



HeiTech Padu Berhad

PREPARED BY:
JASRIATUL ADILAH BINTI JASNIDZAM
2021117247
RBA2426B

PREPARED FOR:
SIR WAN MOHD YASEER BIN MOHD ABDUH



EXECUTIVE SUMMARY

This report is an overview of my experience working as an intern in the finance department of HeiTech Padu Berhad, Subang Jaya, Selangor. The report contains a conclusion as well as details on the company's suggestions. The six-month duration of my internship was from March 1 to August 15, 2023. I, Jasriatul Adilah Jasnizam, a student at UiTM Arau in Perlis pursuing a Bachelor of Business Administration (Hons) in Finance, prepared this paper. For their assistance and support throughout my internship, I would like to thank my supervisor Puan Rus Madihah Mohd Kamis, the assistant procurement manager, Cik Iszuhaina Ismail, the procurement manager, and my adviser Sir Wan Mohd Yaseer Mohd Abdoh, a senior lecturer from UiTM Arau Perlis.

This report includes a summary of my profile in the form of an updated résumé as well as information on my past, including my prior education, personal details, and my skills and employment history. The company profile, including the Board of Directors, Mission & Vision, and the services they provide in their sector, are also included in this report.

As to explain the outcomes of this industrial training journey, SWOT Analysis was created. Find out what works well and what does not for the company in this section, while explaining new interpretations for the analysis based on the findings. A discussion and recommendations have been set up and elaborate in this report and a conclusion that has been made. Finally, by evaluating positive and negative forces within and outside the company, the conclusion of the SWOT Analysis component helps the reader understand why the analysis should matter after reading the paper.

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3.0 COMPANY PROFILE

3.1 COMPANY BACKGROUND



Company's Name: HeiTech Padu Berhad

Address: Menara HeiTech Village, Persiaran Kewajipan, USJ 1,
47600 Subang Jaya, Selangor

Operation Hours: Monday to Friday (9 a.m. to 6 p.m.)

Contact: 03-86013000 / 03-80268888

Email: ccc@heitech.com.my

Website: <https://www.heitech.com.my/>

Company's Logo:





A Malaysian information technology ("IT") firm called HeiTech Padu Berhad ("HeiTech") provides a variety of services, such as system integration, application development, managed infrastructure services, and creative solutions for various industries.

HeiTech has impacted the lives of people all over the world as a provider of ICT systems and technology services. HeiTech has contributed to the digitization and digitalization of their customers' business processes by adopting cutting-edge technology. HeiTech's strong emphasis on innovation and partnership with its stakeholders contributed to the establishment of the Malaysian Electronic Government (e-government) programme as well as the successful execution of several large-scale IT projects.

HeiTech gives users a priority and builds user-centric design ideas into all of their solutions and products to humanise IT systems. This is in keeping with their mission to empower their clients' visions through trusted technological partnerships.

3.2 VISION AND MISSION



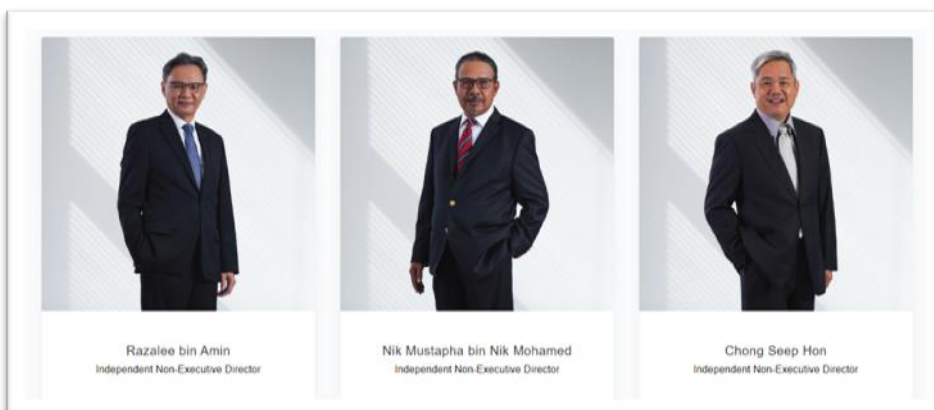
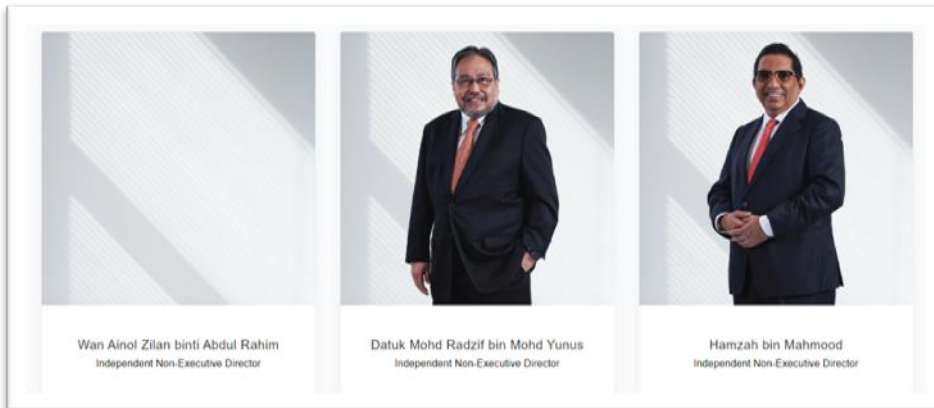
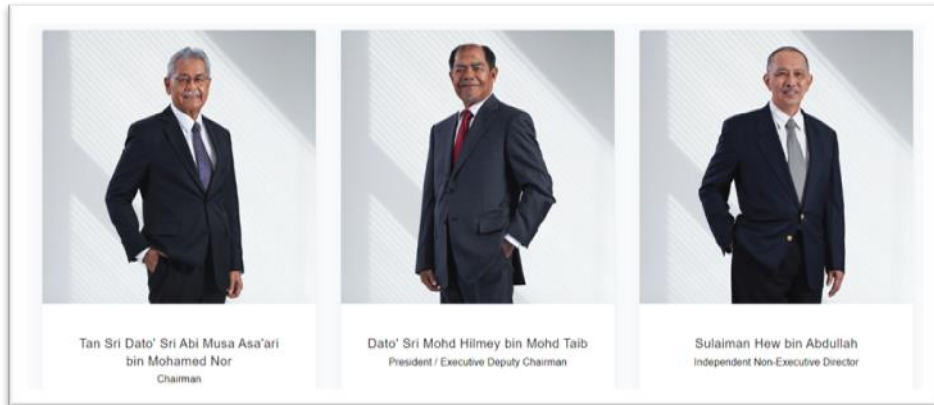
Figure 2: Vision and Mission Company

OBJECTIVES

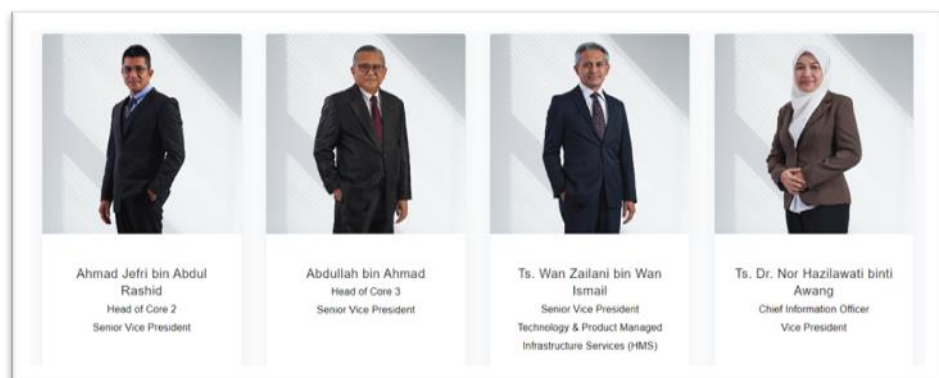
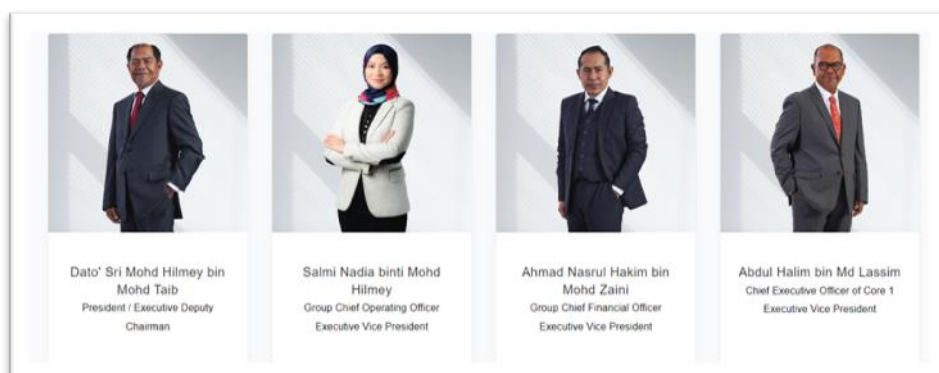
“CONDUCT BUSINESS IN AN HONEST AND ETHICAL MANNER AND IN
ACCORDANCE WITH LAWS AND REGULATIONS.”

3.3 ORGANIZATIONAL STRUCTURE

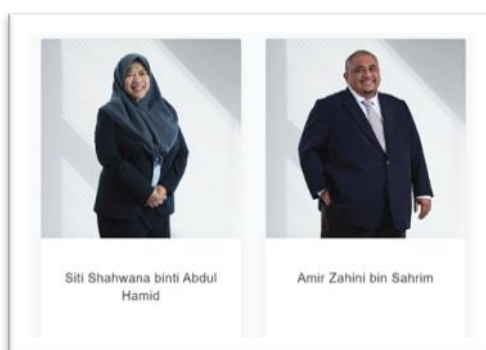
BOARD OF DIRECTORS



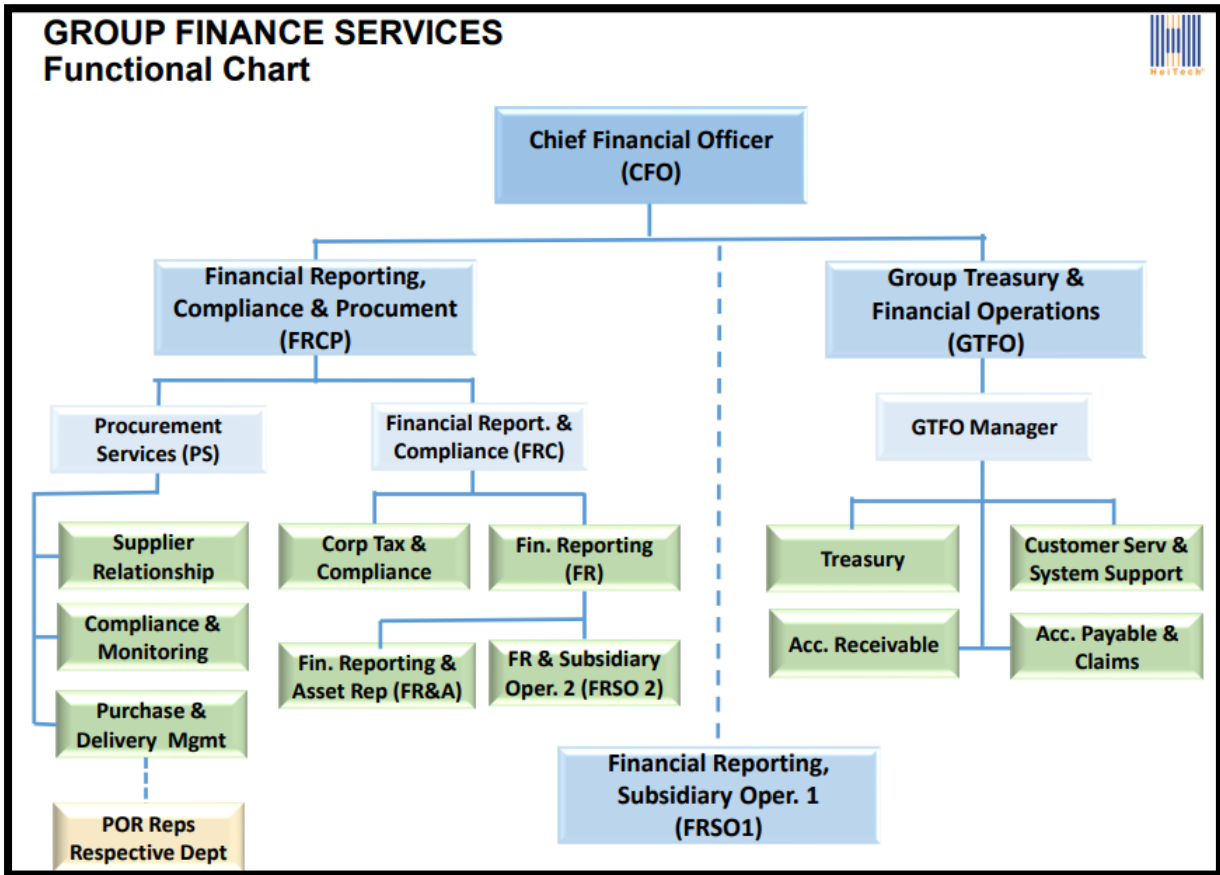
EXECUTIVE COUNCIL COMMITTEE



COMPANY SECRETARIES

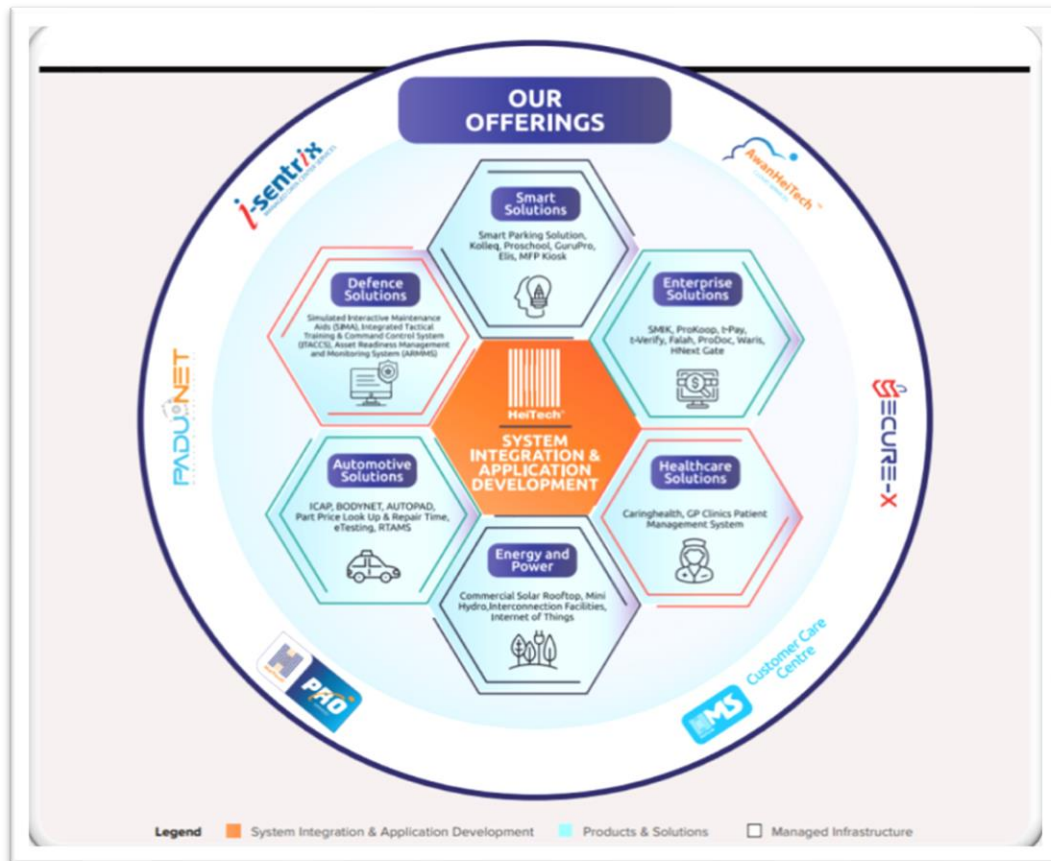


FINANCE DEPARTMENT ORGANIZATION CHART



3.4 PRODUCT & SERVICES OFFERED

In order to meet the demands of consumers in many industries, HeiTech has created a number of goods and services that they have successfully marketed.



❖ Smart Solutions

<p>Smart Parking Solution ("SPS")</p>	<p>Mobile Application Payment Solutions ("Kolleg")</p>	<p>School Management Systems ("Proschool")</p>	<p>Mobile Application for teachers and students ("GuruPro")</p>
<ul style="list-style-type: none"> • Seamless application for parking payment which upgrades the conventional way of parking using coupon. 	<ul style="list-style-type: none"> • Revenue collections ecosystem that helps to improve collection and resilience against credit losses. 	<ul style="list-style-type: none"> • Full-fledged school management systems that comprises of students and teachers management, learning management system (LMS), payment facilities, absentees management, online examinations and results as well as parents management. 	<ul style="list-style-type: none"> • Helps teachers and students to interact with each other and manage the day to day operations such as online learning.

<p>Electronic Licensing ("Elis")</p>	<p>Online Dashboard System ("Ezbill")</p>	<p>School Management Systems ("Proschool")</p>	<p>Mobile Application for teachers and students ("GuruPro")</p>	<p>Multi-Functional Government Self Service Kiosk Solutions</p>
<ul style="list-style-type: none"> • Helps organisations to manage the licenses issuance more effectively. 	<ul style="list-style-type: none"> • To assist local council's operational activity in disseminating notice assessment, notification and distribution. • Helps to induce prompt payments from customers. 	<ul style="list-style-type: none"> • Full-fledged school management systems that comprises of students and teachers management, learning management system (LMS), payment facilities, absentees management, online examinations and results as well as parents management. 	<ul style="list-style-type: none"> • Helps teachers and students to interact with each other and manage the day to day operations such as online learning. 	<ul style="list-style-type: none"> • ("MFP Kiosk") allows implementation on a number of different services, all from the same device and based on our customers' specific needs.

❖ Enterprise Solutions

<p>Sistem Manajemen Informasi Koperasi ("SMIK")</p>	<p>Payment Gateway Solutions ("t-Pay")</p>	<p>Mobile Application for Islamic transactions ("Falah")</p>	<p>Will Management System ("Waris")</p>	<p>Integration Platform ("HNext Gate")</p>
<ul style="list-style-type: none"> • Provide seamless cross transaction service within multiple cooperatives and also with external parties. • ProKoop used in Indonesia. Enable users to enrol cooperative membership, apply loan, make transaction. 	<ul style="list-style-type: none"> • t-Pay is a secured and reliable online payment solution that ensure payment acceptance from any channel. • t-Verify is the electronic Know Your Customer (e-KYC) application and is made up of 2 products, t-VerifyID and t-VerifyFace. 	<ul style="list-style-type: none"> • A mobile application to help Islamic organisation to digitalise its operations, management of sadaqah and others such as khairat kematian, wasiat and hibah. 	<ul style="list-style-type: none"> • Help people to create and manage their inheritance through wasiat. • It is a web based system where creation of wasiat is easy and fast. • The system comprises of wasiat and hibah creation. 	<ul style="list-style-type: none"> • An interoperability enabler that links various agencies into one or more electronic channels. • Able to integrate multiple agencies running on different types of systems and platforms.

❖ Healthcare Solutions & Energy and Power

Hospital Information System ("Caringhealth")	<ul style="list-style-type: none">•Hospital information system with modules for clinical services, clinical support services, ancillary module and interoperability module.
Commercial Solar Rooftop	<ul style="list-style-type: none">•Involves the installation of solar panels on the rooftop.•2 types of purchase mode to the clients. Outright purchase or Zero Investment.
Mini Hydro	<ul style="list-style-type: none">•Provides feasibility studies, design and installation as well as maintenance services for mini hydro systems.
Interconnection Facilities ("IF")	<ul style="list-style-type: none">•The company design and builds infrastructure that enables the transmission and distribution of electricity from renewable sources.
Internet of Things ("IoT")	<ul style="list-style-type: none">•Involves using sensors and other devices to collect data on energy usage, optimize energy efficiency and monitor system performance.

HeiTech provides an extensive selection of managed infrastructure services, which are horizontal services that support and enhance the group's goods and services. The offerings include network administration, cloud hosting, security services, and data centres.



Secure-X Managed Security Services

As managed security services provider, we combine key elements of people, processes and technology, offering 24 x 7 security operations and support. The combined experience of our technical expertise allows for deployment of multi-technology, either 'on premise' or hosted solution, handling of different security threat landscape, in accordance to the necessary compliance, regulatory or standards such as Information Security Management System (ISO/IEC 27001:2013) and Malaysian Personal Data Protection (PDPA). We are committed to ensure the safety and security of customer critical business data, providing security insight on their system.

Secure-X is a product suite that provides leading-edge managed cyber security services solutions with the aim of helping clients achieve their digital transformation goals by unlocking value from the latest cyber security technologies. Secure-X product suite consist of the followings: -

- **precibePod** - Tailored organization's cybersecurity design landscape and deploy according to the best practice and proven technology.
- **practisePod** - Manage policies, controls, risks, assessments, and deficiencies across your entire business.
- **curePod** - Intelligence-driven and people-enhanced SOC with Risk-Based Vulnerability Management (RBVM) to increase the protection from cyber security threats.
- **cyberKnowledgePod** - Bridge your organization's cyber security skills gap with exclusive training courses, certifications and real-world exercises led by top experts in the field.



AwanHeiTech Cloud Computing Services

We offer flexible cloud computing services, tailored to our client's specific business requirement—from building a private cloud, hosting cloud infrastructure to managing shared cloud services. Our cloud computing services help streamline clients' budgets as they are economically- friendly on capital expenditure, hardware refresh cycles, hardware-software operations and maintenance expenses. Our suite of cloud services consists of:

- Infrastructure as a Service
- Storage as Service
- Disaster Recovery as a Service
- Data Protection as a Service
- Desktop as a Service
- Platform as a Service

AwanHeiTech received 2020 Frost & Sullivan Asia – Pacific Best Practice Award for Competitive Strategy Innovation and Leadership in the Malaysia Cloud Infrastructure Services Industry.



Padu*Net Managed Network Services

As Malaysia's largest non-telecommunications service provider, our network services support multi-protocol applications into one secured private network. Our network infrastructure also consists of multiple telecommunications and trunk carriers. This network diversity enables us to offer excellent connectivity and availability to our clients.

We are committed in providing up to 99.9% network service availability to our clients, at all times. This commitment is realised through our centralised monitoring and around-the-clock customer service. We also assist our customers to develop, build and managed network infrastructure and services. Our network services consists of the following technologies:

- Software Defined Wide Area Network ("SD-WAN")
- Managed Multi-Protocol Label Switching ("MPLS")
- Managed Internet Protocol Virtual Private Network ("IPVPN")
- Managed Metro Ethernet ("Metro-E")
- Managed Leased Line
- IP Broadband ("DSL")
- LTE 4G / 5G (future)
- Very Small Aperture Terminal ("VSAT")
- Wireless Leased Line
- Branch in a Bag
- Performance Monitoring
- High Speed Broadband



i-Sentrix Managed Data Centre Services

We own and manage a Tier-IV ready Data Centre providing world class services of developing, building and managing data centre facilities for our clients. The combination of experience and technical certification such as Information Security Management System (ISO/IEC 27001:2013), Quality Management System (ISO/IEC 9001:2015) and Information Technology Service Management System (ISO/IEC 20000-1:2011) has enabled us to provide the high standard of qualities that meets the demand of many organisations in terms of service level, availability, data integrity and security.

Our suite of Data Centre Services consists of:

- Data Centre Management Services
- Infrastructure Development & Management Services
- Business Recovery Management Services
- Mainframe Technical Services



Pro*Services ICT Maintenance & Deployment

We offer ICT Maintenance and Deployment services nationwide, particularly to organisations that have multiple branches. Our dedicated on-site engineers provide 24x7x365 support to customers in attending to problems and rectifications. With the establishment of 19 Universal Service Centre (USC) nationwide, we have extended our services to data recovery services, telco value-added services and ICT hardware repair services.

Our suite of services consist of:

- ICT Maintenance Services
- ICT Deployment Services
- Co-Location & ICT Infrastructure
- Telco Value-Added Services
- Universal Service Centre (USC)



Customer Care Center Your One-Stop Support Center

HeiTech, through our 24-Hour Helpdesk Services helps our customers to deliver precise, timely and efficient customer resolution and back-end support via a range of comprehensive solutions. Our service offering comprise of:

Incident Management

- Incident Receiving, Logging and Prioritisation
- Incident Assignment, Diagnosis and Escalation
- Incident Resolution
- Incident Reporting and Reviewing

Service Level Management and Reporting

- Benchmarking Analysis
- Providing service level reporting and analysis at agreed intervals

Network Monitoring of branch connectivity

- Monitoring services for customer's branch online connectivity using Network Management system

Onsite Support services

- Placement of dedicated personnel at customers' premises to focus on customers' IT operations

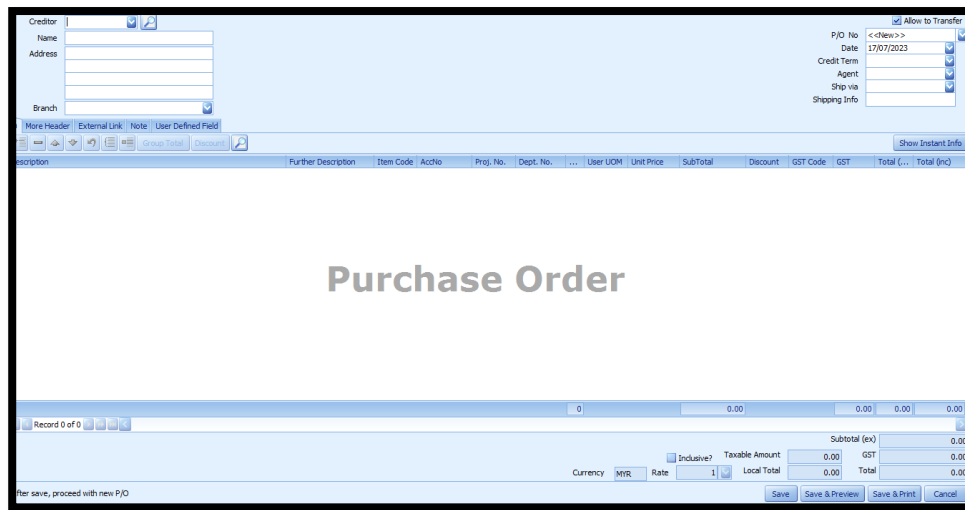
4.0 TRAINING REFLECTION

4.1 TASK & RESPONSIBILITIES

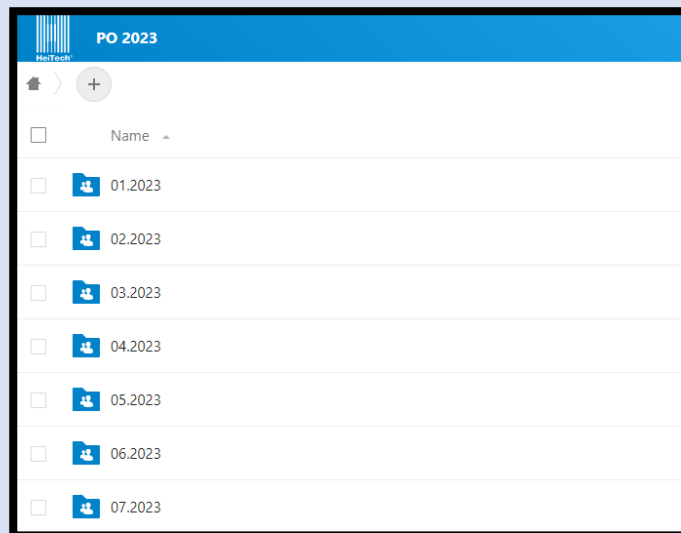
- 1 Assist the Procurement Team in handling day-to-day administrative and operational matters.
- 2 Execute purchasing of products and services for HeiTech and its customers and monitor its deliverables.
- 3 Work together with Procurement Team members aids the procurement department of a department of a company by providing administrative support.
- 4 Validate Purchase Request in MYAPS including verification of vendor status with SSM and SPRM.

- 5 Seek confirmation on Account Assignment (GL, Asset ID, Project Code, Cost Centre) from Finance Manager to requests by PORs/Requestor.

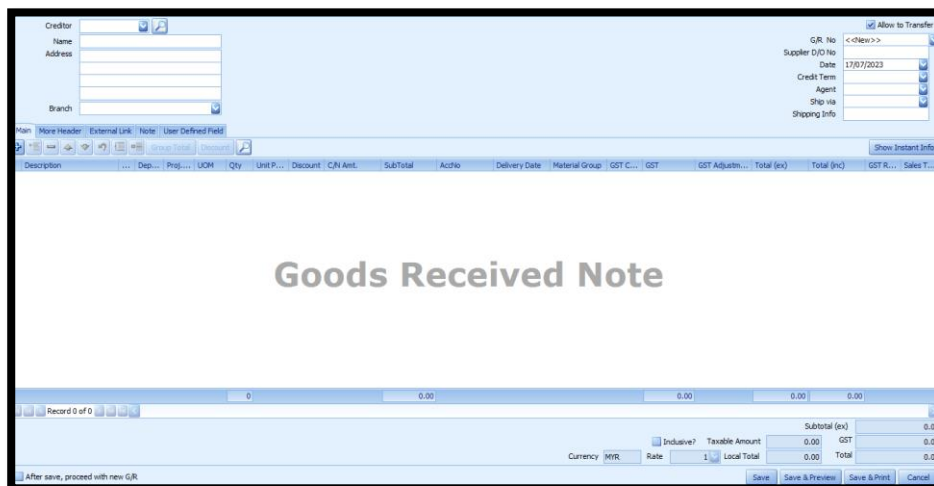
6 Create and update Purchase Order (PO) in AutoCount System.



7 Save copy of PO in Walet before share with POR.



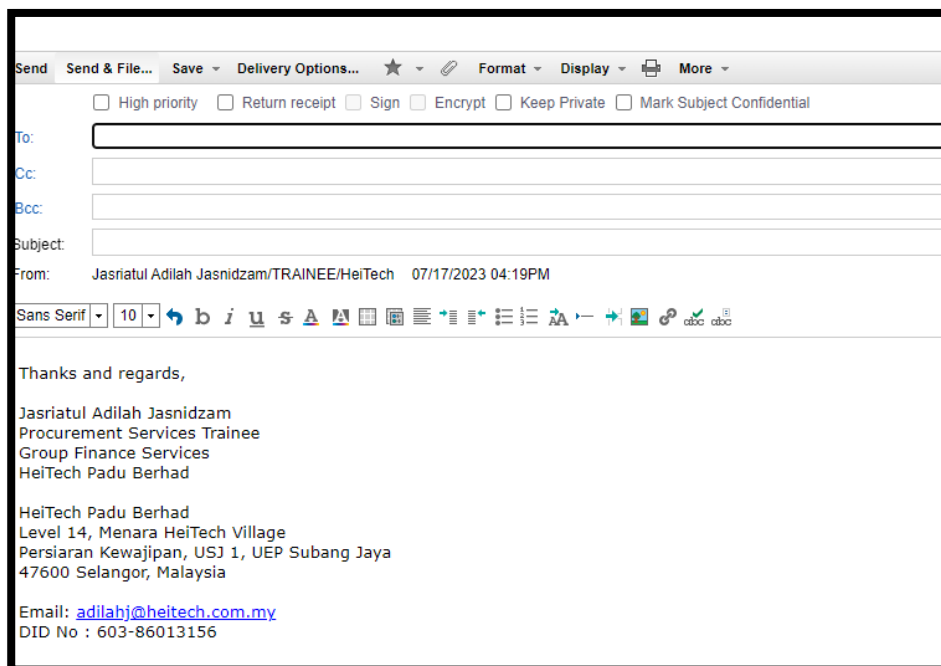
8 Matching of DO and invoice in the AutoCount System for GR creation.



9 To establish monthly report on purchase request (for QO Report).

PURCHASE APPROVAL REPORT JULY 2023										
No	PROJECT CODE	SSF No.	Purchasing Group	SSF Date	Short Text / Title	Account Assignment Category	Net Price Total (RM)	PO Number	PO DATE	Timeframe (days)
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										

10 To establish correspondence letter, email and related communication related to the procurement requirements.



5.0 SWOT ANALYSIS

S

- **Success of new product mix**
- **Brands catering to different customers segments within Software & Programming segment**

W

- **Business Model**
- **Niche markets and local monopolies**

O

- **Customer preferences are fast changing**
- **Trend of customers migrating to higher end products**

t

- **Growing technological expertise**
- **Saturation in urban market and stagnation in the rural markets**

6.0 DISCUSSION AND RECOMMENDATION

6.1 STRENGTH

I. Success of new product mix.

Customers can choose from a wide range of product combinations at HeiTech Padu. It enables the organization to cater to a wide range of customer segments in the Software & Programming market. A company can concentrate efforts and resources on the items and product lines within its offers that have the most potential for growth, market share, and revenue by implementing a successful product mix strategy.

As for the recommendation, to sustain the success of new product mix is expansion. The variety or quantity of a company's product lines rises. Next, through contraction, a business streamlines or eliminates underperforming goods or lines from its product mix.

II. Brands catering to different customers segments within Software & Programming segment.

The broad range of products HeiTech Padu offers has aided the business in reaching out to a variety of customers in the Software & Programming area. Additionally, it has aided the company in diversifying its sources of income. Companies that use customer segmentation understand that every client is unique and that it is ineffective to target all their consumers using the same strategy. Instead, it would be better for the company's marketing initiatives to speak to more focused, smaller groups with pertinent themes.

As to sustain that, establish the objectives and criteria for consumer segmentation. Establish and rank your client segmentation objectives. Organizing the larger pieces first and working your way down from there is one method of doing this. Ranking section projects based on performance, such as purchasing value, is an additional choice. It's now time to set up each project with the order established.

6.2 WEAKNESSES

I. **Business Model.**

Competitors in the software and programming sector can readily copy HeiTech Padu's business model. Many businesses utilize their access to cutting-edge technology or ongoing innovation to draw clients and employees.

To get beyond these obstacles building a platform model that can incorporate suppliers, vendors, and end users is necessary for HeiTech Padu. Supply chains may benefit greatly from closer ties between buyers and suppliers as well as increased resilience. A new study clarifies the elements of success. Heitech Padu Berhad's target market in depth, giving special attention to its development potential and competitive environment. Determine new trends and technologies that may provide opportunities for the company's growth. Analyse the company's competitive edge and unique selling factors.

II. **Niche markets and local monopolies.**

With niche marketing, companies target a narrow, well-defined clientele with the promotion of their goods and services. To assist a community that is underserved and gain the benefits of brand loyalty, several organizations use this method.

As for recommendation, HeiTech Padu should engage with a smaller audience. So, can focus on the quality of customer service and nurture relationship with them. As to cater to the customers' specific needs, not just acting like a supplier but more like a right partner. Next, to keep Heitech Padu Berhad at the forefront of technical advances, it is critical to prioritise expenditures in research and development. Because of this, the company will be able to develop innovative solutions and maintain a competitive advantage in the sector.

6.3 OPPORTUNITY

I. Customer preferences are fast changing.

Customers today are increasingly eager to experiment with and test new items on the market thanks to increased disposable incomes, easy access to information, and rapid acceptance of technical products.

HeiTech Padu must pay close attention to changes in both the larger Technology sector as well as broader trends in the Software & Programming business.

II. Trend of customers migrating to higher end products.

As the company enjoys high brand awareness in the premium market and customers have had positive experiences with HeiTech Padu products in the lower segment, this creates a significant business potential for HeiTech Padu. The business may benefit from it and have the chance to boost profitability.

As for recommendation, HeiTech Padu need to keep in touch with your customers. a crucial factor in maintaining good member retention. The most significant resource for your company is its clients, and they should be treated as such. Heitech Padu Berhad's financial performance is being monitored, including revenue growth, profitability, and cash flow management. Examine financial records and reports on a regular basis to assess the company's financial soundness and investment opportunities.

6.4 THREATS

I. Growing technological expertise.

Growing technological proficiency of local businesses in the export industry - For HeiTech Padu, the possibility of losing IPR is one of the main risks of a partnership with local players in the export market. In emerging nations, notably China, the legal environment for intellectual property rights is not very robust.

As to cater this, HeiTech Padu should find more expertise. Furthermore, collaborations and strategic partnerships seek locally and internationally relevant strategic alliances and partnerships with other technical enterprises. Access to new markets, technology, and expertise may be acquired in this manner, supporting growth and increasing the company's service range

II. Saturation in urban market and stagnation in the rural markets

This is an ongoing problem for HeiTech Padu in the Software & Programming industry. One of the reasons for this is that product acceptance is delayed in the rural market. Second, due to the huge distances and lack of infrastructure, it is more expensive for HeiTech Padu to service rural clients than urban ones.

As per recommendation, is creativity. To convince people to buy, a company's product or service offering must be more inventive than its competitors in a crowded market. The second method to distinguish yourself is through effective pricing. Companies can choose one of two approaches. A corporation can choose to be a low-cost supplier of a product or service, or it can choose to be a premium provider of the product or service. Either technique necessitates competitive pricing versus other firms that use the same pricing structure; however, organizations that operate in a crowded market sometimes wind up conducting price wars with one another, always reducing rates to attract clients.

7.0 CONCLUSION

In a summary, this internship was a fantastic and gratifying experience. I can conclude that my job at HeiTech Padu Berhad has taught me a great deal. The technical components of my work are not faultless and might be improved with more time. As someone with no prior expertise with procurement, I feel the time I spent researching and learning about it was well worth it and led to the discovery of an appropriate solution to construct a fully working online service. Time management and self-motivation are two of the most important things I've learnt. The job experiences I gained throughout my internship enabled me to do my procurement abilities. I believe I still need to improve my financial skills.

8.0 REFERENCES

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9.0 APPENDICES

❖ Jamuan Raya Finance Department






❖ Jamuan Raya at HeiTech Defense System



Document Information

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Submitter email	2021117247@student.uitm.edu.my
Similarity	3%
Analysis address	hafizha853.UiTM@analysis.ouriginal.com

Sources included in the report

W	URL: https://www.heitech.com.my/ Fetched: 2023-08-04 10:56:00	 1
W	URL: https://embapro.com/frontpage/swotcoanalysis/21030-heitech-padu Fetched: 2023-08-04 10:56:00	 1
W	URL: https://pdf.marketpublishers.com/bac_swot/heitech_padu_bhd_swot_analysis_bac.pdf Fetched: 2023-08-04 10:56:00	 1

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EXECUTIVE SUMMARY This report is an overview of my experience working as an intern in the finance department of HeiTech Padu Berhad, Subang Jaya, Selangor. The report contains a conclusion as well as details on the company's suggestions. The six-month duration of my internship was from March 1 to August 15, 2023. I, Jasriatul Adilah Jasnidzam, a student at UiTM Arau in Perlis pursuing a Bachelor of Business Administration (Hons) in Finance, prepared this paper. For their assistance and support throughout my internship, I would like to thank my supervisor Puan Rus Madidah Mohd Kamis, the assistant procurement manager, Cik Iszuhaina Ismail, the procurement manager, and my adviser Sir Wan Mohd Yaseer Mohd Abdoh, a senior lecturer from UiTM Arau Perlis. This report includes a summary of my profile in the form of an updated résumé as well as information on my past, including my prior education, personal details, and my skills and employment history. The company profile, including the Board of Directors, Mission & Vision, and the services they provide in their sector, are also included in this report. As to explain the outcomes of this industrial training journey, SWOT Analysis was created. Find out what works well and what does not for the company in this section, while explaining new interpretations for the analysis based on the findings. A discussion and recommendations have been set up and elaborate in this report and a conclusion that has been made. Finally, by evaluating positive and negative forces within and outside the company, the conclusion of the SWOT Analysis component helps the reader understand why the analysis should matter after reading the paper.

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