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UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING REPORT

SALIHIN SDN BHD

12 AUGUST 2024 - 24 JANUARY 2025



Prepared by:
MUHAMMAD AKMAL HAZIQ BIN MOHD SEDEK
2022659832

Prepared For:
DR. NUR HAFIDZAH BINTI IDRIS

SURAT KEBENARAN

Tarikh : 03.02.2025

Kepada :

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Maklumbalas (I)



Setuju



Tidak Bersetuju

Tuan/Puan

KEBENARAN UNTUK MEMUAT NAIK HASIL LAPORAN PELAJAR LATIHAN INDUSTRI SEBAGAI "PUBLIC ACCESS" DI REPOSITORI UTM

1. Merujuk perkara di atas, pihak organisasi bersetuju / tidak bersetuju pihak universiti memuat naik hasil laporan pelajar latihan industri sebagai "public access".

Nama Pelajar	MUHAMMAD AKMAL HAZIQ BIN MOHAMMAD SEDEK		
No. Matriks	2022659832	Nama Program	BA242 FINANCE
Tajuk Laporan	MGT 666 INTERNSHIP	Nama Syarikat	SALIHIN

2. Tindakan ini adalah di bawah tanggungjawab dan kesedaran penuh oleh pihak organisasi.

3. Sekiranya terdapat sebarang masalah atau kebocoran maklumat sulit pihak organisasi tidak boleh mengenakan sebarang tindakan undang-undang kepada pihak universiti.

Yang Benar



Nama Pegawai : NINA FARHANA BINTI ABDUL MUTALIB

Jawatan : MANAGER, ACCOUNT & FINANCE

No. Tel. :

No. Faks :



Cop jabatan/organisasi:



EXECUTIVE SUMMARY

Established in Malaysia in 2002, Salihin is today a leading professional services firm. The organization has grown into an integrated network of independent firms comprising over 500 partners, directors, consultants, and professionals. SALIHIN offers a wide range of services: audit and assurance, tax, corporate advisory, Shariah advisory, and digital consulting. It is a firm that encompasses sustainability into its operations, founded on Islamic values that positively impact society and the planet.

The finance and accounting internship at SALIHIN is to equip me with hands-on experience within the financial sector. These are some of the major goals: developing my knowledge of financial principles and practices, practical exposure to financial analysis, audit procedures, and tax compliance, and enhancing my problem-solving, effective communication, and teamwork skills. Besides this, the internship provides an overview of Shariah advisory services and the importance of Shariah compliance in financial practices that will be beneficial in future professional pursuits within the finance and accounting industry.

At SALIHIN, the scope of my internship in finance encompasses assisting in analyzing financial statements and reports, drawing out insights, and recommending actionable conclusions. I get involved with audit engagements for the purpose of ensuring that financial records are accurate and in compliance. I also assist the tax team in preparing the tax returns and doing some tax research. My job also encompasses projects on mergers and acquisitions, as well as corporate restructuring. I also get exposed to Shariah advisory services to ensure the financial practices are in accordance with Islamic principles. Other responsibilities include organizing and managing documents, scheduling meetings, coordinating events, collecting and analyzing data to support various projects continuously, outreach programs, guiding and counseling clients, and attending various workshops and training sessions to enhance both technical and soft skills.

The internship in finance and accounting at SALIHIN is indeed designed to adequately equip prospective candidates in the financial field with hands-on experience. Besides having a closer look at the different areas of this career path, participants are given a chance to acquire practical working experience and professional skills. The internship shapes me for a future career within the bounds of the finance and accounting industry.



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ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

All praise to God and His abundant grace for being able to complete this internship. I am grateful to God for all the opportunities, hardships and strength that has been given to me to complete my industrial training report in the subject of Internship (MGT666). During the completion of this internship, I experienced and learned many things, not only academically but also personally. I am sure that there are many people who have contributed ideas and information for me and I would like to express my deepest appreciation to all of them because I am able to carry out this task.

First of all, I would like to express my deepest appreciation and gratitude to my lecturer advisor, Dr. Nur Hafidzah Binti Idris, for giving me the opportunity and providing me with invaluable guidance and advice throughout this internship. She has given me good support and warm enthusiasm so that I can carry out this task. It is an honor to have her as my lecturer.

Furthermore, I am very grateful to my family members for all the sacrifices they have made on my behalf. Their prayers for me is what have kept me this far. Words cannot describe how grateful I am for their love, motivation, and support throughout my journey during this internship.

Finally, I am very humble and grateful to all those who have helped me directly or indirectly, especially to my friends by putting these ideas and information to ensure that my assignment is completed and also to produce my assignment from zero to a unique work. To be honest, there are many challenges and hardships I face in this internship without the people I mentioned above. Thank you.



STUDENT'S PROFILE



MUHAMMAD AKMAL HAZIQ BIN MOHAMMAD SEDEK

OBJECTIVE

TO GET AN INTERNSHIP PLACEMENT FOR 6 MONTHS DURATION STARTING 12 AUGUST 2024 UNTIL 24 JANUARY 2025.

PROFILE

A Bachelor of Business Administration (Hons.) in Finance, I am a committed Finance student who possesses a solid academic background and true passion for the field of finance. With my coursework in financial management, investment analysis, and risk management.

LANGUAGE

Bahasa Melayu: Excellent
English: Intermediate

CONTACT

EMAIL

REFERENCESS

Zarinah Binti Abu Yazid
UiTM Kampus Bandaya Melaka
Senior Lecturer (Finance)

Dr Intan Maizura Binti Abdul Rashid
UiTM Kampus Bandaraya Melaka
Senior Lecturer

EDUCATION

2022 – PRESENT | UNIVERSITI TEKNOLOGI MARA, KAMPUS BANDARAYA, MELAKA
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE
CGPA: 2.8

2020 – 2022 UNIVERSITI TEKNOLOGI MARA, KAMPUS ALOR GAJAH, MELAKA
DIPLOMA IN BANKING STUDIES
CGPA: 2.93

2022 | MALAYSIAN UNIVERSITY ENGLISH TEST (MUET)
BAND: 3.0

WORK EXPERIENCE

SALIHIN CORPORATE ADVISORY (INTERN TRAINER - FINANCE)

(August 2024 - January 2025)

- Reconciling Statement of Account supplier
- Filling payment voucher
- Filling patty cash voucher
- Prepared an invoice, credit notes
- Prepare copy cheque from Ikollect
- Key in bills utilities and prepare ebanker (AP)

SRI NONA FOOD INDUSTRIES SDN.BHD (PRODUCTION WORKER)

(August 2022 - September 2022)

- Aid in the setup, operation, and monitoring of production machinery and equipment. Ensure production lines run smoothly and address issues promptly.
- Prepare products for shipment, including packing, labeling, and coordinating with shipping carriers. Receive and process incoming materials and supplies.
- Examine products during and after production to confirm they meet quality standards. Identify and report defects or inconsistencies to supervisors.

NIKE (PART TIME EVENT ASISSTANT)

(2023-2024)

- Assist in setting up venues, including arranging furniture, decor, and equipment. Help with the teardown and cleanup after events.
- Provide on-site assistance during events, including greeting and directing guests, managing registrations, and addressing any immediate needs or issues.
- Assist event planners with various tasks, including research, data entry, and preparing materials for meetings.
- Interact with event attendees, providing information and assistance as needed. Handle inquiries and resolve any issues that arise during the event.



SKILLS & LANGUAGES

Soft Skills

- Communication
- Project Management
- Leadership
- Decision Making

Technical Skills

- Microsoft Word
- Microsoft Excell
- Microsoft PowerPoint
- Canva
- Chart nexus
- Social Media
- Adobe Illustrator
- Adobe Photoshop

Language

- Malay = Excellent
- English = intermediate
- Mandarin = Basic

COCORICULUM AND SPORT

University (2020 – 2024)

- Represent Sport Faculty University in Mobile Legend (Diploma) (Gold)
- Represent Sport KARISMA UITM in Mobile Legend (Diploma)(Bronze)
- Represent Sport Faculty (Degree) (Gold)

School (2014 – 2017)

- President in History Club
- Represent SMK Batu Muda hockey team of district level
- Get a Bronze Medal for Long Jump for two years.

CERTIFICATIONS

University (2022- 2024)

- Exco Registration of Professional Etiquette for Hoteliers



COMPANY'S PROFILE

SALIHIN



Location:

555, Jalan Samudera Utara 1,
Taman Samudra, 68100 Batu
Caves, Selangor

Operation hour:

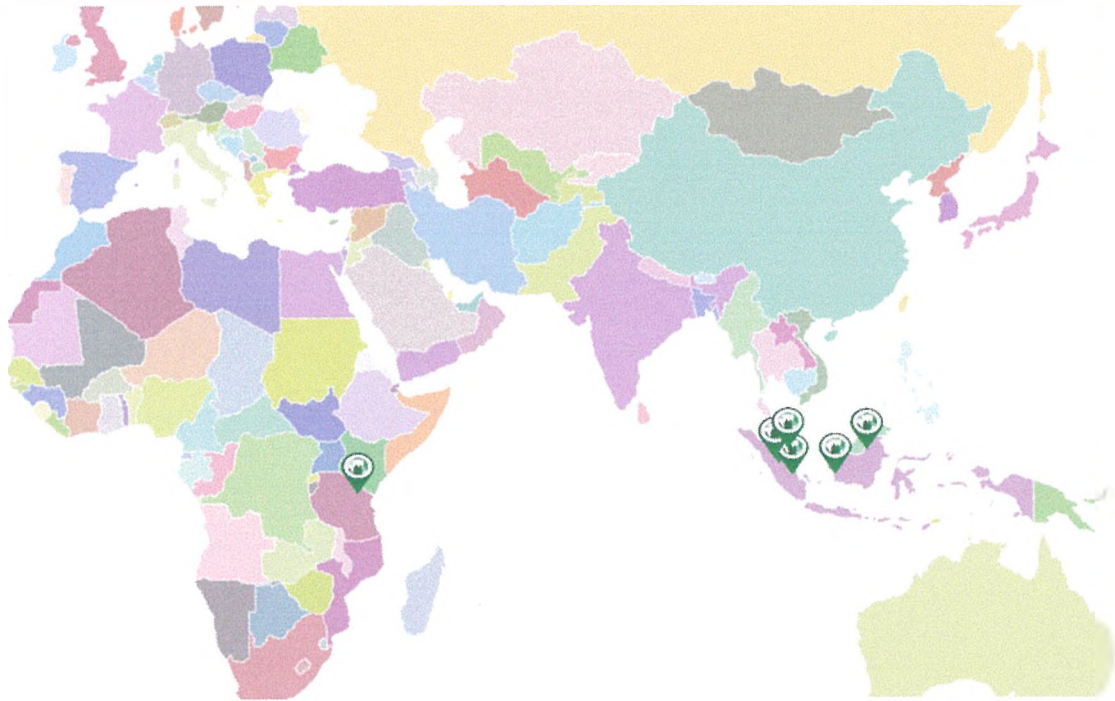
- Monday till Friday
- 8.30 am to 5.30 pm

Company's background

SALIHIN is one of Malaysia's most prominent local professional services organizations, as well as an established player in the growing worldwide professional services market. En Salihin Bin Abang founded the company, and its mission is to internalize and implement human governance in accordance with Shariah principles in order to provide exceptional services and quality education, while its vision is to be the best global leader in Shariah-value-based services and education.

Established in 2002, the organization was envisioned as a professional services network striving to be one of the finest globally, built entirely on local talent and resources. SALIHIN started as a modest audit firm with just one partner. Through years of perseverance and a resolute focus on its mission, it has evolved into a dynamic network of independent firms, comprising more than 500 partners, directors, consultants, and professionals across both local and international offices.

SALIHIN International Branches:



Terengganu

(TAF-UMT) Faculty of Business, Economics and Social Development, Universiti Malaysia Terengganu (UMT), 21030 Kuala Terengganu, Terengganu Darul Iman.

Labuan

Level 6C (627), Main Office Tower, Financial Park Complex Labuan, 87000 Wilayah Persekutuan Labuan

Kenya

Delamere Suite C14. Jakaya Kikwete Road, Kilimani. P.O Box 10152 00100 Nairobi, Kenya

Sarawak

1st Floor KTLD 506, Section, 6, Jalan Kulas Tengah, 93400 Kuching, Sarawak

Perak

No 5, Tingkat 1, Taman Ros., Jalan Sultan Abdullah,. 36000 Teluk Intan, Perak Darul Ridzuan

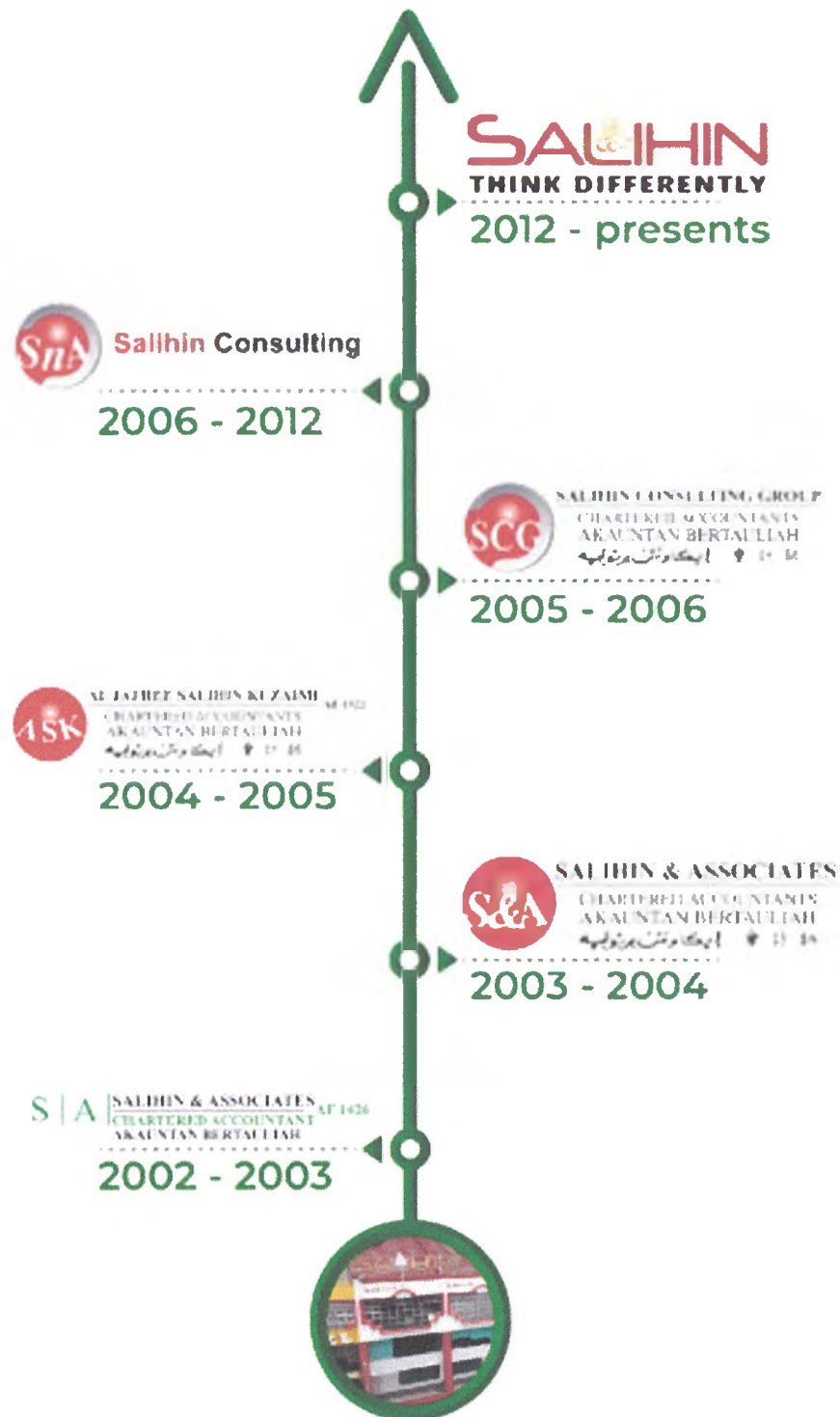


Figure 1.1: Company milestone



- **Vision**

Become a leading international network of independent professional services firms

- **Mission**

SALIHIN is dedicated to creating value by focusing on creating value by emphasising customer satisfaction and growth, excellent internal business processes, and superior human capital resource development. Without compromising professional integrity and independence, SALIHIN strives to offer the highest quality and value-added services to clients. The core values shaping and unifying their actions and behaviours are knowledge, accountability, and harmony. They prioritise acquiring the right knowledge, taking responsibility for their actions and their impact on the environment and society, and fostering a diverse and inclusive working environment.

- **Goals**

1. Revenue Growth: Achieve a target revenue of RM200 million by 2030, supported by a team of 1,500 skilled professionals.
2. Service Excellence: Deliver high-quality, Shariah-compliant professional services that go beyond conventional approaches to create meaningful and sustainable value.
3. Digital Advancement: Enhance digital capabilities to provide innovative and efficient solutions for clients.
4. Human Capital Development: Foster the growth of skilled and knowledgeable professionals who uphold accountability and harmony in their practices.
5. Regional and Industry Expansion: Establish initiatives like the Sarawak Desk to provide comprehensive solutions for regional and industry-specific needs.

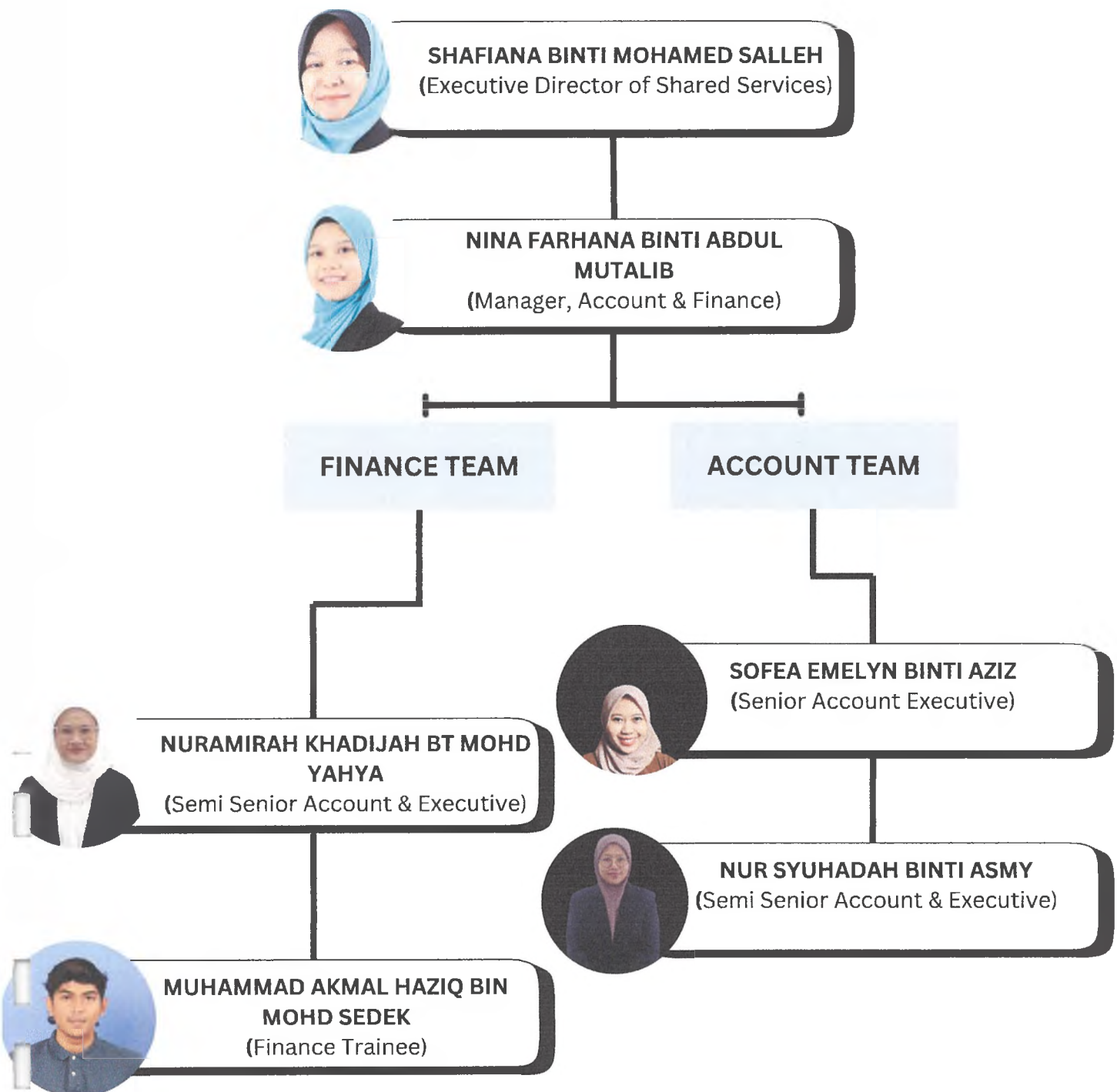


PRODUCT/SERVICES OFFERED

SALIHIN SDN BHD, operating under the brand SALIHIN International, offers a comprehensive range of professional services tailored to meet diverse business needs. Their key services include:

- **Advisory Services:** Providing strategic guidance to enhance business performance and achieve organizational goals.
- **Assurance Services:** Delivering independent audit and assurance services to ensure financial transparency and integrity.
- **Digital Consultancy:** Assisting businesses in leveraging digital technologies to drive innovation and efficiency.
- **ESG and Sustainability:** Offering expertise in environmental, social, and governance practices to promote sustainable business operations.
- **Outsourcing Services:** Providing tailored outsourcing solutions to enhance operational efficiency.
- **Sarawak Desk:** Specialized advisory services catering to businesses operating in or targeting the Sarawak region.
- **Shariah Advisory:** Offering guidance on Shariah compliance across various sectors, including Islamic finance and wealth management.
- **Tax Services:** Providing comprehensive tax planning and compliance services to optimize tax positions.

ORGANIZATIONAL STRUCTURE





SELF REFLECTION

Duration

During my internship at SALIHIN, which took place from Monday to Friday, 8:30 AM to 5:30 PM, I had the opportunity to immerse myself in a professional office environment. This experience allowed me to develop essential skills such as task management, teamwork, and problem-solving. Working closely with colleagues and supervisors enhanced my communication abilities and taught me the importance of collaboration. The challenges I faced required me to think critically and adapt quickly, while the tasks I completed boosted my confidence and technical proficiency.

Details

During my internship at SALIHIN, I was assigned to undertake several tasks during my tenure that included comprehensive exposure to the finance sector. My job scope centered on several areas that were very instrumental in my professional development.

The most important of them was financial analysis. I support the analysis of financial statements and reports to formulate conclusions and recommendations. This is through the evaluation of financial information for trends and the development of detailed reports for decision-making support. I supported audit engagements: assurance of the accuracy and observance of set laws concerning records of finance. My role is to verify information in finance, conduct audit tests, and assist in the development of audit reports.

I also supported the tax team in preparing tax returns and conducting tax research, which included gathering necessary documentation, ensuring compliance with tax regulations, and assisting in the preparation of tax filings. Further, I supported projects related to mergers, acquisitions, and corporate restructuring by conducting financial due diligence, preparing financial models, and assisting in the preparation of advisory reports.

Other important areas of exposure in my internship were Shariah advisory services, ensuring that the financial practices were within the tenets of Islamic law. This involved screening financial transactions against Shariah, assisting in Shariah-compliant financial reporting preparation, and much more. From a technical point of view, I was further involved in general administrative support by organizing and maintaining documents, arranging meetings, and coordinating events; thus, making sure that all operations ran well and communication at the team level was effective.



I also carried out data collection and analysis to support different projects. This included collecting information relevant to the needs, analyzing data, and preparing research reports to support various initiatives. My role also extended to client engagement, where I participated in outreach programs, offering guidance and support to clients. This included assisting clients with their inquiries, providing information on financial services, and ensuring client satisfaction.

Last but not least, I attended and contributed to various workshops and training sessions aimed at enhancing both technical and soft skills. These sessions provided a great avenue for learning and helped me develop essential professional skills. These diverse tasks and projects contributed much to my professional growth and prepared me for future challenges in the finance and accounting industry.

Gains

My work nature in SALIHIN has exposed me to a variety of professional skills necessary in the finance and accounting career, such as financial analysis, audit procedures, tax compliance, and corporate advisory. Moreover, I had first-hand experience in Shariah advisory services, which further developed my understanding of Islamic financial principles. I gained technical proficiency in various financial software and tools. This hands-on experience allowed me to become more adept at financial data analysis, report preparation, and research. The technical skills I gained during this time have been invaluable and will serve as a backbone in my future career. The proximity to colleagues and supervisors developed my communication skills and taught me how to work with a team. I learned to present complex information about finance to people and to work in a team for a common purpose.

The challenges faced during the internship demanded a critical mind and quick adaptations. These have helped in building strong problem-solving skills, enabling me to handle complex financial problems with insightful recommendations. The tasks accomplished and responsibilities handled instilled a lot of confidence and professionalism in me. I learned how to manage time effectively, prioritize tasks, and maintain a high level of accuracy and attention to detail. My internship in the finance industry and within a professional services firm was really an enlightening experience. I had the opportunity to learn more about the standards, best practices, and regulatory requirements of the profession that will go a long way in helping my future career. I networked with professionals within the industry and other students. Such networking opportunities are important in my career development because they create avenues through which I can acquire useful resources, advice, and probably job opportunities.

SALIHIN has altogether been a milestone in my life, in terms of personal and professional development. The experiences and knowledge gained during this period equipped me quite well for future challenges to be encountered in the finance and accounting profession.



SELF REFLECTION

STRENGTHS

S

- Working Environment
- Embrace Learning Opportunities

WEAKNESSES

O

- Insufficient staffing in a department
- Malfunction in the infrastructure

THREATS

T

- Increased competition
- Economic instability

OPPORTUNITIES

W

- Global market expansion
- Growing demand for services



STRENGTHS

- **WORKING ENVIRONMENT**

As one of the most established professional services firms, SALIHIN Sdn Bhd is known not only for its exceptional service delivery but also for providing a supportive and enabling atmosphere. Being a growing company that focuses on creativity and professionalism, SALIHIN has developed an organization culture that fosters performance among employees while taking care of their welfare. A structure which guides efficient communication is critical to the working environment at SALIHIN. The company ensures that every employee has ways of voicing their ideas, concerns, and suggestions without restriction. A culture of open communication with the management, regular team and feedback meetings builds trust within the SALIHIN family. Additionally, Salihin recognizes that work-life balance is critical in having a motivated workforce. Flexible working hours as well as wellness initiatives help employees balance between work and other personal responsibilities. The office workstation, which is furnished with modern facilities, increases comfort and productivity even more.

According to I.R.E. (2020), a healthy workplace environment improves employee performance and productivity. Employees who feel comfortable and encouraged are more likely to be engaged and motivated, resulting in increased productivity. A good working environment is critical to improving employee engagement and motivation. Employee commitment to their job and the objectives of the company is higher when they feel appreciated, respected, and supported. Employees that are engaged are passionate about what they do and will go above and beyond to succeed. Because engaged individuals are more productive and efficient in their professions, this higher level of engagement immediately translates into enhanced production.

SALIHIN's initiatives include frequent engagement activities, which are a notable aspect of the workplace. For instance, the organisation celebrates the accomplishments and efforts of its employees by holding quarterly recognition sessions. Colleague ties are strengthened and collaboration is encouraged through social gatherings and team-building vacations. SALIHIN also supports wellness through initiatives like health screenings, mental health awareness programs, and flexible hours during peak periods. These efforts demonstrate the company's dedication to fostering a holistic and supportive workplace. SALIHIN also promotes wellness with initiatives like health checks, mental health awareness programs, and flexible working hours during peak times. These initiatives illustrate the company's commitment to creating a healthy and supportive environment.



- **EMBRACE LEARNING OPPORTUNITIES**

Internship programs play a pivotal role in shaping the careers of young professionals, bridging the gap between academic knowledge and real-world applications. At SALIHIN Sdn. Bhd., the comprehensive guidance provided to internship students stands out as a testament to the company's commitment to nurturing future talent. This structured approach equips interns with essential skills, fosters professional growth, and ensures a meaningful learning experience. One of the greatest strengths of Salihin's internship guidance is its clarity. Interns are introduced to the company's values, mission, and operations through a thorough orientation process. This ensures that they understand their roles and how their contributions align with the company's objectives. Such transparency reduces ambiguity, allowing students to focus on learning and delivering results. For example, an intern at SALIHIN begins their journey with a structured onboarding session, where they are briefed about company policies, tools, and expectations. This initial clarity sets the tone for their internship experience, enhancing productivity from day one.

Besides that, SALIHIN emphasizes professionalism as a core aspect of its guidance. Interns are taught the importance of punctuality, communication etiquette, and ethical conduct. This instills a sense of responsibility and prepares them for future professional environments. By experiencing the rigors of corporate life, students develop discipline and adaptability. For example, interns are encouraged to adhere to a formal dress code and maintain open communication with supervisors. Regular check-ins ensure that they remain aligned with their tasks while fostering accountability. Furthermore, the guidance framework at Salihin fosters a collaborative environment. Interns are integrated into teams where they work on real projects alongside professionals. This not only builds their teamwork skills but also helps them learn the value of collaboration in achieving common goals. For example, during a project for a client, interns may work with a cross-functional team, contributing fresh perspectives while learning from experienced colleagues. This teamwork helps interns grasp the dynamics of working in a professional setting.



WEAKNESSES

- **INSUFFICIENT STAFFING IN A DEPARTMENT**

SALIHIN's major problem is insufficient department personnel. Inadequate staffing in a SALIHIN department can have serious effects, affecting operational efficiency, service quality, and employee well-being. Insufficient departmental staffing can have far-reaching negative repercussions for both personnel and the organisation. One of the most immediate consequences is increased workload for existing employees. When there aren't enough workers to do the necessary duties, the ones that are there have to take on more work. Due to their inability to handle the increased responsibilities, employees frequently experience burnout and a sharp decline in output.

In addition, job quality usually suffers in these circumstances. Overworked workers could complete their assignments quickly, which could lead to mistakes and subpar work. Customer unhappiness and damage to the company's reputation may result from this quality deterioration. Customers and clients want accurate and quick service, and failing to deliver on these expectations can damage the company's reputation and lose clients.

According to data, productivity suffers when there aren't enough people to achieve deadlines and maintain quality standards. Delays and faults in service delivery can significantly lower customer satisfaction. Inadequate staffing can have serious consequences for client relationships. Delays, errors, or subpar service delivery can lead to dissatisfied clients who may seek alternative service providers. This directly impacts revenue and growth opportunities, as retaining and expanding the client base is critical in a competitive industry (Taylor, 2020). In addition, the stress and dissatisfaction caused by insufficient staffing can lead to higher turnover rates, as employees leave for better opportunities. This creates a cycle where the organization continually struggles to maintain adequate staffing levels.



- **MALFUNCTION IN THE INFRASTRUCTURE**

SALIHIN's second problem is infrastructure failure, which includes ageing buildings, frequent water disruptions, sluggish internet connections, and leaking roofs. Downtime due to infrastructure problems might result in direct financial losses. E-commerce platforms, for example, may lose sales during downtime, and manufacturing operations may be interrupted, resulting in reduced income. The financial implications might be significant, particularly for organisations that rely largely on continuous operations. Infrastructure failures might result in rapid income losses. For example, e-commerce systems may go down, preventing customers from making purchases. Similarly, manufacturing plants may stop output, resulting in a direct loss of revenue. These disruptions can have a considerable financial impact, particularly for companies that rely on continuous operations (EIS Council,2023).

Additionally, Costly repairs or replacements are frequently necessary when infrastructure fails. Whether it's rebuilding damaged network equipment, restoring physical infrastructure like roads or bridges, or fixing a malfunctioning server, these costs may mount up rapidly. In order to solve these problems, businesses must set aside money, which can put a burden on budgets and take money away from other important areas. The cost of repairs may be accompanied by higher operating costs for businesses. For example, in order to keep things running during downtime, they may need to spend money on backup systems or interim fixes. These supplementary expenses may be substantial, particularly if the infrastructure malfunction is protracted or impacts several corporate divisions.

Infrastructure outages and disrepair can lead to cyber vulnerabilities. Old systems and systems that are not properly maintained are most prone to these forms of cyberattacks. Hackers can gain unauthorized access exploit sensitive information leading to a data breach. Important information, such as client information, business trade secrets or even financial records can be permanently lost. Serious breaches of security and loss of information can have a negative impact on businesses and their image. Trust may be lost in their ability to keep data protected, which is hugely damaging. Brand loyalty declines which leads to the brand suffering in image too (Marsh McLennan, 2019).



OPPORTUNITIES

- **GLOBAL MARKET EXPANSION**

There are several advantages to Salihin in global market expansion, particularly in terms of growth and sustainability. Furthermore, by entering the foreign market Salihin can expand its client base and increase its revenues and simultaneously reduce over-dependence on local market. The diversity enhances revenue opportunities, while also lowering the vulnerability to economic fluctuations in a single location.

As stated by Charlotte Darrell (2022), global expansion is a growth strategy that involves taking business operations, products and services from a home market into target markets abroad. It is According to Charlotte Darrell (2022), global expansion is an approach to growth that seeks new business, products and services opportunities beyond the borders of a company's home market. This is also known as “international expansion,” “overseas expansion,” and “foreign expansion.” This enables the organization to obtain new customers, further deepen the range of services offered, and enhance the company’s brand internationally.

As per my last reading, SALIHIN SDN BHD, one of the leading accounting and advisory firms in Malaysia, services international clients by assisting companies, investors, and individuals to seize opportunities and face challenges all over the globe. Their offerings include Shariah advisory for businesses looking to utilize Sharia compliant financial instruments, zakat planning, and sukuk advisory. For foreign clients, SALIHIN renders a full range of international taxation services such as tax planning, relief from double taxation, and transfer pricing.

Thus, this will allow SALIHIN to open its doors to the international market, as it would help it less depend on the domestic market and seek business opportunities from the rest of the world. By being multilingual and entering international markets, Salihin can insulate itself from economic fluctuations from Malaysia, effectively eschewing random fluctuations in revenues. Also, the company would take advantage of the growth in emerging markets such as Southeast Asia, the Middle East, and Africa, where the demand for services relating to Shariah compliance, taxation, and digital accounting is surging.



- **GROWING DEMAND FOR SERVICES**

As a leading professional service firm, SALIHIN SDN BHD has numerous opportunities to exploit the increasing service demand in the external market. The demand for service has consequently led to big advantages for firms across various industries. This is based on several factors, including trends in technological advancements, changing consumer preferences, and the desire for businesses to focus on core activities. As firms shift in step with growing demand, they reap many benefits that promote improved performance and competitiveness. The growing demand for services enables firms to delegate non-core activities to specialized service firms. This allows companies to concentrate fully on their core activities, such as product development, sales, or customer support. Delegating activities such as accounts, human resources, and IT support to external professionals gives companies more efficient operations and more effective allocation of resources.

Therefore, outsourcing services provide access to a larger pool of expertise and even more innovative solutions, too. Commonly, service providers hold wider and deeper expert knowledge and skills, which do not necessarily exist in the company. In return, such outsourcing implies greater quality of services and encourages the application of modern technologies and practices. For example, businesses might take the expertise of marketing agencies for creating better campaigns or advanced IT services to raise the bar for their own digital infrastructure.

It is also highly advantageous in some cases to reduce costs. Outsourcing services can make operations cheaper because firms do not have to invest in costly infrastructures, training, and people. Second, service providers can provide scalable solutions that allow companies to scale up or down depending on the demand. This flexibility is especially helpful for companies whose workloads fluctuate wildly or whose businesses follow strong seasonal patterns (Selva, 2023).



THREAT

- **INCREASED COMPETITION**

As competition widens, opportunities and problems face SALIHIN Sdn Bhd. SALIHIN is a well-known accounting and consulting business facing keen competition as certain shifts are emerging in market dynamics. On one hand, increased competition arises with global or local companies entering and/or expanding within the market. Firms like Deloitte, PwC and EY pose strong competition as they are full-service firms with extensive brand recognition. Moreover, local competitors are actually starting to expand as well, offering highly customized solutions, often at a cost that is attractive to very specific markets. This could have an impact on entrants. New entrants are those firms or businesses that start in an already established market, offer new products or services, or provide new methods of doing business. Their entry might tweak the competitive space for the incumbent businesses. Oftentimes, the influence of new entrants is examined within the context of Michael Porter's Five Forces model, wherein "threat of new entrants" forms one of the fundamental forces driving the dynamics within the industry.

According to (Subramaniam, M.,2022), A key result of new entrants is increased pricing competition. As a result, new companies often attract clients through cheaper costs or greater value, leading incumbent businesses to adjust their pricing strategy. This could lead to reduced margins, especially in segments where product differentiation is not particularly strong. New entrants also drive innovation and efficiency. To set themselves apart, they typically come with new ideas, technology or procedures. This compels incumbents to upgrade their offerings, invest in R&D, and ramp up customer service to retain customers.

Furthermore, consumer loyalty will be affected by the threat of new entrants. Consumers may get attracted to the new products, better quality, or better consumer experience provided by new entrants. This demands incumbent companies improve their brand equity and consumer relationship programs. However, the extent of influence depends on the entry barriers such as huge initial investments, strict regulations, or strong customer brand loyalty. In industries where the barriers to entry are high, new entrants pose a lesser threat; markets with low barriers are characterized by frequent upsets.



- **ECONOMIC INSTABILITY**

The major threat for SALIHIN is Economic instability. Economic instability refers to frequent fluctuations in key economic indicators such as GDP growth, inflation, interest rates, currency value, and employment levels. These fluctuations create an unpredictable business environment that can significantly impact companies, including firms like Salihin, which operates in the consulting and advisory sectors. Perhaps the most direct outcome of economic instability is revenue volatility. In periods of economic downturn, customers sometimes cut back on advisory services to save money, thus yielding irregular revenue streams for organizations like Salihin. Another significant impact is that operating expenses will go up. High inflation rates can raise the cost of rent, labor, utilities, and other overheads, which will reduce the margins of profit. Additionally, cash flow problems can arise if clients delay payments due to their own financial stress, thus affecting the company's capability to deal with day-to-day operations effectively. Investors are wary of economic instability. When the economy is uncertain, businesses are frequently hesitant to make long-term expenditures such as technology improvements, business expansions, or new hires. This hesitancy might hamper growth and innovation inside the organization.

Another concern for organizations that operate globally would be currency risks. Changes in foreign exchange rates can affect the value of foreign income and expenses, thus hitting the bottom line. Talent retention could also be an issue when people looking for more stable employers or organizations are forced to lay off workers, which could hit productivity and morale. Finally, there is a higher risk of client insolvency during economic downturns. Companies highly dependent on a few key clients are more vulnerable when such customers experience financial challenges that can lead to a severe decline in revenue. Finally, there is economic unpredictability, with a host of challenges for firms like SALIHIN, which include income unpredictability, an increase in cost, and decreased investment due to hesitation. A strategic plan provides ways in which such risks may be mitigated through diversification, good financial management, or other risk-reducing means.



STRENGTHS

- **WORKING ENVIRONMENT**

I would like to recommend the strength for the working environment is natural light and biophilic design in the modern workplace. In today's technologically sophisticated, fast-paced workplace, workplace design has a big impact on worker productivity, well-being, and general job satisfaction. Effective workspaces have two essential elements: biophilic design and natural light. These attributes not only enhance an office's visual appeal but also offer useful benefits for both mental and physical well-being. This article uses current research and real-world examples to analyse the benefits of biophilic architecture and natural light in the workplace. For a workplace to be both productive and healthful, natural light is crucial. Natural light, as opposed to artificial lighting, is in harmony with the circadian rhythms of the human body, which regulate mood, energy levels, and sleep-wake cycles. According to a 2023 study that was published in Building and Environment, workers who worked in spaces with adequate natural light reported 15% more productivity and 20% less eye strain (Johnson & Lee, 2023). These results emphasise how important it is to design workstations that maximise natural light exposure.

The benefit of natural light is productivity. Natural light reduces fatigue and keeps a person alert, allowing them to focus and do better. An office with good lighting reduces artificial lighting, which tends to cause eye strain and headaches over time. Sunlight prompts the release of serotonin, a hormone that regulates feelings of pleasure and happiness. This can work to reduce burnout and stress, both of which are prevalent problems in stressful work environments and can work to improve mental welfare. Lastly, natural light is good for your health. This is due to the fact that the sun is a natural source of vitamin D, which is required for bone health, immune function, and general health. Workers exposed to sunlight are less likely to suffer from vitamin D deficiency, which leads to fatigue and other illnesses.



- **EMBRACE LEARNING OPPORTUNITIES**

Then, I encourage companies to adopt learning experiences. I encourage the creation of a growth mindset. Embarking on lifelong learning is one of the best ways of cultivating a growth mindset, which has the notion that talent, intelligence, and ability can be cultivated through effort, practice, and learning. This concept, made famous by psychologist Carol Dweck, is contrary to a fixed mindset, where individuals believe that their talents are inborn and cannot be changed. When individuals possess a growth mindset, they view obstacles and setbacks as great chances for learning and personal growth. A growth mindset begets resilience since individuals are likely to persist in the face of adversity knowing that efforts ultimately result in growth and achievement. Ongoing learning provokes this kind of mindset by evoking curiosity and experimentation.

For example, those who constantly look for new information, take courses, or acquire new skills are more likely to adjust to new developments in their professions. New technology or changing job requirements do not faze them because they view them as challenges to upgrade their competencies. This type of flexibility is necessary in the modern rapidly changing job market where new demands emerge rapidly. Lastly, creating a development mindset through continuous learning results in career achievement and personal fulfillment. It keeps one inspired, accept new opportunities, and create an endless craving for improvement throughout a lifetime.



WEAKNESSES

- **INSUFFICIENT STAFFING IN A DEPARTMENT**

Enhancing recruiting and retention processes is one of the most effective workforce shortage solution techniques. It is not a case of recruiting new workers, but of retaining workers, pleasing them, and having them committed to an organisation. High labour turnover can compound labour shortages, and for that reason, a work environment conducive to long-term labour retention must be developed. To maximize recruiting, organisations can streamline recruitment processes and make them less complex, and make jobs filled at a faster pace. It can involve new recruitment technology, increased recruitment advertisement to a larger pool, and competitive reward packages. Apart from that, a strong employer brand with organisation values, organisation culture, and career development will contribute towards attracting best talent.

Retention tactics cannot be overlooked, either. Organizations have to make investments in career development programs through which workers can develop new skill sets and work through the organisation. Providing workers with explicit career development channels and recognising workers' achievements creates a purpose and a sense of belonging. Likewise, flexible work arrangements, such as flexible scheduling and working remotely, have been shown to have a significant impact in terms of improving job satisfaction and burnout, both of them having become prevalent drivers of turnover. In a 2023 Forbes survey, organisations with effective retention strategies enjoyed increased productivity, lowered recruitment cost, and motivated workers. Organizations with a dual practice of recruitment and retention build a strong workforce with a proven skill for working with operational requirements effectively.



- **MALFUNCTION IN THE INFRASTRUCTURE**

The recommendation for infrastructure failure is proactive maintenance and monitoring. Monitoring and proactive maintenance are most important for infrastructure failure prevention and long-term operational effectiveness. In contrast to waiting for failure (a reaction mechanism), proactive maintenance entails discovering and fixing impending defects early, in anticipation of failure and downtime becoming debilitating and costly. The practice entails routine inspections, timely maintenance, and utilizing cutting-edge technology such as predictive analysis, sensors, and drones. Intelligent sensors, for example, can scan structures such as pipes, bridge structures, and electrical infrastructure for ongoing analysis of tension, corrosion, and wear, and can detect early abnormalities. Once abnormalities have been detected, maintenance workers can act in a timely manner, minimizing the opportunity for catastrophic failure.

One significant advantage of preventive maintenance is its cost-effectiveness. As argued in a 2023 report by the American Society of Civil Engineers, one preventive maintenance dollar can save four dollars in future maintenance and replacement expenses. In addition, preventive maintenance keeps downtime at bay, and critical service such as transportation, energy, and delivery of water have no glitches. Furthermore, such a practice promotes public security. Infrastructure failures such as bridge collapses and blackout have catastrophic consequences for communities. Organizations employing routine checking and maintenance techniques can effectively counter such failures, creating confidence and trust in public infrastructure networks.



OPPORTUNITIES

- **GLOBAL MARKET EXPANSION**

Comprehensive market analysis is a basis for successful expansion in a worldwide marketplace. It entails information collection, analysis, and interpretation about a target marketplace in an endeavor to comprehend its economy, buying behavior, cultural nuance, and competitive environment. With its application, companies can unveil opportunity, evaluate potential danger, and make effective decisions. Successful marketplace analysis begins with an analysis of macroeconomics such as GDP growth, inflation, incomes, and marketplace size. Analysis of demographics in an endeavor to comprehend a target group's values, buying behavior, and cultural orientation comes in. For example, a successful product in one marketplace can have to adapt in a new marketplace in consideration of marketplace and cultural diversity.

In addition, competitive research is crucial. It enables businesses to identify key competitors, market plans, weaknesses, and strengths. This enables businesses to position their services or products better and identify gaps in the market that they can exploit. As (Smartling, 2023) explains, businesses that invest in thorough market research are more likely to succeed in foreign markets since they are able to tailor their strategies to fit local aspirations and steer clear of costly blunders. This proactive approach minimises risks, maximises the utilisation of resources, and enhances the likelihood of long-term success in new markets.



- **GROWING DEMAND FOR SERVICES**

One of the best SALIHIN SDN BHD strategies is to persist in outsourcing non-core functions such as accounting, human resources, and IT support. These functions, while crucial to operations, might not regularly add to the company's strategic objectives or competitive edge. Outsourcing these activities allows the company to concentrate its own resources on high-value tasks such as service delivery, business development, and customer relationship, all of which are closest to its core areas of competence. This focused emphasis allows SALIHIN SDN BHD to improve the overall effectiveness and quality of its operations. For instance, outsourcing HR functions can conserve time and energy spent on recruiting, payroll, and management of staff so that the business can concentrate more on its business goals.

Additionally, outsourced IT or accounting service providers tend to bring in specialized expertise and the latest technologies that are not available in-house, so that such activities be carried out with more experience and effectiveness. The ultimate outcome is not just higher productivity, but also the opportunity to innovate strategically in customer experience, product development, and service improvements. It enhances operational efficiency and accelerates the firm's time-to-market responsiveness to trends. It also drives innovation since it enables internal personnel to focus on strategic growth initiatives instead of spending time on administration.



THREAT

• INCREASED COMPETITION

To effectively navigate the competitive landscape, SALIHIN Sdn Bhd should adopt a comprehensive competitive pricing strategy. This involves conducting thorough market analysis and competitor benchmarking to understand the pricing models and value propositions of key competitors, including global firms like Deloitte, PwC, and EY, as well as local competitors. By assessing the impact of their services on clients' businesses, SALIHIN can justify pricing based on the value delivered, using case studies and client testimonials to demonstrate this value. Developing flexible pricing models, such as tiered service packages and modular pricing, allows clients to choose services that fit their budget while still accessing SALIHIN's expertise. Additionally, implementing performance-based pricing, where fees are tied to the achievement of specific outcomes or performance metrics, can attract clients looking for measurable results.

Operational optimization is crucial for maintaining cost efficiency, which can be achieved by continuously improving internal processes, adopting new technologies, and leveraging economies of scale. Transparent and clear communication of pricing, with detailed breakdowns and no hidden fees, builds trust and loyalty among clients. Developing loyalty programs and maintaining regular engagement with clients through personalized services and feedback mechanisms further enhances client satisfaction and retention. Continuous monitoring of market trends and client feedback ensures that pricing strategies remain competitive and aligned with market conditions. By adopting these strategies, SALIHIN Sdn Bhd can effectively compete in the market, attract new clients, and maintain profitability, ensuring that their pricing is aligned with the value delivered to clients. Furthermore, SALIHIN Sdn Bhd should adopt a competitive pricing strategy by analyzing competitors, assessing the value of their services, and using flexible pricing models like tiered and modular pricing. They should implement performance-based pricing, optimize operations to reduce costs, and ensure transparent communication with clients. Developing loyalty programs and maintaining regular client engagement will enhance satisfaction and retention. Continuous monitoring of market trends and client feedback will keep their pricing competitive and aligned with market conditions, helping them attract new clients and maintain profitability.



- **ECONOMIC INSTABILITY**

Cost management can be a crucial strategy for Salihin to mitigate the threats posed by economic instability. By implementing strict cost control measures, Salihin can manage its operating expenses more effectively. This includes negotiating better terms with suppliers, optimizing resource allocation, and reducing non-essential expenditures. Lower operating costs can help maintain profitability even when revenue is volatile. Effective cost management can help Salihin maintain or even improve its profit margins. By keeping expenses in check, the company can ensure that it retains a larger portion of its revenue as profit, which is especially important during periods of economic downturn. This approach contributes to better financial stability by ensuring that the company has sufficient funds to cover its essential expenses. This can help Salihin avoid cash flow problems and maintain smooth day-to-day operations, even if clients delay payments due to their own financial stress.

By reducing costs, Salihin can offer more competitive pricing to its clients. This can help attract and retain customers, even in a challenging economic environment, and potentially increase market share. Savings from cost management can be redirected towards strategic investments, such as technology upgrades or employee development programs. These investments can enhance the company's efficiency, service quality, and overall resilience to economic fluctuations. High inflation rates can raise the cost of rent, labor, utilities, and other overheads. By actively managing costs, Salihin can mitigate the impact of inflation on its operations and protect its profit margins. Cost management allows Salihin to build a financial cushion that can be used during times of economic uncertainty. This reserve fund can provide the company with the flexibility to navigate unexpected challenges and seize opportunities that arise during economic downturns. By focusing on cost management, Salihin can create a more predictable and stable financial environment, which is essential for navigating the uncertainties of economic instability.



CONCLUSION

In conclusion, the recommendations for enhancing SALIHIN Sdn Bhd's workplace place a strong focus on the value of biophilic design and natural light in boosting employee wellbeing and productivity. By placing a high priority on integrating these elements, SALIHIN may design a more aesthetically pleasing workplace that enhances the company's appearance while simultaneously supporting the emotional and physical well-being of its staff. Natural light enhances focus and reduces fatigue, which boosts team members' output and job happiness. Furthermore, biophilic design may generate a sense of connection to nature, promoting creativity, lowering stress, and boosting cooperation. These enhancements not only reflect the organization's dedication to employee well-being, but also foster a good and engaging workplace culture. Furthermore, SALIHIN's continuous initiatives, such as flexible working hours and wellness programs, demonstrate its commitment to preserving employee engagement and work-life balance. By consistently attempting to adopt and strengthen these ideas, SALIHIN may improve its image as a preferred employer, attract top people, and produce long-term productivity improvements, eventually contributing to the achievement of its strategic goals and vision for the future.

My internship at SALIHIN Sdn Bhd was highly useful and vital in shaping my professional development. Through exposure to many parts of the finance industry, such as financial analysis, audit engagements, tax compliance, and Shariah advisory services, I've gained valuable practical skills that bridge the gap between academic knowledge and real-world applications. The hands-on experience helped me develop my technical knowledge, critical thinking skills, and problem-solving abilities, all of which are essential in the financial and accounting fields. Furthermore, the supportive work environment at SALIHIN promoted cooperation and open communication, allowing me to develop meaningful relationships with coworkers and management. This not only improved my interpersonal skills, but also showed me the importance of teamwork and effective communication in achieving common goals. The difficulties I encountered sharpened my adaptability and resilience, traits that would undoubtedly serve me in my future career. Overall, my time at SALIHIN established a good foundation for my professional development. My internship provided me with essential knowledge, skills, and contacts that will help me in my future career. I am grateful for the opportunity and am confident that this experience has equipped me to face future challenges in the financial sector properly and professionally.



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APPENDICES



Awards and Recognition



The Malaysian Institute of Certified Public Accountants (MICPA)
Approved Accounting Firm
Entity: Al Jafree SALIHIN Kuzaimi/SALIHIN



Association of Chartered Certified Accountants (ACCA)
Approved Employer - Training Development (Gold Level)
Entity: SALIHIN



Institute of Chartered Accountants in England and Wales (ICAEW)
Approved Training Provider
Entity: SALIHIN Consulting Group Sdn Bhd



Human Resource Development Corporation (HRDC)
Approved Training Provider
Entity: SALIHIN Training & Consultancy Sdn Bhd



Certified Practising Accountant (Australia)
Approved 1 Employee Member
Entity: SALIHIN

Other Recognition



Key Management Team

Group Managing Partner's Office



Board Of Partners



Board Of Advisors



Yusef Dastgeer Abdul Aziz
bin Abu Bakar
Tax & Insurance



Yusef Dastgeer bin De
Mohd Nazim bin Sami
Tax



Prof. Emerita Dr. Malah
binti Sulaiman
Char. & S. Accounting



Enza Ahmad
bin Zahid Abdin
Finance



Professor Dr.
John Wong
Accounting

Executive Directors



Dr. Anwarul Hafiz
Chief Executive Officer
Finance



Abdulaziz bin Shukhan
Chief Financial Officer
Char. & S. Accounting



Ahsan bin Aamir
Managing Director of Investment
Char. & S. Accounting



Mohd Asad bin Sami
Managing Director of
Char. & S. Accounting

Associate Directors



Mohd Asim
bin Ghani
Audit & Assurance



M. Najmyuddin
bin Azlan
Audit & Assurance



Syahiduddin
bin Muhammad Mud
Audit & Assurance



Akmaluddin
bin Mustajid
Digital Consultancy



Khairul Azzam
bin Samad
Digital Consultancy



Mohd Hani
bin Muhammad Hani
Digital Consultancy



Mohd Shamsi bin
Mohd Tahir
Char. & S. Accounting



Norita
binti Ghuman
Char. & S. Accounting



Nurhuda bin
Hashim
Char. & S. Accounting



Muhammad bin Amirul
Char. & S. Accounting



Nurul Hafiz
binti Nura
Char. & S. Accounting



Nurul Hafiz
binti Nura
Char. & S. Accounting



Nurul Hafiz
binti Nura
Char. & S. Accounting



Nurul Hafiz
binti Nura
Char. & S. Accounting



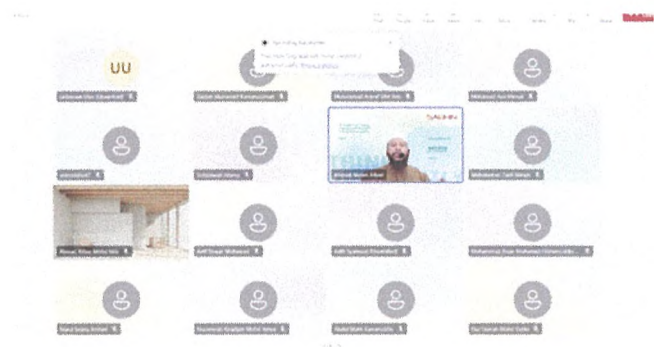
Picture 1: SALIHIN Retreat & SRC event



Picture 2: Seminar Serawak budget event



Picture 3: Internship Student



Picture 4: recitation of Yasin every Friday



Picture 5: Induction day



Picture 6: Induction day



Picture 7: Fieldwork at Terengganu



Picture 8: Traffic Caounting AUP



Picture 9: Invite outside speakers (Event)



Picture 10: Sport



Picture 11: Meeting



Picture 12: Farewell Party