INDUSTRIAL TRAINING REPORT (MGT666)
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

UNIVERSITI TEKNOLOGI MARA

Cawangan Perlis
Kampus Arau

UITM GREEN CENTRE PERLIS BRANCH
UITM PERLIS BRANCH, ARAU CAMPUS

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EXECUTIVE SUMMARY

Completing industrial training or internship is compulsory for every final year student before they graduate. Industrial training helps students to enhance their performance and personal skills. It allows students to implement theoretical learning that they have learned from the past semesters into practical experience that will give them real live experience.

My internship program is from 1 March 2023 until 15 August 2023. The duration is quite long. However, I believe that I will gain more experience during this period. I have been placed in UiTM Green Campus Unit or well known as UGC of UiTM Perlis for my internship. During my internship, I've overcome many challenges and obstacles that make me more mature and wiser. I was also able to discover the things that I've learnt which are PESTEL, SWOT and SWOT Matrix.

Of course, I am truly blessed because I am surrounded by good people who always help me during my internship journey. at the UGCs report, I will explain more about my journey of internship in UGC Perlis Branch.

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COMPANY PROFILE

COMPANY'S BACKGROUND

UiTM Arau campus is a division of Universiti Teknologi MARA located in Arau, Perlis, Malaysia. Being the third-oldest UiTM branch campus, this campus in Kangar was founded in July 1974. The campus finally relocated to its current location in Arau in 1980. It was officially established on 5 July 1974, with the enrolment of 258 pioneer students, undergoing 1 preparatory course and 5 diploma programmes. It began operations at a temporary site of the Scout House at Jalan Padang Katong, Kangar, with 15 academic staff and 31 administrative and support staff. In 1980, the campus moved to its permanent site on a of 335-acre plot in Arau.
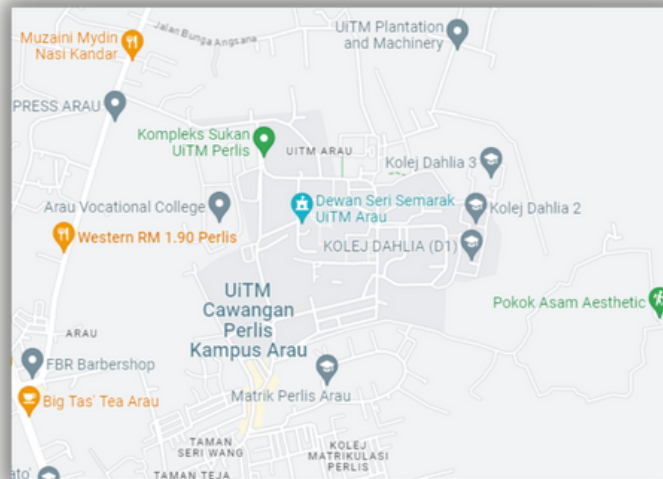
UiTM Perlis Branch has developed into a top-tier public higher education institution in terms of physical facilities, staffing, and student enrollment. The institution has seven faculties and offers 34 different programmes, including 17 degree-granting and 16 diploma-granting options. There is also a variety of infrastructure and facilities available. There are 15 gender-specific residential colleges, 67 science labs, 22 computer labs, 3 language labs, a sizable auditorium, a mosque, a small stadium, and a gymnasium. Some amenities, including dorms, halls, and gyms, are available for public rental.

COMPANY PROFILE

PHILOSOPHY & OBJECTIVES

The philosophy of UiTM Arau Campus is Every individual has the ability to attain excellence through the transfer of knowledge and assimilation of moral values so as to become professional graduates capable of developing knowledge, self, society and nation

The objectives of UiTM Arau Campus is produce world-class professional bumiputra graduates who are pious and competitive in the fields of science, technology, business management, entrepreneurship and humanitarianism. To serve as a premier resource in the domains of science, technology, business administration, entrepreneurship, and humanism as well as an inspiration for development in Northern Malaysia. forming and encouraging the university community to live according to Islamic principles. Providing world-class conducive infrastructure for learning, teaching and research.

COMPANY PROFILE

VISION

To establish UiTM as a Globally Renowned University of Science, Technology, Humanities and Entrepreneurship

MISSION

To lead the development of agile, professional bumiputeras through state-of-the-art curricula and impactful research

VALUES

Shared Organisational Values

ESI (Excellence, Synergy, Integrity)
At UiTM, we uphold three enduring shared organisational values: Excellence, Synergy and Integrity.
These shared values shape our strategies, ensure productivity and sustain our role in nation building as we head towards becoming a globally renowned university by 2025.

Personal Values

I-DART
- Ilmu (Knowledge)
- Disiplin (Discipline)
- Amanah (Trustworthiness)
- Rajin (Diligence)
- Tanggungjawab (Responsibility)

I-DART are five important guiding principles that support UiTM's shared organisational values. Aligned to UiTM's mission and vision, they underpin the decisions we make and the work we do.

COMPANY PROFILE

INTERNSHIP PLACEMENT

Next, **the establishment of UiTM Green Centre** or better known as UGC was approved by the MEU meeting (34/2 2020) on the 21st of October 2020. It started with UiTM Shah Alam and was followed by other branches inclusing UiTM Arau Campus. This initiative is in line with UiTM's Strategic Plan 2025 under the Strategic Theme 8 (Smart Campus) and to uphold the sustainability agenda of the university, community and the world.

UGC promotes dynamic and diversity in its operations where the key members are appointed among UiTM community; assisted by Expert Task Force (ETF) across faculties and with multidisciplinary expert who have a strong passion and interest to advocate the sustainable agenda of the university.

Currently, as a key actor in transforming UiTM into a sustainable green campus, UiTM Green Centre (UGC) focuses on six key clusters: **Setting and Infrastructure, Waste, Water, Energy and Climate Change, Education and Research and Transportation.** Each cluster has its own specific aim in support of the environmental sustainability agenda of the university. The university was awarded the 9th place among the 20 institutions of Higher Learning (IHL) in Malaysia in UI Green Metric World University Rankings 2020 (UIGM).

COMPANY PROFILE

PRODUCT & SERVICE

Since this department is new to UiTM Perlis Branch, one of the service that conducted by UGC Perlis Branch is **3R Recycle Campaign** which was started on November 2022. This project is carried out every month in collaboration with SWCorp E-Idaman. Recycling assists in lowering the demand for landfills and other expensive types of disposal. Additionally, recycling reduces the requirement for raw material extraction (mine, quarrying, and logging), refining, and processing, all of which significantly increase air and water pollution. It also helps in energy conservation, lowering greenhouse gas emissions, and preventing climate change.

INTERNSHIP PERIOD:

1st of March 2023 – 15th August 2023

WORKING DAYS:

Monday to Friday

WORKING HOURS:

8:00 AM – 5:00 PM

TRAINING REFLECTION

EXPERIENCE

Workplace experience looks at how people, space, and technology can all come together to improve company results. Lower real estate costs, talent retention, and increased staff productivity and engagement are some examples of this.
The effectiveness of the workplace experience depends on cross-functional cooperation between the Facilities, IT, and HR teams. Delivering a great employee experience depends on it as well.

There are a lot of experience that I have gained in doing my internship at UGC Perlis Branch. One of the tasks that I do is attending meeting with any agencies. For example, I always to attend meeting with Bahagian Pengurusan & Fasiliti (BPF) UiTM Perlis Branch to discuss about event that we want to collaborate which is to make UiTM Perlis Branch as a sustainable campus. I do attend online meeting with UiTM Perak Branch with cooperation Kelab Kampus Lestari UiTM Cawangan Perak. This meeting about sharing session of their experience in handling E-Scooter projects. The purpose are to make UiTM as a sustainable campus as well.

Besides, I have also used to attend meeting with outside parties such as Jabatan Perhutanan, Setia Usaha Kerajaan (SUK) Negeri Perlis, Bahagian Pentadbiran Ekonomi Negeri (BPEN) and other community in Perlis. Although some of the meeting are not relatable with UGC Perlis Branch, it gave me extra experience in the real work life. I also had the opportunity to meet directors of agencies, YB Exco and a few of minister in Perlis.

Furthermore, I have joined a few events of clean-up program around Perlis in cooperation with Trash Hero Perlis, which is their coordinator is my supervisor, Puan Rosnani Nazri. Not just clean-up, I have also joined in Trash Hero Kids program which is paticipated by elementary school students.

TRAINING REFLECTION

ROLES & RESPONSIBILITIES

Roles describe a person's place on a team. The activities and duties of a person's specific function or job description are referred to as their responsibilities. Employees are responsible to finish a number of responsibilities at work. Employees are more likely to succeed in their duties at the company and reach the goals of their team when their supervisor lays out the assignments in simple terms. But in order to effectively delegate, a manager or team leader needs to be aware of that person's place in the organisation. Understanding the advantages of implementing functional roles and tasks might be helpful as well.

As internship student at UGC Perlis Branch, we need to handle 3R Recycle Campaign which held monthly at Sudut 3R, Anjung Siswa. We need to take some pictures and details of recycle process which is done by representative from SWCorp E-Idaman. Other than that, we also create content that need to be post on social media account of UGC Perlis Branch. Since this department is new to UiTM Perlis Branch, most of the roles and responsibilities must be done by me as the internship students who are assigned at UGC Perlis Branch.

Next, I also assigned to update all the data of recycle projects and editing a few of paper works that related with UGC Perlis Branch. It gained my knowledges on how to performing official duties of company.

PESTEL ANALYSIS

P Policies and plan initiated by the government in environment sustainability since 1988.

E Allow community to generate their income through recycle.

S UGC Perlis Branch doing collaboration with Swcorp E-Idaman for recycle project that can give income for student.

T Software for managing the product lifecycle keeps track of products from production to end-of-life.

E Recycling can save resources and protect the environment. It includes reducing the amount of waste sent to landfills and incineration facilities.

L Environmental Quality Act 1974 – ACT 127

PESTEL ANALYSIS

PESTEL is a framework or technique for analysing and tracking the macro-environmental elements that could have a significant impact on the performance of a company. When launching a new firm or expanding into a foreign market, this tool is extremely helpful. In order to provide a thorough understanding of a scenario and related internal and external aspects, it is frequently used in conjunction with other analytical business tools like the SWOT analysis and Porter's Five Forces.

POLITICAL

As a political factors, there are many policies and plan initiated by the government in environment sustainability since 1988. A high level of policy and initiative awareness, as well as knowledge about its determinants and benefits, may not have much of an impact on changing society's recycling habits if the policies are poorly formulated, implemented, and evaluated.

ECONOMIC

Next, economic factors is allow community to generate income through sale of recycle items. It will help them to get additional income by selling recyclable items such as metal, glass, aluminium can, some types of plastics and paper. People can get paid up to RM0.55 per kilogram of metal, RM0.50 per kilogram of black and white paper, RM3.00 per kilogram of aluminium can and so on.

PESTEL ANALYSIS

SOCIAL

For social factors, UGC Perlis Branch used to collaborate with SWCorp E-idaman for recycle project. Recycling gives new life to salvageable materials, thus creating opportunities for new jobs.

TECHNOLOGY

Then, technology factors which is software for managing the product lifecycle keeps track of products from production to end-of-life. This makes it more likely that things will be recycled or used again rather than ending up in a landfill.

ENVIRONMENT

Environment factors which is recycling can save resources and protect the environment. It includes reducing the amount of waste sent to landfills and incineration facilities.

LEGAL

Environment which is Recycling can save resources and protect the environment. It includes reducing the amount of waste sent to landfills and incineration facilities.

SWOT ANALYSIS

STRENGTHS

- **Branding**

UiTM Perlis itself is a big name, which help implementation of recycle project from UGC Perlis Branch.

- **Responsible and Committed Internship Student**

Responsible and committed man power help recycle project by UGC Perlis Branch done smoothly.
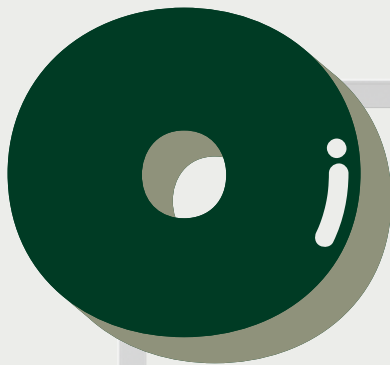
WEAKNESSES

- **Under Utilize Social Media Account.**

The UGC itself did not fully utilize their social media account to promote themselves.

- **Limited Program**

The date of collection is restricted once a month.
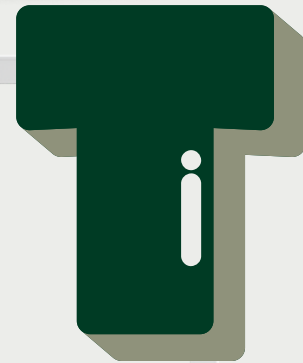
SWOT ANALYSIS

O i OPPORTUNITIES

- **Trend of Recycling**

Most of the youngsters has been exposed with go green campaign throughout many platform such as social media.

- **Create Job Opportunity**

UGC Perlis Branch can hire person to be in charge such as contract staff for this recycle project.

THREATS T i

- **Education**

UGC Perlis Branch did not educate student and staff about recycleable item.

- **Non-proper disposal**

Recycleable item such as bottled water need to be cleaned first before it can be recycle to make sure it will not produce smelly scent.

DISCUSSION & RECOMMENDATION

An organization's strengths, weaknesses, opportunities, and threats can be identified and analysed using the SWOT analysis framework. The main objective of a SWOT analysis is to raise awareness of the variables that influence business decisions or the formulation of business strategies. SWOT analyses the internal and external environments as well as the variables that may affect the viability of a decision in order to achieve this.

STRENGTHS

Firstly, strengths that I can analyze in UGC Perlis Branch is branding of the company which is UiTM Perlis Branch. UiTM itself is a big name, which help implementation of recycle project from UGC Perlis Branch. This branding helps UGC Perlis Branch in carrying out the project with excellence.

Next is responsible and committed man power helps recycle project by UGC Perlis Branch done smoothly. For example, every internship student of UGC Perlis Branch are assigned to make sure this recycle project successful every month by monitoring SWCorp E-idaman doing process of sale of recyclable items.

WEAKNESSES

For weaknesses, I can identify that UGC Perlis Branch is under utilize their social media account. The UGC itself did not fully utilize their social media account to promote themselves to public. There is low engagement on both account which are Facebook and Instagram while Tiktok account has not been used for a long time. This is also one of the reasons why they are not widely known.

Secondly, limited program of recycle also one of the weaknesses of UGC Perlis Branch. It is because the date of collection is restricted once a month that makes student and staff feel difficult to stay consistent to joining recycle campaign.

DISCUSSION & RECOMMENDATION

OPPORTUNITIES

There are two opportunities can be analyzed at UGC Perlis Branch which are trend of recycling and create job opportunity. Most of the youngsters has been exposed with go green campaign throughout many platform such as social media. For example, the usage of Tyeso Tumbler is popular among youngsters since it went viral on Tiktok.

Next, UGC Perlis Branch also can create job opportunity too. UGC Perlis Branch can hire contract staff who will handling this recycle project. This is because internship student who are took care of this project will not available all the time. So, by having contract staff, this project will run more smoothly.

THREATS

Last but not least, education and non-proper disposal can be analyzed as threats for this department. It is because UGC Perlis Branch did not educate student and staff about recyclable item. For example, outside parties share about recycleable item to public so that they know what item can be recycle and what item cannot be recycle.

Then, Recycleable item such as bottled water need to be cleaned first before it can be recycle to make sure it will not produce smelly scent. SWCorp E-idaman will classified as waste if the recycle items in dirty condition.

TOWS MATRIX

Strengths:
1. Branding
2. Responsible and Commited Internship Student

Weaknesses:
1. Under Utilize Social Media Account
2. Limited Program

Opportunities:
1. Trend of Recycling
2. Create Job Opportunity

S1, O1 –
Create a merchandise
S2, O2 –
Hire additional employees such as Contract Staff

W1, O1 –
Active in social media and follow the trend.
W2, O2 –
New employees handle new program.

Threats:
1. Education
2. Non-proper Disposal

S1, T1 –
Create a bunting of recyclable items.
S2, T2 –
Check recyclable items twice a week or before collection day

W1, T1 –
Hire content creator to focus on spread awareness.
W2, T2 –
Invite Collaborator in giving special talk.

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TOWS MATRIX

To determine an organization's SWOT (Strengths, Weaknesses, Opportunities, and Threats) profile, the TOWS Matrix is used in strategic planning. To create strategic choices for the organisation, it blends internal and external elements. There are four quadrants in The Matrix, and each one represents a particular combination of both internal and external factors:

- The first quadrant lists the opportunities and strengths.
- The second quadrant lists the opportunities and weaknesses.
- The third quadrant lists the threats and strengths.
- The fourth quadrant lists the threats and weaknesses.

Organisations create strategic options to maximise strengths, minimise weaknesses, seize opportunities, and reduce threats based on these combinations.

STRENGTHS + OPPORTUNITIES

S1, O1 - Create a merchandise.
UiTM Perlis Branch collaborate with UGC PerlisBranch can create a tumbler with UiTM logo itself as merchandise. Since tumbler is one of the popular thing among youngsters, it will help our campus prevent from using single-use plastic cup.

S2, O2 - Hire additional employees such as contract staff.
Since recycle campaign done by internship students, I suggest UGC Perlis Branch hire an employee as contract staff so that the recycle project will run more smoothly. It is because internship student will no be availabe all the time due to their internship period.

WEAKNESSES + OPPORTUNITIES

W1, O1 - Active in social media and follow the trend.
UGC Perlis branch need to be more active in social media such as Facebook and Instagram. At the same time, they also need to follow the trend so that the engagement of their social media is increase. For example, try to create a content inspired with current viral content.

W2, O2 - New employee handle new program.
It means that the new employee will assigned to handle other program instead of recycle project. For example, UGC Perlis Branch hire three to four contract staff. Each of them can handle different programs such as special talk, video creation competition, innovation campaign and clean-up event.

TOWS MATRIX

STRENGTHS + THREATS

S1, T1 - Create a bunting or poster of recyclable items.
UiTM Perlis Branch collaborate with UGC Perlis Branch can create bunting or poster about recyclable items since many of them not aware about types of recyclable items. They can put the bunting around UiTM Perlis while the poster can be post on social media. At the same time, it will prevent from having unsuitable items for recycle.

S2, T2 - Check recyclable items twice a week or before collection day.
Next, to avoid from having a non-proper disposal item, UGC Perlis Branch can assign a man power such as contract staff who is responsible in recycle project to check either all the recycle items at Sudut 3R can be recycle or not. By checking recycleable items twice a week or a day before collection day, it helps to ease our partner which is SWCorp in doing process of buying recycle items from us.

WEAKNESSES + THREATS

W1, T1 - Hire content creator to focus on spread awareness.
Ugc Perlis Branch is under utilize their social media account which are Facebook and Instagram. With hire content creator, it will helps them in fully utilize their social media account by educate people about recycle. It also helps UGC Perlis Branch to be known by other people.

W2, T2 - Invite collaborator in giving special talk.
Lastly, invite collaborator in giving special talk will help UGC Perlis Branch maximize their amount of program. It also can ask our collaborator which is SWCorp to teach the proper way of dispose recyle items to prevent from non-proper disposal item.
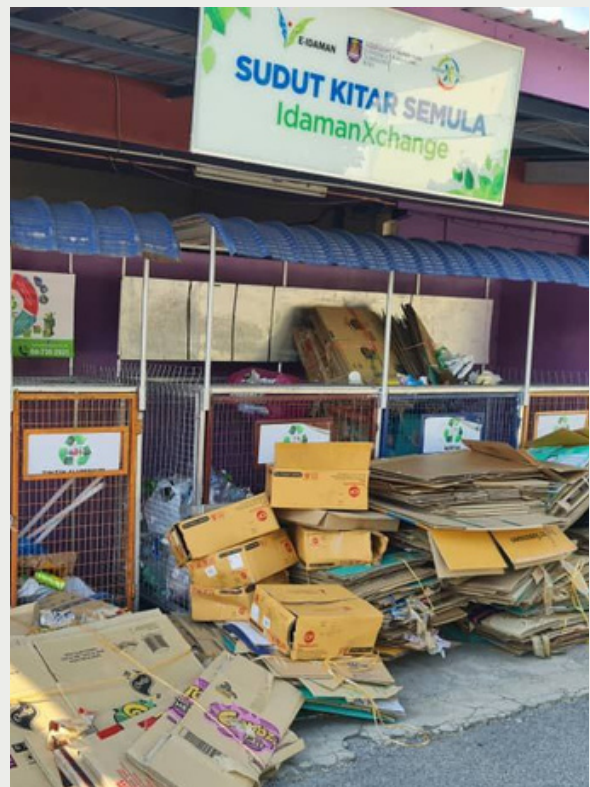
CONCLUSION

As a conclusion, internship programmes are crucial for undergraduate students since they give them the skills and knowledge in preparing for their future work-life. The major goal of industrial training is to give undergraduates the chance to identify, observe, and practise that might be applied in the real world. It is important to engage with co-workers and observe management procedures in addition to gaining knowledge. It was a good memory and experience because I learned new things and gained information as well as experience. Training programme is a fantastic chance for us to get on the ground floor and experience things that we would have never gained by going straight into a career.

By analyzing SWOT Analysis, UGC Perlis Branch can take action to improve their service to make sure their name is well-known. Since this department is new in UiTM Perlis Branch, the coordinator together with their members of UGC Perlis Branch need to make strategy in making this department one of the important unit at UiTM Perlis Branch. This is because the objective about making sustainable campus is really good and it also will give a positive impact for UiTM Perlis Branch.

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APPENDICES