



UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING REPORT

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Tomtek Malaysia Sdn Bhd



TOMTEK





Executive Summary



In order to complete the last requirement for my Bachelor's degree, I am given the opportunity to undertake an internship as a talent acquisition and Marketing intern at Tomtek Malaysia Sdn Bhd, an established recruiting company. The company offered service in contract hiring, secondment, HR outsource management and internship.

As an intern, I was responsible for assisting recruiting activities and find internship student. In addition to engaging on social media platforms such as Facebook, I also build connections with potential candidates via the professional networking platform, LinkedIn. Additionally, I am use the platform Indeed to evaluate candidates. I had the opportunity to enhance my own skill development in the areas of communication skills, emotional intelligence, and time management.

In the analysis, I focused one service only which is internship services. I am doing an analysis of the service provided by the organization, specifically focusing on the identification and evaluation of its strengths, weaknesses opportunities, and threats. In addition to the aforementioned considerations, I am examining several dimensions including political, economic, social, technological, legal, and environmental variables that may impact the organization. I am required to do a TOWS matrix analysis, which allows a comprehensive understanding of the impact of both internal and external factors on the organization. Lastly, I am able to come up with a strategic approach that may effectively help the growth of the organization.



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COMPANY PROFILE



Tomtek Malaysia Sdn Bhd was founded in 1994 by Dato' Tommy Lim who also Managing Director of the company. Tomtek Malaysia Sdn Bhd providing skilled resources and technical support.



There is subsidiary company of Tomtek Malaysia Sdn Bhd named AsiaCareer. It is also recruitment firm. Tomtek Malaysia Sdn Bhd and AsiaCareer also known as talent acquisition company.



Tomtek Malaysia Sdn Bhd and AsiaCareer also known as talent acquisition company. Both company located at the same place at Cheras, Selangor.



Vision

- To be recognized as key provider of management consultancy for the development and execution of growth strategies across ASEAN countries.
- Want to provide the safest, efficient way to help clients' handle their administrative burden and to absorb complex local rules so managing them need no longer be a factor in client's investment decisions.

MISSION

- To develop long-term and strategic partnerships with clients and help them transform today's challenges into tomorrow's successes.
- To enhance productivity and increase ROI by applying the human capital management activity, and to unlock employee's full potential to match their talents with market opportunities,
- To meeting and exceeding the expectations in providing excellent service, unexpected quality and outstanding value to our people, clients and partners.



SERVICE OFFERED



Tomtek Malaysia Sdn Bhd offers its client companies a wide range of human resource-related services and solutions. Tomtek Malaysia Sdn Bhd is a provider of strategic solutions to businesses in terms of:

- **Contract Hiring**

The company source part timer according to clients request. For example, Tomtek Malaysia Sdn Bhd have source part timer over thousand headcount for Malaysian book fair.

- **Secondment**

Tomtek Malaysia Sdn Bhd make arrangement in which the candidate is assigned to work for another organization. For example, after success in filtering and interview for Process Engineer, the candidate have been assigned to engineering company. In term of the payroll process, it is under Tomtek Malaysia Sdn Bhd.



- **HR Outsource Management**

HR outsource management refer to direct hiring. Direct hiring is a recruitment that can be made through recruitment agency. Tomtek Malaysia Sdn Bhd recruits, qualifies, and hires permanent employees on behalf of their client. Once an offer is made and accepted, the candidate promptly goes on the client's payroll and becomes an employee of that company.

- **Internship**

This is the new services that Tomtek Malaysia Sdn Bhd provides. Tomtek Malaysia Sdn Bhd will source students according to clients request. Students will undergo industrial training at client companies. The payment process such as allowances, rental payments will be managed by Tomtek Malaysia Sdn Bhd.



This company and its subsidiary are primarily engaged in providing talent management continuum services for recruiting, selecting, and developing employees for non-executive, top executive, key professional, and managerial positions.

Tomtek Malaysia Sdn Bhd involved in several industries such as:

- Oil and Gas
- Engineering
- Employment Permit Solution and Visa Services
- Accountancy and Finance
- Human Resource

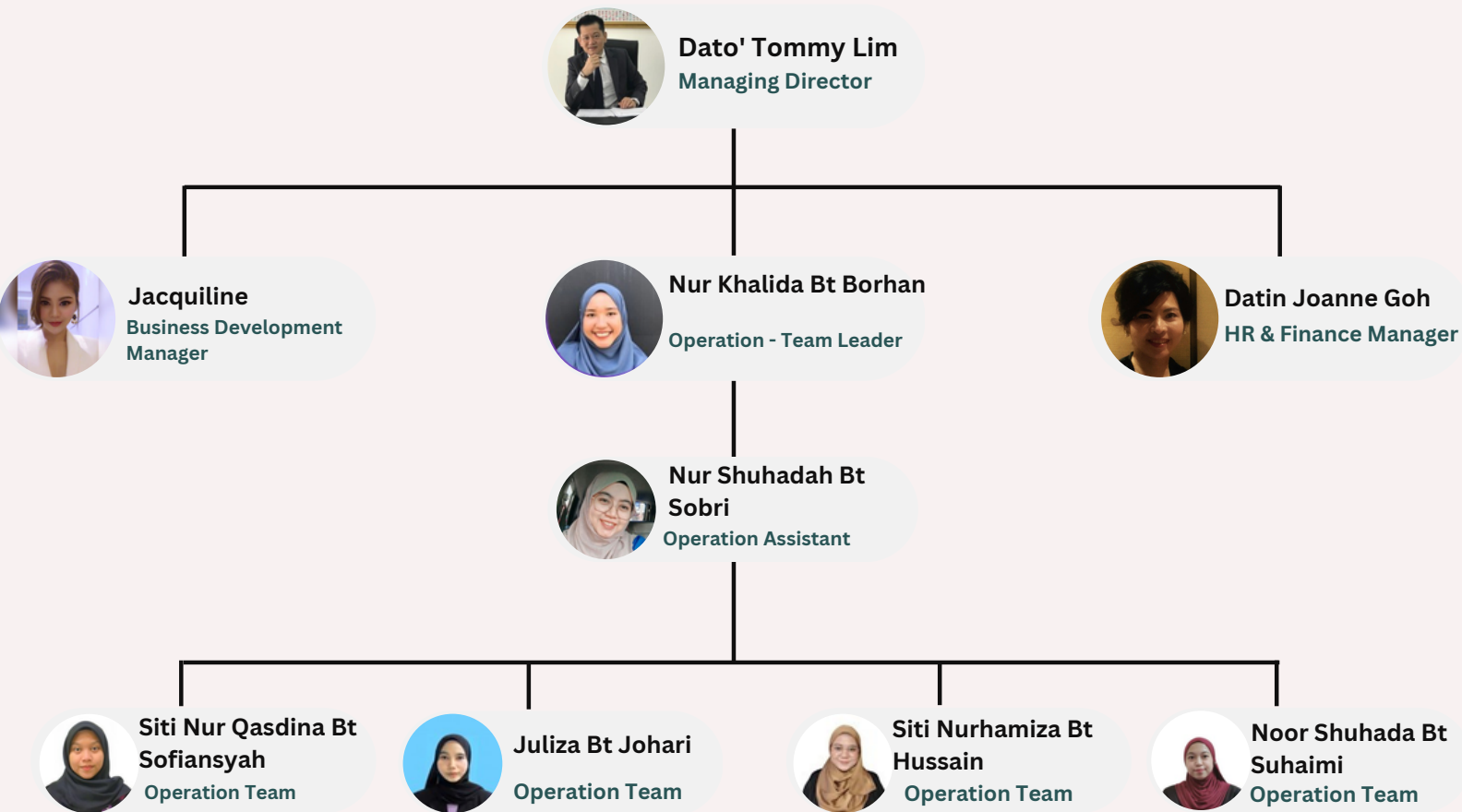
For the subsidiary company Tomtek Malaysia Sdn Bhd which is AsiaCareer, it also provide the same service but specialized in industry:

- Food & Beverage
- Hospitality
- Retail

These are the example of clients in Tomtek Malaysia Sdn Bhd and its subsidiary:

- Engineering company
- 5-star hotel
- Operator of food and beverage
- International contemporary fashion company
- Heavy Machinery Company

ORGANIZATIONAL STRUCTURE





TRAINING REFLECTION



Duration: Specific Date, Working Days & Time

Specific Date	1 March 2023 - 15 August 2023
Working days	Monday - Friday
Time	8:45 am - 5:30 pm

Department

Human Resource Department	The core responsibilities of HR consist of recruitment and administration, as well as training and development, employee relations management, and performance management.
Finance Department	In addition to controlling income and expenditures, the finance department ensures business continuity with minimal crises. Not only that, but the department of finance is also responsible for handling payroll.
Operation Department	Involves administering an organization's operations and processes. It also makes sure that the business is running efficiently and meets its goals.



Roles & Responsibilities

I was assigned as an Operation Team under the operations department. As needed, I am responsible for assisting recruiting activities. I involve in contract hiring, direct hiring and find internship student.

At the beginning of joining the company, my supervisor had arranged for me to be directly involved for only one client first, which is food and beverage operator company. After a few months, I was tasked with getting involved in the fashion retail industry. I need to find part time and arrange it for warehouse work. Then, I involved in accountancy industry in which I need to find Account Assistant for 5-star hotel.

We need to advertise in order to attract potential candidates. In this situation, I'll need to design posters for open positions and make copywriting for job advertisement. I use social media platforms such as Facebook to make a posting about the job opportunity. I also use LinkedIn to connect with potential candidates. Besides, Tomtek Malaysia Sdn Bhd used Indeed to make a job posting for various open position. Through Indeed, I am responsible to find the suitable candidate that match the client's requirement.



For internship, I do the same task which is make a poster and advertise in Facebook. In the poster, I included the related courses and benefit.

Every candidate that I think suitable, I need to give their resume or CV to my supervisor for further filtering. If approved by my supervisor, I will contact the candidate for the next process. After contact with the candidate and got the full detailed, we will propose the candidate to client and wait for approval from clients. If the client approve the candidate, we will arrange for interview session between candidate and clients.



Gain: Intrinsic & Extrinsic Benefits

Throughout the duration of my internship, Tomtek Malaysia Sdn Bhd provides me with a monthly allowances RM700. For me, the amount of allowance is worth it for an internship student. As mentioned, Tomtek Malaysia Sdn Bhd is a recruitment agency. Therefore, for every candidate under any employee at Tomtek Malaysia Sdn Bhd who successfully gets a job at a client company, that employee will earn a commission. Usually the employee will get 5% commission for each candidate he gets. 5% is according to the basic salary of the position. If the basic salary of the position is high, the commission is also high. The first commission that I received is RM 1,400.

The personal growth that I developed is communication skill. For me, one of the most crucial life skills to develop is effective communication. Before this, I was someone who struggled when it came to communicating with others. Because I was required to communicate with peoples when I started working at Tomtek Malaysia Sdn Bhd, it helped me enhance my communication skills. It is necessary for me to speak with the potential candidates over the phone for a brief interview. Not only communicate with candidates, sometimes I need to communicate with clients. Because of this, I am now able to converse with self-assurance and without feeling anxious.



TRAINING REFLECTION



Then, I have developed emotional intelligence. Emotional intelligence is the ability to understand, use and manage one's emotions. It allows me to develop strategies to reduce stress, communicate effectively, empathize with others, solve problems and manage conflict. Since I have worked in recruitment company, I need to face many people with different attitude. This helped me on how to control my emotions and communicate effectively without involving uncontrolled emotions.

Lastly, what I have learned from internship experience is time management. Time management is crucial in the workplace. During my internships, I have to handle a different tasks at once . For instance, I need to complete the CV of candidates and find a replacement for a part-time worker at the same time. It's not always possible to finish a job in the time allotted. What I do to avoid missing the deadline is make list of everything based on the deadline and how important the task. Those has help me on how to break down the task and how much time that I should spend on each task.



SWOT ANALYSIS



In this SWOT analysis, I focused one service only which is internship services. This is the new service that Tomtek Malaysia Sdn Bhd provide. In this services, Tomtek Malaysia Sdn Bhd will source student that want to undergo internship program to client's company.

Strengths

- Miscellaneous benefit
- High chance to permanent employment
- Enrich of management training

Weaknesses

- Poor internship management
- Limited communication medium with client
- Limited courses for internship

Opportunities

- Well-known company
- Business opportunities (Cross-Selling)
- High demand for internship placement

Threats

- Competition
- Client hire internship students as permanent without mutual agreement
- Colleges already have internship placement for their student



DISCUSSION



Strength 1

Based on my observation, Tomtek Malaysia Sdn Bhd provide a miscellaneous benefit for student that undergo the internship program. Tomtek Malaysia Sdn Bhd provides very worthwhile benefits to students. Students will not only get a monthly allowance, but they will also get a transportation allowance while undergoing industrial training. According to Fikri (2023), employers can reduce the financial burden of interns by providing allowances, enabling them to focus on their work and make significant contributions to the company. What is more profitable, students are given a place to live and the rent payment is under Tomtek Malaysia Sdn Bhd. Most of the students doing internships are F&B courses and they are placed in F&B outlet. So, on-duty meal is also provided to them. The advantages provided must be maintained. This is because not all companies offer similar benefits. This will attract more students, allowing Tomtek Malaysia Sdn Bhd to source more students to clients.



DISCUSSION



Strength 2

Tomtek Malaysia Sdn Bhd also provides high chance to permanent employment. When someone wants to finish the internship program, the responsible party on behalf of Tomtek Malaysia Sdn Bhd will ask whether the student wants to work permanently or not. If the student is interested, we will propose the student to the client company where the student undergo their internship. As evidence, one of the students of the private college did an internship and she was also accepted as a permanent employee after she completed her internship program. For me, this is a great opportunity because she doesn't have to be unemployed. When there is a company that offers transition to permanent job, it will attract interest to undergo an internship in that company because they have the opportunity to get a permanent job.



DISCUSSION



Strength 3

According to Gupta et al. (2020), Internships assist students in achieving higher levels of professional competence and excellence in their field of interest, allowing them to perform better in their future careers by utilizing their maximum potential. In my opinion, this matter can help student if the company allow student to access every task or department. This service enrich of management trainee. As for Tomtek Malaysia Sdn Bhd, the person in charge will contact with the client in advance to allow students to access every task related to their course outline. Currently, there are many issues that say there are trainees doing work that is not related to their course. For our company, even it is only a student resource for a client company, Tomtek Malaysia Sdn Bhd will ensure that every student can access every task related to their course. For example, there is a male student of the F&B course, he is not only placed in the back house, but also in the front house and the lounge.



DISCUSSION



Weaknesses 1

The service of sourcing internship students for other companies is a newly introduced service provided by the company. Based on my observation, this service has a weakness, of which there is poor internship management. The company does not have a proper reference to be referred to regarding the internship program. If a company does not have the right references to refer to, there may be some important things that the company might miss which later may affect the management operation. For instance, the operation could be messy and unorganized, to name, at the beginning of timesheet preparation, it was a bit confusing when the client company asked students to work overtime hours but our management was not aware of the overtime rate for internship students. Hence, there is a complicated issue arises between both parties.



DISCUSSION



Weaknesses 2

Communication with client is very important. The ability to communicate effectively enables company to earn the trust of their clients and to clarify their requirements. What can I see from the company is limited communication medium with clients. The causes limited communication because communicating only in cyberspace such as WhatsApp and Email. With limited communication, company employees may have a more difficult time keeping up with client requirements or may make incorrect assumptions and it will also affects internship student if they get unclear or wrong information.

Weaknesses 3

From what I've seen, not all students are eligible for this internship service. This is due to limited course offered. There are only a few courses involved, like hospitality and food and beverage. In my opinion, this may be because Tomtek Malaysia Sdn Bhd does not yet have many clients for this service. So, the company only sets a few courses involved. When there are only a few courses, the company has to reject students whose courses are not related. If the company still accepts, it will also be an issue where students cannot practice what they have learned about the courses they have taken.



DISCUSSION



Opportunity 1

Tomtek Malaysia Sdn Bhd is not a well-known company. So with a service that different from others, it has the potential to become a well-known company. As I know, the client that Tomtek Malaysia Sdn Bhd provides internship students to is an international food operator. With this kind of relationship, it gives the company an opportunity to raise the company's name. To become a famous company is not easy. So with this service, it will be word of mouth. For example, students will recommend recognized brands which is Tomtek Malaysia Sdn Bhd to their friends for internship placements, leading to organic growth through word-of-mouth marketing that indirectly raises the company's name.



DISCUSSION



Opportunity 2

When companies build relationships with clients, at first they will focus on one thing only. But over time, this relationship will lead to other business opportunities. I believe that the services provided by the company can lead to other business opportunities such as cross-selling. Cross-selling is a sales strategy that can be utilized by companies to enhance their revenue by promoting the purchase of other products or services that are closely associated with the ones already being considered or selected by clients. For example, Tomtek Malaysia Sdn Bhd sources internship students for other companies. The client company will know about other services too that Tomtek Malaysia Sdn Bhd is recruiting people on behalf of other companies that the company does not need to find people themselves. This can indirectly attract their interest to use other services by Tomtek Malaysia Sdn Bhd if they get any vacancy need to be filled. Client company also may recommend Tomtek Malaysia Sdn Bhd to their colleagues or acquaintances.



DISCUSSION



Opportunity 3

According to Utusan Malaysia, a total of 239,609 applications for admission to institutions of higher learning (IPT) were received for students graduating from the Malaysian Certificate of Education (SPM) 2022, which is an increase of 2,448 compared to last academic session. With this increase, I believe the demand for internship placements will increase in the future. In the future, students will flock to find a place for them to undergo their internship program. This is the opportunity for Tomtek Malaysia Sdn Bhd. They can take advantage of this high demand to get students to other companies. Demand is high not only from students looking for internship placements, but companies also have a demand for internships to support their operations. This matter will benefit Tomtek Malaysia Sdn Bhd because it can source many students for a company and indirectly increase income and also be known.



DISCUSSION

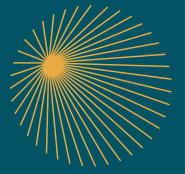


Threat 1

This competition is not between recruiters. In fact, it is with various companies and industries. Nowadays, many companies offer students to undergo internships under their companies. It is because companies hire interns to support the business and its employee. Internships let companies contribute to their own future growth as well as find new talent and a future leader (Indeed Editorial Team, 2023). In my viewpoint, this is an intense competition for Tomtek Malaysia Sdn Bhd, because in this service, Tomtek Malaysia Sdn Bhd is only an intermediary or third party between students and clients. Some students will not trust a third party and will choose another company where they deal with themselves. Tomtek Malaysia Sdn Bhd had to compete with competition from other companies in order to attract students.



DISCUSSION



Threat 2

The threat to Tomtek Malaysia Sdn Bhd in terms of this service is that the client hires internship student for permanent employment without mutual agreement. Mutual agreement is an important concept in fostering positive relationships, trust, and cooperation. If the client wants to hire an internship student as a permanent employee, the client needs to pay a charge according to the rate as a permanent employee. We have to trust the client but threats like hiring internship students without our consent can happen to avoid paying charges.

Threat 3

Another threat that I foresee for this service is the fact that educational institutions, such as colleges and universities, likely already have internship placement for their students. This means that students do not need to search for a location to complete their internships because the college or university already has a location available for them. Therefore, Tomtek Malaysia Sdn Bhd that offer this service are put in threat as a result of this problem because they are unable to provide students to their client organizations and also have a difficult time finding students.



PESTLE ANALYSIS



Political

“Interns are not free labor”, When the Malaysian government recently established a RM1,500 minimum wage, trainees were left out in the cold, claims a university student who has spoken out against trainee misconduct. The government has taken notice of this matter. According to the Youth and Sports Ministry, there are currently no intentions by the government to enforce compulsory allowances for internships within the private sector. But the government aggressively encourages private companies to align with its policies and implement stipend payments for students engaged in industrial training. She also emphasized the need to carefully analyse the proposition of mandating the private sector to offer remuneration for internships, taking into account several perspectives. In the context of Tomtek Malaysia Sdn Bhd which is also a private company, the potential implementation of an allowance comparable to the minimum wage may result in clients being hesitant to accept students who demand on receiving the minimum pay. Several firms have allocated financing for internships, but the amount they offer is not commensurate with the minimum salary. So, if the client company hesitates to accept the student or will reject the student because of the high demand allowance, these internship services will not bring any income for the company because most of the student rejected by the client.



PESTLE ANALYSIS



Economic

Malaysia has experienced consistent economic growth over the years, which can positively impact business. A growing economy translates to an expanding market and increased business opportunities. As the economy thrives, more companies are likely to seek interns to support their operations and contribute to their growth (World Bank, 2021). With a company providing student training for other companies, it will indirectly make it easier for them to get student interns to support their operations.

Social

Educational Trends: Internships are increasingly valued by Malaysian educational institutions and students. Recognizing the importance of practical experience, educational institutions are promoting internships as an integral part of their programs. Students, in turn, are actively seeking internships to complement their classroom learning, gain industry insights, and enhance their employability (Yusof, Y. M., Yusoff, W. F. W., & Saad, H. S., 2019). Because of this, the services that provided by Tomtek Malaysia Sdn Bhd is useful whether for student and company. This service make it easy for company that want internship student to join their company.



PESTLE ANALYSIS



Technology

In Malaysia, technology usage is prevalent among businesses and students, creating a ripe environment for the utilization of digital platforms in internship matchmaking. Online platforms offer a convenient and efficient solution for connecting businesses and students, streamlining the intern recruitment process. These platforms provide a centralized space where companies can post internship opportunities and students can browse and apply for relevant positions. By leveraging digital platforms, businesses can reach a wider pool of candidates, while students can easily access and apply to a diverse range of internship opportunities. This digital approach to internships enhances the overall experience for both parties involved, making the matching process faster, more accessible, and more efficient (Deloitte, 2021).

Legal

Internship agreements and contracts: it is advisable to have clear internship agreements or contracts in place. These documents outline the terms and conditions of the internship, including the duration, scope of work, compensation, confidentiality clauses, and any specific provisions required by the company or industry. Having written agreements helps establish a mutual understanding between the company and the intern, minimizing potential misunderstandings and providing a framework for a productive and legally compliant internship experience.



PESTLE ANALYSIS



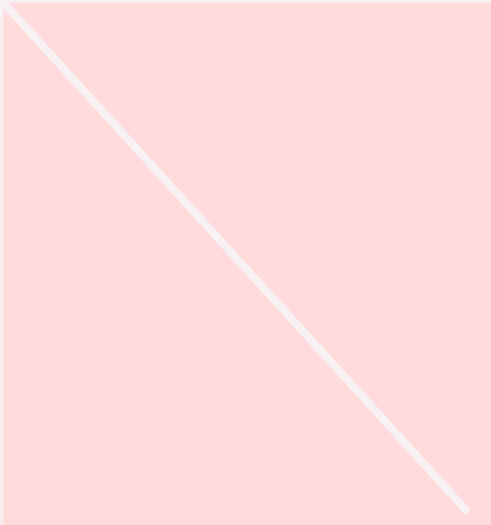
Employment Act of 1955: Prior to this, there has been an argument on the interns should not be considered as unpaid labor and should instead get compensation equal to that of regular employees, including minimum wages. As stipulated by the Employment Act of 1955, the minimum wage protection is exclusively extended to workers. According to the stated definition, employees are those who have signed into a contractual agreement for a minimum duration of two years to provide services. The scope of this regulation is limited in its relevancy to interns, primarily due to the short duration of the internship period. But this can impact the company in the future, because there will be more interns who demand allowance equal to the minimum wages but the company cannot provide and also depends on the client company.

Environmental

Remote Working Trends: The increase in remote working due to environmental and pandemic considerations has affected the structure of internships. Companies have adapted by offering virtual or hybrid internships, allowing interns to work remotely or in a flexible manner. Embracing remote working trends provides opportunities for internships to transcend geographical limitations and enables students to gain valuable experience regardless of their location (The Star, 2022).



TOWS ANALYSIS



Strengths:

- S1.** Miscellaneous benefit
- S2.** High chance to permanent employment
- S3.** Enrich of management trainee

Weaknesses:

- W1.** Poor internship management
- W2.** Limited communication medium with clients
- W3.** Limited course for internship

Opportunities:

- O1.** Well known company
- O2.** Business opportunity (Cross Selling)
- O3.** High demand of internship placement

SO Strategy:

- SO1.** Social media presence
- SO2.** Participate in program
- SO3.** Implement SEO

WO Strategy:

- WO1.** Do a research
- WO2.** Commonly used virtual meeting & periodically do face to face meeting
- WO3.** Diversify the courses / industry

Threats:

- T1.** Competition
- T2.** Client hire internship students for permanent employment without mutual agreement
- T3.** University or colleges already have placement for their student

ST Strategy:

- ST1.** Social media marketing
- ST2.** Make an agreement
- ST3.** Make a collaboration

WT Strategy:

- WT1.** Conduct competitive research
- WT2.** Use consistent communication channels
- WT3.** Communicate service advantage positively



S1,01

This internship service has advantageous and desirable benefits for both students and businesses. The value of this service needs to be presented to the awareness of students who are seeking for a location at which they may do an internship so that they can take advantage of its benefits. When people become aware of how good this service is, it is almost inevitable that they will also be familiar with the name of the company providing it. Therefore, establishing a social media presence can play a significant role. A brand's social media presence is its visibility on social media platforms. The greater your presence, the more trust you can establish with your audience prior to establishing a direct relationship that expands beyond this marketing channel. So with the existence of social media likes Facebook and TikTok, this can help people know about this service and the company can tell the advantages to others.



S2,02

This internship service gives students high chances to become a permanent employee in the place where they undergo internship. This is not something that is easy to find because some companies do not offer permanent jobs for students unless the student has to ask about it. To promote this strength, Tomtek Malaysia Sdn Bhd can join programs such as career programs. By joining this program, companies can gain access to their core audience for this service. That's where the company can tell that this internship service can provide permanent employment opportunities. This program not only provides networking between participating companies and audiences but also provides business networking between organizations participating in the program. Every organization will definitely approach each other and will talk about the services or products provided in the program. Other than that, Tomtek Malaysia can do cross-selling strategy which is offer other services provided by company . This can lead to business opportunities if they are interested in each other's businesses.



S3,03

A study by Sadacharam (2021), university students are now required to complete an internship as part of their curriculum at higher education institutions. The belief is to educate undergraduates for employment in professional fields. Although Tomtek Malaysia Sdn Bhd's services are only sources student for other companies, but it is enriched with management training. They will ensure that students can access every task related to their course. This is very important for students so that they can practice what they learn in a professional environment. Companies really want a high demand for internship placements, so to get that opportunity companies can begin with SEO marketing (Search Engine Optimization) to communicate about their services enriched with training. It refers to the process of enhancing a website in order to increase its visibility. The maximum utilization of SEO techniques has a positive effect on increasing website visibility on Google pages, increasing brand awareness, and increasing sales (Karisma et al., 2019). As visibility increases, students that search for placement will open the website and see all the content that is useful to them which can attract their interest. This can indirectly make the company have a high demand for internship placement.



W1, O1

This internship service is a newly introduced service. The company have poor internship management regarding the internship program. So, this will create problems in the future and it also cannot raise the name of the company until it is widely known. In my opinion, Tomtek Malaysia Sdn Bhd need to do a research about university or college students in terms of their placement or regulation. By doing a research, we will know the do's and don'ts in implementing internship program. In general, companies need to study more about students and how universities or colleges manage their internship students. This is because our company provides this service and the client company only provides placement. By doing research on this matter, the company can manage the welfare and well-being of the students so that they are satisfied throughout their internship. When they are satisfied, they can recommend to their friends and can give good feedback about this service. This will make the company well known among colleges and the public.



W2, O2

To get business opportunities, you definitely need to communicate with each other regularly. What I see in this service, the company has a limited medium of communication with clients. They usually communicate via email or WhatsApp only. This makes it difficult to open up opportunities for other businesses. To lessen the impact of this matter, companies should commonly use virtual meeting platforms such as Zoom, Microsoft Teams and Google Meet. Although only face-to-face in cyberspace, they can discuss every issue at the time. Not only that, employee of Tomtek Malaysia Sdn Bhd can arrange periodically face-to-face meeting with client. They can chat more deeply about each other's companies. This can open the way to other business opportunities by doing cross-selling.

W3, O3

When this service only limit to few courses, it does not provide opportunities for all students. Only students whose courses are involved can get internship placement by using this service. When it is limited to a few courses, this service is not in high demand. What can be done for this service internship, the course that needs to be diversified. This is to open up opportunities for all students who want to undergo an internship. As courses are diversified, these services will be in high demand among students and companies looking for internships to support their organizations.



S1, T1

According to DataReportal, social media is presently used by 4.80 billion people worldwide. Tomtek Malaysia Sdn Bhd can use social media to market about the service. This includes marketing the beneficial advantages of the services provided. For example, the company uses TikTok which is the fastest growing social media platform. On the platform, companies can share inspirational videos related to their services or the advantages of the services they provide. Not only that, companies also advertise their services on Facebook which is the largest social media platform in the world. When a company constantly promotes their services on social media, it will make the audience familiar to the service and will use it. Not only that nowadays, social media is a medium that can influence people. So when a company does social media marketing, it can help Tomtek Malaysia Sdn Bhd to compete with other competitors that also provide placements for internship students.





S2, T2

This internship service can give students the opportunity to transition to a permanent job. However, the perceived threat is from the client's own side. The client has the potential to hire trainees permanently without mutual consent. To avoid things like this, Tomtek Malaysia Sdn Bhd needs to make agreement and emphasize the important points to be agreed before working with the client. In the agreement, the company has to highlight about permanent employment and insist that the first thing the client should follow. If they want to take the student, they must follow the rules that the student is under Tomtek Malaysia Sdn Bhd and have to pay a charge.



S3, T3

Since this service enriched with training that related to student course, company can make a collaboration with universities or colleges. It is because of course they want their students to access tasks or departments related to their course. Even if they already have placements for their own students, they can add this company as another placement for their students. In fact, the college does not need to worry because the company enrich student with training related to their courses. Not only that, the client involved are now international, so this is an opportunity for universities and colleges to give their students real-world, practical experience in a large company.





W1, T1

The company has the weakness of poor internship management. This will pose a threat to the company which is competition with companies that provide placements for students who want to undergo industrial training. In my opinion, Tomtek Malaysia Sdn Bhd can conduct competitive research. Based on study by Taherdoost and Madanchian (2023), competitive research can help businesses outperform their competitors and attract loyal consumers. By conducting a competitive research, Tomtek Malaysia Sdn Bhd can understand the market. Competitive research might uncover market trends that might be unnoticed. The ability to recognize and forecast trends is a tremendous advantage for any organization. Not only that, a company can learn about their competitor's strength and weakness. It will assist the company in developing a strategy plan, such as improving the internship service and be better than competitors.



W2, T2

According to what I see, the downside is the limited communication medium client. Employees usually use email or WhatsApp to communicate with client. Client can completely miss the email or overlook WhatsApp. So when there is any issue such as a client hiring a student for a permanent job without mutual agreement, this may be due to miss communication. To avoid this threat, consistent communication channel must be use. Businesses can utilise video conferencing and virtual meetings consistently. Fifty percent of the individuals surveyed believe that video conferencing increases the level of comprehension. So in this video conferencing or virtual meeting, the company can always remind the client about the agreement or rules so that there will be no miscommunication. It is not wrong if employees still want to use Email and WhatsApp but it should also be consistent with using online meeting platforms as well.



W3, T3

The internship services provided by Tomtek Malaysia Sdn Bhd are limited to few courses. Company also approach colleges but the feedback received by company is that the colleges already have internship placements for their students. What the company can do for this service is to communicate the advantages of the service in a positive way. For example, tell the college that although it only limit in a few courses, it provides worthwhile benefits to students. The college also does not have to worry about their students because facilities are provided for their students. It is possible that the college or university might reject the proposal due to existing placement arrangements. However, we believe that by highlighting the benefits, we may capture their interest. Consequently, it is possible that the college or university may initiate contact with the firm in the future to start a placement program for its internship students.



CONCLUSION



By participating in an internship, I have acquired a more comprehensive comprehension of the professional experience inside a specific organisation, therefore enhancing my grasp of the industry as a whole. Internships provide an opportunity for individuals to acquire and develop essential skills that are very beneficial in many professional contexts. These skills encompass but are not limited to time management, effective communication, and proficient writing abilities. The aforementioned talents has the capacity to seamlessly transfer to any prospective professional endeavour I may undertake in the future. In the pursuit of knowledge, both hard skills and soft skills offer valuable opportunities for learning that extend beyond the confines of regular classroom instruction. During the course of an internship, direct engagement with individuals or professionals within the relevant sector is a common occurrence. I have the opportunity to engage with individuals hailing from diverse origins, spanning different age groups and occupying various professional positions. This presents a remarkable occasion for students to establish connections.



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APPENDICES



The location of my office

JOIN US
AT KLIA / KLIA 2, SEPANG

OPEN POSITION

LOUNGE	OUTLET
• Attaches BASIC: RM 2,500	• Service Crew BASIC: RM 2,500
• Kitchen Crew BASIC: RM 2,500	• Supervisor BASIC: RM 3,000
• Kitchen Steward BASIC: RM 2,500	
• Housekeeping Assistant BASIC: RM 2,500	
• Housekeeping Supervisor BASIC: RM 3,800	
• Commis BASIC: RM 2,800	

CONTACT US
011-40247739
(SHUHADA)

INTERNSHIP PROGRAM

- HOSPITALITY MANAGEMENT
- FOOD HANDLING
- CULINARY ARTS
- FOOD & BEVERAGES

BENEFITS

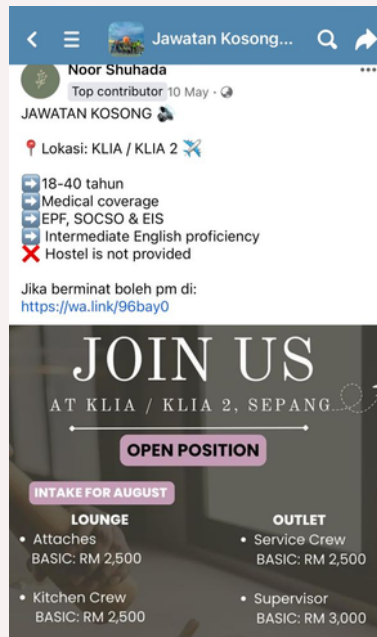
- ALLOWANCES (RM 700)
- TRANSPORTATION ALLOWANCES (RM 100)
- ACCOMMODATION PROVIDED
- MINIMUM 3 MONTHS

011-40247739 (SHUHADA)
recruit@tomtekint.com
KLIA, SEPANG

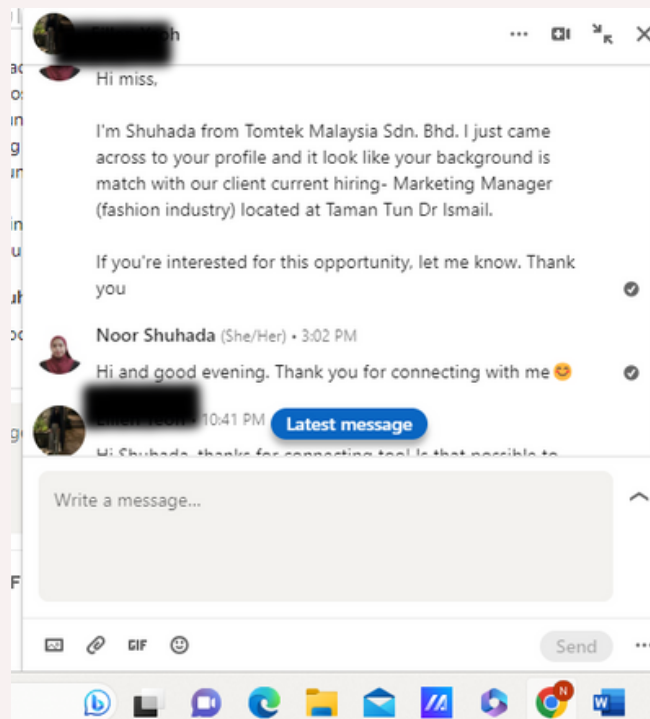
Example of poster that I have designed



APPENDICES



Example of job advertisement that I advertised in Facebook



I have approached potential candidates through LinkedIn



APPENDICES



Get appreciation gift from my supervisor for getting a high commission



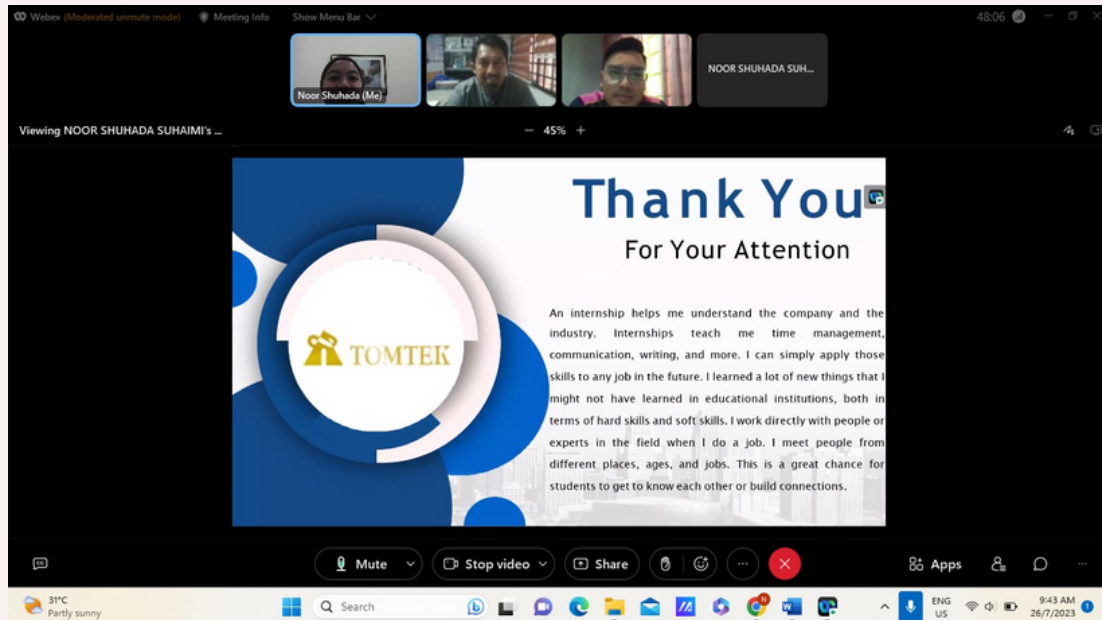
Join a meeting for Big Bad Wolf Event



Meeting with Advisor at Uitm Perlis



APPENDICES



Presentation of industrial training with Advisor and Examiner