

FINAL INDUSTRY TRAINING REPORT AT
GAGASAN CARRIERS SDN. BHD.

BY

MOHAMED FERDZ B. V. N. MOHAMED
BACHELOR IN MANAGEMENT
(MARITIME)

FINAL INDUSTRY TRAINING REPORT SEND TO
DEPARTMENT OF MANAGEMENT AND MARKETING
FACULTY OF MANAGEMENT AND ECONOMY
UNIVERSITY COLLEGE SCIENCE AND TECHNOLOGY MALAYSIA
(KUSTEM)

2004

1100032947 c/a: 1911

PERPUSTAKAAN
KOLEJ UNIVERSITI SAINS & TEKNOLOGI MALAYSIA
(KUSTEM)

Pengarang BU. N. Mohamed Mohamed Peraz		No. Panggilan LPE FPE 2004	
Judul Final Industry training report			
Tarikh	Waktu Pemulangan	Nombor Ahli	Tanda tangan

**FINAL INDUSTRY TRAINING REPORT AT GAGASAN
CARRIERS SDN BHD**

By

**MOHAMED FERAZ B V.N. MOHAMED
BACHELOR IN MANAGEMENT
(MARITIME)**

Final Industry Training Report Send To

**Department Of Management And Marketing
Faculty Of Management And Economy
University college Of Science And Technology Malaysia
(KUSTEM)**


2004

1100032947

Acknowledgement of Authenticity

I, Mohamed Feroz b V.N. Mohamed hereby to confess that the Industrial Training report for the subject of PGN 4799 is done on my own effort. All of the writings contained in this report are my view and opinion based on the theory application and experience that I gained through the Industrial Training. KUSTEM is not related to the content of the report.

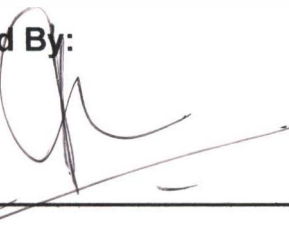
Signature



Name : Mohamed Feroz b V.N. Mohamed

Date : 7/10/2004

Verified By:



Supervisor KUSTEM

On Behalf Chairman Industrial Training

Faculty of Economy and Management

KUSTEM

ACKNOWLEDGEMENT

I would like to take an opportunity to express my gratitude and appreciation to

- i. Mr. Madzli b. Hj Harun – Lecturer in charge in supervising the industrial training, who help me a lot in completing this report.

- ii. Miss Wan Mariam – The lecturer for Maritime Management who always has time to assist us in the matter regarding practical.

- iii. En Supramaniam – Our guru, mentor and supervisor who always clears our doubt.

- iv. Capt Johari Mohd Noh – Our Managing Director who accept us to undergo industrial training in Gagasan Carriers Sdn Bhd.

- v. KUSTEM – For giving an opportunity to complete my first degree.

- vi. Mr. Gunalan and Mr Vigneswaran – For assisting me throughout the completion of this report.

- vii. Miss Lee Puei Ling – For giving me a full support and guideline in order to complete this report.

TABLE OF CONTENT

	PAGES
ACKNOWLEDGEMENT	ii
LIST OF FIGURES	vii
EXECUTIVE SUMMARY	viii
CHAPTER 1	
ORGANISATION BACKGROUND	
1.0 INTRODUCTION: GAGASAN CARRIERS SDN BHD....	1
1.1 HISTORY: GAGASAN CARRIERS SDN BHD.....	2
1.2 OWNERSHIP OF THE COMPANY	3
1.2.1 COMPANY'S OBJECTIVE	4
1.2.2 OPERATION OBJECTIVE	4
1.2.3 COMPANY'S MISSION	5
1.2.4 COMPANY'S VISSION	6
1.2.5 COMPANY'S STRATEGY.....	6
1.3 AN APPROACH TO DEVELOP THE COMPANY	7

1.4 MARKET FOCUS	8
1.5 GAGASAN CARRIERS ORGANISATIONAL CHART....	10
1.6 ORGANISATIONAL INFORMATION	11
1.7 SCOPE OF SERVICE	13
1.8 SKILLS LEARN BY TRAINEES	15

CHAPTER 2

PROBLEM RECOGNITION AND SOLLUTION

1.0 INTRODUCTION.....	16
2.1 IDENTIFYING CURRENT SYSTEM.....	16
2.2 CHARTERING SYSTEM.	17
i. ORDER AND OFFER.....	18
ii. NEGOTIATION AND CHARTERPARTY	19
iii. POST FIXTURE OPERATION	21
iv. PAYMENT	23
2.2.1 CHARTERING SYSTEM WORKFLOW CHART....	24
2.2.2 PROBLEM IDENTIFICATION.....	25
2.2.3 SOLLUTION SUGGESTED.....	25
2.2.4 IMPLEMENTATION AND IMPLICATIONS.....	26
2.3 HUMAN RESOURCE PLANNING PROCESS.....	27

i. STRATEGIC ANALYSIS	28
ii. STRATEGIC FOMULATION.....	28
iii. STRATEGIC IMPLEMENTATION.....	29
2.3.1 HUMAN RESOURCE AND STRATEGIC PLANNING PROCESS.....	30
2.3.2 GAGASAN CARRIERS ORGANISATIONAL CHART..	31
2.3.3 PROBLEM IDENTIFICATION.....	32
2.3.4 SOLLUTION SUGGESTED	34
2.3.5 IMPLEMENTATION AND IMPLICATION.....	36
2.4 MARKETING SECTION (ADVERTISING AND PROMOTION PROCESS.....	37
i. OBJECTIVE SETTING.....	38
ii. BUDGET DECISIONS.....	38
iii. MESSAGE DECISIONS.....	39
iv. MEDIA DECISIONS	39
v. CAMPAIGN DECISIONS	40
2.4.1 ADVERTISING AND PROMOTION PROCESS	41
2.4.2 PROBLEM IDENTIFICATION.....	42
2.4.3 SOLLUTION SUGGESTED	42
2.4.4 IMPLEMENTATION AND IMPLICATIONS.....	43
2.5 SWOT ANALYSIS.....	43

2.5.1 STRENGTH (S)	43
2.5.2 WEAKNESS (W).....	44
2.5.3 OPPORTUNITY (O).....	45
2.5.4 THREATS (T).....	46

CHAPTER 3

CLOSING

3.0 CONCLUSION	47
3.1 REFERENCE.....	50
3.2 APPENDIX.....	51

LIST OF FIGGURES

NO.	TITLE	PAGE
Figure 1.5	GAGASAN'S Organisational chart	10
Figure 1.7	GAGASAN'S Scope of service	13
Figure 2.2.1	Chartering System Workflow Chart	24
Figure 2.3.1	Human Resource Planning process	30
Figure 2.3.2	GAGASAN'S Organisational chart	31
Figure 2.4.1	Advertising And Promotion Process	41

EXECUTIVE SUMMARY

Industrial training is essential for the undergraduates of the Faculty Of Economics and Management of University College Science And Technology Malaysia (KUSTEM) to go through. This industrial training or PGN 4699 for the Bachelor In Management (Maritime) program is apart of the syllabus and is a requirement for a student to undergo this training in order for them to graduate.

The industrial training benefits the undergraduates in many ways. It provides untold experience and unlimited knowledge. The main objective of the industrial training is to train the undergraduate to practice and apply the theories that have been taught in the lecture room. Futhermore, industrial training offers an opportunity for the undergraduates to develop and enhance their interpersonal skills and put to practice theory obtained from the lecturers. Students are given a chance to interact and socialise with different kind of people in the corporate world.

As undergraduates of Bachelor in Management (Maritime), the scope of knowledge exposed in the company is wide and diverse, ranging from ship management to ship chartering and purchasing. Gagasan Carriers Sdn Bhd is a company, which provides services such as managing ship maintenance, bunkering, trading, marine insurance, ship auditing, crewing safety, ship spare part purchasing and other technical activity.