



AAFIYAT HOLDINGS SDN BHD

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BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) HUMAN RESOURCES MANAGEMENT

SEPT 2023 - FEB 2024

Executive SUMMARY

My internship report aims to offer a thorough analysis of the enriching six-month industrial training experience I underwent at Aafiyat Holdings SDN BHD, my primary place of employment during my final year of studies at the University of Technology MARA, Perlis. My academic focus is on business administration with a concentration in human resources management.

In accordance with the schedule outlined in HRM 666, my industrial training commenced on September 1, 2023, and is scheduled to conclude on February 9, 2024. Aafiyat Holdings Sdn. Bhd, also known as Aafiyat Group, prioritizes a holistic approach to lifestyle, aiming to enhance the health, well-being, and welfare of communities. Throughout the six months, I worked in the Human Resources department.



This experience has afforded me numerous opportunities to gain insights into the corporate work environment. I actively participated in various training courses and attended corporate meetings. Assuming responsibilities in coordinating programs and serving as a committee member for events during the internship brought joy and allowed me to hone my leadership, project management, communication, and planning skills.

TABLE



CONTENTS

Executive Summary	01
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Acknowledgement	04
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Student's Profile	05
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Company's Name, Location & Background	06
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Company's Mission, Vision, Objective, Goal	08
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Organizational Structure	09
Training's Reflection: Duration	13
Training's Reflection: Details	14
Training's Reflection: Gains	15
SWOT Analysis	18
PASTEL	19
Discussion & Recommendations	22
Conclusion	26
References	27

A decorative olive branch with several green olives is positioned on the left side of the page, extending from the top to the bottom. The branch is slightly curved and has a few leaves. The olives are round and have a textured surface. The background is a light, neutral color.

COMPANY'S PROFILE

Name:

Aafiyat Holdings Sdn. Bhd.

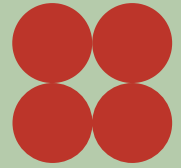
Location:

Level 5 & 6, Ampang Business Centre,
Lebuhraya Sultanah Bahiyah, 05050 Alor
Setar, Kedah.

Note:

A new parent company known as Aafiyat Holdings Sdn Bhd (was officially established on 1 January 2021) as the corporate umbrella to a number of subsidiaries such as Olive House, Aafiyat Digital, Aafiyat Store and Dulce Media

COMPANY'S BACKGROUND



IBUSINESS ORIGINSI

Aafiyat provide more friendly healthy lifestyle, based on Islamic values.

Established in 2011 OHR Marketing Sdn Bhd also known as Olive House has, since its inception, focused on sourcing and distributing high-quality natural and organic products particularly for the health and wellness segment from countries in North Africa, West Asia, Caucasasia and Central Asia including Morocco, Turkey, Azerbaijan, Kyrgyzstan and Uzbekistan.

The genesis of Aafiyat Group can be traced back to 1998, emerging as an evolution from Ustaz Aidil Azwal bin Zainuddin, the president of Olive House. Ustaz Aidil, having completed his studies in Civil Law and Shariah Law at Al-Azhar University in Egypt, drew inspiration from the Middle Eastern lifestyle,

Over the years, we have grown from a single product to a wider range of products and services under the Aafiyat Standard. In 2020, we carried out a group-wide restructuring and reorganization exercise, resulting in the establishment of Aafiyat Holdings Sdn Bhd as the parent company for all of our core businesses. OHR Marketing Sdn Bhd, our flagship subsidiary, remains Malaysia's leading supplier and distributor of scientifically researched and high-quality natural and organic food products. Currently driven by more than 180 full-time employees with professional and experts with research capabilities from various field, it runs its sourcing, product packing, warehousing and logistics facilities from its home base in Alor Setar, Kedah.



Until 2023, Aafiyat has successfully develop 2000 entrepreneurs in Malaysia through the Agent Business Model which enable us to expand rapidly in the domestic market and has recently embarked to widen its reach across the region. As we continue to expand our offerings and reach, we are spearheading impactful digitalization efforts through the Aafiyat World system.

COMPANY'S OBJECTIVE & GOALS



Mission

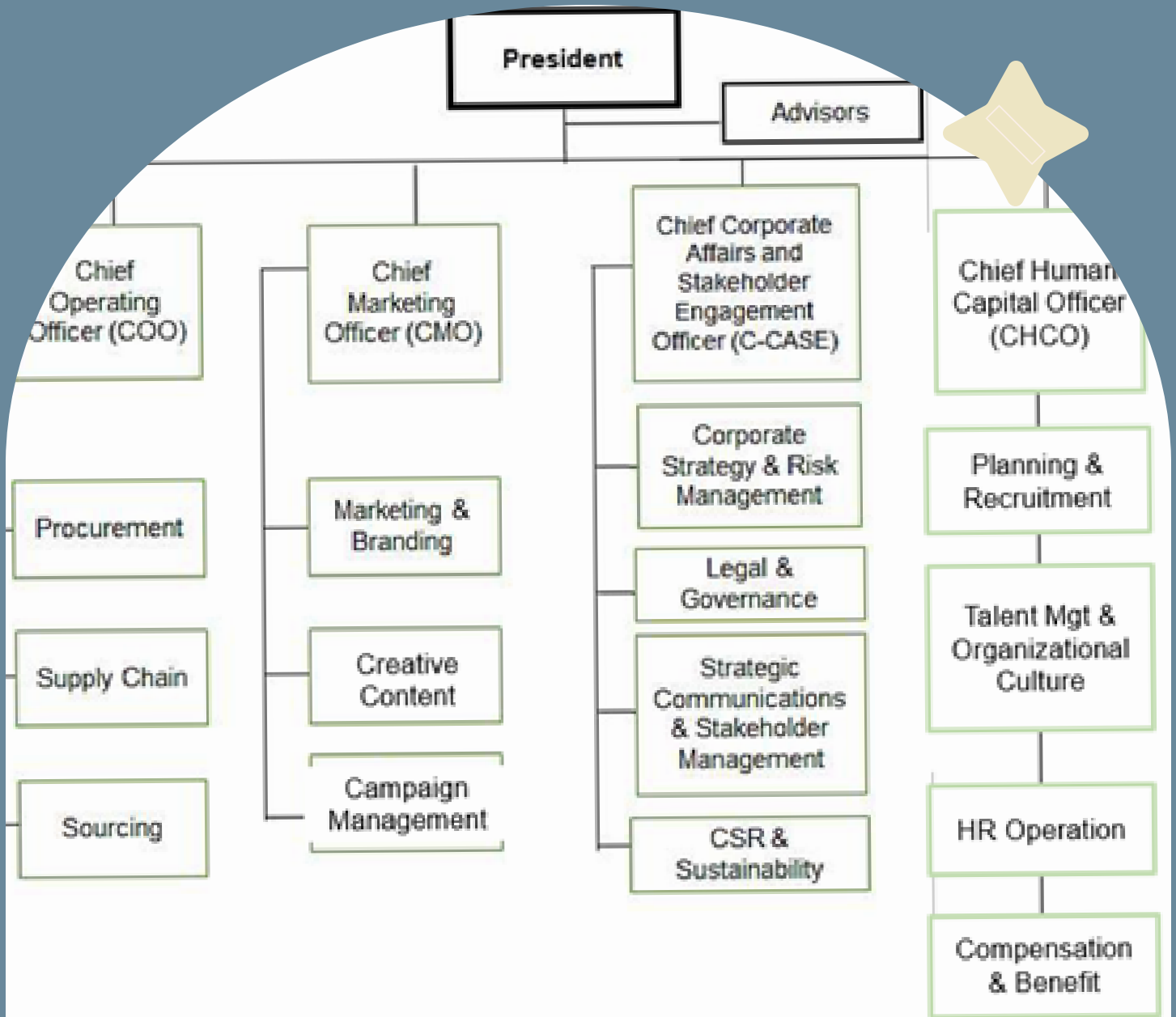
01 We are an organization that strives to improve society's health, wellbeing, wellness and welfare through holistic and integrative lifestyle principles and values based on Quranic teachings and backed by science.



Vision

02 The preferred organization for holistic solutions of health and wellness.





ORGANIZATIONAL STRUCTURE

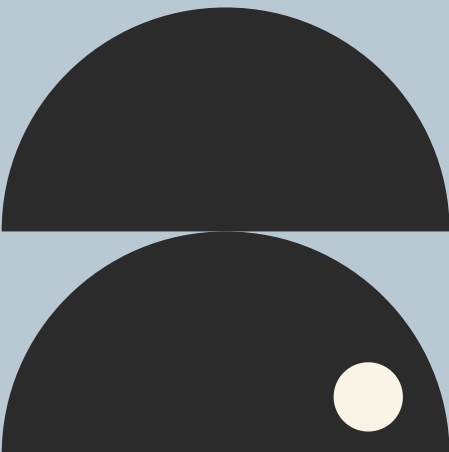
As the Aafiyat Group ventures into manufacturing and marketing of new products while producing media contents as well as spreads its wings in Southeast Asia, the company acts as the growth engine to take the group to the next level.



THE PRESIDENT



C-SUITES



COMPANY'S PRODUCTS



1

OLIVIE PLUS

Imported from E-Borouj, Morocco. Certified organic by USDA, CERES, IFS Food Certificate-Higher Level Food Standard, Certificate of Conformity-Global Standard for Food Safety and ISO 22000:2005. Production of 100% unfiltered extra virgin oil using 'mechanically cold-pressed' technique.



2

BLACK SEED OIL

Mechanically cold-pressed oil from Turkey with brownish color which guarantees its high-quality properties. The unique packaging of Black Seed Oil Olive House comes with a dropper, hence it is user-friendly.





3

FIG VINEGAR

Imported from Izmir, Turkey. Certified IFS Food Certificate, Certificate of Conformity, ISO 22000:2005, ISO 10002:2004 and ISO 9001:2008. Figs are grown organically and processed using traditional method in oak casks to maintain the quality of fermentation. It contains 'Mother' which is high in minerals such as iron, among others.

4

POMEGRANATE JUICE & CONCENTRATE

Imported from Agsu, Azerbaijan. Certified organic by USDA for USA, Bio Certificate for the EU, Kosher Certification, ISO 22000: 2005 and ISO 9001:2008. Among the 'Healthiest Fruits on the Planet', a little sweet, a little tart, and a whole lot of healthy.



5

OLIVIE POWER UP

Imported from El-Borouj, Morocco. 100% organic and certified by USDA Organic and Organic Agriculture MA BIO 132001638. Olive tree extract mixed with olive oil produced in a pearl-form obtained by cold pressing fresh olives from trees grown in the arid soil and harsh climate of the Southern Sahara of Morocco.





TRAINING'S *Reflection*

DURATION

Every undergraduate student at Universiti Teknologi Mara (UiTM) is obligated to complete a minimum of 24 weeks of practical training aligned with the content of their academic program. As students affiliated with the Faculty of Business and Management (FBM), we are required to engage in industrial training as an integral part of the culminating phase of our academic curriculum. The prescribed duration for this industrial training extends over a period of 24 weeks. I commenced this training on September 1, 2023, and it is scheduled to conclude on February 9, 2024.



"ASHB to be the preferred organization for holistic solutions of health and wellness."

DETAILS

In the HR Department at Aafiyat Holdings Sdn Bhd, I serve as a Human Resources Intern under the supervision of the Head of Operations. I also assist other HR staff as needed. The company operates five days a week from Monday to Friday, and my working hours are from 8:30 A.M. to 5:30 P.M. I receive a monthly allowance of RM400. The figure below will be shown in detail:

Department	Human Resources Management
Venue	Level 6, Ampang Business Centre, <u>Lebuhraya Sultanah Bahiyah</u> , 05050 <u>AlorSetar</u> , Kedah
Supervisor	<u>Puan Hanisah Binti Mohd Dahri</u>
Office Hours	Monday to Friday (8.30am – 5.30pm)
Allowances	RM400 per month

DETAILS

Responsibilities:

- I was entrusted with the task of conducting a dress code inspection for employees located on Levels 5 and 6. My responsibility involves ensuring that their attire adheres to the established dress code regulations and follows the predetermined schedule.
- Conduct a minute meeting summarizing the discussions held during the organized meetings across all departments. This practice is crucial as it facilitates the identification of key points addressed during the meetings and aids in proactively addressing potential challenges that may arise.
- I have been tasked with screening potential candidates from various hiring platforms, including Indeed, JobStreet, and Jora, in response to open job vacancies. The screening process involves evaluating candidates based on their qualifications and skills. Subsequently, I reach out to selected candidates to coordinate and arrange interviews.
- Furthermore, I am required to participate in the interview sessions and pose relevant questions on behalf of the Human Resources Department.
- I was entrusted with the responsibility of managing the training and development aspect, which includes processing HRDF claims for the conducted and attended training sessions. Through this role, I acquired knowledge on data entry procedures and the requisite documentation essential for HRDF claims.
- Drafting a show cause letter (SCL) for certain employees who have not adhered to the company's attendance and dress code policies.

DETAILS

Tasks:

- I was designated as the master of ceremonies (emcee) for various events organized by the Human Resources department, including the "Program Bacaan Yassin Mingguan," "Reorientation Program," "Offboarding Internship Program," and various other HR initiatives.
- A minute meeting was convened for a domestic inquiry to address the employee's dishonesty in filling out the application form. The meeting took place in mid-October last year.
- During the company's Family Day organized by the HR department in early November, I was designated as one of the floor managers along with two other team members. Additionally, I was responsible for preparing and submitting the relevant documents to the finance department to facilitate the required payments for the event.
- I also participated in the Fit Malaysia Career Fair held in Sik. I was assigned the role of assisting with the medical aspects, collecting customer data to be forwarded to the customer management department.
- Furthermore, I served as a committee member for one of the company's major events, the Half Marathon program, which concluded successfully at the end of December last year. Specifically, I was appointed as the photographer and tasked with editing the massive number of participant photos.

GAINS

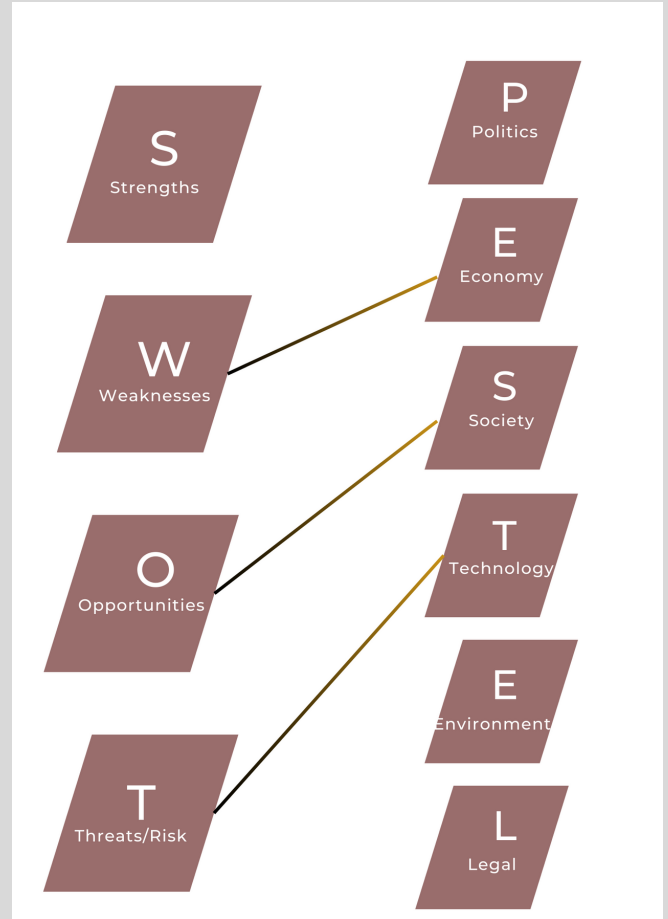
In terms of extrinsic benefits, I receive a monthly allowance of RM400 for my dedicated contribution to the company's objectives throughout the six-month internship. Additionally, as part of Aafiyat Holdings Sdn Bhd, I have been provided with company merchandise, including a calendar, notebook, and T-shirt, upon joining as an intern.

On the intrinsic side, this internship has significantly contributed to my personal growth by enhancing my skills and knowledge. The practical application of what I learned during my academic studies in a professional setting has been invaluable. Furthermore, the internship program has exposed me to various skills and knowledge that have furthered my personal development.

A notable intrinsic benefit is the improvement in my communication skills. Engaging with staff, management, and external parties initially presented challenges, but continuous effort and improvement have made communication more proficient. This enhanced skill set not only benefits me in the working environment but also contributes to my overall personal and professional development.

Moreover, despite being a student intern at Aafiyat, I am keenly aware of my role as a team member. Active participation in weekly meetings allows me to voice opinions, make suggestions, and partake in the company's programs and projects. This collaborative environment fosters a sense of being an integral part of the team.

SWOT-PESTEL ANALYSIS



STRENGTHS

Provide premium natural and organic products.

The company's commitment to elevating societal health and well-being positions it as a trailblazer in offering a diverse range of high-quality natural and organic products, surpassing international health product standards. With a total of 26 products in its portfolio, the organization, as a first-mover, capitalizes on the opportunity to provide organic and natural products, with Olivie Plus being a standout success, imported from Morocco at an impressive rate of 30 times.

Noteworthy for its significantly higher nutrient content compared to regular olive oil, this product has garnered international acclaim, providing the company with a distinct competitive advantage.

Hold a recognized certification as an organic food company.

Additionally, the company holds recognized certifications as an organic food company, acknowledging the rising demand for organic products. The product range, featuring ingredients such as olives, honey, and "buah tin," has received international recognition from entities like the United States Department of Agriculture Organic (USDA), European Organic certification, and Jabatan Kemajuan Islam Malaysia (Jakim). Olive House stands out as the sole local company officially certified by the Ministry of Health Malaysia (KKM), enhancing consumer trust through informed product choices.

WEAKNESSES

High price of products offered.

One of the company's weaknesses lies in the relatively high prices of its products, attributed to a "skimming" pricing strategy targeting the middle-to-upper class demographic. This pricing approach may limit accessibility for low-income individuals, potentially resulting in a loss of revenue if certain market segments are unwilling to pay premium prices.

Limited recognition of brand name.

Another weakness pertains to the less-established recognition of the brand name "Aafiyat" in the industry. Despite the company's rebranding efforts to create a sophisticated and resilient corporate structure, consumer uncertainty persists, and the Olive House brand name struggles to gain widespread recognition.

This brand weakness poses challenges in successfully introducing new products and ensuring their success in the market.

OPPORTUNITY

Strategic alliances with other enterprises.

A potential avenue for Aafiyat involves exploring strategic partnerships with other companies, emphasizing not only engagement but also the educational aspect inherent in such collaborations. Engaging with external parties outside the immediate network presents an opportunity for the company to acquire valuable new knowledge, leveraging diverse skill sets, perspectives, and strengths.

Expand business globally.

Furthermore, the company has the potential to expand its business operations globally, enabling market penetration and broadening its customer reach. As the company competes internationally, it can engage in healthy competitive rivalry with counterparts in different nations, fostering a robust atmosphere of competition. This expansion also enhances consumer decision-making capabilities, contributing to increased revenue.

THREATS

Abundance of supplement products.

The company faces the challenge of a saturated market with an abundance of supplement products, driven by technological advancements. The health supplement industry has witnessed significant growth in popularity, posing a potential risk to the company that emphasizes organic products.

While individuals trust contemporary methods, there is awareness of potential adverse effects associated with dietary supplements, posing a risk to overall well-being.

Lack of exposure of health supplements.

Additionally, the company contends with a general lack of interest in organic and nutritious food among Malaysians. Unhealthy lifestyle habits, such as the widespread adoption of fast-food diets, present a challenge rooted in the difficulty of altering dietary preferences and social circles. Malaysia's health challenges, highlighted by high rates of cardiovascular disease and obesity, contribute to a diminished interest in healthier options among those already facing health issues.



Discussion & Recommendation



1.Strengths

Develop an organic offering grounded in Quranic and Sunnah principles.

One option for Aafiyat to benefit from having a recognized certificate and a product based on Quranic and Sunnah teachings is to make an organic product like a vitamin. This fits with these religious principles. Kids today tend to eat a lot of fast food and processed snacks, so it's better for them to get their vitamins from healthy foods, especially while they're growing. By doing this, Aafiyat can reach more customers and make more money.

Dedicated group of customers.

Aafiyat Holdings has a group of loyal customers who consistently spend more money than new ones. These repeat customers trust the company and tend to increase their spending over time. To keep their loyalty, Aafiyat Holdings plans to launch a membership program where customers can join by making a minimum purchase of RM 29.90. This program will reward and encourage loyal customers, typically offering benefits that outweigh any requirements.

2. Weaknesses

Engage influencers to cultivate brand recognition and establish credibility.

To help people notice and trust their products, Aafiyat Holdings Sdn Bhd should work with influencers. Influencer marketing, as shown in a study by DHESI (2020), is important for making connections with customers. Choosing the right influencer is key for Aafiyat to sell more. Influencers have many followers on social media, so collaborating with them can help Aafiyat reach more people. People tend to follow influencers who are like them or they relate to.

High rate of turnover.

Employee turnover is a big problem for many companies worldwide. Managers are always worried about employees leaving. In today's tough competition, turnover is a big challenge. It hurts a company's productivity and profits when employees leave. Losing skilled workers is also a risk. Employers really want to keep good workers because they think it helps the company do better. Dealing with high turnover is always tough for managers. So, at Aafiyat Holdings SDN BHD, the Human Capital Department should focus on stopping employees from leaving. Companies need to create a good workplace to keep employees happy and stay. This means involving them in decisions, giving chances to grow, balancing work and life, paying well, and having safety programs. Keeping turnover low is hard, but it's super important for a company's success.





3. Opportunities

Collaborative arrangement with DHL for exporting the products to neighboring countries.

Aafiyat could team up with DHL to send products to nearby countries. This smart move lets the company use its strengths to take advantage of opportunities outside. Wang (2022) talks about how this approach can help Aafiyat be proactive. One idea is to partner with DHL to send products to countries like Indonesia, Singapore, and Thailand. By working with a big courier like DHL, Aafiyat can cut down on shipping costs. Furthermore, this partnership helps protect products during shipping, especially since Aafiyat uses glass packaging.

4. Threats

Make an awareness poster regarding the adverse effects of supplement consumption and offer complimentary product samples.

Finally, Aafiyat can give out brochures that explain the risks of taking too many supplements. Many people don't know that too much of a supplement can be harmful. While supplements can be good for us, if we don't use them correctly or take too much, they can hurt us. For example, too much vitamin D can damage our kidneys (Amy Kraft, 2023). Also, customers can make their own QR code, scan it, and take part in a health survey to get a free Aafiyat sample. This helps Aafiyat gather lots of survey responses and get contact details of potential customers for the future.

CONCLUSION

I believe Aafiyat Holdings Sdn Bhd, a small to medium-sized business, will keep growing and become more successful. They have clear goals and are heading towards being one of the top organic food companies. The workplace vibe is positive and enjoyable.

During my six-month internship from September 1, 2023, to February 9, 2024, I gained a lot of experience in professional settings. I learned many skills and got practical experience. I am also applying what I learned in school to my work. My leadership and communication skills improved a lot during my internships. Decision-making and critical thinking are crucial in today's workplace. My goal for this six-month internship is to develop skills that will make me valuable in the business world.




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Document Information

Analyzed document	INTERNSHIP DRAFT REPORT_WAN KHAIRINA AISYAH.pdf (D184775238)
Submitted	2024-01-28 18:40:00 UTC+01:00
Submitted by	
Submitter email	aaisyah.khairina00@gmail.com
Similarity	3%
Analysis address	mohdniza.UITM@analysis.ouriginal.com

Sources included in the report

W	URL: https://aafiyatgroup.com/about-us/ Fetched: 8/2/2022 6:20:47 AM	 3
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Entire Document

ACKNOWLEDGEMENT I express gratitude to Allah for the opportunities, challenges, and strength bestowed upon me throughout my internship journey and the process of composing this industrial report. Additionally, I extend my sincerest thanks to the revered Prophet Muhammad SAW, whose life has been a constant source of guidance for me. I would like to extend my heartfelt appreciation to Mr. Mohd Fais Bin Ishak, my supervisor during the internship, for his unwavering support, kind words, guidance, understanding, and positive encouragement that played a pivotal role in helping me complete this report. Special thanks also go to my advisor, Sir Mohamad Niza Md Nor, who provided valuable advice during my internship. I want to express profound gratitude to my colleagues at Aafiyat for the lessons and shared moments during the six-month internship. Additionally, heartfelt thanks to my family members for their ideas, encouragement, and unwavering support throughout the internship period. Their contribution was instrumental in fulfilling my bachelor requirements, including the internship session, report, and presentation. Lastly, I extend appreciation to all my friends who stood by me and offered continuous support through the highs and lows of this internship. May Allah bestow success and honor upon each of us in our lives.

In the very beginning, in 2010, the Olive House initiative was launched with a focus on promoting societal health through holistic principles rooted in Quranic teachings and scientific support. Aafiyat Group, an extension of Olive House, traces its origins back to 1998, aiming to bring health benefits inspired by the Middle Eastern lifestyle, particularly from olive-based products to Malaysian communities. In 2017, the inception of a Digital Marketing division took place, tasked with overseeing the AafiyatZu.com digital platform. This occurred before the official establishment of Aafiyat Group in July 2020. The genesis of Aafiyat Group can be traced back to 1998, emerging as an evolution from

44%

MATCHING BLOCK 1/3

W

Ustaz Aidil Azwal bin Zainuddin, the president of Olive House. Ustaz Aidil, having completed his studies in Civil Law and Shariah Law at Al-Azhar University in Egypt,

APPENDICES



