



اَبُو سَيِّدِي وَتَنَاجُو لَو كَي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

ZMY

MANAGEMENT SERVICES

Industrial Training Report

1 March 2023 - 15 August 2023



PREPARED BY:

ZULAIKA BINTI HARONI

2020844792 | BA242

1.0 EXECUTIVE SUMMARY

This report provides an overview of the knowledge and skills I gained during my internship with ZMY Management Services, which lasted for six months. ZMY Management Services has been in business for over 20 years, during which time it has been able to provide a diverse selection of services across the nation. This business provides services in the areas of corporate firms' secretaries, corporation and personal income tax, accounting services, and company incorporation. The completion of my industrial training at this organisation has provided me with a number of opportunities and benefits. Aside from that, I am able to study about and gain an understanding of the company's business and services while also getting experience in actual working situations.

During the duration of my six-month internship, I successfully conducted the preparation of the company's SWOT analysis. The analysis of strengths, weaknesses, opportunities, and threats. Through the utilisation of SWOT analysis, organisations have the ability to leverage their strengths and capitalise on opportunities, while simultaneously addressing and enhancing their weaknesses and mitigating potential threats. Additionally, the organisation can proactively engage with their competitors in order to increase their opportunities for success. The identification of a company's competitive advantage is a crucial factor in determining the superiority of the services and products it offers in comparison to its competitors. The organisation possesses the capability to discern both the internal and external strengths, as well as the challenges, associated with its competition against other firms.

TABLE OF CONTENTS

1

1.0 EXECUTIVE SUMMARY

2

2.0 ACKNOWLEDGEMENT

3

3.0 STUDENT'S PROFILE

4

4.0 COMPANY PROFILE

10

5.0 TRAINING REFLECTION

15

6.0 SWOT ANALYSIS

16

7.0 DISCUSSION & RECOMMENDATION

26

8.0 CONCLUSION

27

9.0 REFERENCE

29

10.0 APPENDICES

4.0 COMPANY PROFILE

4.1 BACKGROUND OF ESTABLISHMENT

4.2 LOCATION

4.3 SERVICE OFFERED

4.5 VISION & MISSION

4.6 ORGANIZATIONAL STRUCTURE

COMPANY PROFILE

4.1 BACKGROUND OF ESTABLISHMENT

ZMY Management Services was established in 2000 by Puan Zainon bin Mehat, with a primary focus on offering business management consulting services. On February 14, 2020, Puan Zainon Mehat, the proprietor, commenced a partnership with Encik Mohd Nor Azhar. The objective of this initiative is to provide support to clients in the process of preparing financial statements, managing accounts payable and receivable, and establishing a new business entity.



The company provides a variety of services, including corporate secretarial services, corporate and personal income tax services, accounting services, and assistance with company incorporation and compliance with various regulatory bodies such as the Ministry of Finance (MOF), the Construction Industry Development Board (CIDB), Tenaga Nasional Berhad (TNB), and others. Puan Zainon is a certified secretary obtained from the Suruhanjaya Syarikat Malaysia (SSM). Mrs. Zainon has served as the secretary of numerous companies for a period exceeding two decades.

COMPANY PROFILE

4.2 LOCATION

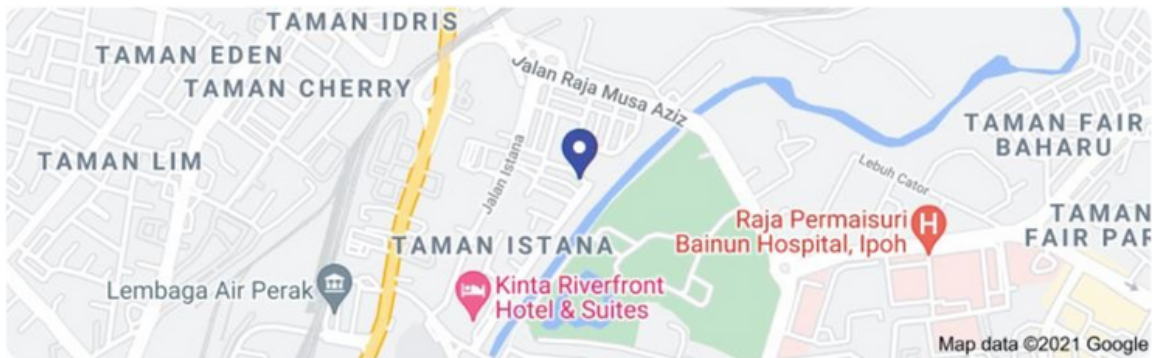


Figure 1.0

According to the above figure, the company is situated in close proximity to notable landmarks in Ipoh Town, namely Hospital Raja Permaisuri Bainun Ipoh and Kinta Riverfront Hotel & Suites. ZMY Management Services has maintained its operational presence at its current location for a span of nearly two decades.

COMPANY PROFILE

4.3 SERVICE OFFERED

Corporate Companies Secretaries

- Keeping required records and submitting annual returns.
- Board and shareholder resolution preparation.
- Registering and renewing representative offices.

Corporation & Personal income Tax

- Manage corporate and individual income tax relief

Accounting Services

- Bookkeeping.
- Tax accounting.
- Chartered accounting.
- Accounting audit.

Incorporation of Company

- Legal process for a new and existence business entity

COMPANY PROFILE

4.4 VISION & MISSION

Vision

WELL KNOWN COMPANY FOR ITS OWN SPECIALITY

The main objective of the firm is to deliver a superior standard of professionalism to clients in all aspects of accounting and secretarial services. Ensuring client satisfaction is an essential objective for the company in order to attain sustained success over an extended period. Furthermore, it is important to strive for the establishment of trust and loyalty between the organization and its clients. Subsequently, it is crucial to strive towards acquiring favorable feedback from clients through the establishment of a proactive work environment that encourages the provision of outstanding service.

Mission

**HIGH LEVEL OF PROFESSIONALISM, CLIENT'S SATISFACTION, ATTAIN
TRUST AND LOYALTY, OBTAIN GOOD FEEDBACK.**

The vision statement aims to establish the organisation as the highest and widely acknowledged provider of business management consulting services within the nation. The establishment aims to establish a reputation for its expertise in the field of accounting, secretarial services, and other related offerings, all provided in a welcoming atmosphere and with a commitment to exceptional quality.

COMPANY PROFILE

4.5 ORGANIZATIONAL STRUCTURE

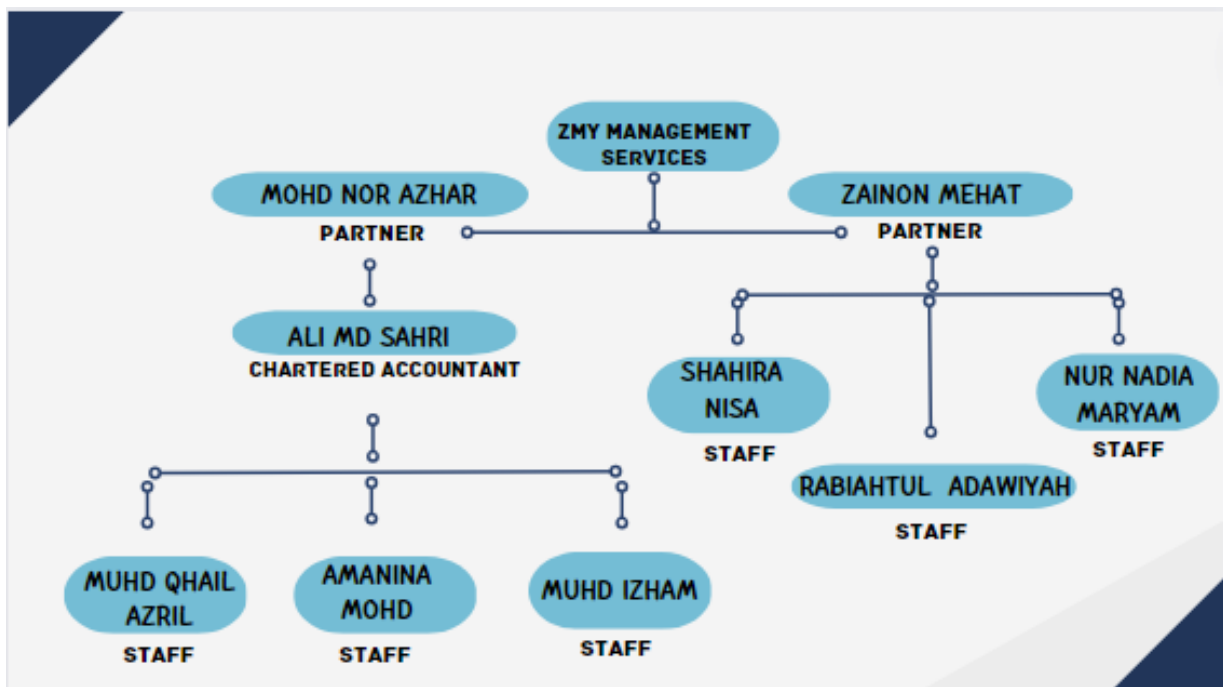


Figure 2.0

5.0 TRAINING REFLECTION

5.1 DURATIONS

Specific date, working day and time.

5.2 DETAILS

Department, roles, responsibilities, assignment and task.

5.3 GAINS

Intrinsic and extrinsic benefits

TRAINING REFLECTION

5.1 DURATIONS

1 MARCH - 15 AUGUST 2023

D A T E S

Internship was carried out within the time period, subject to optional extension up until graduation.

MONDAY - FRIDAY

W O R K I N G D A Y S

With exclusions of public holidays.

8.30AM - 5.30PM

W O R K I N G H O U R S

TRAINING REFLECTION

5.2 DETAILS

Department, Roles, Responsibilities, Assignment and Task

My responsibility entails providing support to personnel in the completion of account-related duties. Each member of the staff will be assigned to a specific client's company until the task has been successfully accomplished. Each of the intern students will be assigned a data entry task utilizing the accounting software. The initial responsibility entails finalizing the company's financial records and undertaking the necessary steps to prepare the tax return. The task consisted of the management of accounts receivable and accounts payable for each respective company.

Next, I am inclined to provide support to the staff by doing multitasking, including photocopying documents and facilitating mail correspondence. Considering the company's ties with Lembaga Hasil Dalam Negeri (LHDN), I have the opportunity to acquire new knowledge in the form of e-filing that focuses on E-B and E-P. This entails the registration of the client's tax return on the ByrHasil website subsequent to the completion of tax return preparation. Other than that, when the company experiences a deficit in its labor force, it becomes necessary for the intern student to assume responsibility for addressing any pending tasks.

Besides, I possess the ability to acquire proficiency in operating a photostat machine, thereby aiding the staff in the efficient preparation of documents for clients. I was afforded the chance to engage in client communication, which involved tasks such as accepting documents or contacting clients in instances where the documents were unclear. Throughout my 6-month internship, my primary responsibility entails the thorough upkeep of the client's financial records through bookkeeping.

TRAINING REFLECTION

5.3 GAINS

Intrinsic and Extrinsic Value

During the course of the internship, I have the opportunity to acquire knowledge and skills pertaining to the utilization of UBS software, thereby enhancing my technological proficiency. This software encourages the systematic management of a company's finances by accountants. Furthermore, I possess the ability to further enhance my knowledge of accounting through practical experience in a job-related environment.

Amidst the challenging circumstances, I am acquiring knowledge and gaining firsthand experience in several crucial areas, including problem-solving skills, and addressing customer concerns. In addition to that, I am able to observe the strategies employed by the company in addressing client issues in order to minimize the impact on tasks.

Regarding communication skills, I was granted opportunities to engage with clients in order to obtain any necessary information or data that may be lacking or unclear. By virtue of the acquired experience, there is potential for improvement in my communication skills. The manager and all the other employees here are quite nice. The staff members are readily accessible and responsive whenever I face issues with the assigned task. Furthermore, the acquisition of experience has resulted in an improvement in my perspective regarding this particular profession, in addition to enhancing my skills and knowledge.

6.0 SWOT ANALYSIS

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

SWOT ANALYSIS

STRENGTHS

- Experienced and skilled workforce
- Technology adaptation
- Stable client-base

WEAKNESSES

- Rapid employee turn over
- Client behavior issues

OPPORTUNITIES

- Superior academic achievement
- Wage law benefits

THREATS

- Brand recognition-competition
- Easy Internet based programs

7.0 DISCUSSION & RECOMMENDATION

EXPLANATION

Explanation of each SWOT element.

OBSERVATION

Impact of each SWOT elements to the company.

RECOMMENDATION

Recommendations on improving impact of each SWOT elements

DISCUSSION & RECOMMENDATION

STRENGTHS

DISCUSSION

Firstly, the strength that has been raised in the company is having staff that is knowledgeable and experienced. This could be proven by seeing that the management of the company possesses experience and academic qualifications in the fields of auditing and accounting. The presence of competent personnel within an organization yields various advantages, such as enhanced work output for clients. ZMY Management Services has employed a team of three individuals to oversee the provision of accounting services. Among this team, two members possess academic qualifications in the field of accounting and have built up over three years of experience within the organization. As for the highly knowledgeable and skilled employees, the businesses derive advantages and have the capability to effectively address any challenges that may arise.

In order to enhance productivity, the organization has implemented the utilization of UBS software. This accounting software is financial software that records and processes the accounting transactions of a business and provides reports as the trial balance, income statement, which provide the necessary information for management decisions. Reliable accounting software is likely to benefit many businesses and will effectively reduce the likelihood of human error. From my perspective, the UBS software offers numerous advantages, one of which is the relief of employee workload in maintaining the balance sheet. Many clients prefer to review the material prior to its finalization, providing an opportunity to ensure that the information is presented in a clear and concise manner.

DISCUSSION & RECOMMENDATION

STRENGTHS

DISCUSSION

Furthermore, the concept of stable client base can be regarded as a significant asset for a company. It refers to the company's primary source of business and revenue. A client base consists of the current client paying for the services (Hayes, A. 2023). Clients who have previously utilized the services provided by the company are more inclined to engage again, thus indicating a positive outlook for the company's financial performance in the future. An increase in the company's productivity will result in a corresponding increase in its profits. The potential outcome of enhanced customer loyalty is a subsequent increase in sales and business expansion. For a period exceeding ten years, this enterprise has successfully cultivated the allegiance of a consistent customer base. Clients had grown comfortable with the entire staff as a result of their consistent loyalty.

DISCUSSION & RECOMMENDATION

STRENGTHS

RECOMMENDATION

In terms of recommendations, it is advisable for the company to consider augmenting its workforce, particularly by recruiting individuals with excellent educational backgrounds in the required fields. Based on empirical data, it can be concluded that a lack of qualified and proficient staff has a negative impact on the firm's productivity. (A. Ali et al., 2021) define intellectual capital as the worth of a company's staff members' knowledge, abilities, business training, or other confidential information that might offer the organization a competitive edge.

Regarding the implementation of accounting software, according to (Hertati et al., 2022), as the UBS system provides many benefits and inherent computer security issues are not often addressed by management, it could also bring problems in the form of technical issues. The company is advised to consistently improve the issue pertaining to the security of the software. The software could potentially be attributed as a contributing factor to cyber security breaches. It is important for the organization to regularly update the software and eliminate any extraneous data that does not contribute to the software's optimal functionality.

In conclusion, it is imperative for the organization to prioritize client loyalty, as it serves as a crucial determinant of the company's overall success. In my perspective, it is imperative for the company to deliberate on enhancing client service in order to augment client satisfaction. Increased client satisfaction leads to higher customer loyalty. Customer loyalty is considered an important factor that leads to a competitive advantage over other firms in a highly competitive and dynamic environment. Hence, it is imperative to enhance the level of service quality in order to attain customer satisfaction.

DISCUSSION & RECOMMENDATION

WEAKNESSES

DISCUSSION

When a company demonstrates flaws, it indicates the presence of factors preventing its ability to thrive. Therefore, the company's significant weakness is the heightened rate of employee turnover. Over the last few years, and even more recently, the company has faced quite a few issues with experienced employees leaving the company due to getting better job offers. As a result, there has been a significant accumulation of tasks for the remaining employee in the company. Furthermore, this issue may lead to the depletion of expertise, experience, and the capacity to sustain operations.

Moreover, the company consistently encounters challenges related to client behavior. Due to the client's slow response, there have been a sizable number of unfinished tasks since the start of my internship. When clients fail to pay their debts on time and fail to provide all necessary documents, the company will slow down and face difficulties with the task given. In order to maintain profitability, it is imperative for the corporation to prioritize the satisfaction of its clients. As a consequence of this, the financial performance of the company may be negatively impacted, thereby hindering its operational efficiency.

DISCUSSION & RECOMMENDATION

WEAKNESSES

RECOMMENDATION

Regarding the recommendation, recruiting a capable and responsible employee and putting in place various incentives to encourage them to be around longer. In particular, try to develop flexible work programmes, bonus incentives, mentorship possibilities, and programmes to help with work-life balance. Managers are required to consider the dependability of auditors as well. The potential decline in the company's performance could be attributed to its inability to effectively retain and attract highly skilled employees. An effective audit system is critical for a business because it allows it to pursue and achieve its different corporate objectives, according to (Clements, J. 2019). As a result, the organization must be aware of the importance of quality in order to increase profit and performance.

The matter that refers to customer behavior can be addressed by implementing a new position within the company specifically dedicated to client management. ZMY should establish a dedicated management team with expertise in order to identify and resolve the problem pertaining to client access. It is recommended that the staff provide prior notification to the client through email or alternative communication channels in order to minimize any potential disruption to business operations. This service offers advantages to customers who are unable to visit the office in person. Moreover, by email to clients, it is faster than any other ways. It is also been shown to be cost-effective without requiring any payment.

DISCUSSION & RECOMMENDATION

OPPORTUNITIES

DISCUSSION

Opportunities are the possibilities presented by external forces that could help a company continue operating successfully. The first opportunity is at the educational level. Over time, the population of university graduates has grown. The accessible information and skills could aid in the firm's production. Our society is directly impacted by education on a variety of levels, which promotes expansion and improvement. Higher education is a sign of a better life since it raises the standard of living, satisfies employer demands for higher income, and helps people keep up with the rapid pace of global technological change.

Additionally, it is imperative for the company to have complied with wage legislation. Since May 2022, there has been a gradual increase in the minimum wage, reaching a threshold of RM1500. The company's current staff will continue to exhibit dedication in their work, provided that they receive fair compensation. As a consequence of this circumstance, the company may encounter constraints in its ability to recruit a maximum number of new employees, potentially resulting in a decrease in output. A study by (Alam et al., 2021) demonstrates that employee behavior is related to wages. Thus, higher labor productivity will lead to higher performance and profitability.

DISCUSSION & RECOMMENDATION

OPPORTUNITIES

RECOMMENDATION

Regarding the recommendation, one way to enhance students' understanding of accounting is through higher education, which provides them with exposure to the field. Consequently, the students' level of interest in their accounting studies will be heightened. A more educated population confers benefits on all sectors of society. The primary objective of higher education is to acquire a greater depth of knowledge and expertise in a particular discipline. This enables the organisation to recruit recent graduates from esteemed educational institutions. The level of worker satisfaction experienced a notable increase following the implementation of staff education initiatives. The overall operational efficiency of a business is enhanced when employees experience job satisfaction.

Moreover, the ongoing improvement of employee morale is crucial in order to optimize the performance of the company. Boosting employee morale goes beyond just benefiting business outcomes. This finding suggests that there is a positive correlation between job satisfaction among workers and both the quality of work produced and overall productivity levels, as engaged employees deliver improved organizational and individual performance (Osborne et al., 2017). Furthermore, this conduct will reduce the occurrence of unproductive and substandard work, thereby preventing its negative effects.

DISCUSSION & RECOMMENDATION

THREATS

DISCUSSION

Nevertheless, the challenges that businesses encounter have the potential to ultimately result in their downfall. One of the primary challenges faced by the firm is the presence of significant competition within the industry. Clients tend to exhibit a higher inclination towards selecting companies that possess a strong reputation and widespread recognition, as these entities typically offer a greater degree of financial transparency and are perceived as reliable service providers. KPMG, as an example, is a widely acknowledged accounting firm that has recently garnered significant attention. The general public has noticed the company's achievements in terms of increased efficiency and technology integration. Hence, the challenge of competing with this firmly established organization may arise due to their substantial resources.

Other challenges faced by the firm are related to the internet-based programmes. As technologies become increasingly interconnected, there are numerous websites and software available for individuals to pursue self-learning. It is undeniable that these resources simplify the learning process and enhance user comprehension. Consequently, the necessity for individuals to engage professional tax or bookkeeping services has decreased. Due to this, the business will slow down, which will affect the company's profitability in the long term.

DISCUSSION & RECOMMENDATION

THREATS

RECOMMENDATION

The recommendation is in line with the market trend of an increase in the need for audit services across the country. There are many auditing firms in the country, both new and established. ZMY, on the other hand, has stiff opposition from many other business management services. To attract customers, this company must compete with similar ones. There are plenty of thriving accounting firms that can provide better opportunities for both employees and clients. A client's financial statements reported to shareholders need to be audited for credibility. As a result, the corporation must comprehend and learn how to deal with business rivalries. According to (Friesenbichler & Reinstaller, 2021), a competitive corporation may broaden the product portfolio's prospects. Thus, being able to deal with competition is a way to increase one's chances of success. It could be because the company discovers ways to solve the problem better than competitors and keeps clients trusting and loyal to them.

Moreover, despite how technology is evolving today, it is important to acknowledge that self-directed learning can be challenging. The accounting profession recognizes the importance of technological advancement. It is regarded as critical to success since it fosters a more flexible working environment while also enhancing productivity, quality, communication, and client engagement. As a professional employee, it is imperative for staff members to consistently strive to enhance the value of client relationships by offering a diverse range of services and recognizing the significance of technology. In addition to that, the staff also needs to assist in identifying latent client requirements.

8.0 CONCLUSION

To summarise, throughout my internship at ZMY Management Services, I learned a variety of information and skills. ZMY's SWOT analysis reveals various opportunities that can help the company's overall development.

Upon retrospective analysis, it shows that the endurance of a company may intersect with its weak points. There are numerous strategies to improve the issue within the organization. The organization should proactively undertake measures to mitigate its internal vulnerabilities. Furthermore, it is imperative for the organization to capitalize on the existing opportunities in order to enhance its competitive position within the market, particularly in relation to the broader scope of its product portfolio. Opportunities can serve as a means for a company to address external threats, which are challenges that the company is unable to resolve internally. The identification of various aspects within a SWOT analysis enables the company to effectively leverage its available resources.

The significance of this analysis extends beyond the interests of shareholders and includes the potential enhancement of the company's value. If the company were to allocate greater resources towards addressing its internal challenges, it could potentially achieve higher levels of productivity, profitability, and client and employee satisfaction.

This industrial training journey has been an excellent and rewarding experience for me. Moreover, through the task that was assigned to me, I was able to put my theoretical knowledge from university into practise.

9.0 REFERENCES

- A. Ali, Mostafa & Alramahi, Nidal & Aljuboori, Zainab & Singh, Harcharanjit & Haddad, Hossam. (2021). Intellectual Capital and Firm Performance Correlation: The Mediation Role of Innovation Capability in Malaysian Manufacturing SMEs Perspective. *Sustainability*, 14, 155. [10.3390/su14010154](https://doi.org/10.3390/su14010154).
- Hertati, L., Asmawati, A., Syafitri, L., Ilyas, M., & Safkaur, O. (2022). Implementing Management Accounting Information Systems using Software Applications and its Implications on Individual Performance. *Jurnal Ilmu Keuangan Dan Perbankan (JIKA)*, 12(1), 104–116.
- Leninkumar, V. (2017). The relationship between customer satisfaction and customer trust on customer loyalty. *International Journal of Academic Research in Business and Social Sciences*, 7(4), 450–465.
- Jankowski, H. (2016). How to decrease employee turnover rates within public accounting firms.
- Clements, J. (2019). The importance of an audit system to companies. *Small Business - Chron.com*. <https://smallbusiness.chron.com/importance-audit-system-companies-14705.html>
- Al-omiri, M. (2007). A preliminary study of electronic surveys as a means to enhance management accounting research. <https://doi.org/10.1108/01409170710759720>
- Alam, M. N., Hassan, M. M., Bowyer, D., & Reaz, M. (2020). The effects of wages and welfare facilities on employee productivity: Mediating role of employee work motivation. *Australasian Accounting, Business and Finance Journal*, 14(4), 38–60.
- Ani, U. D., He, H., & Tiwari, A. (2019). Human factor security: evaluating the cybersecurity capacity of the industrial workforce. *Journal of Systems and Information Technology*, 21(1), 2–35. <https://doi.org/10.1108/JSIT-02-2018-0028>
- Ghasemi, Maziyar, et al. The Impact of Information Technology (IT) on Modern Accounting Systems. *Procedia - Social and Behavioral Sciences*, vol. 28, no. 28, 2011, pp. 112–116, www.sciencedirect.com/science/article/pii/S1877042811024621, <https://doi.org/10.1016/j.sbspro.2011.11.023>.
- Riley, R., & Bondibene, C. R. (2017). Raising the standard: Minimum wages and firm productivity. *Labour Economics*, 44, 27–50.
- Abayadeera, N. and Watty, K. (2016), "Generic skills in accounting education in a developing country", *Asian Review of Accounting*, Vol. 24 No. 2, pp. 149–170.

Dorland, Abby. "Managing Client Expectations for Accountants." Tax & Accounting Blog Posts by Thomson Reuters, 23 Feb. 2023, tax.thomsonreuters.com/blog/managing-client-expectations-for-accountants/. Accessed 22 July 2023.

Nadarajah, S., Kadiresan, V., Kumar, R., Kamil, N. N. A., & Yusoff, Y. M. (2012). The relationship of HR practices and job performance of academicians towards career development in Malaysian private higher institutions. *Procedia-Social and Behavioral Sciences*, 57, 102-118.

Kit Moris (2023). Dealing with difficult clients for accounting practices (no date) Dealing with difficult clients for accounting firms | The Access Group. Available at: <https://www.theaccessgroup.com/en-au/blog/act-dealing-with-difficult-clients/>

Giles, K. M. (2019). How artificial intelligence and machine learning will change the future of financial auditing: an analysis of the University of Tennessee's accounting graduate curriculum.

Osborne, Schrita, and Mohamad Hammoud (2017). "Effective Employee Engagement in the Workplace." *International Journal of Applied Management and Technology*, vol. 16, no. 1, 2017, pp. 50-67, scholarworks.waldenu.edu/cgi/viewcontent.cgi?article=1239&context=ijamt, <https://doi.org/10.5590/IJAMT.2017.16.1.04>.

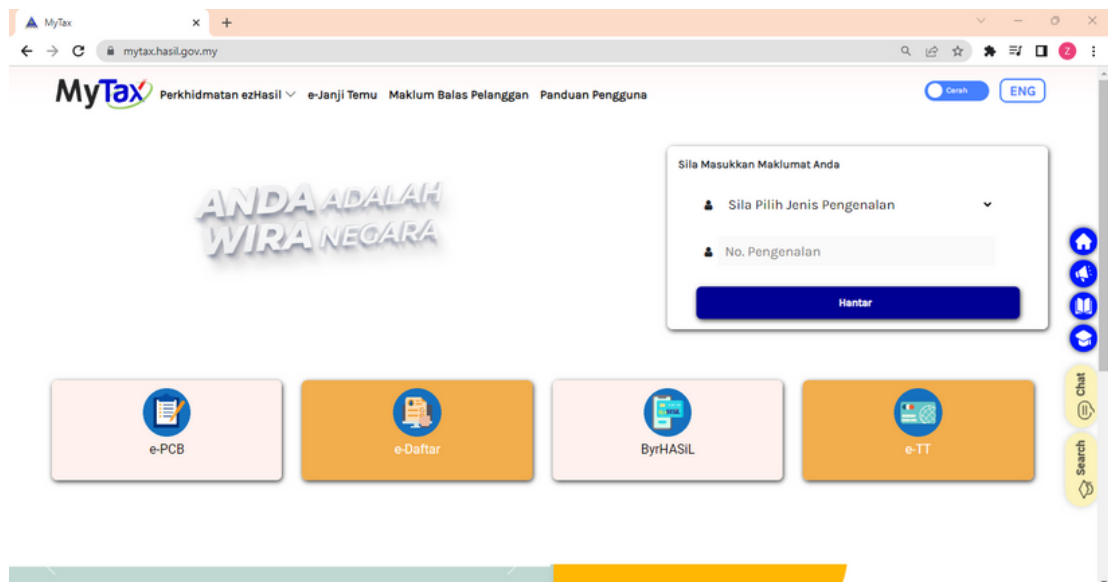
Wolff, Josephine. (2021). How Is Technology Changing the World, and How Should the World Change Technology? *Global Perspectives*, vol. 2, no. 1, online.ucpress.edu/gp/article/2/1/27353/118411/How-Is-Technology-Changing-the-World-and-How, <https://doi.org/10.1525/gp.2021.27353>.

Hayes, A. (2023) Client base: A company's customers, with examples, Investopedia. Available at: <https://www.investopedia.com/terms/c/client-base.asp>

10.0 APPENDICES



Appendices 1: UBS Software



Appendices 2: Mytax website

APPENDICES



Appendices 3: Account's Office




Appendices 4: Secretarial's Office

Document Information

Analyzed document	INDUSTRIAL TRAINING REPORT_ZULAIKA BINTI HARONI.pdf (D172304371) 7/23/2023 10:56:00 AM
Submitted	ZULAIKA BINTI HARONI
Submitted by	2020844792@student.uitm.edu.my
Submitter email	1%
Similarity	hasyeilla798.UiTM@analysis.ouriginal.com
Analysis address	

Sources included in the report

J	NURUL_SHAHIRA_NISA_BT_ISMAIL_2019707305.docx URL: 9fd41154-dc0f-4faf-b09a-dd8dba26af2a Fetched: 4/27/2022 9:08:46 PM	 1
----------	---	---

Entire Document

EXECUTIVE SUMMARY This report provides an overview of the knowledge and skills I gained during my internship with ZMY Management Services, which lasted for six months. ZMY Management Services has been in business for over 20 years, during which time it has been able to provide a diverse selection of services across the nation. This business provides services in the areas of corporate firms' secretaries, corporation and personal income tax, accounting services, and company incorporation. The completion of my industrial training at this organisation has provided me with a number of opportunities and benefits. Aside from that, I am able to study about and gain an understanding of the company's business and services while also getting experience in actual working situations. During the duration of my six-month internship, I successfully conducted the preparation of the company's SWOT analysis. The analysis of strengths, weaknesses, opportunities, and threats. Through the utilisation of SWOT analysis, organisations have the ability to leverage their strengths and capitalise on opportunities, while simultaneously addressing and enhancing their weaknesses and mitigating potential threats. Additionally, the organisation can proactively engage with their competitors in order to increase their opportunities for success. The identification of a company's competitive advantage is a crucial factor in determining the superiority of the services and products it offers in comparison to its competitors. The organisation possesses the capability to discern both the internal and external strengths, as well as the challenges, associated with its competition against other firms. 1 1.0

TABLE OF CONTENTS 1.0 Executive Summary 2.0 Acknowledgement 3.0 Student's Profile 4.0 Company Profile 5.0 Training Reflection 6.0 SWOT Analysis 7.0 Discussion & Recommendation 8.0 Conclusion 9.0 Reference 10.0 APpendices
1 2 3 4 10 16 15 26 27 29



END OF REPORT