



اُنْبُوْا سَبِيْقًا لِّتَكُوْنُوْا لِمَا رَزَقْنَا
UNIVERSITI
TEKNOLOGI
MARA

ZMY MANAGEMENT SERVICES

2023

ZMY

Prepared By:

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EXECUTIVE SUMMARY

This report is a summary of the six months I spent doing my internship training at ZMY Management Services. ZMY Management Services has been in business for more than 20 years and is able to provide a variety of services across the nation. This business provides services for personal and corporate income taxes, corporate secretaries, bookkeeping, and company incorporation. I obtain a lot of benefits from finishing my industrial training with the organization. In addition, I can experience actual working conditions while learning about the company's operations and services.

My six-month internship gave me the opportunity to create the company's SWOT analysis. the advantages, risks, opportunities, and vulnerabilities. The organization can improve its weaknesses and threats while utilizing its strengths and opportunities by examining its SWOT analysis. Additionally, the business can make the effort to deal with its rivals in order to increase its chances of success. To choose services and products that a company produces better than rivals, it is critical to establish the company's competitive edge. The business can pinpoint its internal and external advantages as well as its difficulties in competing with other businesses.



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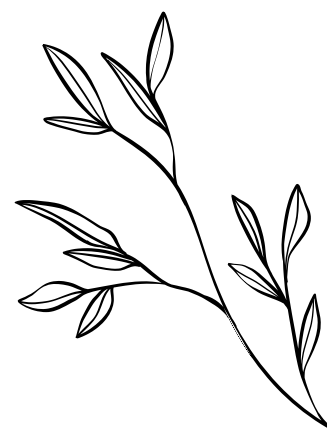
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2.0 COMPANY'S PROFILE



Figure 1 shows company's signboard

ZMY Management Services is an accountancy firm that offers financial management services to clients. This category includes services such as auditing, tax preparation and planning, payroll processing, bookkeeping, and advice services. ZMY management services is a business function primarily concerned with keeping accurate financial records for the corporation. Accounting is in charge of creating any reports needed for internal and external communications. Annual tax returns and shareholder reports are two examples of such reports. Because this company's building is only a shop lot on Jalan Medan Istana, it is a modest accounting firm. Nonetheless, this company has been in operation since 2000 and will continue to do so until 2023. Furthermore, the firm has garnered many consumers from a wide range of industries.

Financial consultants are one of the ZMY management services that clients can use. These consultants apply their experience by reviewing customers' present situations, determining the next best move to take, informing clients of changes in business legislation in their area, and advising clients on how to make their businesses more productive and profitable. This firm will also serve as a neutral third party to mediate any disputes that may develop between the client and other accounting-related firms.

LOCATION



Figure 2 shows the location of ZMY Management Services

29A, MEDAN ISTANA 6, BANDAR IPOH RAYA, 30000
IPOH, NEGERI PERAK, MALAYSIA.



Figure 3 shows the building of ZMY Management Service

VISION

To be the most trusted and respected accounting firm by providing innovative and practical services that contribute to client's success in an exceptional team environment.

MISSION

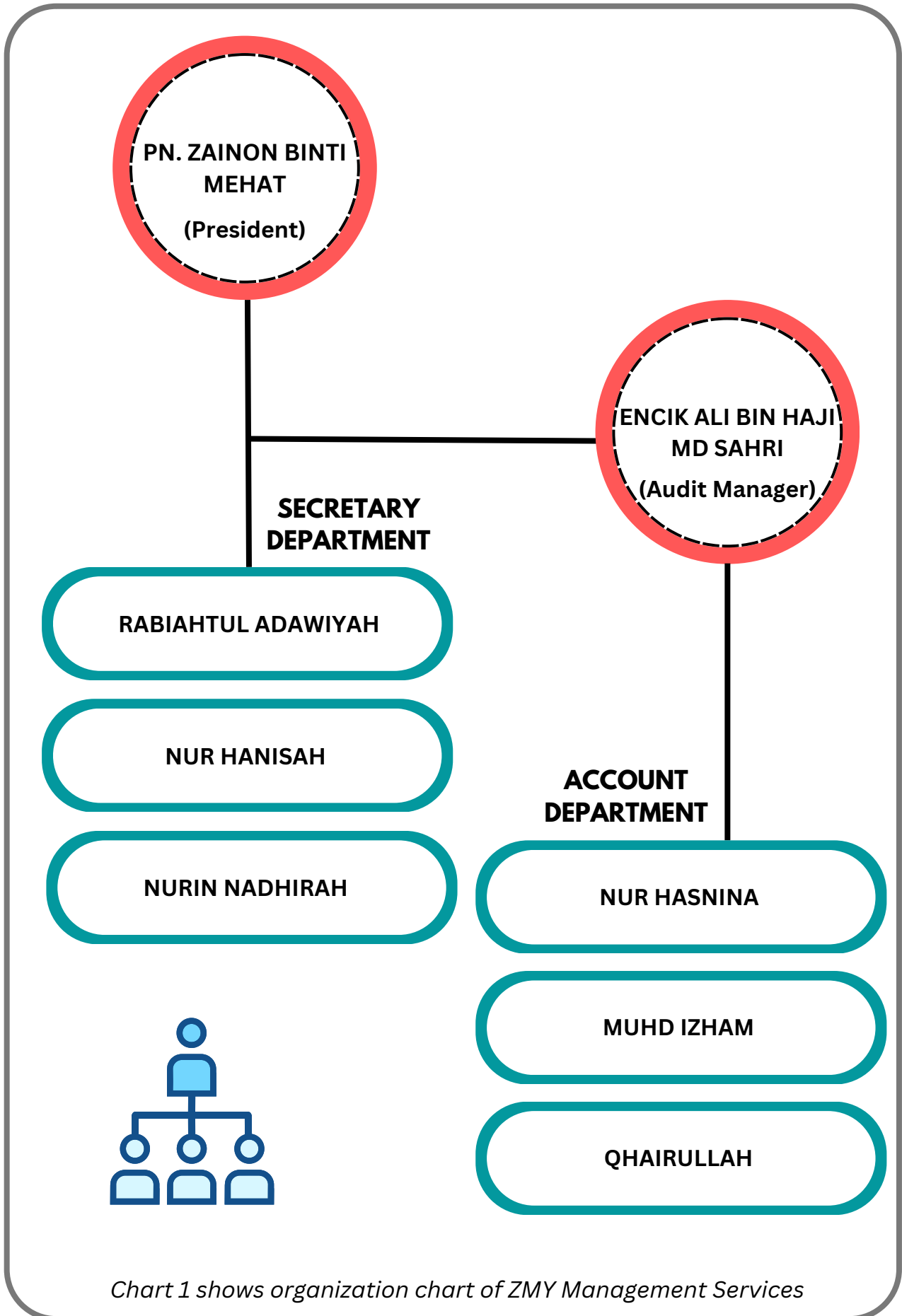
01

To provide exceptional financial and professional services while maintaining the highest levels of integrity and professionalism.

02

To meet the current and future needs of our clients and help them to cultivate long-term success.

ORGANIZATION CHART



SERVICE OF COMPANY

CORPORATE COMPANIES SECRETARIES

Maintaining statutory records and filing of annual returns. Preparation of board and shareholders' resolution. Representative offices registration and renewal.

ACCOUNTING SERVICES

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

CORPORATION & PERSONAL INCOME TAX

Manage tax relief for corporate and personal income tax

3.0 TRAINING REFLECTION

DURATION: SPECIFIC DATE, WORKING DAYS AND TIME

1 March - 15 August 2023 (Dates)

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

Monday-Friday (Working Days)

With the exception of public holidays and having to work overtime on Saturdays throughout May and June without pay.

8.30 AM - 5.30 PM (Working Hours)

Go to work on time and need to work overtime on Saturdays (full day) without any pay.

TRAINING REFLECTION

DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENT AND TASKS

DEPARTMENT:

The department I was assigned to is the finance department specifically under a finance unit called accounts.

ROLES & RESPONSIBILITIES

My roles at ZMY Management Services is to complete account statements for the Enterprise organization. I began my internship with a lesson on introductions, the roles of all the departments, and their significance. The first week was primarily intended for me to see various departments and how they work together. My boss walks me through where to find each customer file in the conference room. Then he showed me where I would be working throughout my internship. He shows me the accounting software that our company uses.

TRAINING REFLECTION

DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENT AND TASKS

ROLES & RESPONSIBILITIES

UBS System is the program that I need to use. The UBS System is software that allows you to handle all types of inventory transactions and provides you with real-time updates on inventory status. UBS Inventory & Billing, which also serves as an invoicing system, allows you to print delivery orders and invoices.

My supervisor showed me how to utilize the software on the first day. There are a lot of steps to remember. It was quite difficult for me to use. I learned how to enter the opening balance, income statement, bank statement, invoice, and so on into the software. I also learnt how to use every code in that software to make it easier to enter all of the items. It was difficult for the first week, but it is getting better now.

TRAINING REFLECTION

DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENT AND TASKS

ASSIGNMENT AND TASKS

I worked with a lot of enterprise companies during my internship. Each company faces unique challenges, and each operates in a distinct industry. I must speak with the client in order to inquire about their company. I may learn more about their company from that and help them with their difficulty with the account statement.

I learn register their taxes with Lembaga Hasil Dalam Negeri (LHDN) once I have completed all of the account statements. I need to ask them again if they concur with the account statement I've previously made, or not. When registering in LHDN, I really need to pay attention because if I make a mistake, I have to go to the LHDN branch to fix it. When everything is finished, I must print it all out, file it, and then present it to the client for signature on the agreement.

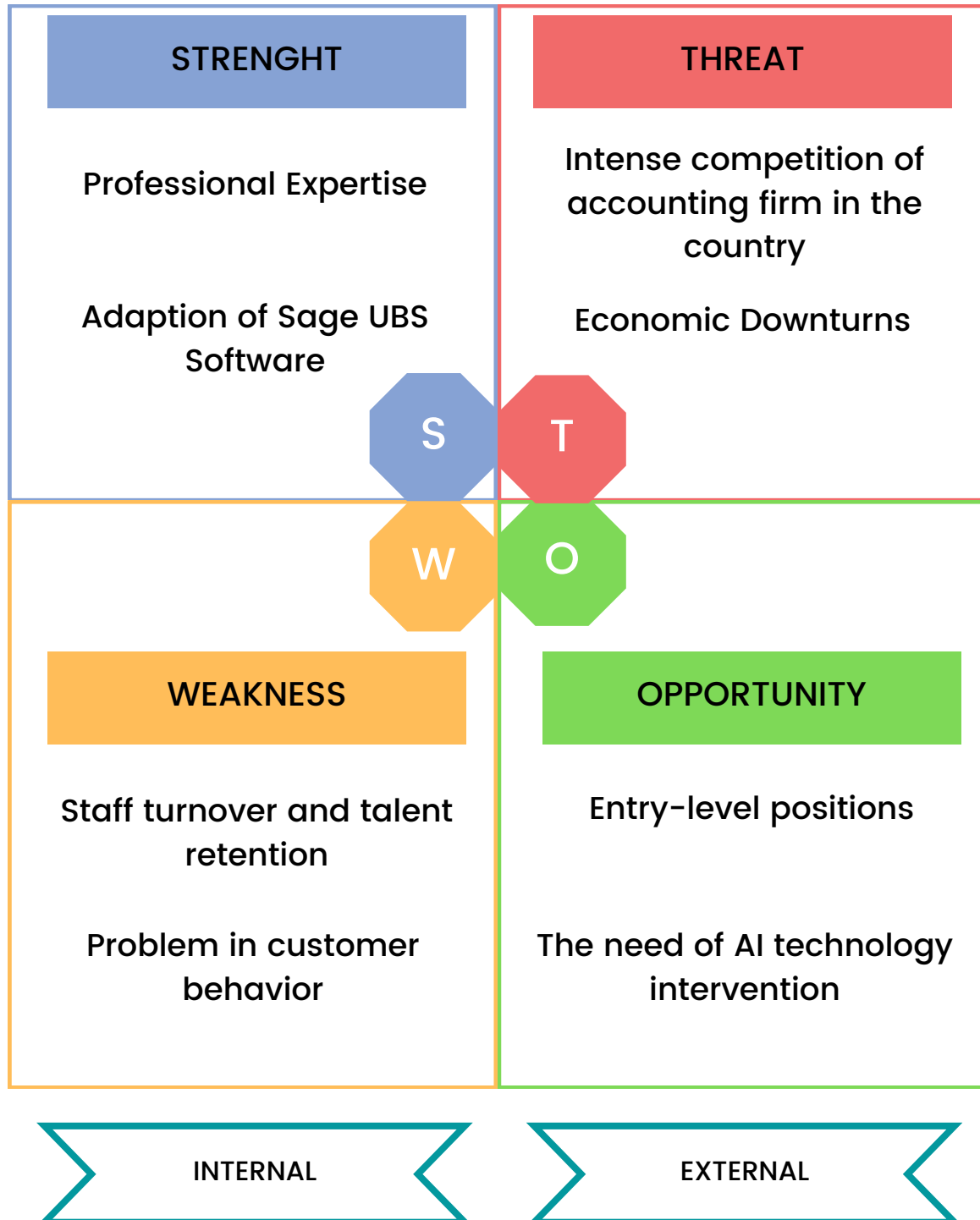
TRAINING REFLECTION

GAINS: INTRINSIC AND EXTRINSIC VALUE

During my internship, I was able to study new technology, which is the adaptation to UBS software. This program assists accountants in the systematic management of the company's finances. Furthermore, I am able to learn more about accounting through real-world experience, which broadens my grasp of this course. Aside from that, this company provides RM300 allowances to intern students at the end of each month. Furthermore, I have put into practice what I have learned throughout my studies.

During the difficult situation, I am learning and experiencing a few essential elements such as problem-solving abilities or client problems. Aside from that, I can watch how the organization handles client difficulties in order to keep operations running smoothly. In terms of communication abilities, I am provided opportunities to contact clients for any missing or unclear information or data. I can improve my communication skills as a result of this experience. Next, whether the manager or the workforce, this organization offers a friendly working environment, which contributes to increased job satisfaction for my internship. When I am having difficulty with an assignment, the staff is always available to help. I'm especially learning how to apply my knowledge and abilities in real-life situations.

4.0 SWOT ANALYSIS



SWOT ANALYSIS

STRENGTH [S1]

Professional expertise in an accounting business refers to the particular knowledge and abilities that experts in the accounting industry have. It includes a broad variety of skills in advising services, financial reporting, auditing, and taxation. The foundations for financial reporting, tax laws, auditing requirements, and accounting principles all require a solid foundation for accounting professionals. To deliver accurate and trustworthy financial information, they should stay current on industry advancements.

A significant portion of the accountant's duties involve using spreadsheet and account reconciliation software. The general accountant should also be proficient in database reporting, financial reporting and analysis, financial statements, compliance, and project management software. If you will be preparing taxes, you must have a comprehensive understanding of tax software. Even if you do not prepare tax returns yourself, you will likely provide financial data and prepare documents for those who do. Therefore, proficiency with tax software will help you stand out to prospective employers.

By retaining knowledgeable employees, the company is able to provide quality work, increase customer satisfaction, and save money on recruiting. As evidence, ZMY Management Services has employed three individuals to manage accounting services, all of them have a background in accounting and have worked for the company for more than three years. As I complete my apprenticeship training, I can complete my task with assistance from staff. As a result, businesses are able to increase production, as all issues can be resolved with the knowledge and expertise of their employees.

SWOT ANALYSIS

STRENGTH [S2]

Accounting software provides a variety of business-enhancing features. Accounting software is an essential tool for managing your business' financial data, from fundamental invoicing and billing to tax calculations and project management. In addition, it facilitates the management of clients, the reconciliation of bank accounts, and the generation of insightful financial reports, all of which contribute to the continuous growth of your business.

ZMY management use **Sage UBS software** in their operating business. This software can help to do accounting and billing enables you to handle your sales orders, purchase orders, good receipt notes, and delivery notes smoothly within the software. It also speeds up the payment processing for customers and suppliers. Recognize areas where adjustments might be needed, such as cash drag and equity stock concentration. This allows employees to complete their assigned tasks and helps to do decision-makers more easier. Utilizing the software will reduce any errors caused by human error. Based on my experience, UBS software has numerous advantages where the staff does not need to insert additional effort to ensure the balance sheet is accurate. For instance, the majority of clients prefer to review it before we finalize, which helps to present it in a simple and straightforward.

SWOT ANALYSIS

WEAKNESS [W1]

When a company has weaknesses, it shows that it does not have what it needs to be successful. As a result, **the high labor turnover rate** for unskilled personnel is one of the company's weaknesses. There are numerous causes of employee attrition, including resignations, retirements, and terminations. It is also susceptible to the business cycle. For instance, turnover tends to increase during periods of economic expansion because more people are hired than usual and more people leave to pursue greater employment opportunities.

In recent years, businesses have been encountering an issue in which some of their workers quit their jobs without providing proper notice. One of the interns there makes the decision to quit without giving notice, and as a result, the rest of the staff is saddled with extra work as a direct result of losing the irresponsible employee. Turnover of employees have a big effect on how well a business does financially. When there is a lot of employee turnover, the costs of hiring and teaching new people can go up, and the business may lose money while the new people get up to speed. This could mean less money in the bank and less competition on the market.

In addition to the direct costs of hiring and training new workers, a high turnover rate can lead to indirect costs like lower output, lower morale, and more people not coming to work. It can be hard to put a number on these costs, but they can have a big effect on a company's bottom line over time.

SWOT ANALYSIS

WEAKNESS [W2]

The company frequently has issues with **client behavior**. At the end of the due date submission, the clients will amend documents, send over new documents, or even make payments. Due to late responses from clients, there has been a lot of pending work from the first day of the internship. As a result, if the clients have not completed the payments and document handover, the company will be unable to continue operations. The corporation must prioritize responsive clients first in order to preserve revenue. As a result, this difficulty may result in the firm's return, which they would be unable to run effectively if the firm's finances were in deficit.

Some clients do not reply their message right on time. We have to keep remind them so many time. Sometimes, they will reply or make a call after working hours. They will get angry and ask so many time why we do not pick up their call or do not reply their message. This behavior makes us as workers can be impatient. This will make communication between clients and company getting worst.

SWOT ANALYSIS

OPPORTUNITY [O1]

Many accounting firms hire recent graduates or those with minimal professional experience for **entry-level roles**. An entry-level job is one that is usually made for recent graduates of a certain area and doesn't usually require any previous experience in the field or profession. These jobs might need some training on-site. Many jobs for people just starting out are part-time and don't offer perks. Entry-level jobs are generally for people who just finished high school or college. Most of the time, entry-level jobs for college graduates pay more than those for high school grads.

Most likely, you will need certain skills, knowledge, or training for these jobs. Most entry-level jobs for college graduates are full-time, permanent jobs, and some also offer more in-depth training programmes for grads. Entry-level jobs usually don't require any experience, but the Great Recession caused a lot of college graduates to look for work at the same time, so many entry-level jobs were cut. Students' use of sustainable practices serves as proof of their sustainability efforts (The Star, 2021). A graduate can adapt to a new environment, especially in a pandemic crisis, in my experience.

SWOT ANALYSIS

OPPORTUNITY [O2]

The requirement for an intervention from technology such as **artificial intelligence (AI)**. As it has in every other field, artificial intelligence is making a big difference in accounting and business. AI-enabled accounting and finance systems are the only way for finance professionals and their firms to stay competitive and attract the next wave of employees and customers. The new technology's output will allow the companies to make quicker judgments, which will be beneficial to the businesses because it would save their time. In situations, which the company is able to reduce the number of new workers it must hire, the level of production will increase more effectively. According to (Dorris B, 2020), AI adaptation has the potential to cut down on financial statement fraud schemes, allowing businesses to avoid being harmed by inaccurate data. Therefore, the utilization of AI will be of assistance to the company in warding off these various methods.

When accounting firms incorporate artificial intelligence into their operations, they become a more desirable employer and service provider for millennials and Gen Z professionals. This generation grew up with technology, and they will expect prospective employers to have the most up-to-date technology and innovation to support not only their working preferences of flexible schedules and remote locations, but also to liberate them from mundane tasks that machines can perform more efficiently. As more accounting firms implement artificial intelligence, they will be able to offer data insights made possible by automation, whereas those that do not adopt the technology will be unable to compete.

SWOT ANALYSIS

THREAT [T1]

While the threat that the companies must contend with have the potential to bring about the collapse of the corporation. One of the threat that the company faces is the firms suffered from **intense competition**. Early 2010, there was a lot of demand for compliance services, and it was easy to get new clients. It was a market that favored sellers. Those times are long past. Today, the accounting business is being shaken up by more competitors, shrinking profit margins, rising capital costs, and more lawsuits. Whether you run a small local business or a mid-sized company, your success is based on how efficient you are and how well you set yourself apart from the competition. In a very developed and competitive market, the key is to stand out from the crowd. The better you are at this, the better your chances of making it in the long run.

The demand for audit services throughout the country has been a soar in the market. There are many auditing firms in the country new and existing in the markets. As for ZMY, there has been intense competition with other business management services. This firm has to compete with other firms to get clients. There is much successful accounting firm offering a better prospect either to workers or customers. There is also have many new software that can use for accounting firm. Thus, being able to handle competition is a way to be more successful. It may be because the company may encounter ways to solve the problem better than other competitors and make clients keep trusting and loyal to them.

SWOT ANALYSIS

THREAT [T2]

Accounting firms may see a decline in demand for their services during **economic downturns** or recessions. Clients' expenditure on accounting and consulting services may decrease, resulting in poorer revenue and profitability for the firm. A recession can have a variety of effects on an accountant and their firm. During a recession, for example, businesses may struggle and be less likely to hire new employees or invest in new projects. This could reduce demand for accounting services, resulting in lower revenues for accountants. Furthermore, during a recession, firms may be more focused on cost-cutting, which may result in a decline in demand for high-value services like tax preparation and strategic advising. Recession may result in a rise in corporate bankruptcies and financial difficulty, which may raise demand for forensic accounting services. Overall, the effect of a recession on an accountant would be determined by a variety of factors, including the services they provide and the sectors they represent.

5.0 DISCUSSION AND RECOMENDATION

SWOT MATRIX

	OPPORTUNITY	THREAT
STRENGTH	<p>Entry-level positions [O1]</p> <p>The need of AI technology intervention [O2]</p>	<p>Intense competition of accounting firm in the country [T1]</p> <p>Economic Downturns [T2]</p>
WEAKNESS	<p>Hire more staff that has an academic background</p> <p>AI is required to be monitored by human intelligence</p>	<p>The company needs to make up a new standard of work</p> <p>Enrolling new position in the company for the customer</p>

5.0 DISCUSSION AND RECOMENDATION

STRENGHT + OPPORTUNITY

Professional Expertise [S2] + Entry-level positions [O1] = Hire more staff that has an academic background

The company needs to hire more people, particularly someone with an expertise in accounting and auditing. In my opinion, the firm's performance is being hampered by a lack of experienced and skilled employees. According to (Kaawaase et al., 2020) claimed that intellectual capital is vital to achieve a higher performance of the organisation, educated staff members are able to. The company's production is lower since many issues that arise need to be resolved by skilled employees.

Any obstacle that prevents the company from succeeding must be reduced. Hiring a trustworthy employee will help you avoid providing your customers with subpar services. Managers must also take the calibre of audit services into account. The performance of the company may suffer if the best personnel are not employed. Audit services have a positive correlation to organisations' success. As a result, the business needs to understand how important quality is in achieving improved performance and profit levels.

5.0 DISCUSSION AND RECOMENDATION

STRENGHT + THREAT

Adaption of Sage UBS Software [S1] + Intense competition of accounting firm in the country [T1] = The company needs to make up a new standard of work

The company needs to establish a new work standard. As for ZMY, competition from other business management services has been intense. This business must contend with other businesses for clients. There is a more successful accounting firm with greater prospects for both employees and clients. There is also has many adaption software accounting that better than ZMY. ZMY workers has to learn more about accounting software that can make works done more faster. Clients need an auditor to provide shareholders with reliable financial statement reports. Therefore, the company must comprehend and adapt to business competition. According to (Friesenbichler & Reinstaller, 2021), a competitive company may expand the product portfolio's potential. Thus, the ability to deal with competition contributes to success. It may be due to the fact that the company may discover ways to address the problem more effectively than its competitors, thereby retaining clients' trust and loyalty.

5.0 DISCUSSION AND RECOMENDATION

WEAKNESS + OPPORTUNITY

**Staff turnover
and talent
retention [W1]** + **The need of AI
technology
intervention
[O2]** = **AI is required to be
monitored by human
intelligence**

It is common knowledge that the application of artificial intelligence (AI) is becoming increasingly widespread across the globe. Utilising AI does come with a number of benefits, but there are also some drawbacks associated with employing this technology. It is possible that the involvement of AI may be effective yet, it is also possible that AI will not be as effective as human intelligence. Consequently, the company cannot rely exclusively on AI. Artificial intelligence must be overseen by human intellect at all times. The purpose of AI is to make the work of humans easier, not to completely replace them. The evolution of AI may follow developments in related technologies. Therefore, it is possible that the adjustments won't work for the way people make decisions these days. (Dhamija, 2020) indicated that artificial intelligence is never constant and required people to study and grasp the present status and scope of work in the future. This was in response to the fact that AI is never constant.

5.0 DISCUSSION AND RECOMENDATION

WEAKNESS + THREAT

Problem in customer behavior [W2] + Economic Downturns [T2] = Enrolling new position in the company for the customer

Enrolling the client in a new role within the organisation is one possible solution to the issue of problematic customer behaviour. ZMY needs to establish a specialised management structure in order to identify and resolve the issue with reaching the consumer. During economic downturn, all the business will be affected including big company such as KPMG. KPMG has become the first among the Big Four accounting firms to lay off employees at a time when hundreds of companies are struggling to maintain profitability in an economic downturn (News, M. 2023). This also applies to the customer who is now having trouble making payments, so keep that in mind. In order to prevent any disruption to the daily operations of the business, the employees will need to issue a warning or a reminder to the customer in advance. In addition to that, they are required to follow up with the client by communicating with them by email or telephone. Customers who are unable to come to the office due to difficulties may be assisted in this way.

6.0 CONCLUSION

In conclusion, I've discovered from the SWOT analysis of ZMY that the company has many possibilities to ensure success. The epidemic is having a significant impact on the business, but it can still continue to offer its customers high-quality services. Is there anything the business could do to improve their unfavorable reputation? This can reduce the likelihood that the business won't be able to provide its customers with high-quality service.

Looking back, we can see that the company's advantages can balance its disadvantages. There are numerous approaches to solving the company's issue. The business must take action to make up for its shortcomings. In order to ensure that it can compete with a greater range of products, the company must also seize any opportunities that present themselves.

Threats are issues that come in from the outside that a firm can not solve, opportunities can assist a corporation deal with threats. Finding things in a SWOT analysis enables the business to make the most use of all of its resources.

My employment enables me to apply what I have learned in class to the actual world. I enjoyed having the opportunity to work for an accounting firm. Working in the real world is something I can actually experience.

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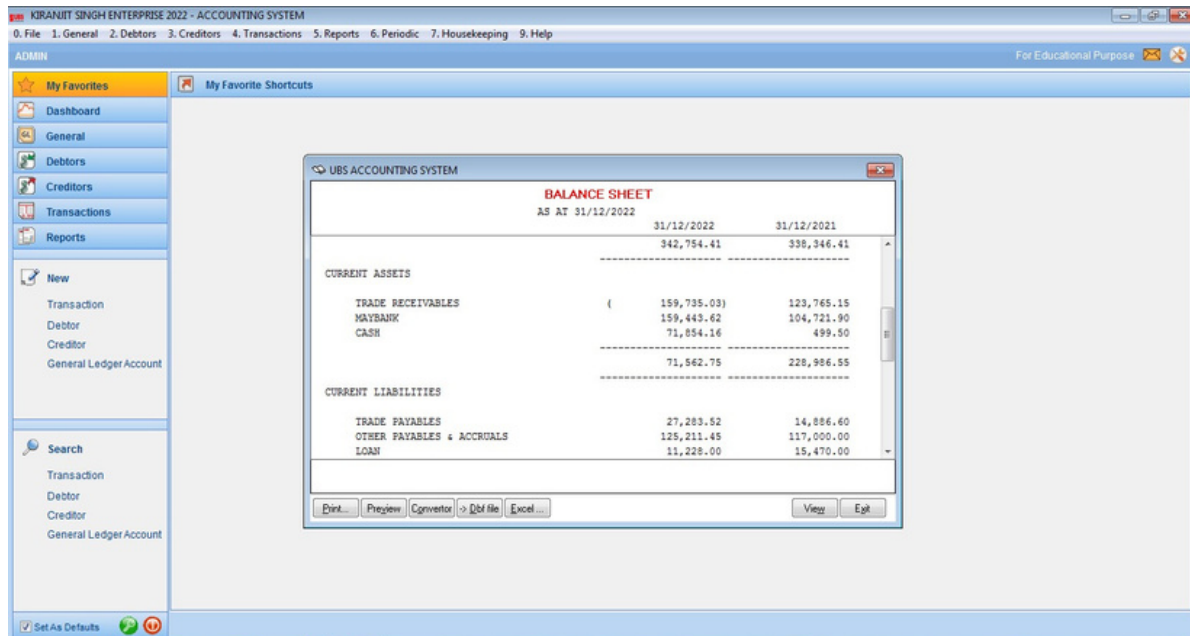
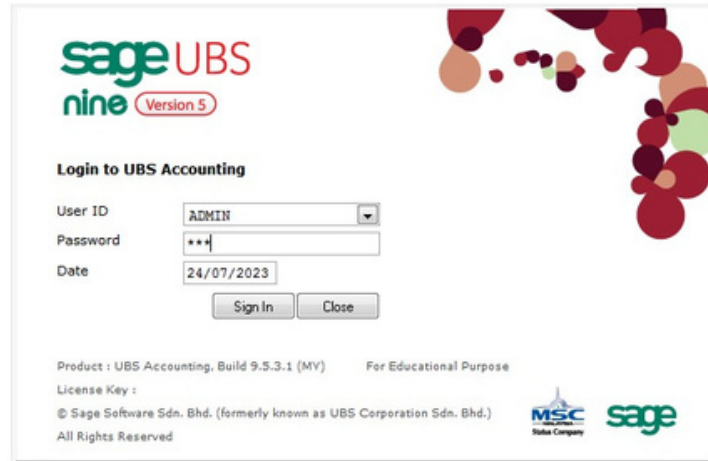
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8.0 APPENDICES

i. SAGE UBS Software



8.0 APPENDICES

ii. My TAX in LHDN portal



iii. List of the company during my internship

Name	Date modified	Type	Size
ASPIRE DYNAMIC 2021	24/3/2023 12:35 PM	File folder	
ASPIRE DYNAMIC 2022	4/7/2023 4:44 PM	File folder	
ATANI PROCESSING 2021	17/4/2023 4:17 PM	File folder	
ATANI PROCESSING 2022	15/6/2023 5:20 PM	File folder	
KIRANJIT SINGH ENT 2021	21/6/2023 4:30 PM	File folder	
KIRANJIT SINGH ENT 2022	12/7/2023 9:16 AM	File folder	
MAHA ENTERPRISE 2021	7/6/2023 4:00 PM	File folder	
MAHA ENTERPRISE 2022	12/6/2023 12:14 PM	File folder	
MM AMBULANCE SERVICES 2021	13/6/2023 9:56 AM	File folder	
MM AMBULANCE SERVICES 2022	11/7/2023 5:20 PM	File folder	
RAZAKRAHMAN2021	1/3/2023 10:07 AM	File folder	
RAZAKRAHMAN2022	7/6/2023 3:59 PM	File folder	
ZAIWANI 2021	14/4/2023 11:33 AM	File folder	
ZAIWANI 2022	17/4/2023 3:48 PM	File folder	

8.0 APPENDICES

iv. Secretary Department



v. Account Department



8.0 APPENDICES

vii. Audit Manager



viii. Working Place



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Analysis address	zunairah.UiTM@analysis.ouriginal.com

Sources included in the report

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 3

Entire Document

Sijil Pelajaran Malaysia (4A 1B 2C 1D) Sijil Pelajaran Malaysia (4A 1B 2C 1D) 1.0 STUDENT'S PROFILE

ZMY Management Services is an accountancy firm that offers financial management services to clients. This category includes services such as auditing, tax preparation and planning, payroll processing, bookkeeping, and advice services. ZMY management services is a business function primarily concerned with keeping accurate financial records for the corporation. Accounting is in charge of creating any reports needed for internal and external communications. Annual tax returns and shareholder reports are two examples of such reports. Because this company's building is only a shop lot on Jalan Medan Istana, it is a modest accounting firm. Nonetheless, this company has been in operation since 2000 and will continue to do so until 2023. Furthermore, the firm has garnered many consumers from a wide range of industries. Financial consultants are one of the ZMY management services that clients can use. These consultants apply their experience by reviewing customers' present situations, determining the next best move to take, informing clients of changes in business legislation in their area, and advising clients on how to make their businesses more productive and profitable. This firm will also serve as a neutral third party to mediate any disputes that may develop between the client and other accounting-related firms. 2.0 COMPANY'S PROFILE

Figure 1 shows company's signboard

LOCATION 29A, MEDAN ISTANA 6, BANDAR IPOH RAYA, 30000 IPOH, NEGERI PERAK, MALAYSIA. Figure 2 shows the location of ZMY Management Services Figure 3 shows the building of ZMY Management Service