offer of multiple job vacancies and services threatens AP Skillset companies because they offer different services to their clients. It is, therefore, a threat to the recruitment industry.

As a result, it is recommended that AP Skillset establish a distinct value proposition for the organization in order to increase their industry rivalry.. Most of the research on value propositions focuses on established companies, rather than new companies committed to scale (Bailetti et al., 2020). Determine and market a distinct value proposition that distinguishes the agency from competitors. This could include specialized industry knowledge, access to a particular talent pool, excellent customer service, or cutting-edge recruitment methods. It communicates this value offer to clients and prospects to differentiate the agency, which is especially important in a competitive industry. When a company can establish its distinctive value, it signifies that AP Skillset is ahead of the competition. Just remember to keep improving our products or services to be featured.

### CANDIDATES BEING TOO PICKY TOWARDS JOB OFFER

In today's job market, employers and individuals are becoming more choosy in their selections. Candidates, in particular, are getting more selective in their job search. While some prioritize a wage that reflects their qualifications, others may demand better pay even if they lack the necessary qualifications or experience. Furthermore, some candidates request other allowances and benefits. Selectivity has an impact on multiple parties involved, including the candidates themselves. This poses a massive issue for businesses, particularly recruitment firms such as Skillset Recruitment Agency. The rejection of several employment offers negatively influences the firm since it impedes the attainment of its key performance indicators (KPIs) and harms the profitability of its clients. Unfortunately, this has become a recurring issue for Skillset Recruitment Agency, with candidates frequently going missing after showing interest.

It is crucial to implement effective measures to address the recurring issues encountered by recruitment agencies. Active communication is the cornerstone of effective communication in recruitment. As recruiters, it is essential that companies pay close attention to needs, requirements, and preferences of both clients and candidates (Johnstone, n.d.) . One such step is establishing proactive communication channels with candidates. Maintaining open and transparent communication throughout the recruitment process is paramount. Provide timely updates that address any queries or concerns they may have. Managing their expectations regarding salary, benefits, and job opportunities is essential. By promoting clear and concise communication, candidates can make well-informed decisions, significantly decreasing the likelihood of unrealistic expectations.



# 7.0 Conclusion

In conclusion, the SWOT analysis of Agensi Pekerjaan Skillset Sdn Bhd has provided valuable insights into the internal strengths and weaknesses, as well as external opportunities and threats. Through this analysis, I have identified key areas that contribute to this agency's success and areas where it can be improved to stay competitive in the dynamic recruitment industry. APSS strengths lie in their proven track record and success rate, and their strong candidate network and database. Additionally, APSS robust candidate network and database enable them to quickly identify and engage with top talent, resulting in faster placements and high-quality matches.

While APSS strengths position them well in the market, I have also identified weaknesses that warrant attention. These include areas where the lack of brand awareness and expertise in social media platforms, and also the use of conventional recruiting methods in their company. Looking outward, opportunities also have been identified where these suggestions could be implemented into the company. The opportunity is to use Artificial Intelligence or AI in the recruiting process in order to improve their efficiency and effectively manage the recruitment process. Besides that, creating a strong employer branding is also one of the opportunities that should not be taken for granted because it can help the businesses out there to identify himself and attract clients and applicants.

Lastly, the SWOT analysis has provided us with a comprehensive understanding of Agensi Pekerjaan Skillset Sdn. Bhd internal strengths, weaknesses, and external opportunities and threats. By leveraging their strengths, addressing weaknesses, capitalizing on opportunities, and mitigating threats, APSS can position their recruitment agency for continued success and maintain our position as a trusted partner in the industry.

# 8.0

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# 9.0 Appendices


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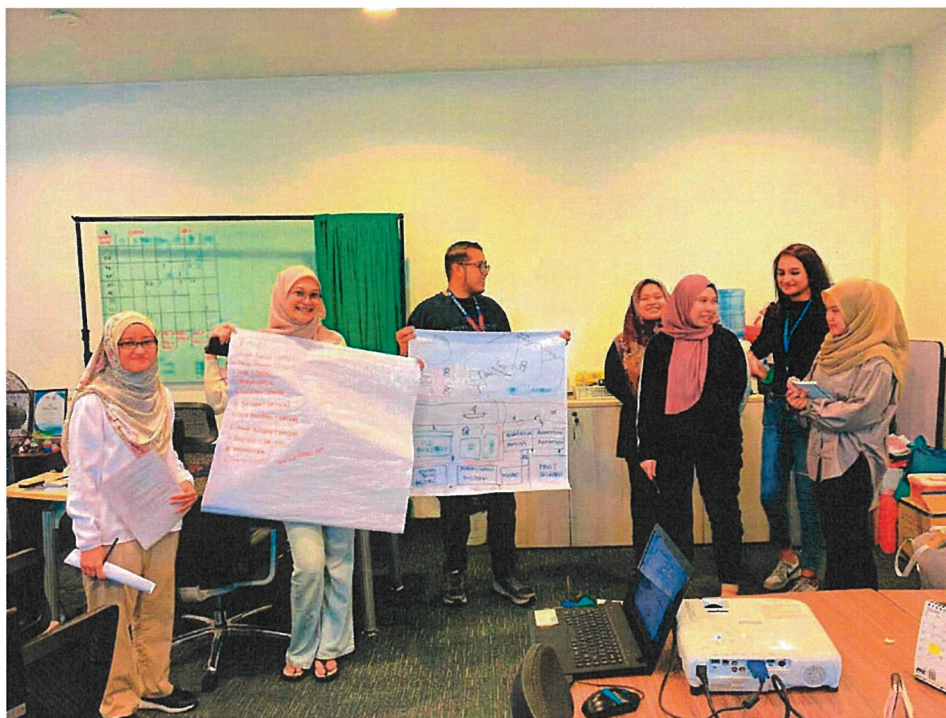
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*Appendices 5: Teambuilding Program on March*



*Appendices 6: Team Building Activity on March*