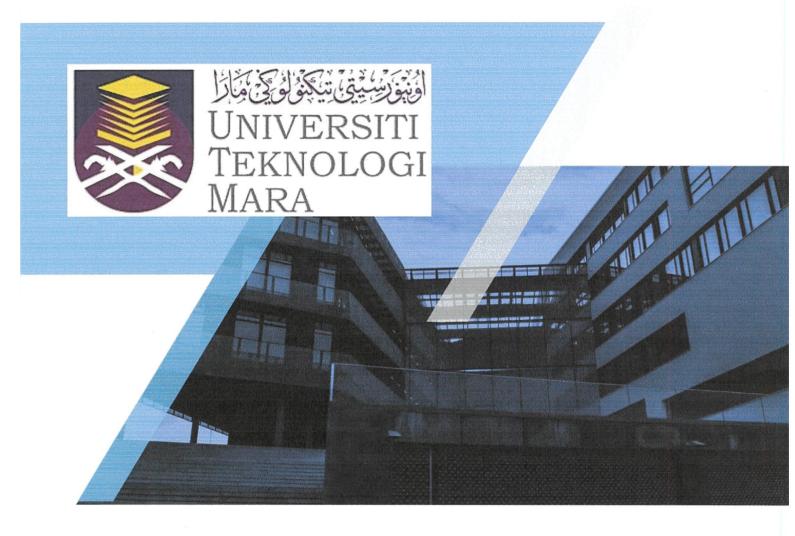
# Industrial Training Report at Easteel Services (Malaysia) Sdn. Bhd.

1 March – 15 August





NURHANA ARINA BINTI MD YUNUS | 2020482722

### **EXECUTIVE SUMMARY**

I finished my internship at Easteel Services (Malaysia) Sdn Bhd as a final-year UiTM Kampus Bandaraya Melaka student. In this report, I essentially completed the specifics of my profile, the company's profile, training experience, SWOT analysis, discussion, suggestions, and the conclusion. Moreover, I was allocated to the Sales and Marketing Department in order to gain expertise in a number of important professions. Apart from that, I've been talking about my training reflection during this internship. My internship is unquestionably fantastic, thanks to the hands-on experience.

The management and supervisor have entrusted me with several tasks, including writing contracts, managing prices, producing sales orders, creating invoices, and sorting delivery orders and invoices. Throughout my internship, the corporation would also offer me with hefty allowances every six months. In addition, I developed a SWOT analysis based on my experience, views, and information from the staff. To plan for the future, a corporation must analyse its strengths, weaknesses, opportunities, and threats. The SWOT analysis assists firms in gaining an understanding of their present situation, allowing them to analyse and monitor overall company performance. I summarised what I learnt throughout my internship training and stated my optimism for the future at the end of the report.

Consequently, the internship training is a terrific idea that assists final-year students in gaining work experience. Lastly, I feel I will be more passionate about my future career while meeting my career goals.

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## **ACKNOWLEDGEMENTS**

First and foremost, I'd want to convey my heartfelt gratitude to everyone who assisted me and enabled me to complete this report. A special thanks to my lecturer Ms. Erratul Shela Binti Eshak, who helped guide and assist me during my internship phase, particularly in writing the finest report. Thank you for contributing to the report's ideas.

I'd want to express my gratitude to Easteel Services (Malaysia) Sdn Bhd for helping me to complete my industrial training on schedule. A particular thanks to my Sales Administrator supervisor, Ms. Siti Mahzurah Bahruni, for her persistent support and advice throughout my internship. I had a fantastic time and gained an abundance of fresh knowledge which I'll put to use in the future and in my work.

On top of that, I consider myself fortunate to have a wonderful family that has always provided complete support and inspiration when I have had difficulties with my profession. Last but not least, I would want to thank all of my instructors, classmates, and coworkers for their unending encouragement and amazing ideas that have enabled me to succeed.

## STUDENT'S PROFILE



### NURHANA ARINA BINTI MD YUNUS



Contact







### Skills

### Software Skills

Microsoft Words - Expert Microsoft Powerpoint - Expert Microsoft Excel - Intermediate

### Language Proficiencies

### Malay

### English

Writing ••••
Speaking ••••

### **About Me**

Able to handle multiple task on a daily basis and great at time management. Always enthusiast to learn new skills and successfully met deadlines on every assignments I've worked on

#### Education

2020-

### University Teknologi Mara

KAMPUS BANDARAYA MELAKA BACHELOR OF BUSINESS ADMINISTRATIONS (HONS) OFFICE MANAGEMENT CGPA: 3.44

2019-2020 Kolej Matrikulasi Melaka

Accountancy CGPA: 3.21

2017-2018 Sijil Pelajaran Malaysia (SPM)

Sport Science 4A 2B 3D

### E INVOLVEMENT

#### Bureau of Technical Webinar: Effective Communication

Dec 2021

- Making sure the events went smoothly.
- Preparing videos and poster during the event.

### Social Business Plan (Entrepreneurship, Innovation & Technology) Pitching 2022 Oct 2021 - Feb 2022

while they're being attacked.

 Brainstorming along with my groupmates to create an innovation that help disable people

### (a) REFERENCES

### NORSHIBA NORHISHAM

Senior Lecturer Industrial Training Coordinator UiTM Kampus Bandaraya Melaka

#### MUNA KAMEELAH

Lecturer UiTM Kampus Bandaraya Melaka



PTD 41363, Jalan Idaman 3/2 Taman Desa Idaman 81400 Senai, Johor

Operation hour: 8 a.m. - 6 p.m.

### **VISION**

Our vision is to be the global steel industry benchmark for value creation and corporate citizenship.

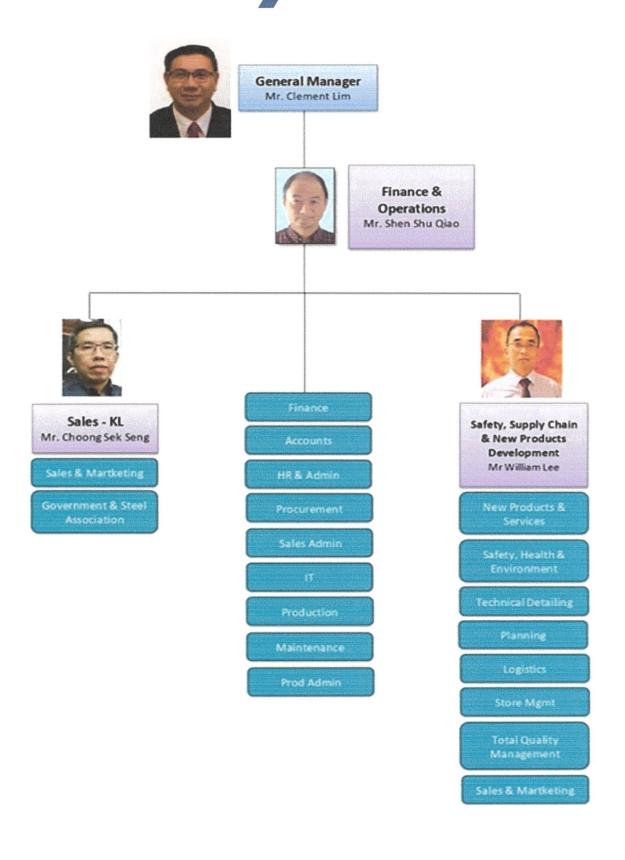
### COMPANY'S BACKGROUND

NatSteel is one of Asia Pacific's major steel manufacturers, providing superior reinforcing steel products and solutions to the building sector. NatSteel manufactures more than two million tonnes of high-quality steel products for the building sector each year, with operations in Malaysia, Hong Kong, Singapore, Thailand, and Vietnam.

NatSteel's headquarters and flagship factory, which has one of the world's biggest single downstream rebar manufacturing plants, are both located in Singapore. The Singapore factory is the first local steel mill with an integrated upstream and downstream operation, where steel is made from recycled scrap and fabricated to client specifications.

NatSteel's subsidiary Easteel Services recently established a downstream plant in Johor (Malaysia). The new factory is a full-service downstream operation with an annual output capacity of 40,000 metric tonnes. Easteel Services (Malaysia) Sdn Bhd, founded in 2013, is a fully owned subsidiary of NatSteel Holdings Pte Ltd. Our 25,000 square metre facility at Senai Industrial Park, Johor Bahru, is a full-fledged downstream factory that produces over 40,000 tonnes of product each year.

# ORGANIZATIONAL STRUCTURE



## **PRODUCT**



Reinforcement Bar (Rebars)



Grade 600 Reinforcement Bar



DBIC



Wire Rods

## **SERVICES OFFERED**







### Cut & Bend (CAB)

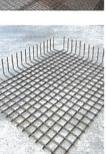
Natsteel's cut and bend (CAB) services are one of the prefabrication solutions targeted at assisting clients in raising construction productivity requirements. They accomplish this by collaborating closely with clients to create solutions that are tailored to the project plans, redefining concepts like as time, inventory, and workforce management, and reducing material waste.

### Welded Mesh

Natsteel's welded mesh was designed to assist clients in increasing production, particularly in public housing projects. Welded mesh benefits include flexibility and controlled manufacture to meet structural need, whether in flat sheet or shaped form, high and consistent quality welded mesh supplied just-in-time to site, and better site efficiency with less reliance on on-site labour. Welded mesh also facilitates efficient building, where projects get a competitive advantage and lower construction costs owing to increased construction speed.











## TRAINING'S REFLECTION

My industrial training experience begins here at Easteel Services (Malaysia) Sdn Bhd, where I will complete my internship within 6 months. I began on March 1, 2023 and ended on August 13, 2023. Given that I am employed in a private company, my working hours are Monday through Friday, 8 a.m. to 6 p.m. I was assigned to the Sales and Marketing Department.

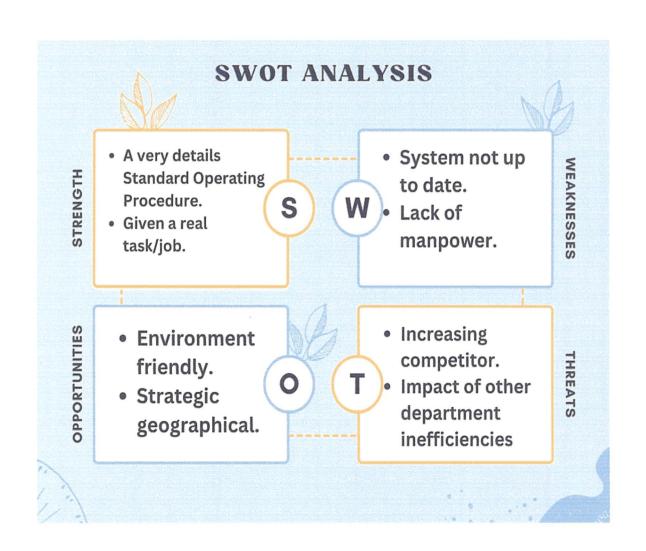
This department assists a sales team with clerical and organisational tasks. We manage orders, handle paperwork, maintain the client information, and guarantee that items or services are delivered on schedule as a sales administrator. We may also deal with client inquiries, requests, and complaints. My responsibilities include generating and distributing softcopy bills to customers, creating contracts, creating sales orders, entering outstanding data for the Technical Department, and sorting hardcopy invoices with delivery orders. Beyond from that, I'll create a product sample request form, a Bank Acceptance form and also Good Return Note.

The everyday apparel that has been required is flexible, which is why I chose to intern at Easteel Services (Malaysia) Sdn Bhd. This is because the firm is a manufacturing business. All interns are given a comfortable workspace as well as a monitor/laptop to make our jobs easier. One month's payment is RM900, including KWSP.

My supervisor taught me every detail a Sales Administrator should know. She walked me through each step from A to Z. She showed me how to utilise the company's SAP system. This is where I can enter a new order, a new contract, generate an invoice, and many other things. She also showed me how to extract data such as a summary delivery order report, a quotation contract, an invoice report, a display customer, and plenty more. If she had time, she took me to the production facility to see how the product was manufactured.

## **SWOT ANALYSIS**

SWOT Analysis, according to Gürel, Emet. (2017), is a tool used in organisations for strategic planning and strategic management. It may be utilised successfully to develop organisational and competitive strategies. "SWOT analysis is a strategic planning technique used to assess the Strengths, Weaknesses, Opportunities, and Threats involved in a project or business venture." It entailed defining the goal of the business endeavour or project and identifying the internal and external elements that are beneficial and detrimental to accomplishing that goal."



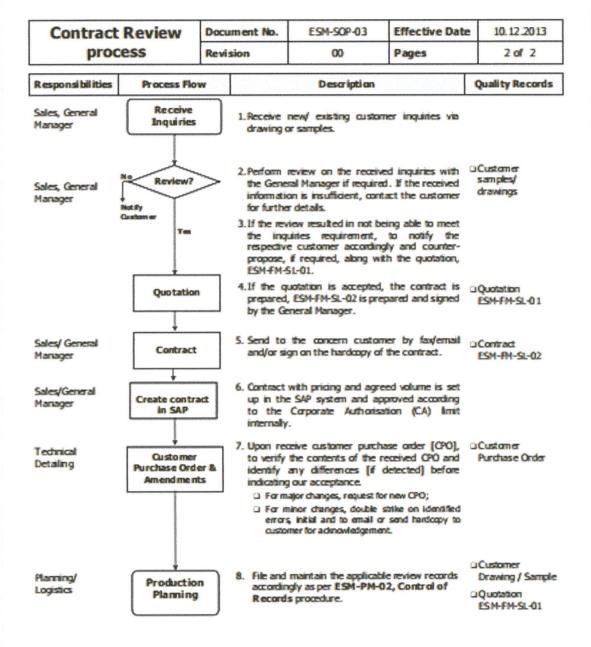
# A VERY DETAILS STANDARD OPERATING PROCEDURE

An SOP is a process that is customised to your organisation and specifies the actions required to execute tasks in compliance with industry norms, provincial legislation, or even your own business standards. Procedures include any document that is a "how to" guide. The most obvious example of a SOP in a manufacturing context is the step-by-step production line processes used to create items and train employees. In reality, a SOP sets anticipated practises in all firms with quality standards.

SOPs may be used to create a framework for evaluating employee performance. When staff know exactly what is expected of them, it is much easier to evaluate performance and provide comments for improvement. Furthermore, well-structured SOPs simplify the onboarding process for new staff. Managers might require new employees to read SOPs as part of their training rather than continuously memorising how to execute assigned jobs and what key elements must be addressed.

In Easteel Services (Malaysia) Sdn Bhd, they have a full standard operating procedure for certain process that a new person needs to know. Each steps have a full explanation of each and every department should take action. The advantages of having an SOP are that I can understand the overall job that I should do and what steps that I need to take.

## **EXAMPLE OF SOP**



## **STRENGTHS**

# **GIVEN A REAL TASK/JOB**

Interns being not much more than errand workers is a common trope in current television shows and films. In truth, while menial duties must be performed on occasion, interns should also be assigned important responsibility. A reputable organisation will teach us to be a capable full-time employee. However, a select few organisations truly treat their interns like gophers. We may be required to do mundane duties and very nothing else. Maintaining offices, repairing lighting, performing individual errands, and bringing everyone's coffee are all examples of what this entails.

Delivering real-world activities and occupations to practical students is an excellent way to impart knowledge and enhance skills. It bridges the theoretical and practical gaps, preparing students for the obstacles that they would confront in their professions. Such possibilities are critical for educational institutions and organisations to continue to nurture, since they contribute considerably to the growth and success of both students and the industry they serve.

In a company where I'm currently internship right now, they gave me a real task/ job to do. My supervisor taught me how to answer email from customers, creating a new contract in theirs system, and also processing customer orders. Apart from that, my daily tasks including generate hardcopy and softcopy of invoices to the customer as well as courier the said invoice along with delivery order.

### **WEAKNESSES**

## SYSTEM NOT UP TO DATE

SAP, which stands for Systems Applications and Products, is a popular enterprise resource planning (ERP) software. SAP develops a centralised system for enterprises that allows each department gain entry to and exchange common data, resulting in more favourable working conditions for all employees. Among the benefits of ERP systems is their ability to automate procedures, which saves businesses time and money. This is due to the fact that implementing an ERP within the firm may put a great number of critical information on business performance into the same platform, providing order and consistency to all of the data created day by day in the project. Another perk of SAP is that the system's adaptability allows businesses to define rules in the SAP system. This will allow you to redirect potential errors and blunders. It is feasible in businesses to control which personnel have the ability to see the data managed by the SAP system.

Although it has many pros, the cons also we could not ignore. The SAP software is time consuming if I want to generate data from early month to the end of the month. It also didn't help that they have time limit if the loading is taking too long. If I want to search data from last months or year, I have to put every information that I had to make sure the SAP system didn't take too long to respond. Sometimes, whenever I want to process with the order, the SAP system will log me out suddenly and I had to redo all the work again.

## **WEAKNESSES**

## **LACK OF MANPOWER**

The relationship between manpower and firm projects is straightforward: Productivity correlates to manpower. The greater the number of individuals ready to work, the faster projects may be finished or the greater number of tasks a firm can take on. In contrast, a lack of sufficient staff stops firms from completing duties. A decrease in productivity results in a decrease in income and profit, which in certain situations implies the firm cannot continue to operate.

Adequate personnel enables businesses to maintain their production and delivery promises. Companies that accomplish this can create and sustain positive client connections. This may result in increased sales. At the same time, honouring commitments may avoid businesses from having to pay fines and penalties, which keeps profits higher.

One of the weaknesses of Easteel Services (Malaysia) Sdn Bhd is that they lack of manpower. Everyday is a busy day for them as they has so many task and responsibilities that need to be done before work hours over. There also a lot of them that has to stay overtime to finish the work that needs to be done before tomorrow.



# **OPPORTUNITIES**

### **ENVIRONMENT FRIENDLY**

The Singapore factory is the first local steel mill with an integrated upstream and downstream operation, where steel is made from recycled scrap and fabricated to client specifications. NatSteel Recycling, another of our subsidiaries, is Singapore's largest metal recycler. As a result of this chance, the firm increases its employer branding by emphasising sustainability. Sustainability focuses on conserving the environment, correcting climate change, and supporting societal progress without jeopardising Earth's life support system or leaving anybody behind. This concept allows us to address our present needs without jeopardising resources for future generations. While people consume the natural resources contained inside them at a rate that permits them to renew themselves, ecological integrity is maintained and all of Earth's environmental systems are maintained in balance.

One technique for keeping an ecologically friendly firm is to hire employees who are motivated to support your beliefs and explore new ways to be environmentally friendly. When a company's existing personnel is highly engaged and devoted to the company's goal, it might be difficult to recruit new talent. By supporting an integrated upstream and downstream operation, the firm preserves the environment and enhances sustainability, so boosting its public image. This allows the organisation to capitalise on the potential to project a positive image in the public and job markets. As a result of these opportunities, they are able to resolve the core issue.

## **OPPORTUNITIES**

## **STRATEGIC GEOGRAPHICAL**

The business environment is full of uncertainty and change, and managers and small enterprises (organisations) must be prepared to plan and adapt correctly. To thrive, change must be welcomed and absorbed into one's worldview (Przelawska, 2019). Geographic expansion is a company's growth strategy that seeks to extend outside its existing location. Geographic expansion is critical if you want to constantly investigate new chances and opportunities. It allows you to minimise costs while also gaining access to fresh talent and commercial prospects. Most essential, global expansion gives you with the tools you need to support your company's future growth.

Easteel Services (Malaysia) Sdn Bhd is conveniently located along the Highway that connects Johor Bahru and Pasir Gudang. That is, transportation that easily transports our goods to our clients. With this link comes the possibility of hiring someone from the same industry. The driver can also assist us market our job opening. As a result, the candidates will get acquainted with our goods. Aside from that, the firm is surrounded by its client, a precast manufacturer. This strategic location has really aided us in giving the firm a favourable consideration. The link to our client's firm might entice their employees to join us if they are aware of the perks and compensations that will be provided to them.

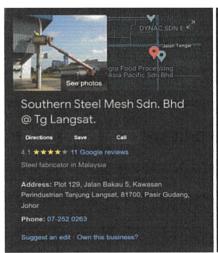


# **THREATS**

## **INCREASING COMPETITOR**

Understanding how organisations fight for consumers' investment and loyalty is essential for running a successful business. Business competition fosters innovation and inspires firms to offer things that customers value at rates they can afford. In business, competition is a rivalry between numerous enterprises providing identical goods or services. Different firms try to address the same customer wants with their version of a product and, if successful, gain more cash as consumers buy their offering. Consumer concerns about product quality, pricing, and usefulness must be addressed by each firm in a competitive business climate. These pressures usually result in firms developing new items and seeking to offer reduced pricing, which directly benefits the customer.

Although Easteel Services (Malaysia) Sdn Bhd is surrounded by its customers, there are several companies that also manufactures steel products such as Southern Steel Mesh Sdn Bhd, BRC Prefab Holdings Sdn Bhd and Engtex Marketing Sdn Bhd. The cons of having competitors in almost same place is that competition reduces a company's market share and limits its accessible client base, especially when demand is restricted. A competitive market may also compel lower pricing to remain competitive, reducing profit margins on each sale or service.







## **THREATS**

# IMPACT OF OTHER DEPARTMENT INEFFICIENCIES

Using effective processes and strategies to complete tasks is part of being productive at work. An individual inefficient process in an organisation might have far-reaching consequences depending on how many employees or departments deal with that procedure as a component of their daily job. Learning about the many signs of inefficient processes will assist us in identifying them in our own workplace and being proactive in changing them by adopting improved operational techniques. Inefficient procedures can have a wide range of consequences for firms, their staff, and their customers. They eventually slow down productivity, which can impair morale, revenues, and client satisfaction. When our work procedures are inefficient, we have less opportunity to innovate and advance in our careers. To maximise our satisfaction and potential at work, we must remove inefficiencies as soon as feasible.

When I was in Sales & Marketing Department, I saw numerous issues from other department that disrupting our works flow due to lack of communications with each other. One of the scenarios is, in Logistics Department, they have internal issue due to system error which means that the order must be cancel due to wrong product key in and sometimes lorry will suddenly breakdown and the goods cannot get out, disrupting the flow order planning. Apart from that, every now and then, the Planning Department has improper order planning which means that they do not follow sequence and priorities order. For Purchasing Department, there's disruption on supply chain which means that insufficient on inventory stock as they do not purchase the raw material accordingly.

## **EFFECTIVE SOPS DOCUMENTATION**

A standard operating procedure (SOP) is a series of written instructions that record a routine or repeatable action. It is a thorough written collection of instructions for achieving uniform execution of a certain function. A standard operating procedure, often known as a SOP, is a collection of instructions that addresses the who, what, where, and when of an activity (Madhav Madhusudan Singh, 2019).

On the surface, standard operating procedures appear to be a straightforward concept. They are the documents that define how our company functions and are used to standardize operations. In practice, though, they may be difficult. There's a lot of back and forth between what's documented and what's really done. The key to a good SOP programmed is to generate documentation that is clear and straightforward enough for all staff to understand. It should also advise them on when to utilize certain processes and offer examples of when to apply them in order to make them more accessible to employees in the long term. The impact of an effective SOP programmed on our business is determined by its design.

SOPs are rules, norms, and processes that assist organisations in operating more efficiently. They offer advice on how to handle certain circumstances and serve as a resource for employees. A well-written SOP may highlight how they should execute certain jobs without having to repeat each stage of the procedure again and over. A well-documented process may be swiftly followed by an employee or a client, making it easier for them to uncover flaws in the process.

Although Easteel does have SOP for certain task, not all of department has it. This will be quite difficult if a new recruits or staff wants to learn new thing and has to take a notes first.

## **UP-TO-DATE SYSTEM DOCUMENTATION**

According to Ramanika Abeysekera (2005), Organizations frequently have information systems from many computer generations. These systems provide a wealth of relevant information for the organizations involved. However, due to incompatibilities, these systems frequently fail to connect with one another. Furthermore, replacing existing systems with new technology is quite expensive. As a result, the most recent trend is to integrate current systems with one another using various system integration technologies. When systems are connected with new technology, they have a variety of implications on the organizations involved.

Human beings create software. This suggests that the underlying code is vulnerable to human mistake. These faults, known as software vulnerabilities, can sometimes be exploited by hostile hackers, who can subsequently exploit these security holes. Such assaults can begin with attempts to persuade users to click on a malicious link, open an attachment in an email, or visit specially constructed malicious websites. The final result might be remote code execution on susceptible systems or malware downloaded to the device designed to steal login information as well as any personal and financial data contained in the applications or on the device/PC (Phil, 2022).

Software upgrades can increase connection by connecting systems, automating important processes, and increasing responsiveness. This can lead to better demand forecasting, more precise inventory management, increased efficiency, and cost-cutting and production potential. Process automation that is current will be more efficient than one that is out of date, sluggish, or unconnected. Upgrades may frequently assist to minimise the amount of time, effort, and resources spent on everyday, repetitive chores, allowing staff to focus on more significant responsibilities. New features are frequently included with updates. Some company might be lacking out on an innovative function that might allow us to streamline a process, provide insight into data that was previously unavailable, and more.

## **EFFECTIVE COMMUNICATION**

Keyton (2011) defines communication as "the process of transmitting information and common understanding from one person to another." It is the formation or exchange of thoughts, ideas, emotions, and comprehension between the sender(s) and the receiver(s). It is critical for establishing and keeping relationships in the job. Although administrators spend the majority of their time communicating (sending or receiving information), meaningful communication does not occur in all contacts (Dunn, 2002).

There is no doubting the importance of communication in the workplace, given that individuals from all different cultural and occupations join one another in an organisation to work towards the same goals. Administrators frequently fail to recognise the significance of communication at work and, as a result, fail to properly communicate their ideas, corporate goals, vision, and so on.

Open communication in the workplace may aid in the prevention and resolution of many issues. Disputes in the workplace may be readily handled via open and transparent communication and reciprocal talks, which can lead to personal and professional progress. When an organisation experiences challenges, crises, and disputes as a result of misunderstanding among staff members, it causes unnecessary delays in regular operations. This wastes resources and reduces overall workplace productivity. As consequently, an optimal collaboration environment is required for every firm to effectively exploit its resources and boost production.

## CONCLUSION

For my involvement, the hands-on instruction in the Sales and Marketing department has been a fulfilling and meaningful experience. Throughout the training, I received valuable skills, knowledge that is applicable, and real-world experience in the dynamic industry of sales and marketing.

For me, practical instruction was crucial in developing and sharpening diverse talents. These abilities include interpersonal interaction, negotiation, relationship management with clients, data analysis, and critical thinking. I had the opportunity to apply academic knowledge to real-world settings, increasing their problem-solving and decision-making abilities. I had a thorough grasp of the sales process, from lead generation and prospecting to contract closure. I had also learnt the value of developing long-term connections with clients, as well as the need of follow-up and after-sales assistance in guaranteeing customer happiness.

Overall, the hands-on experience in the Sales and Marketing department has been mutually beneficial. I brought excitement and new insights, and the department provided a healthy atmosphere for learning and growth. Moving forward, continued development and growth in myself will be critical for me to remain competitive. The department should support continued professional development as well as offer practical students opportunity to take on more major duties as they advance in their professions.

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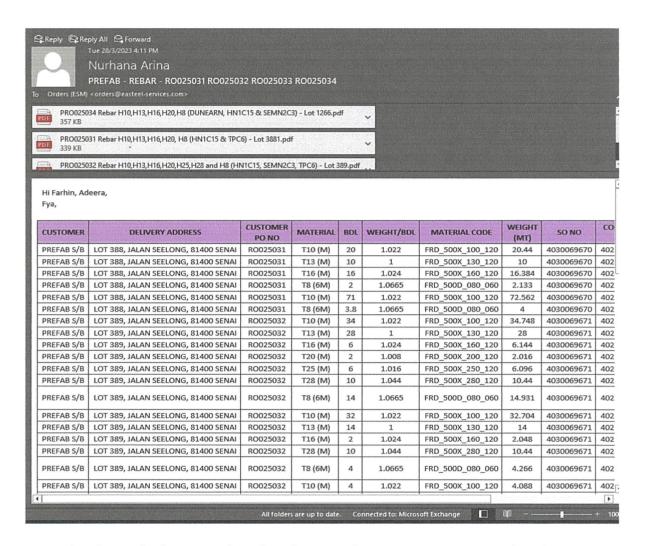
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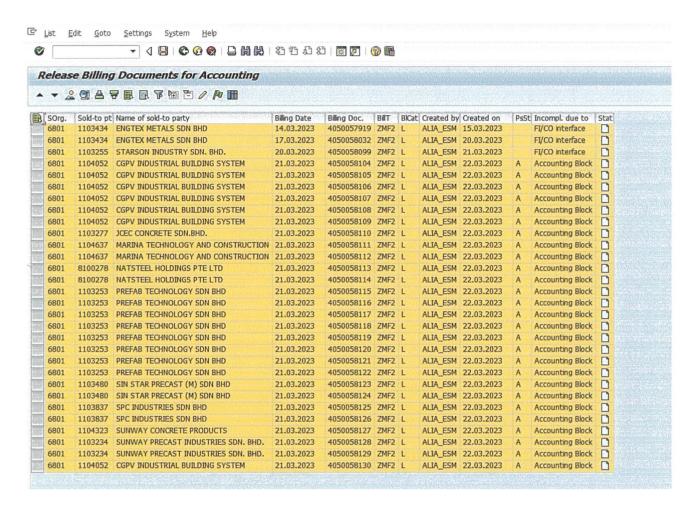
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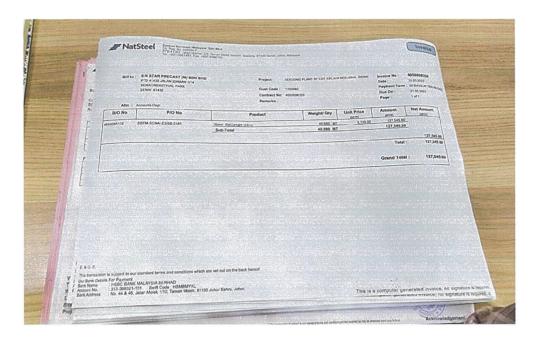
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Example of emails that I send to the planning department to proceed with customer order.



This where I extract information from SAP system to send invoice to the customer.



Example of printed invoices of customer



After that printed and email the invoices to the customer, I will courier it using GDEX.



Iftar dinner with Easteel staff at Dangabay Convention Centre.



ESM Futsal Tournament 2023