



SWOT ANALYSIS OF YG ONE VENTURE SDN BHD



INDUSTRIAL TRAINING REPORT AT YG ONE VENTURE SDN BHD.

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EXECUTIVE SUMMARY.

My 6-month industrial training began at YG One Construction Berhad I was employed by this organization for a period of six months. Before I completed my degree, I had to do the industrial training as part of my Bachelor of Business Administration (Hons) Finance. Before completing my studies, I was able to acquire a lot of new things and obtain a lot of information.

Based on my period here, I gained a wealth of knowledge and expertise in the financial field. This report will include personal information, a company profile, a discussion of the problem I addressed, and attachments demonstrating what I accomplished during my training.

Besides that, I also managed to learn about how a construction company operates and get to know various people involve in this field who have teach me a lot of things.

COMPANY BACKGROUND.

Mohamad Hanif bin Mohamad Fazil, the owner of YG ONE VENTURE SDN BHD, initially was a project manager for Kerian Mutiara Trading and has started in construction industry as 5 years ago when he started working in this industry.

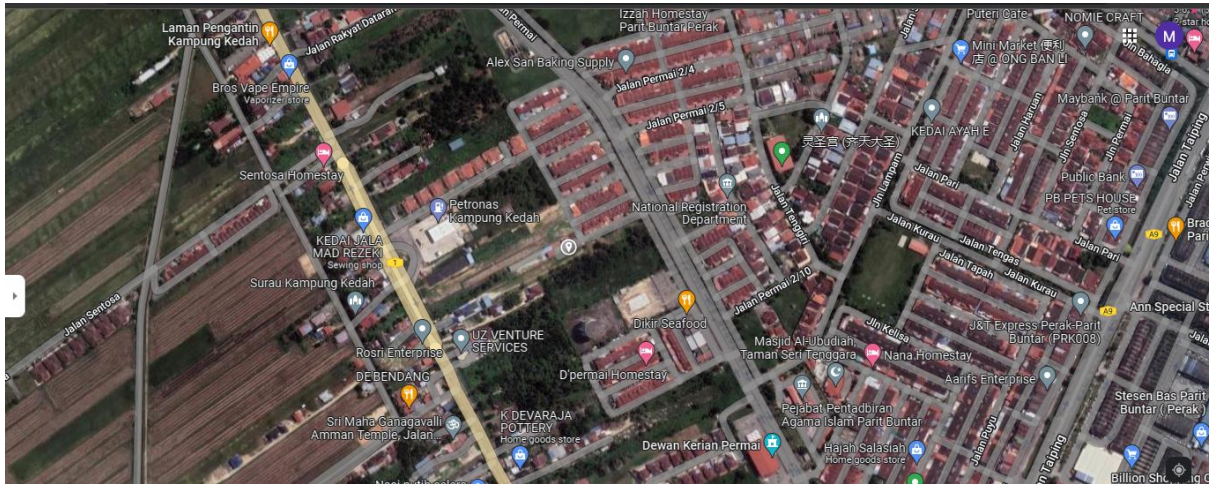
With the the ever-increasing experience and skills in this industry, he decided to set up a company on his own. Due to his deep skills and knowledge, Mr. Hanif actively consulting his friends and colleagues who are seriously interested to develop or renovate their property using his services.

After that, he realized there is a quite strong opportunity to participate in government tender. Next, after a big consideration and careful preparation in meeting the criteria needed to participate in government project, he managed to secure a few governments project under Jabatan Kerja Raya (JKR) which comprises of infrastructure and structure project such as road revamping, maintenance of government agency building, and other else which had built a quite a good reputation of his company around Perak.

Product and Services.

- House renovation.
- House addition.
- House inspection.
- House inspection.
- Infrastructure works.

PLANT LOCATION



ADDRESS: LOT 101, JALAN KERIAN PERMAI ¾, TAMAN KERIAN PERMAI, 34200 PARIT BUNTAR, PERAK.

OPERATION HOUR: 9.00 A.M TO 6.00 P.M.

OPERATION DAY: MONDAY TO FRIDAY.

Vision, Mission, and Goal.

- VISION

- To become one of the leading and renowned construction, and development company at the state of Perak and Kerian province.

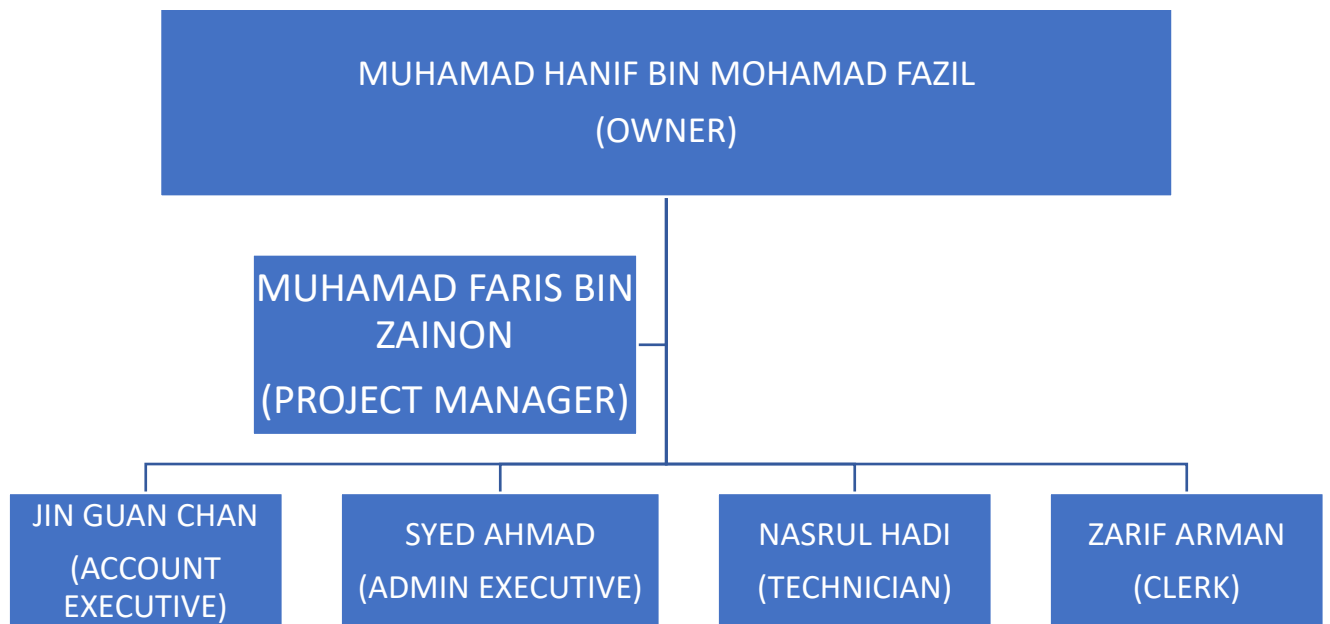
- MISSION

- To keep hold the good quality and standard of every project that been obtained from government and private sector.

- GOAL

- Build a better and strong networking with people in the same industry.

ORGANIZATIONAL STRUCTURE



TRAINING REFLECTION

My industrial training journey at YG One Venture SDN BHD gave me a lot of knowledge and experience in the real world of work. My industrial training journey began when it was as part of the requirements to complete my degree which I had to undergo training for 24 weeks. During my industrial training here, I was provided with a monthly allowance of RM1000 a month.

I learned a lot of new skills and information during my internship training at this organization, which served as my preparation for later entry into the working world. Through this period, among the skills I learned during my internship training were computer abilities, particularly utilizing Microsoft Excel to record data, and sharpen networking skills, particularly in terms of approaching and have conversation with client. I also learned more about how a construction operate. I am also grateful when my supervisors and colleagues assist me greatly when I face difficulty in work related problem. I was able to successfully complete industrial training with the assistance and encouragement of organizational and university supervisors.

SWOT ANALYSIS



STRENGTH

- **HAVE EXCELLENT RECORD IN COMPLETING GOVERNMENT PROJECT**
 - According to Pleasanton CA (January,2021), in the commercial construction industry, reputation is everything. One of the best ways to get your company's name out there is by having an extensive web of contacts that will speak positively about your services and expertise. Every business does need an excellent reputation and credibility before been awarded project by government through open tender process. Over these years, YG One Construction SDN BHD have successfully completed every project that been awarded by government through JKR (Jabatan Kerja Raya) such as road construction, wiring project, drain construction and other else. There also project been carried for private sides such as house and building renovation.

- **STRONG NETWORKING IN CONSTRUCTION INDUSTRY**
 - According to American Express (2022), YG One Construction does have a strong and excellent relationship between supplier of raw material, contractors, and government agency around regions of Perak. This thus help in securing new project around Perak states. Excellent relationship with raw material supplier does help in delivering the items on time to the construction site which is quite important to make sure the project been completed in time. Besides that, our company also been provided with credit purchase accommodations which means the raw material will only been paid once the project have been completed and payment been approved by responsible parties such as government agency.

WEAKNESSES

- SHORTAGE NUMBER OF WORKERS
 - Coronavirus disease (COVID-19) is an infectious disease caused by the SARS-CoV-2 virus. Most people infected with the virus will experience mild to moderate respiratory illness and recover without requiring special treatment. However, some will become seriously ill and require medical attention. (WHO,2021). Due to COVID-19 pandemic, there have been problems to obtain foreign workers for construction purpose. There have been restrictions in government policy in giving permissions to import foreign workers into our country. In fact, there have less interest in local workers to become construction workers due to the hard labour work that they are not willing to try. Local workers also demand higher rate compared to foreign labour although their work quality is slightly less compared to foreign workers.

- LESS EXPOSURE TO SOCIAL MEDIA
 - Now days, social media does play an important factor in promoting a certain business to the public and potential customers. Based on Reno, Giana (2023), Due to consumers' daily habit of logging on and exposure to brands on social media, it offers enormous potential for businesses. To attract customers who does want to house renovation, they usually search for potential contractors as it is the easiest way to look up. My company does not have any social media platforms which I think a quite important factors nowadays.

OPPORTUNITY

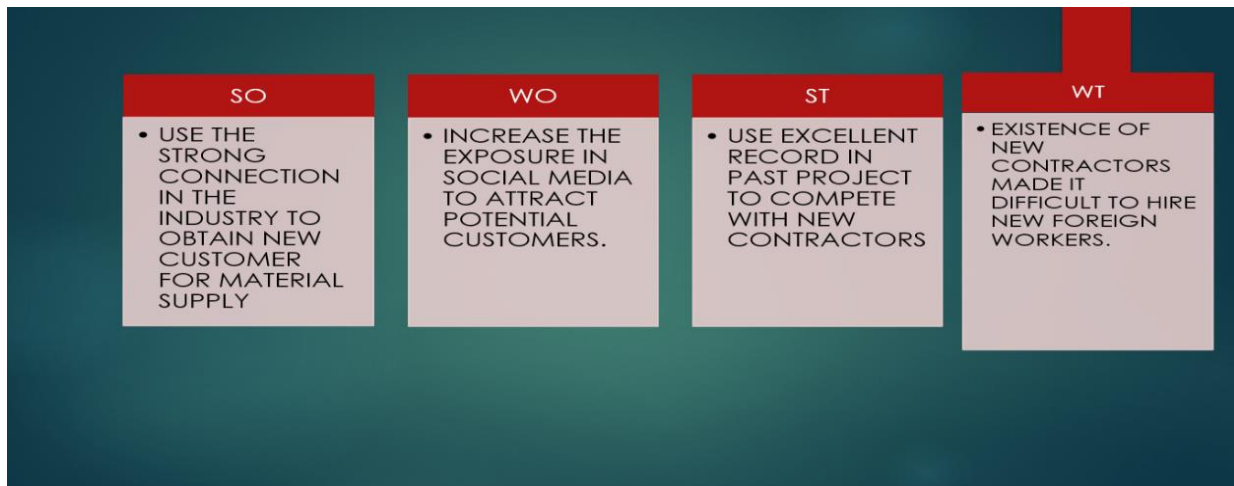
- EXPLORE OPPORTUNITY TO BECOME RAW MATERIAL SUPPLIER
 - As a construction company itself, YG One construction has potential to become raw material supplier independently. This will help the company to increase its revenue as we do have a deep and excellent knowledge to run on our own. We also can reduce the cost of raw material compared to purchase from supplier which is surely higher. This also can contribute to higher profit margin and less lead time.
- PROVIDE RENTAL MACHINERY SERVICE FOR OTHER CONTRACTORS
 - According to (Fact.MR,2021) The market for renting construction equipment is projected to reach US\$ 115 billion in 2021 and grow at a CAGR of 4.3% from 2021 to 2031. According to the study, the expected valuation by 2031's end is US\$ 176 Billion. As for now, YG One Construction does have complete equipment for every type of construction project. So, I think there are also chance for other stream of revenue if we do provide our machinery for other contractors which will be more efficient rather than keep it in the warehouse when there is no project ongoing.

THREAT

- EMERGING NUMBER OF NEW CONTRACTORS
 - Competition refers to a situation in a market in which firms or sellers compete for the patronage of buyers to achieve a specific business goal, such as profits, sales, and/or market share. In recent times, there have been quite emerging numbers of new contractors. This led to increasing number of competitors around Perak regions. Therefore, our company need to find a better way to compete with our competitors to secure new tender and projects. They should be better strategy and building better connections around Perak regions.

- SUDDEN HIKE IN MATERIAL PRICE AND MACHINERY
 - Malaysia's inflation in November 2022 increased by 4% year-on-year with food inflation continuing to be the main driver, said the Department of Statistics Malaysia (DOSM,2022). Due to the inflation in our economy nowadays, there have been massive hike in price of raw material and machinery. There has been quite an increase in price of operation which have slightly reduce the profit margin. To combat these, there should steps need to be taken as if this carried on for longer period, this would take a toll on our expenditure.

SWOT MATRIX



- SO

- According to Forbes (2018), These days companies who go above and beyond simply ensuring satisfaction stand out and are more likely to be referred via word of mouth. Therefore, successful business is built on good relationships. In the construction industry itself, it is vital that there should be urgency to maintain a good relationship with the people in the same industry. Based on our track record, we do have excellent relationship with other contractors around Kerian district which is an important factor to attract them to buy raw material from us if we decide to run on our own as supplier. We have the ability to offer more desirable and friendly credit term and better price compared to another supplier.

- WO

- Increased digitalization has had an impact on a variety of business activities, including business models (BMs), by enabling new forms of collaboration between businesses, creating new product and service offerings, and creating new ways for businesses to interact with their clients and employees (Emerald Insight,2018). In the digitalisation era that we been through right now, we must agree to the fact that social media is one of the important tools being used to promote a business. In my opinion, our company do need to take the same step and start venturing our services into social media. This surely will help in terms of attracting potential customers and increase the exposure and existence of our company to the public.

- ST

- As the time goes by, there are many new contractors have emerged in our area. Of course, this surely will the level of competitiveness among our competitors in terms of securing new projects. But we do have a quite good advantage compared to new ones as we do have an excellent past record in completing projects which been awarded to us. This factor can act as a benchmarking which reflect our quality of work to the client and increase the level of chances to impress our client which can lead to securing the tender.

- WT

- As been stated above, several new contractors have emerged which also led another problem. The supply of foreign workers for construction purpose have dropped drastically post COVID-19. A critical labour crunch is weighing on the nation's prospects for recovery from the economic slowdown induced by the Covid-19 pandemic. Industry players plead with the government to expedite the entry of new foreign workers to replace those who had returned to their home countries during the pandemic or after their contracts had lapsed (Nik Mazwin,2022). Therefore, we sometimes face difficulty to hire new foreign workers for our project. Less number of workers can delay the time needed to complete a certain project. A longer time needed will cause additional costs related such as rental of machinery, project insurance and other else.

PESTEL ANALYSIS

- TECHNOLOGICAL

- A lot has been done by the existence of new and better technology in terms of reducing the work burden of foreign workers and reducing the time needed to finish a certain project. Construction technology is the collection of novel tools, machinery, modifications, software, and so on that are utilised throughout the construction phase of a project to enable improvement in field construction methods, such as semi-automated and automated construction equipment (Jones Kendall, 2018). YG One Construction should take initiative to purchase new machinery which can lighten workers burden as it does give a lot of benefits. The old machinery maybe has been out to date with current circumstances. Therefore, there should be some revises need to be done and the company should consider the efficiency of old machinery.

- ECONOMICAL

- According to (India Time,2021), economics is the study of how things are made, moved around, and used. It looks at how people, businesses, governments, and countries choose to use their resources. Economics is the study of how people act, based on the idea that people act rationally and try to get the most value or benefit. Economics is the study of how work and business are run. THE rising inflation and unstable economy had led to various problems for the business. The main cost such as raw material, foreign workers wages and others related expense had risen drastically which impacted the company profit margin. It is vital for the company to always anticipate the inflation situation that our country experiencing right now in order to keep the cost always under control according to the project budgeting.

- ENVIRONMENT

- In our country, based on recent times, there have been a quite a strong concern regarding our environment. There have been many natural disasters that have occurred in Malaysia which have left a traumatised legacy to our citizens. According to National Disaster Management Agency (NADMA), due to Monsoon-Season Flash Floods, 95 households (3,107 people) have been displaced to 26 evacuation centres (Relief web, 2022). In a certain situation, when an infrastructure works is being carrying on by the company, there are also presence of risks related to the nature such as land slide and flash flood in the project site. To avoid these problems, the company should consult with the government regarding the weather prediction to avoid time losses due to this unfortunate event. This also can contribute to the safety measures for the workers who expose themselves to the risk at the project site

Conclusion

In conclusion, this internship was quite beneficial and educated me about the actual world of work. It provides me with valuable experience. For starters, this internship improved my communication skills. There are many different types of individuals, whether they be clients or office colleagues. Based on my meeting with various client, I get the opportunity to learn from many great people in construction industry who share their experience and knowledge to me which is very valuable to me a new person in the industry and enhance my communication skills. The training supervisor and other staff members also provide me with advice and criticism. Now I know how to deal with an unexpected scenario.

Based on my short time at YG One Construction Sdn Bhd, I had managed to develop a lot of interpersonal and works skills thanks to guidance from the staff in the office. Based on the task which had been delegated to me, I have been given responsibility to control the finance of the company such as managing the cash flow of a project, project budgeting and others related works. Therefore, I work a lot using Microsoft Excel and Microsoft Word in carrying my job which had contribute to sharpen my skills to use these applications. These help me to increase my value as workers in professional workers industry.

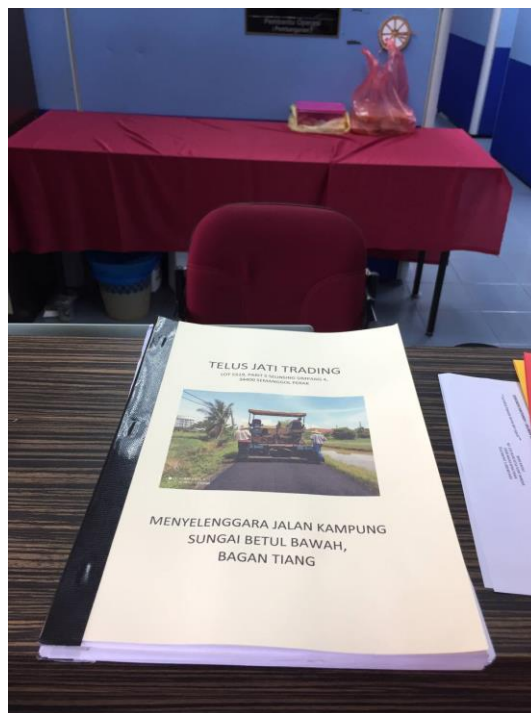
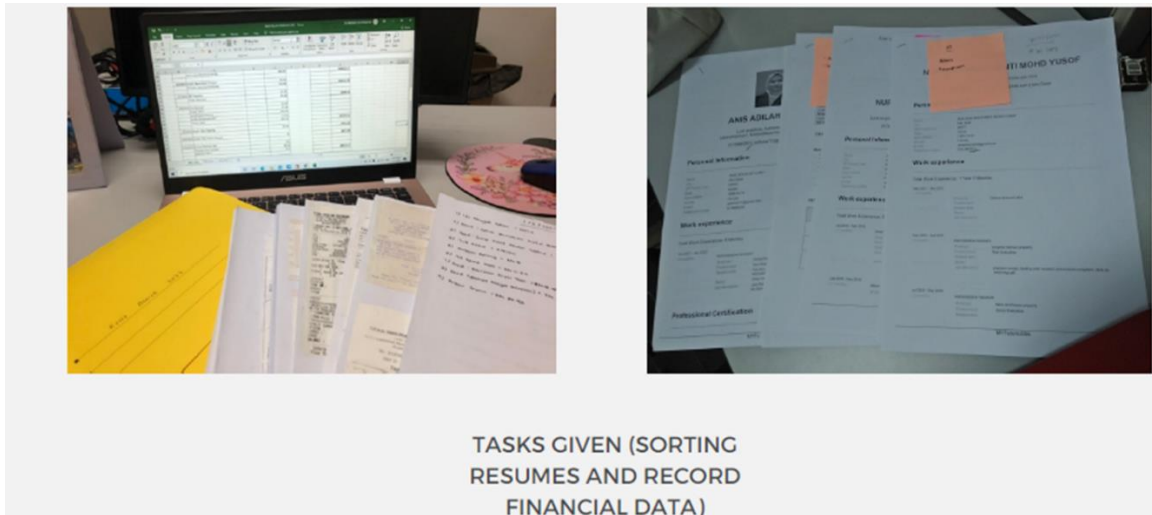
Lastly, based on the SWOT and Pestel analysis that I have carried on, there are certain focal point regarding the weaknesses and threat that being faced by the company in the industry. I have shared and voice out my opinion to the top management in the company regarding these matters and Alhamdulillah there had accepted my suggestions and positive feedback for improvement and rectify it for the sake of the company. I hope the analysis that I have done will help to elevate the company to a better height than before this. For me, I felt very grateful for their treatment during my time here and I also expect the company to make continuous improvement in the future.

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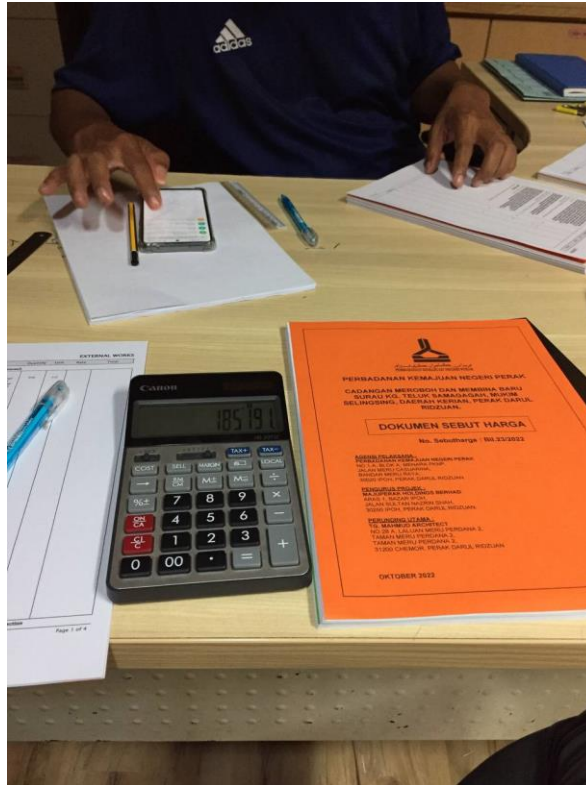
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Appendix



- Submission of project report to Kerian District and Land office



- Price filling for project tender under Perbadanan Kemajuan Negeri Perak (PKNP)




- Site visit at Jalan Terusan, Simpang Empat.

Document Information

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