INDUSTRIAL TRAINING REPORT

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PART 1: PRELIMINARY PAGES

EXECUTIVE SUMMARY

Throughout the 24-week internship period, I have had the privilege to undergo training at Universiti Teknologi MARA (UiTM) Arau, Perlis. I am Nurul Ain binti Amir Hamzah, a senior student at UiTM Arau, specializing in Business Administration (Hons) Finance.

The Perlis branch of Universiti Teknologi MARA (UiTM) is situated in Arau, Perlis, Malaysia, and stands as one of the university's branch campuses. Established in 1974 in Kangar, it is the third-oldest UiTM campus nationwide. The campus relocated to its permanent site in Arau in 1980 and has since become the largest branch campus in the country, boasting a significant student population and a diverse range of courses.

Reflecting on my internship experience, I can affirm that it has been a rewarding and educational journey for me. I was placed in the Unit Pengurusan Ruang Niaga under the Hal Ehwal Pelajar (HEP) department, overseen by Mr. Ahmad Muaz bin Mahzair. Through this placement, I gained valuable insights into the rental system for commercial spaces, guest houses, and the overall management of dormitories within UiTM Arau, Perlis.

This study incorporates a SWOT analysis, examining both internal and external facets of the company to evaluate its performance. The analysis serves as a tool to identify the company's strengths and weaknesses, aiming to highlight the positive and negative aspects observed during my internship at the organization.

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PART 3: COMPANY'S PROFILE

3.1   COMPANY'S NAME, LOGO, BACKGROUND, LOCATION

Figure 1 : UiTM Arau, Perlis.

UNIVERSITI TEKNOLOGI MARA (UITM)

CAWANGAN PERLIS KAMPUS ARAU

Company's name   : Universiti Teknologi Mara (UiTM)

                                         Cawangan Perlis Kampus Arau

Company's Type   : Public University

Established   : 5th July 1974

Registration Address   : UiTM Arau, 02600 Arau, Perlis.

Industry   : Education

Phone Number   : +604 – 9882 000 / +604 – 9882 019

Website   : https://istudent.uitm.edu.my/index_isp.htm

The Universiti Teknologi MARA (UiTM) logo, utilized across all branches, features four main colors with symbolic meanings: Dark Blue represents the institution's maturity and diverse academic levels; Purple signifies global knowledge excellence; Yellow symbolizes Malay sovereignty and the struggle for national education excellence; White denotes the sacred and pure knowledge provided to students.

The logo incorporates three key elements:

- The Tombak Agung:
    - Represents religion, knowledge, and personality values.
    - The five-curved blade symbolizes the Five Pillars of Islam, while the bamboo leaf-shaped blade represents traditional Malay art.
    - Decorated with traditional silver head-dress, UiTM motto, and Bunga Tanjung.
    - Symbolizes UiTM as a fountain of knowledge based on religious teachings.
- The Mace:
    - Shaped like a Malay keris (dagger) known as the Keris Agung, accompanied by a pair of long lances (Tombak Agung).
    - Symbolizes UiTM as a unique, strong, and pure institution for bumiputeras.
- The Keris Agung:
    - Sheathed keris symbolizing Malay strength and wholeness.
    - Motif represents the King and UiTM as a unique Bumiputera institution.
    - Hilt features a yellow gourd flower, symbolizing the Malay Sultanate, and a bamboo shoot motif representing the educational process.
    - Sheath adorned with Bunga Tanjung, representing the State of Selangor.
    - UiTM motto inscribed in Arabic caligraphy, signifying endeavor, spirituality, and nobleness.

BACKGROUND

UiTM Perlis Branch is a prominent public higher education institution in Perlis. It was officially established on 5th 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 335-acre plot in Arau.

UiTM Perlis Branch has grown into a premier public higher education institution through physical infrastructure, staff organization, and student enrolment. The university is made up of 7 faculties, with a total of 34 programmes offered which include 17 degree programmes and 16 diploma programmes. In addition, various infrastructure and facilities are also provided. There are 15 residential colleges which are segregated by gender, 67 science laboratories, 22 computer laboratories, 3 language laboratories, a large hall, a mosque, a mini stadium, and a gymnasium. Some facilities such as hostels, halls, and gyms are offered to the public for rental.
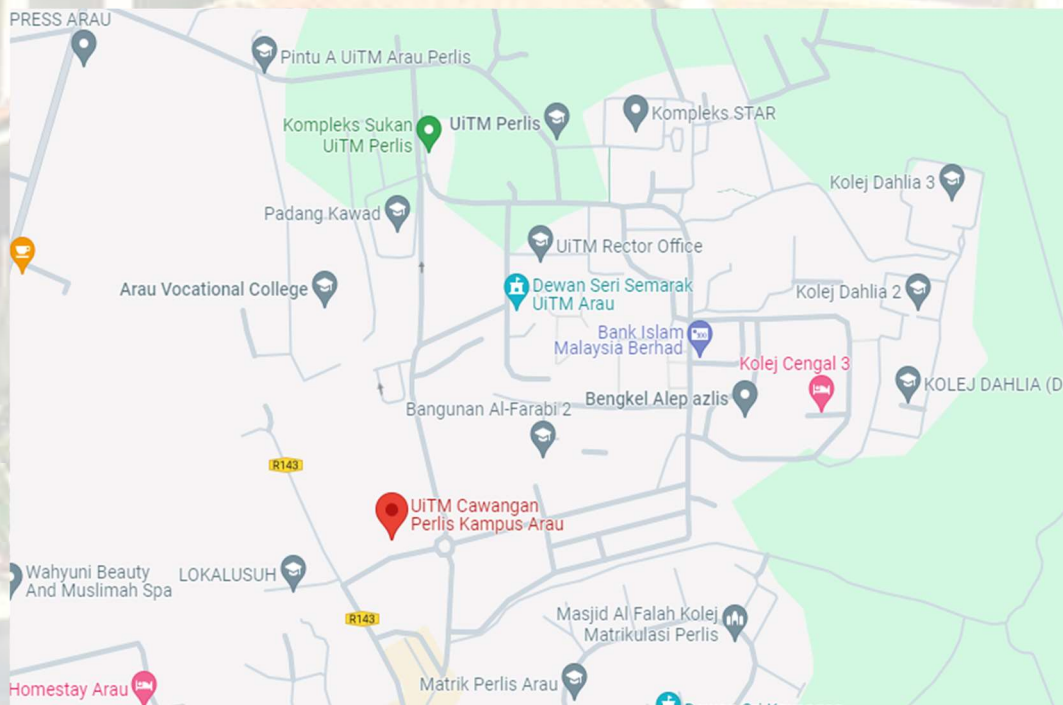
LOCATION

Figure 3: Location of UiTM Arau, Perlis.

3.2 OBJECTIVES, VISION, MISSION, AND VALUES

3.2.1   Objective

1. To expedite accessibility to higher education
2. To provide world-class education
3. To offer competitive academic programs that fulfil market needs, spearhead national development, and promote global prosperity.
4. To produce well-balanced, entrepreneurial graduates who are globally competent.
5. To strengthen the internationalization of values via enhancement programs
6. To sustain organizational excellence through effective and efficient governance
7. To champion impactful research through a stronger research ecosystem
8. To strengthen strategic alliances with alumni and industries
9. To provide a cutting-edge ecosystem conducive to academic advancements
10. To regulate cost-effective financial practices toward organizational sustainability

3.2.2   Vision

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

3.2.3   Mission

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

3.2.4   Shared Organisational Values

ESI (Excellence, Synergy, Integrity)
At UiTM, we uphold three enduring shared organizational 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.

3.2.5   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 with UiTM's mission and vision, they underpin the decisions we make and the work we do.

3.3: UITM ARAU PERLIS STATISTICS

The UiTM Arau, Perlis campus currently boasts a student population of 5,974, offering a diverse range of 37 academic programs. The academic faculty comprises 341 dedicated staff members, while an additional 351 administrative personnel contribute to the efficient functioning of the institution. It is important to note that these statistics are subject to change over six months.

3.4: ORGANISATIONAL STRUCTURE

The organizational structure of Universiti Teknologi MARA (UiTM) Arau, Perlis, is headed by Assoc. Prof. Ts. Dr. Shukor Sanim Mohd Fauzi, serving as the rector. In the executive management team, six key individuals are holding crucial roles. Prof. Ts. Dr. Mohd Azlan Mohd Ishak serves as the Deputy Rector of Academic Affairs, Assoc. Prof. Dr. Ahmad Nizan Mat Noor as the Deputy Rector of Student Affairs, Ts. Gs. Dr. Ernieza Suhana Mokhtar as the Deputy Rector of RICAEN (Research, Industry, Community, Alumni, and Network), Mohd Khairul Ab Razak as the Senior Deputy Registrar, Nur Faizahton Fisal as the Bursary Deputy, and Mohd Fahizan Hamid as the Deputy Chief Librarian. Each member of this hierarchy holds a distinct level of authority and responsibility within the organization. Figure 3 below shows a chart of organizational structure in UiTM Arau, Perlis.
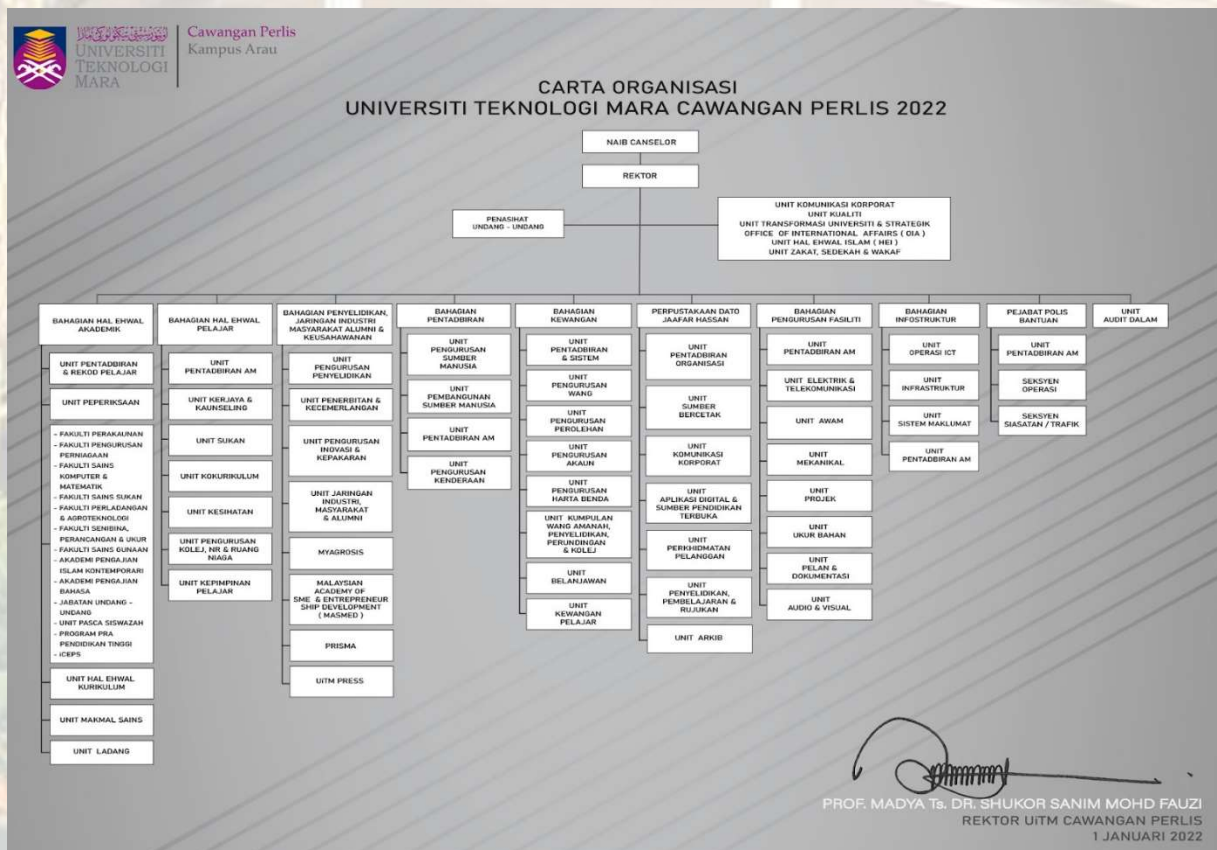

Figure 3: Organizational Structure of Universiti Teknologi MARA (UiTM) Arau, Perlis.

During my industrial training, I was assigned to the Unit Pengurusan Ruang Niaga (UPRN) under the Hal Ehwal Pelajar (HEP) department. My supervisors for this placement were Encik Muaz bin Mahzair and Encik Iswadi Efendi bin Ismail. Figure 4 below shows a chart of the organisational structure in Unit Pengurusan Ruang Niaga (UPRN) UiTM Arau, Perlis.

Encik Ahmad Muaz bin Mahzair

Encik Iswadi Effendi bin Ismail

Figure 4: Organisational Structure in Unit Pengurusan Ruang Niaga (UPRN) UiTM Arau, Perlis.

3.5: PRODUCT OR SERVICES

The Unit Pengurusan Ruang Niaga (UPRN) of Universiti Teknologi MARA (UiTM) Arau, Perlis, has 2 guest houses for temporary accommodation for customers, lots Anjung Siswa and Anjung Siswi for rent by external traders, and several cafeterias within UiTM.

SERVICES	DETAILS
1. Guest House	• UiTM Arau, Perlis provides 2 guest houses for temporary stays for its customers, which could include visitors, guests, or anyone needing short-term accommodation.
2. Lots at Anjung Siswa and Anjung Siswi	• There are commercial lots available for rent at Anjung Siswa and Anjung Siswi, which are likely designated areas within the university campus for commercial activities. • These lots are available for external businesses to rent and operate form. • Example of lots at Anjung Siswa is Unistorage and Richiamo Coffee.

3. Cafeterias 	• UiTM Arau, Perlis has multiple cafeterias within its campus premises, providing food and beverage services to students, staff, and visitors. • There are 4 cafeterias in UiTM which are Cafeteria Dahlia 2, Cafeteria Kesinai, Cafeteria Mangga, and Cafeteria Apple. • These cafeterias likely offer a variety of food options for the convenience of those within the university community.

Table 1: Services in UiTM Arau, Perlis.

PART 4: TRAINING REFLECTION

4.1   TRAINING'S DURATION

Every student enrolled in the Bachelor of Business Administration (Honors) Finance program is mandated to undertake an internship during the final semester before graduation. In adherence to UiTM Arau Perlis's stipulations, my internship spanned from October 16, 2023, to February 23, 2024, covering a duration of six months or twenty-four weeks.

Throughout my internship at Universiti Teknologi MARA (UiTM) Arau, Perlis, the workdays extended from Monday to Friday, with operating hours from 8.00 am to 5.00 pm. The standard break time was scheduled from 1.00 pm to 2.00 pm, except on Fridays when the break was extended from 12.15 pm to 2.45 pm. On occasion, I had to work beyond 5.00 pm, such as from 8.00 pm to 10.00 pm, particularly when visiting rented sites like Anjung Siswa. During these visits, I must ensure that events are well-managed and that all vendors and organizers adhere to the regulations established by Unit Pengurusan Ruang Niaga (UPRN).

4.2   TRAINING'S DETAIL

During my phone interview with Mrs. Nur Jazillah Binti Mohamad, she informed me that I would be assigned to the Unit Pengurusan Ruang Niaga (UPRN) within the Hal Ehwal Pelajar (HEP) department, and I gladly accepted the position. On my first day of reporting, I was introduced to my internship supervisor, Encik Muaz bin Mahzair, at his office located in the Hal Ehwal Pelajar (HEP) building. Subsequently, Mr. Muaz acquainted me with UPRN staff, Mr. Iswadi Effendi bin Ismail, who would guide me and assign tasks throughout the practical training at UPRN.

After the introduction session, Mr. Iswadi directed me to go and report to him at the Cengal 2 College Office. Despite UPRN being under HEP, I would be stationed at Cengal 2 College. If Mr. Muaz needs to assign tasks to me, he will convey messages or instructions through the WhatsApp application, or I will visit HEP to meet with him.

For my first task, Mr. Muaz assigned me the task of researching the Unit Pengurusan Ruang Niaga (UPRN) at UiTM Arau, Perlis. Following that, I was to take pictures and videos of various shop lots and cafes within UiTM Arau, and then edit and compile them into a UPRN video for presentation. On that same day, Mr. Iswadi invited me to participate in a meeting concerning the tender for cafes within UiTM Arau. During the meeting, I had the opportunity to observe and learn how Mr. Iswadi addressed all the questions and documented the relevant information.

Another minor task that I have received throughout the practical training period at UPRN is:

- Prepare proposals (quotations) for the improvement of Guest Houses 1 & 2.
- Filled in the reservation records for the Guest Houses 1 & 2.
- Filling in the records for the Chancellor's House reservations for guest accommodations
- Assisted UiTM students regarding the college.
- Conduct monitoring on the Rahmah Menu at all cafeterias (Cafe Apple, Cafe Kesinai, Cafe Dahlia, Cafe Mangga)
- Update information regarding the Menu Rahmah to Mr. Iswadi & Mr. Muaz.
- Conducted rounds at the Cooperative Fiesta held at Anjung Siswa.
- Assisted Cengal College staff in managing laundry from the Guest Ho

4.3   TRAINING'S GAINS

Being able to complete my internship training at Universiti Teknologi MARA (UiTM) Arau, Perlis, was a valuable experience that I deeply appreciate. The collaborative and supportive team further heightened my sense of gratitude. Throughout this internship, I enhanced my soft skills by engaging with various individuals. For example, working in Pejabat Kolej Cengal required me to communicate with students, such as assisting Cengal College students with forms and payments during the mid-semester break. Additionally, effective communication with cafeteria owners and staff was a part of my responsibilities. Although responding spontaneously to their questions posed an initial challenge, with guidance, my communication skills saw significant improvement. The advice and mentorship from the staff at Cengal College, especially Mr. Iswadi inspired me to continue progressing and step beyond my comfort zone.

Next, I was assigned the task of creating a video about Unit Pengurusan Ruang Niaga (UPRN) at UiTM Arau, Perlis. To accomplish this, I had to brainstorm the video's storyline, gather necessary information, and complete it within the timeframe specified by my supervisor. What might not be evident is that this assignment demanded continuous focus to avoid repeating the work process after presenting it to my supervisor. Through this task, I realized the importance of asking questions and interpreting the supervisor's ideas to produce the desired result. It taught me the significance of being open to ideas and opinions from others, acknowledging that my own perspectives may not always be the correct ones.

Even though I didn't receive a monthly allowance during my internship at UiTM Arau, Perlis, I am thankful for the opportunities to attend college and student-organized programs. At these events, I received food coupons that I could use to buy lunch at the cafeteria. Additionally, during patrols for the Rahmah Menu Program in cafeterias, I would sometimes receive a complimentary meal. This allowed me to save money and have lunch covered for several days.

Finally, being part of Unit Pengurusan Ruang Niaga (UPRN) at UiTM Arau was a valuable experience for me. Before my internship, I wasn't aware of UPRN and its role in UiTM Arau, Perlis. This opportunity exposed me to how UiTM forms opinions on

various matters beyond tuition fees and other issues. I also had the chance to interact with numerous college staff members at UiTM Arau, and I'm grateful for the guidance and advice they provided during my internship.

PART 5: SWOT ANALYSIS

SWOT ANALYSIS OF UNIVERSITI TEKNOLOGI MARA PERLIS (BRANCH), CAMPUS ARAU

STRENGTH	WEAKNESS
• Stability in the company's earnings. • Friendly environment	• Miscommunications among employees • Too many documents need to be submitted
OPPORTUNITIES	THREATS
• Increase the marketing strategy. • Offers various accommodation packages to visitors.	• Had to compete with competitors such as hotels, and chalets. • Location of UiTM Arau, Perlis guest house.

Table 2 – Summary of SWOT Analysis of Unit Ruang Niaga UiTM Arau, Perlis.

A SWOT analysis has been undertaken to evaluate the performance of UiTM Arau Perlis's Unit Ruang Niaga. This analysis is crucial for the organization to monitor its performance and achieve relevance and stability in the industry. The SWOT analysis involves assessing internal and external factors. Internal factors, encompassing the company's strengths and weaknesses, are within the company's control, such as employee morale and management changes. On the other hand, external factors, representing opportunities and threats, are beyond the company's control, including economic conditions, environmental factors, and political influences.

5.1 STRENGTH

5.1.1 Stability in company's earnings

I am sure that each Universiti Teknologi MARA (UiTM) branch in Malaysia seeks to increase its revenue to guarantee financial stability. This applies to UiTM Perlis, as shown by the functioning of Unit Pengurusan Ruang Niaga (UPRN). At the UiTM Perlis branch, UPRN is responsible for the effective management of business space and rents. Furthermore, UiTM Arau offers a guest house for the convenience of faculty and staff members who are involved in campus events. Some examples include instructors who are planning programs and bringing motivational speakers from Kuala Lumpur. Also, there are occasionally staff members from UiTM Pulau Pinang or UiTM Puncak Alam who have a duty or job at UiTM Perlis and need to rent a place to reside. Customers often choose to stay at the UiTM Arau Guest House because of its reasonable prices, high level of comfort, and close distance to the main location of the program. Through the implementation of this plan, UiTM can generate additional financial resources, which in turn increases the university's revenue stream that is not comprised of tuition fees.

In addition, UPRN UiTM Perlis also offers rental spaces for external vendors to operate businesses within UiTM Perlis. This can be observed, for instance, in Anjung Siswa, where there are shop lots providing services for the convenience of students. Among the shops and services available in Anjung Siswa are cafes, mini marts, printing and stationery services, banking services, unistorage services, and others.

Finally, UPRN UiTM Perlis offers external businesses rent space to run their operations inside UiTM Perlis. This can be shown at Anjung Siswa, where there are lots of shops that offer services to make everything easier for students. The Anjung Siswa offers a wide variety of stores and services, including cafés, mini-marts, printing and stationery, banking, unistorage, and more. Every single cafeteria that is located inside UiTM Perlis is required to pay rent and stay connected with UPRN to conduct business operations inside the university. The cafeterias available at UiTM Perlis include Cafe Kesinai, Cafe Apple, Cafe Mangga, and Cafe Dahlia. Therefore, I believe UiTM Perlis is great at managing the business's sales and keeping its earnings stable.

5.1.2 Friendly environment

Regardless of size, employees are a vital asset in the operation of every business. Creating a great work atmosphere has the power to motivate people, encourage them to do their best, and ultimately make work more pleasurable. Even though there is a huge age and work experience difference between me and the other employees at Pejabat Kolej Cengal 2, they have continued to treat me kindly and have been willing to give guidance and assistance whenever it is needed.

During my first day of internship reporting at Pejabat Kolej Cengal 2, I was warmly greeted by all the staff. The staff members are very humble, and they prefer informal terms such as *Abang* and *Kak* over formal titles such as Puan, Cik, or Encik. For example, Ms. Rashida wants to be called Kak Shida, whereas Mr. Raja Azrol, an operations assistant at Pejabat Kolej Cengal, prefers to be called Abang Raja. I enjoy the friendly and approachable culture this develops, which makes it easy for me to ask for guidance or perform duties that have been allocated to me.

Furthermore, I am thankful because the supervisors who oversaw my internship at UiTM Perlis, especially Mr. Muaz and Mr. Iswadi, were extremely nice, kind, and understanding during the time of my internship. When I was sick and needed to take sick leave, they were aware of my situation. In addition, they were generous and eager to treat me by providing me with meals at the lunch hour. If I was able to effectively fulfil the responsibilities that were allocated to me, Additionally, I was offered internship leave by Mr. Muaz upon the satisfactory completion of the designated duties. They gave me a lot of useful advice and knowledge that I can use in my future career. Finally, during the jobs I was given, they gave me plenty of time and told me in a good tone when I made mistakes that needed to be fixed.

5.2 WEAKNESS

5.2.1 Miscommunications among employees

Miscommunication is a breakdown in the communication process. It is characterized by an inability to communicate thoughts, emotions, and/or ideas to others clearly and succinctly. Miscommunication is not only the fault of the messenger; it may also occur when someone does not properly listen to what is being informed to them. Due to a variety of factors, I believe that my internship supervisor and I have had several difficulties in communicating with one another throughout the duration of my internship at UiTM Perlis.

The communication challenges began when I got tasks from my supervisor, Mr. Muaz, mostly through the WhatsApp application. Mr. Muaz assigned Mr. Iswadi the task of monitoring Unit Pengurusan Ruang Niaga (UPRN), therefore I had to be there at Pejabat Kolej Cengal 2 every day, whereas Mr. Muaz was situated in the Hal Ehwal Pelajar (HEP) building. As a result of the considerable distance between our respective offices, Mr. Muaz primarily implemented WhatsApp to convey duties to me. Because of this, I often had to adjust and modifications to my tasks since they did not correspond with the characteristics that my supervisor intended and needed. This resulted in delays in the completion of other jobs within the allotted period.

Furthermore, I feel that the challenges in communicating are partly created by the fact that I have two supervisors who are accountable for making decisions on each task that has been assigned to me. Even though Mr. Muaz is the sole one who is officially representing me as my internship supervisor, he placed me under the monitoring of Mr. Iswadi, who is also from UPRN, from the very first day of my internship. As an effect of this, I need to take into consideration and get tasks from both of them. Unfortunately, there are times when Encik Muaz and Encik Iswadi reach opposite findings and have different points of view on the tasks that I am given. In addition, they are sometimes both given tasks at the same time, and they usually want them to be done as soon as possible. In these situations, I need to be more focused because the tasks might not come with explanations, and if the managers aren't in their workplaces, it could lead to confusion and mistakes.

5.2.2 Too many documents need to be submitted.

There are nine units of Rumah Tamu at UiTM Perlis, and two of them are often hired by clients since they are roomy, cozy, and can accommodate more people. Because Rumah Tamu UiTM Perlis has so many benefits, UiTM staff often choose it.

During my internship at the Unit Pengurusan Ruang Niaga (UPRN) at UiTM Perlis, I discovered that to make a reservation for Rumah Tamu UiTM Perlis, plenty of forms and supporting documents are required. This may complicate the rental procedure since there is presently no website created to facilitate such transactions. My personal experience has taught me that clients who work for UiTM find it easier to cope with the renting of Rumah Tamu UiTM Perlis. Although the method for renting Rumah Tamu UiTM Perlis is the same for both internal and external parties of UiTM, people who are renting the property for the first time may find it challenging.

Following the completion of the required forms and supporting documentation submission to UPRN, clients must also await permission from the Rector's office. Since this procedure will take a substantial amount of time, it is recommended that customers make the effort to make reservations two or three weeks in advance of the day on which they wish to rent the Rumah Tamu. This differs from the booking and renting procedure for homestays and hotels outside of UITM, which is smoother and can be accomplished through WhatsApp or the company's website.

5.3   OPPORTUNITIES

5.3.1   Increase the marketing strategy.

Perlis is a Malaysian state that includes a city with several famous attractions such as Wang Kelian Viewpoint, Gua Kelam Recreational Park, and Kangar Street Art 2.0. These attractions help to make Perlis a desirable tourist destination. The geographical location of UiTM Perlis to major tourist attractions provides an opportunity to profit from its position by providing the UiTM Guest House as a pleasant and reasonable housing alternative for tourists looking for accommodations.

The renting of Rumah Tamu UiTM Perlis additionally contributes to UiTM Perlis' income. However, during the time I was doing my internship at UPRN UiTM Perlis, I noticed that most of the customers and visitors who often rent Rumah Tamu UiTM Perlis are staff members of UiTM branches located throughout Malaysia. From my point of view, UiTM Arau, Perlis might potentially increase its financial resources by leasing out Guest Houses to outside renters. It is possible to properly maintain, restore, and upgrade the Guest Houses if this leasing option is made available to the public. As a result, the Guest Houses will become a preferred alternative for guests from outside the corporation.

At the request of customers who are interested in renting Rumah Tamu UiTM, the Unit Pengurusan Ruang Niaga (UPRN) UiTM Perlis needs to take the initiative and create a website to make the process more convenient for them. In addition, this website may also be used to seek rental spaces in Anjung Siswa and Anjung Siswi. These spaces include cafeterias, night markets, and other retail establishments. As a result, merchants, suppliers, or consumers are no longer required to meet with UPRN before receiving approval from UPRN and UiTM. By using this strategy, it will be possible to increase the income and earnings of UiTM Perlis. Additionally, UiTM Perlis will become renowned not only as an educational institution but also as an institution that offers accommodations to visitors.

5.3.2 Offers various accommodation packages to visitors.

Ensuring an optimized guest experience in hotels or homestays involves making guests feel welcomed, satisfied, enriched, and ensuring they perceive value for their money. It's crucial that the guest experience feels authentic and unique to everyone, creating a lasting memory for the customer. This encompasses the entire customer journey, from researching and booking to the post-stay experience.

Through UPRN, UiTM Perlis could provide a variety of lodging packages at their Rumah Tamu, adapting solutions to visitors' various requirements and preferences. This might include providing a variety of accommodation options, such as regular rooms, suites, or family rooms, to meet a wide range of tastes and group sizes. Special packages created for certain occasions, such as holidays, festivals, or academic conferences, might improve the visitor experience. By incorporating a user-friendly online booking system into their website, visitors will be able to simply explore different packages, choose their preferences, and make reservations online. Periodic promotional discounts or special offers for early bookings, returning guests, or group reservations may also draw a wider spectrum of visitors.

I believe that UPRN at UiTM Perlis offers a wide variety of packages to choose from. In addition to hotel alternatives, visitors may participate in academic programs, see students' recreational activities, and explore the night market at UiTM, offering a varied experience that extends beyond accommodation. In addition to accommodation alternatives, visitors may participate in academic programs, see students' recreational activities, and explore the night market at UiTM, offering a varied experience that extends beyond accommodation. If UiTM Perlis is successful in opening up Rumah Tamu for visitors from outside, these visitors may be able to enjoy the atmosphere along with students. The proximity and seamless integration with the university setting may provide visitors with an unforgettable and immersive experience, enabling them to see student life and activities and maybe even interact with the academic community while there.

5.4   THREATS

5.4.1   Had to compete with competitors such as hotels, chalets, and homestays.

Due to several variables, Rumah Tamu UiTM Perlis is likely to be the favoured option for UiTM staff throughout all Malaysian offices. For example, the ease of location may be important. Rumah Tamu's closeness to the UiTM Perlis campus makes it a practical and accessible solution for staff personnel attending university events, conferences, or official business.

Rumah Tamu in UiTM Arau may face competition from some hotels and homestays in Perlis or Arau. A variety of options that suit varying tastes and price ranges may be found among competing lodgings. Visitors may choose from a variety of accommodations, including homestays dotted across the region and hotels such as The Putra Regency Hotel and All in Hotel. These rivals may provide visitors with alternatives to Rumah Tamu by offering various facilities, kinds of rooms, and services.

Despite its benefits, Rumah Tamu UiTM Perlis faces strong rivalry from other establishments such as hotels and homestays. One of the UiTM Perlis Guest House's problems is the administrative procedure, which requires clients to complete many forms and provide supporting documentation. Due to the burdensome nature of this method, the guest home might experience a decrease in the number of possible visitors, which might be detrimental to the company. The procedure of booking and paperwork for visitors must be improved and eased to preserve competition in the local lodging industry. It is essential to handle this difficulty to maintain competitiveness. It is important to handle this difficulty to maintain competitiveness. The improvement has the potential to improve the entire experience of guests and encourage more guests to choose Rumah Tamu UiTM Perlis over competitors because of its superiority.

5.4.2 Location of Uitm Arau Guest House

The location of hotels or homestays is paramount in the hospitality business. The significance of location stems from its impact on accessibility, convenience, and overall guest experience. A strategically located establishment, such as being close to tourist attractions, business districts, or transportation hubs, can attract a more extensive and diverse clientele.

In my opinion, Guest House UiTM Arau Perlis may have difficulties promoting itself as a strategic homestay for visitors due to the small number of tourist sites that are located in the surrounding area. The guest house may struggle to attract visitors if the area lacks significant points of interest since tourists prefer to stay near their intended exploring locations. The decision is based on practical concerns, such as the fact that spending time near attractions helps save time and makes it easier to explore without having to endure long trips. In addition, the appeal of flexibility enables visitors to return to their accommodations for breaks, relaxation, or item drop-offs in a convenient way, which increases the overall quality of their trip. Time efficiency has the utmost importance, as being near attractions helps visitors maximize their schedules, which in turn makes it simpler for them to visit many locations within a single day and reduces the amount of time spent traveling between points of interest and accommodations. For example, the distance between Padang Besar Perlis, Malaysia, and UiTM Arau, Malaysia, via Padang Besar Perlis is 28 kilometers by road. On the other hand, the distance between Padang Besar and Guest House Gua Kelam is 14.3 kilometers, and it takes just twenty minutes to get there. There is a high probability that tourists will choose Guest House Gua Kelam over Guest House UiTM Arau, Perlis, given the following circumstances.

PART 6: SWOT MATRIX

	STRENGTH • Stability in the company's earnings • Friendly environment	**WEAKNESSES** • Miscommunications among employees • Too many documents need to be submitted
OPPORTUNITIES • Increase the marketing strategy. • Offers various accommodation packages to visitors	**SO STRATEGIES** • Enhance the company's market position. • Attract a wider customer base	**WO STRATEGIES** • Improving communication. • Streamlining documentation process.
THREATS • Had to compete with competitors such as hotels, and chalets. • Location of UiTM Arau guest house.	**ST STRATEGIES** • Strategic investment in marketing for a competitive edge • Unique Selling Proposition (USP) through a friendly environment.	**WT STRATEGIES** • Enhancing guest house appeal: Proximity, Accessibility, and Local collaboration.

Table 3 – Summary of SWOT Matrix

6.1   SO STRATEGIES

Financial stability and a congenial atmosphere may boost UiTM Arau Perlis's Rumah Tamu market image. Consistent, trustworthy service makes the organization stand out and attract clients. This positive image enhances brand reputation and customer trust, potentially improving UiTM Arau Perlis's market position. Customer loyalty, word-of-mouth, and industry reputation may improve. Marketing and branding may emphasize stability and friendliness to boost the company's market position. Customer satisfaction, service quality, and a nice atmosphere may enhance UiTM Arau Perlis's market share.

Due to its secure finances and friendly environment, UiTM Arau Perlis can draw in a wide range of customers, from families to solo adventurers. Earnings stability promotes dependability, and a welcoming workplace encourages positivity and inclusivity. This varied appeal is critical for reaching new demographics, growing the business's clientele, and capturing a larger portion of the market. The institution may highlight inclusion and different offers in marketing communications to attract and keep a wide-ranging client base and nurture sustainable development in the competitive market. This will help capitalize on the strength of the company.

6.2   WO STRATEGIES

The supervisor's involvement is critical in developing strategies for communication that successfully improve team relations. This includes conducting regular team meetings, creating open communication channels, and maybe using collaborative technologies. Improved communication fosters a collaborative environment, reduces misunderstandings, and promotes overall collaboration. Furthermore, it fosters a shared knowledge of goals, duties, and expectations, resulting in increased efficiency and productivity.

The weakness that has been found is the difficulty of dealing with too many papers. Taking advantage of the chance to make things better means making the process

of submitting documents easier and better. Using digital solutions, setting up regular processes, or paper management tools are some of the ways that this can be done. The simplified process cuts down on complexity, lowers the chance of mistakes, and makes tasks more efficient overall. This not only saves time for workers but also helps the business run more smoothly and efficiently. Eventually, the goal is to have a system that works well so that workers can focus on their main tasks without having to deal with too much paper.
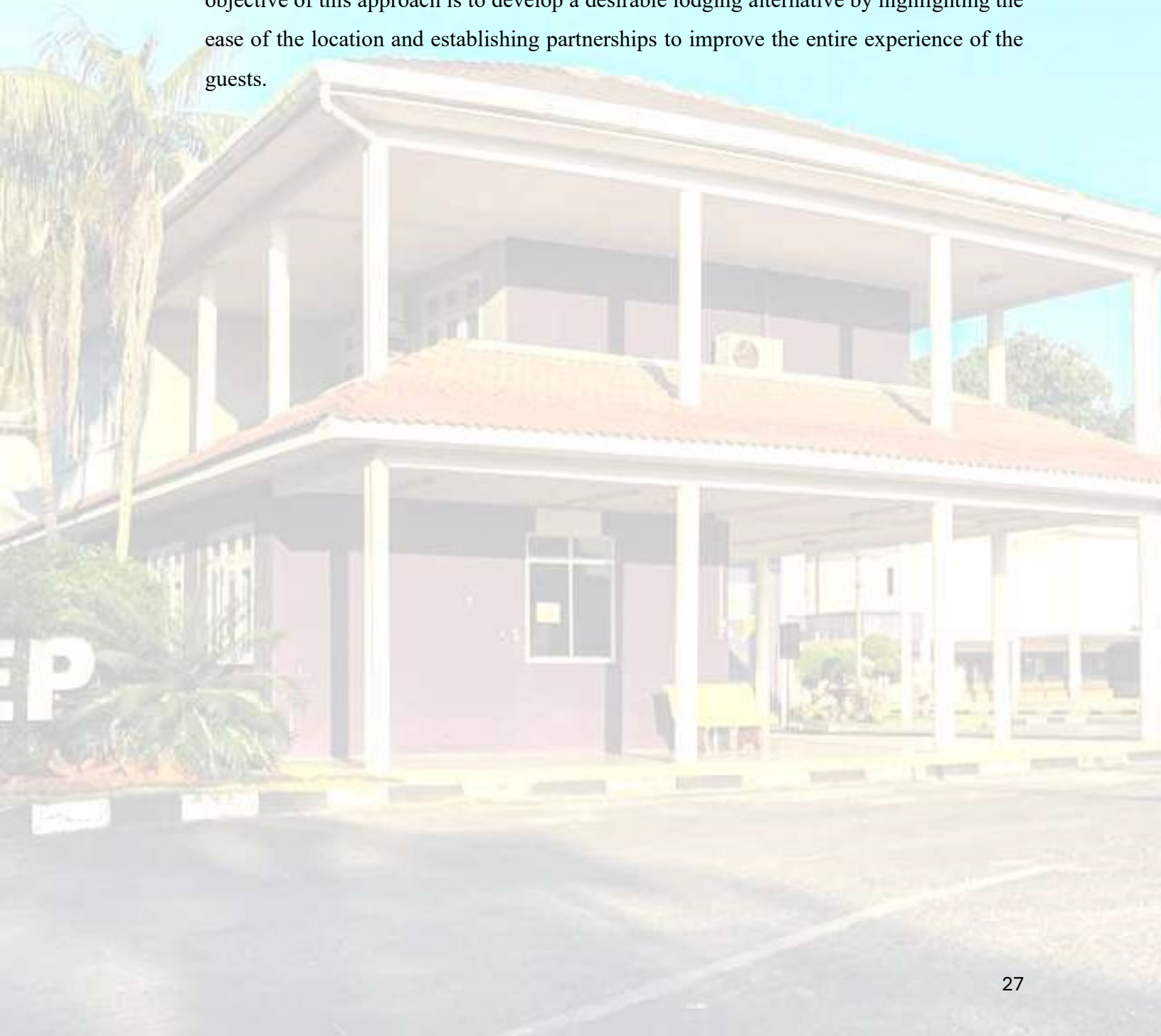
6.3   ST STRATEGIES

The guest home values its consistent profits and aims to strategically invest in marketing to achieve a competitive advantage. To compete with local hotels, visibility and market differentiation are key. Targeted online and offline marketing initiatives, social media participation, partnerships, and advertising are funded by this approach. Establishing a strong and recognizable presence requires attracting and retaining clients. The strategic investment supports the guest house's proactive strategy to compete with competitor hotels, conveying distinctive offers, and establishing itself as a local housing option.

The Leveraging Friendly Atmosphere approach makes UiTM Arau Guest House's inviting atmosphere its Unique Selling Proposition (USP). To differentiate out from rivals, the guest house's friendly atmosphere is highlighted despite geographical issues. The guest home promotes its distinctive, pleasant brand to attract clients and increase success.

The guest house's hallmark is its friendliness. This approach recognizes the significance of creating a unique and memorable visitor experience. The focus on warmth and friendliness makes UiTM Arau Guest House more than merely a location, beyond proximity and conveniences. The objective is to attract visitors looking for a personalized and welcome stay, enhancing the guest house's market position.

6.4   WT STRATEGIES

Leveraging the guest house's strengths, resolving its weaknesses through focused marketing, and strategically positioning the business are all components of the strategy for the UiTM Arau guest home. Strategies include emphasizing the closeness to attractions, enhancing accessibility by providing various modes of transportation and working together with local businesses to increase the desirability of the location. The objective of this approach is to develop a desirable lodging alternative by highlighting the ease of the location and establishing partnerships to improve the entire experience of the guests.

PART 7: PESTLE ANALYSIS

P	Education policies or government support	Political regulations
E	University Funding and Budget Constraints	Tourism and Accommodation Demand
S	Diversity and Inclusivity	Cultural Events and Activities
T	Infrastructure development	Smart facility management
E	Environmental Regulations and Compliance	Promotion of Eco-Friendly Tourism
L	Contractual agreements	University operations

Table 4 – Summary of PESTEL Analysis

7.1   POLITICAL

Students in Malaysia may choose to continue their studies at Universiti Teknologi MARA (UiTM) for political reasons, particularly due to **affirmative action policies.** In Malaysia, there is a policy called the Bumiputera policy, which aims to uplift the majority ethnic group, the Bumiputeras (including Malays), through various means, including education.

UiTM is a public university that prioritizes Bumiputera students, providing them with educational opportunities and support. The government's commitment to this policy ensures that Bumiputera students have easier access to admission and financial assistance at UiTM compared to some other institutions.

In easy terms, choosing UiTM for further studies can be seen as a strategic decision for students who are beneficiaries of the Bumiputera policy. The political environment and government initiatives play a significant role in shaping educational choices in Malaysia, and UiTM's alignment with these policies makes it an attractive option for certain students.

7.2 ECONOMIC

Students in Malaysia may choose to continue their studies at Universiti Teknologi MARA (UiTM) for various economic reasons. For example, the **affordability of tuition fees** which are generally lower compared to private institutions. This makes it more affordable for students and their families. Lower tuition fees can reduce the financial burden on students, making education more accessible. In essence, the economic consideration of lower tuition fees at UiTM plays a crucial role in the decision-making process for students in Malaysia.

Additionally, **the cost of living at UiTM** plays a role in students' decisions. The university is often situated in areas with a lower cost of living compared to major cities. For example, the UiTM Perlis campus in Arau is situated in a place without shopping malls. This location choice can be advantageous for students as it directly impacts their daily expenses. A lower cost of living translates to reduced spending on accommodation, transportation, and everyday necessities. Opting for a university with a lower cost of living allows students to manage their budgets more effectively, ensuring that their educational journey is economically sustainable.

7.3   SOCIO-CULTURAL

Students in Malaysia may choose to continue their studies at Universiti Teknologi MARA (UiTM) due to various social factors such as **language of instruction.** Since UiTM primarily uses the Malay language as the medium of instruction, students who are more comfortable with Malay may find it easier to adapt and excel in their studies. Familiarity with the language can contribute to a better understanding of the coursework, easier communication with professors and peers, and overall success in academic endeavors. So, the social aspect of language plays a crucial role in attracting students to choose UiTM for their higher education journey.

Additionally, many students choose to continue their studies at Universiti Teknologi MARA (UiTM) because of a significant social factor known as **Local Peer Influence**. This means that students are often influenced by their friends and peers when

making decisions about which university to attend. In simpler terms, if a lot of a student's friends or classmates decide to go to UiTM, it becomes a strong influence for them to choose the same university. People generally like to stay connected with their friends, and sharing the college experience with familiar faces can make the transition to university life more comfortable and enjoyable. So, the social aspect of having friends at UiTM becomes a key factor in the decision-making process for many students in Malaysia.

7.4   TECHNOLOGY

Students in Malaysia often choose to pursue their studies at Universiti Teknologi MARA (UiTM) due to its commitment to utilizing advanced technology, specifically in the realm of **Digital Learning Platforms**. UiTM has embraced modern digital tools and platforms, making it an attractive choice for students who value the convenience and flexibility offered by technology.

One key technological aspect is UiTM's emphasis on Digital Learning Platforms. These platforms enable students to engage in remote learning and collaborative activities. In today's technology-driven era, this approach aligns with the preferences of students who appreciate the flexibility of accessing course materials, participating in discussions, and submitting assignments online. The convenience of these digital platforms not only accommodates the needs of students but also reflects UiTM's commitment to leveraging technology to enhance the overall learning experience.

7.5   ENVIRONMENT

Universiti Teknologi MARA (UiTM) Arau, Perlis, must invest in and maintain superior technology to create infrastructure. This involves providing high-speed internet, well-equipped computer laboratories, and smart classrooms. Such expenditures help the institution meet current educational requirements and technical advances by supporting modern teaching and research methods. To support cutting-edge teaching and research, UiTM Arau must invest in infrastructure.

Furthermore, "Smart Facility Management" utilizes innovative technology to streamline rental and lodging management. This comprises smart maintenance, security, and operations systems. Remote monitoring, predictive maintenance, and real-time data analysis are possible with Iot devices, sensors, and automation systems. Organizations can optimize resource utilization, minimize operating costs, and provide tenants and renters with a smooth and secure experience by implementing these advances. Smart facility management uses technology to improve efficiency, responsiveness, and sustainability.

7.6   LEGAL

University Operations at UiTM Arau, Perlis, closely follow national higher education legislation and regulations. We will satisfy requirements, receive accreditations, and follow Malaysian Ministry of Education laws. This devotion covers education delivery, quality, and legal obligations. UiTM Arau also follows employment rules including contracts, working hours, and employee rights. This dedication to compliance creates a fair and legally sound workplace for UiTM Arau's workforce, demonstrating its commitment to legality and fairness.

Since it is involved in research and development, UiTM is required to handle legal issues that are associated with the protection of intellectual property. To do this, legal rights must be obtained for academic works and inventions to prohibit their use without permission and to guarantee that UiTM maintains control over its intellectual property. This protection is very necessary to preserve the credibility and worth of the contributions that the institution has made to the fields of science and innovation.

CONCLUSION

As a university student obtaining a degree, this internship fulfilled many goals for me. In essence, it has allowed me to use the theoretical information and abilities I gained throughout my academic studies in a real-world job setting. This practical experience helped me to see how education is used in diverse industrial activities. Furthermore, the program provides students with the opportunity to obtain direct experience in their chosen field, offering firsthand insight into workplace culture, industry conventions, and professional practices. Aside from these advantages, the internship has played a big role in improving my communication skills and encouraging the formation of new professional networks, both of which will be beneficial to my future career possibilities.

Furthermore, I would like to express my gratitude to Unit Pengurusan Ruang Niaga (UPRN) at Universiti Teknologi MARA (UiTM) Arau, Perlis, for providing me with the chance to participate in the internship, as well as for the consistent direction and support that I have received during this period. I would like to express my gratitude to the supervisors, mentors, and coworkers who have been instrumental in making my internship an experience that has been both beneficial and personally gratifying.

Finally, I want to express my gratitude to my mentor, Dr. Nurul Labanihuda binti Abdull Rahman, and the supportive faculty who played a crucial role in facilitating and endorsing this internship opportunity. The experience and expertise acquired throughout the internship will undoubtedly influence my future career trajectory and enhance my prospects for success in the field.

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APPENDIX

First day (Induction)

Join the program of UiTM

Outdoor Activities: Collecting used cooking oil

Outside Activities: Selling used cooking oil

Ouriginal

Document Information

Analyzed document	REPORT PRAKTIKAL (NURUL AIN BINTI AMIR HAMZAH 2021477852)_compressed.pdf (D185348852)
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Similarity	5%
Analysis address	labanihuda.UiTM@analysis.ouriginal.com

Sources included in the report

W URL: https://perlis.uitm.edu.my/index.php/discover-us/profile   ▦ 2
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Entire Document

INDUSTRIAL INDUSTRIAL TRAINING REPORT TRAINING REPORT Universiti Teknologi MARA (UiTM) Arau, Perlis NURUL AIN BINTI AMIR HAMZAH 2021477852 Prepared By : SWOT ANALYSIS FOR UiTM ARAU, PERLIS DR. NURUL LABANIHUDA BINTI ABDULL RAHMAN Advisor : PN. NOOR HAFIZHA BINTI MUHAMAD YUSUF Examiner :

EXECUTIVE SUMMARY Throughout the 24-week internship period, I have had the privilege to undergo training at University Teknologi MARA (UiTM) Arau, Perlis. I am Nurul Ain binti Amir Hamzah, a senior student at UiTM Arau, specializing in Business Administration (Hons) Finance. Reflecting on my internship experience, I can affirm that it has been a rewarding and educational journey for me. I was placed in the Unit Pengurusan Ruang Niaga under the Hal Ehwal Pelajar (HEP) department, overseen by Mr. Ahmad Muaz bin Mahzair. Through this placement, I gained valuable insights into the rental system for commercial spaces, guest houses, and the overall management of dormitories within UiTM Arau, Perlis. This study contains a SWOT analysis, SWOT Matrix, and Pestel to provide a comprehensive evaluation of the institution's internal and external aspects to assess its overall performance. The SWOT Matrix and Pestel analysis are techniques that help to identify the company's strengths and weaknesses, throwing light on good and bad factors that I witnessed during my internship at the institution. These strategic studies provide a more in-depth knowledge of the institution's internal capabilities as well as external elements that may affect its operations, providing significant insights for future strategic planning and decision-making.

3 table of content RESUME 1 COMPANY'S PROFILE 2 TRAINING REFLECTION 3 4 5 6 7 SWOT ANALYSIS AND SWOT MATRIX PESTEL ANALYSIS CONCLUSION REFERENCES 1

ACKNOWLEDGEMENT All thanks to the Almighty, as His grace Allah S.W.T as finally I was able to finish my industrial training report that had been given by Mgt666's advisor to me. This task had been done all by me. In performing my industrial training report, I had to take the help and guidelines of some respected persons, who deserve our greatest gratitude. The completion of this assignment gives me much pleasure. I would like to show my gratitude to my advisor Dr. Nurul Labanihuda binti Abdull Rahman, for giving me a good guideline for industrial training reports throughout numerous consultations. I am extremely grateful to my parents for their love, prayers, caring and sacrifices for educating and preparing me for my future. Next, I want to convey my thanks to Allah S.W.T. for His blessings, which enabled me to secure a placement in the Unit Pengurusan Ruang Niaga (UPRN) at Universiti Teknologi MARA (UiTM) Arau, Perlis, for my Internship Training. I am grateful for His guidance and support, as it played a significant role in completing my Internship Report. Despite facing some challenges in the process, with His blessings, I overcame them and managed to complete the report. Finally, I want to express my heartfelt thanks to my wonderful family for always being there for me, offering both mental and physical support as I completed my industrial training report. Their support was crucial, and without it, I believe I wouldn't have had the morale to finish this report. I also want to extend my sincere appreciation to all my classmates for their valuable contributions to my report. Their ideas and feedback played a key role in improving and enhancing various aspects of my industrial training report. Specifically, I want to recognize their assistance whenever I have questions related to this report. 2

RESUME 3

ABOUT US UNIVERSITI TEKNOLOGI MARA (UITM) CAWANGAN PERLIS KAMPUS ARAU Company's Name : Universiti Teknologi Mara (UiTM) Cawangan Perlis Kampus Arau Company's Type : Public University Established : 5th July 1974 Registration Address : Uitm Arau, 02600 Arau, Perlis Industry : Education Phone Number : +604-9882000 / +604-9882019

96%	MATCHING BLOCK 1/2	W

UiTM Perlis Branch has grown into a premier public higher education institution by physical infrastructure, staff organisation and student enrolment. The university is made up of 7 faculties, with a total of 34 programmes offered which include 17 degree programmes and 16 diploma programmes. In addition, various infrastructure and facilities are also provided. There are 15 residential colleges which are segregated by gender; 67 science laboratories, 22 computer laboratories, 3 language laboratories, a large hall, a mosque, a mini stadium and a gymnasium. Some facilities such as hostels, halls and gyms are offered to the public for rental. 4

INSTITUTION'S OBJECTIVES 1.

94%	MATCHING BLOCK 2/2	W