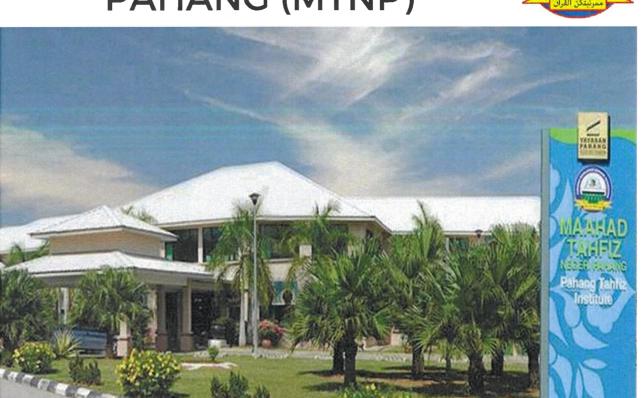
ANNUAL REPORT

MAAHAD TAHFIZ NEGERI PAHANG (MTNP)



PRESENTED BY:

KARLMEEN NABILA BINTI SAHIRN (2022923741)

PREPARED FOR:

FARIHA AIZA BINTI RAMLY

DATE SUBMISSION: 27 JANUARY 2024

SURAT KEBENARAN

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Kepada:		Maklun	Maklumbalas (/)	
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EXECUTIVE SUMMARY

The Maahad Tahfiz Negeri Pahang (MTNP) is a private school that owns by Yayasan Pahang 100%. This report describes my internship experience at Maahad Tahfiz Negeri Pahang (MTNP) in Kuantan, Pahang. It includes my resume, daily activities, roles, and responsibilities throughout a six-month period.

During my industrial training from August 12, 2024 to January 24, 2025, I had the opportunity to work in the Human Resources department, where I helped with responsibilities such as calculating overtime, processing medical claims, writing warning letters, and handling PERKESO claims. Moreover, MTNP is a premier institution committed to Quranic education, has a mission of excellence, which is supported by its strong financial capacity, modern communication methods, and commitment to community engagement.

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First and foremost, I thank Allah SWT for motivating me to complete this assignment, which will enhance my comprehension of this subject. I would wish to express my gratitude to Pn. Sharina Munira, my supervisor at Maahad Tahfiz Negeri Pahang (MTNP), provided valuable guidance and assistance throughout my internship. Thanks to her guidance, I was able to use the methods and procedures learnt in human resource job.

Besides that, I want to thank Pn. Emalina (Human Resources Executive) for her assistance during my industrial training. She makes me feel welcoming even at the first day. Her teaching expertise helped me complete projects on time. Moreover, I am grateful to everyone who guided me through this project, both personally and indirectly. Finally, I would want to thank my coworkers, classmates, friends, and family for their excellent feedback and recommendations on this assignment, which helped improve it.

STUDENT'S PROFILE

1.0 STUDENT'S PROFILE



KARLMEEN NABILA BINTI SAHRIN

PROFILE

An ambitious and independent individual, who is recently graduated with a Bachelor of Business Administration (HONS.) in Human Resource Management, achieving a commendable CGPA of 3.73. I possesses a strong interpersonal communication skills, enabling effective collaboration and relationship-building in diverse settings. Demonstrates a confident approach in tackling challenges and exhibits a professional attitude in all endeavors. Keen on seeking opportunities to apply and further develop these skills in meaningful and impactful ways, contributing to personal growth and the betterment of any team or project undertaken.

EDUCATION

Universiti Teknologi Mara (UiTM), Bandaraya Melaka

Mar 2022 - Jan 2025

Bachelor of Business Administration (HONS.) Human Resource Management

CGPA: 3.73

Universiti Teknologi Mara (UiTM), Kampus Raub

Jul 2019 - Feb 2022

Diploma in Public Administration

CGPA: 3.63

CERTIFICATE

Coffee Talk With Alumni (CTWA)

Leader of Exco Coporate

Lead in Protecol and Corporate Pelations, where I was a second control of the Corporate Pelations.

Lead in Protocol and Corporate Relations, where I was responsible for communicating with the invited panelists of the program.

International Teaching Aid Competition (iTAC)

 Create an innovation about spending. The innovation is called Save4u which an expense tracker feature that provides a solution to track expenses.

WORK EXPERIENCE

Intern in Human Resource, Maahad Tahfiz Negeri Pahang

Aug 2024 - Jan 2025

- · Assist in posting job openings on boards and company sites.
- · Screen resumes and shortlist candidates.
- · Help set up new employee profiles and records.
- · Maintain and update employee records.
- · Assist with filing, data entry, and maintaining HR database.
- Help handle attendance, leaves and other HR- related inquiries.
- Support training sessions, including scheduling and tracking participation.
- Respond to basic HR related questions and request from employees.
- · Assist in compiling payroll and OT data.

Administrative Assistant, International Medical University (Mid-Sem Break)

Aug 2023 - Sep 2023

- Assist in the coordination of administrative functions, including budget, personnel, meetings, and clerical duties.
- · Review and maintain written and computer files, plus conduct data entry.
- Assists with student registration; provides information for students regarding scheduling and advising; assists students in finding appropriate resources at the college.

Administrative Assistant, Naelofar Boutique (Mid-Sem Break)

Mar 2021 - Mei 2021

- · Prepare essential documentation, including memos, reports, and other forms of communication.
- · Dealing with customer-related issues such as setting delivery times for goods.
- · Maintain complete stock of all office supplies and accuracy of inventory.

SKILLS

MS OFFICE (WORD, EXCEL, POWERPOINT, TEAMS, OUTLOOK): Advanced GOOGLE (DOCS, FORMS) : Intermediate CANVA : Advanced

WIX : Intermediate

LANGUAGE

ENGLISH

- Basic
- Intermidiate
- Fluent



Bahasa Melayu

- Basic
- Intermidiate
- Fluent



ACHIEVEMENTS

- ANC (Vice Chancellor's Award)
- DEANS AWARD for Semester 1,3,4,&5
- · MUET (Malaysian University English Test) Band 4.5
- · Silver Award in PingPong (SAP '23)
- · Bronze Award in PinPong (SAP '24)

PROJECT / COMMUNITY SERVICE

Coffee Talk With Alumni (CTWA)

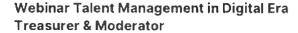
July 2024

 Giving exposure to students at UiTM Kampus Bandaraya Melaka to understand the ethics of professionalism and social responsibilities in the corporate field.

Poster Presentation on Human Resources Issues Technical and Logistics Bureau

June 2024

- Responsible in booking classes for use during the day of the program.
- · Arrange and organize layout of the class.
- · Order and prepare equipment tools that are needed.



June 2024

Overseeing program's financial resource. Preparing financial forecasts and activity reports. Work
with the event organizers to develop the agenda and flow of the webinar. Keep track of time and
ensure speakers stay within their allotted time frames.

Be Mentally Fit, Be Alert

July 2023

 Provide exposure and awareness about the importance of mental health and safety in the community

My Yatim Amal: Jalinan Kasih

January 2023

 This program aims to encourage students of UiTM Bandaraya Melaka to engage with orphans, fostering goodwill and providing opportunities to understand the experiences of those who have lost their parents

REFERENCES

· Dr Juan Rizal bin Datuk Hj. Sa'ari

Position: Pensyarah Kanan UiTm Cawangan Melaka Kampus Bandaraya Melaka

· Helmy Fadlisham bin Abu Hasan

Position: Pensyarah Kanan UiTM Cawangan Melaka, Kampus Bandaraya Melaka

COMPANY'S PROFILE

2.0 COMPANY'S PROFILE



Name:	Tahfiz Pahang Sdn. Bhd.
No. Telephone:	09-534 3333
Location:	Kampus Maahad Tahfiz Negeri Pahang Jalan Tanjung Lumpur 26060 Kuantan, Pahang Darul Makmur, Malaysia
Operation Hours:	8:00 a.m. – 5:00 p.m. (Monday - Friday)

2.1 COMPANY'S VISION, MISSION, AND OBJECTIVES

VISION

Maahad Tahfiz Negeri Pahang serves as a premier Al-Quran-based educational institution in Malaysia, committed to developing outstanding human capital.

MISSION

Creating a pool of exceptional, well-rounded people capital with the ability to take the lead in their chosen professions, faiths, and languages.

OBJECTIVES

- 1. Create a group of hafiz who hold professional credentials and demonstrate excellence in the domains of religion, ethnicity, and national interests.
- 2. Recognise those who demonstrate exceptional comprehension of Hablu Minallah and Hablu Minannas, as mandated by the Al-Quran.
- 3. Develop specialists proficient in utilising Islam as a pragmatic framework to tackle every aspect of human existence through strong scientific investigation and analysis.

2.2 BACKGROUND OF ESTABLISHMENT

Maahad Tahfiz Negeri Pahang (MTNP) is a private educational institution established in 1996, functioning under the jurisdiction of the Pahang Islamic Religious Department (JAIP). By royal decree from the Crown Prince of Pahang, the institution was established to cultivate proficient hafiz (Quran memorisers) and qari/qariah (Quran reciters)(Tahfiz Pahang Sdn. Bhd., n.d.). The state's objective for this effort was to enhance its performance in Quran reciting competitions at both national and international levels(Tahfiz Pahang Sdn. Bhd., n.d.).

Initially, Maahad Tahfiz Negeri Pahang (MTNP) operated from four leased terrace houses located on Jalan Bukit Ubi, Kuantan. The Diploma Tahfiz Al-Quran Wal-Qiraat (MTQP) program was created in partnership with Darul Quran JAKIM(Tahfiz Pahang Sdn. Bhd., n.d.). The effort obtained assistance via scholarships from Yayasan Pahang, demonstrating the state's dedication to Quranic study.

Furthermore, the expansion of MTNP started when Yayasan Pahang approved the establishment of a permanent campus at Tanjung Lumpur, Kuantan. The campus spans 8.7 acres and was built with a budget of RM10.73 million(Tahfiz Pahang Sdn. Bhd., n.d.). It included contemporary facilities, comprising sports and leisure amenities. The building was completed in November 2005, and the campus officially opened on July 1, 2006 (Tahfiz Pahang Sdn. Bhd., n.d.). This marked a key milestone in MTNP's evolution as a centre for Quranic education.

Moreover, MTNP has been entirely run as a private organisation under Yayasan Pahang since June 1, 2006, and Tahfiz Pahang Sdn. Bhd. has been in charge of its running from that point(Tahfiz Pahang Sdn. Bhd., n.d.). Not only that, MTNP has kept growing throughout the years and founded other subsidiaries along the road. Among these are Maahad Tahfiz Turath Negeri Pahang, Maahad Gemilang Sdn Bhd, and Tadika Tahfiz Negeri Pahang(Tahfiz Pahang Sdn. Bhd., n.d.).

2.3 ORGANIZATIONAL STRUCTURE



KETUA PEGAWAI EKSEKUTIF TUAN HAJI MOHD LAFZUL **BIN MUDA AL-HAFIZ**



DINKAH JUDBA RAHASAN PENGURUS KANAN TAHFIZ PROFESIONAL



HASHUL MINZAR ISAAAIL PENGURUS PEMBANGUNAN AL-QURAN



MOHD AMIN AHMAD PENGURUS PEMBANGUNAN MODAL INSAN



AHMAD REDZUAN AMAT FENGURUS DIPLOMA TAHFIZ



ISMAIZAM ISMAIL PENGURUS PENTADBIRAN



SHARINA MUNERA SHAIPUL BAHARI PENGURUS KEWANGAN

2.4 PRODUCT / SERVICES OFFERED

Maahad Tahfiz Negeri Pahang (MTNP) offers a range of educational programs and services focused on Quranic studies and Islamic education. The primary offerings include:

- 1. Tahfiz Profesional
- 2. Diploma Al-Quran Wal Qiraat
- 3. Program Syahadah
- 4. Sijil Kemahiran

Tahfiz Professional Program is designed for secondary school students from Forms 1–5. This program combines the national curriculum and Quranic memorisation. It offers students not only academic information, but also the skills required to become Hafiz and Hafizah. The purpose is to develop graduates who can work in a variety of professional professions, including medical, law, and engineering, while being deeply committed to their faith.

Next, the second program offered by MTNP is the Diploma in Al-Quran Wal Qiraat. This program is intended for individuals who have finished secondary school. This program emphasises advanced Quranic studies, encompassing memorisation, recitation, and interpretation. This program is intended for students aiming to focus on religious education or take on leadership positions within the Islamic community.

Moreover, Program Syahadah is a program is an extension of the initiatives implemented at MTNP to enhance the quality of student outcomes. This program significantly aids pupils in mastering the Al-Quran, with each candidate undergoing a reading assessment conducted by a trained and experienced instructor.

In addition to academic offerings, MTNP offers Sijil Kemahiran Malaysia (Skills Certificate) programs that offer vocational instruction in subjects like Tarannum Education and Tahfiz Management. These programs allow students to continue their religious education while also helping them develop practical skills that will improve their job chances.

Additionally, MTNP offers other programs including Maahad Tahfiz Turath Negeri Pahang, Tadika Tahfiz Negeri Pahang and Sekolah Rendah Tahfiz Negeri Pahang.

Next, Maahad Tahfiz Turath Negeri Pahang provides traditional Islamic education along with Quranic studies. This program encompasses topics including Islamic law, Islamic history, and other historically religious sciences, providing students with an in-depth understanding of Islamic heritage while adopting a contemporary educational approach.

MTNP also provides Tadika Tahfiz Negeri Pahang, a kindergarten program designed for young children that facilitates Quranic memorisation and imparts Islamic beliefs. This early childhood program fosters a passion for the Quran from a young age.

In summary, Maahad Tahfiz Negeri Pahang provides an extensive education that accommodates many life stages, from kindergarten to advanced religious studies.

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TRAINING'S REFLECTION

3.0 TRAINING'S REFLECTION

As for my training reflection, I have applied to do my internship at Maahad Tahfiz Negeri Pahang (MTNP). This organization is located at Jalan Tanjung Lumpur, Kuantan, Pahang. I officially started this internship on August 12, 2024, and will end on January 24, 2025, which is estimated to be finish in six months. My working hours start at 8 a.m. until 5 p.m. every Monday until Friday. At MTNP, I was placed in the Human Resources unit, which was supervised by Puan Sharina Munira as the Manager of HR.

Moreover, throughout my internship, I worked alongside Puan Emalina, the HR Executive. She is so kind and always ensured that I was aware of the broader context of the work. Not just that, she made me feel welcomed and consistently letting me to ask about anything that i am not sure of. This literally boost my confidence in doing the work. She mentored me, navigating me through the HR procedures and allowing me the autonomy to learn at my own rhythm. Her encouragement was vital, and I truly felt part of the team from the first day. Besides, I was lucky to collaborate with friendly coworkers who consistently offered assistance, fostering a good and inviting atmosphere that enhanced the experience.

Next, one of my primary responsibilities during the internship was processing medical claims for staff. This involved verifying submitted claims against receipts, checking for completeness, and ensuring compliance with organizational policies. I updated medical claim records in "EBOSS" system and coordinated with the finance department to process payments efficiently. Additionally, I followed up with employees to clarify missing information or incomplete claims and guided them through the resubmission process. At first, it was a bit hard to get use to the system but fortunately i have Puan Emalina to assist me. This task enhanced my attention to detail and taught me how to maintain confidentiality when handling sensitive information.

Besides that, I was tasked with calculating overtime for I thoroughly departments. evaluated across attendance logs, highlighting issues and confirming the integrity of hours worked. Next, I also worked with supervisors to fix attendance issues and received approval for discrepancies. Moreover, I also created reports summarising attendance trends and overtime details, which were used in payroll processing. In other words, this work allowed me to improve my analytical and time management skills while meeting deadlines. Along with those responsibilities, I was also asked to answer and manage incoming phone calls. As I communicated with different members of the team and outside parties, this assignment helped me improve my communication abilities.

Furthermore, my supervisor asked me to draft various HR-related documents, such as confirmation letters for permanent employees, resignation letters, memos concerning allowances, and appointment letters for new hires. Each document underwent careful review, editing, and approval by supervisors prior to distribution. Additionally, I ensured the timely and accurate delivery of letters and memos to the appropriate recipients. This experience enhanced my professional writing abilities and my comprehension of HR documentation protocols.

Moreover, I took charge of organising and updating employee records. This involved the creation of new files, their registration in the HR system, and the archiving of old files in the storage room. I revised the file tags and confirmed that all documents, such as memos and letters, were accurately categorised. I also created templates in Canva for procedures and formulas associated with Performance Management Systems (PMS). Then, I created a Google Form for the Performance Management System (PMS). Furthermore, I simplified the performance evaluation process for management and employees by gathering feedback from different departments to make sure the form was meeting the needs of the organisation. The task was both tough and thrilling, and it was satisfying to enhance the company's operational efficiency. In other words, these tasks creativity in conjunction utilise with enabled to me administrative skills to enhance documentation standards.

Besides that, during my internship at Maahad Tahfiz Negeri Pahang, I received both tangible and intangible benefits. For tangible perks, I received a monthly monetary allowance of RM300, which is an uncommon benefit in most internship programs. The money truly helped me cover my everyday expenses and reduce my financial stress. Furthermore, MTNP supplied a complementary breakfast daily, ensuring that I began my workday on a positive note.

Meanwhile, for the intangible benefits, this internship provided me with practical professional experience. This allowed me to put HR principles into practice while also handling practical responsibilities such as administrative work and employee concerns. This hands-on experience enhanced my knowledge of the job and prepared me for the professional world. Furthermore, the internship presented me with good networking opportunities to engage with company professionals, perhaps opening up future job opportunities. Overall, these benefits contributed significantly to the success of my internship, allowing me to receive both financial assistance and the skills required for my professional development.

SWOT ANALYSIS

4.0 SWOT ANALYSIS

STRENGTH

- Effective communication
 Channels
- Bigger capital

WEAKNESS

- Rely more on manual system
- Lack of structured training in the organization

SWOT ANALYSIS

OPPORTUNITIES

- Strong company image
- Networking opportunities

THREATS

- Competitive Risk
- Changes in Educational policy

DISCUSSION & RECOMMENDATIONS

5.0 DISCUSSION AND RECOMMENDATIONS

5.1 Strength:

• Effective communication channels

Organisational success is dependent on well-established channels of communication that allow for the free flow of information, foster teamwork, reduce room for miscommunication, and increase productivity (Milton Campbell, 2023). In order to increase openness and participation, Maahad Tahfiz Negeri Pahang make use of both formal and informal systems, including email, social media, meetings, and feedback mechanisms. Hence, Maahad Tahfiz Negeri Pahang's (MTNP) strength is that they have effective communication channels.

For MTNP, they have their own website and digital board that allow every employee and society to access and get the latest news about organization. The organization's main website functions as a primary hub for scholarly updates, announcements, and institutional activities. This web portal enables stakeholders to easily access essential information regarding programs, schedules, and policies, fostering an informed community. Additionally, their website features a compilation of the company's prior success stories and implemented projects. Due to that, everyone especially employee can be informed about organizational goals and policies (Zorlu, Kürşad and Korkmaz, Fatma, 2021). For example, the websites comprise functional systems such as eBoss, eSurat, eAduan, iStaff Login, iParent, iStudent, many more.

Although the maahad tahfiz maintains good communication channels, there is still room for improvement. One of the recommendation is to establish a live chat support system. Live chat enhances the customer support experience by optimising the assistance provided to clients. Live chat provides clients with an immediate means to contact you when they encounter enquiries or unresolved issues (Blackstock, 2022). This is significantly more satisfactory than emailing a support team, as with email, it is difficult to ascertain when a response will be received. The quickness of receiving assistance is likely the reason customer satisfaction ratings are generally higher for live chat compared to other support methods (Blackstock, 2022). By implementing this recommendation, Maahad Tahfiz will be able to further enhance the quality of its services and boost the effectiveness of its communication methods.

• Bigger Capital

Organizational capital refers to the extent to which a company or other group is able to effectively employ its resources to carry out and maintain a strategy (Malcolm Tatum, 2024). As for MTNP, their capital base provides the organization with additional resources for its continued growth and success. The institution's financial situation is strong due to tuition and other initiative revenue, public donations, and partnerships with corporate sponsors. According to Eugine Nkwinika, Segun Akinola, this approach ensures long-term viability and resilience in the face of financial challenges.

Financial stability enables MTNP to invest in advanced technology, infrastructure, and educational institutions. Besides that, access to substantial funds enables the institution to rebuild its classrooms, libraries, and laboratories, thus enhancing the environment for teaching and learning. Furthermore, the financial stability enables MTNP to sustain contemporary as LCD TV displays technologies such for communications and visitor feedback systems. It allows MTNP to organize and advocate for educational events, contests, and outreach initiatives, thereby reinforcing its status as a leading institution in the region. This capital enables MTNP to attract and retain exceptionally skilled personnel by offering attractive salaries and development initiatives to enhance performance.

In the meantime, one of the recommendation for Maahad Tahfiz Negeri Pahang is to implement financial investing techniques. Financial investment is the allocation of capital with the expectation of producing a return or profit over time (Samuels, Jamell, 2024). MTNP can leverage its substantial cash to diversify its assets into sustainable, income-generating ventures, such as real estate development or rental services. These types of business can produce consistent revenue streams that ensure financial stability (Samuels, Jamell, 2024). long-term Furthermore, establishing endowment funds. MTNP can secure their long-term viability through endowments, which are collections of money. Endowments allow organizations to continue operating by investing donor money and using the interest and principal payments to fund various programs and projects (Andrew Latham, 2024). 29

5.2 Weakness:

• Rely more on manual system

Despite the use of some digital technologies, MTNP still relies on manual methods for many of its operations. Manual data entry refers to the act of typing information into a computer or database system manually, usually via a keyboard or alternative input device (Ryan Thompson, 2022). Besides that, manual methods can result in inefficiencies, delays, and inaccuracies, especially in administrative duties like attendance monitoring, document management, and performance reviews. This preference for manual procedures may limit the MTNP's ability operations and compete in scale an increasingly to technologically driven environment. Moreover, the lack of significant automation reduces the productivity in workplace and may result in redundancy. For example, at MTNP they manually processing medical claims and staff data. This not only increases the possibility of errors, but also takes up valuable time that could be spent on more strategic initiatives. Furthermore, reliance on manual methods might lead to inconsistencies in data management and decision-making (Ryan Thompson, 2022).

One of the step MTNP can use to overcome this issue is to implement digital tools for daily operations. In order to save time and cut down on mistakes, specialised software may greatly streamline tasks such as as payroll management, claims processing, and attendance tracking (Malcolm Adams, 2023). For example, automation can considerably improve medical claim handling. As we know, processing medical claims currently requires gathering physical documents, confirming receipts, and manually entering facts into spreadsheets, all of which can be time-consuming and error-prone.

By applying a digital claim management system, MTNP can streamline the entire procedure. Employees might file their claims online by submitting scanned receipts and completing a structured digital form. This data would then be automatically directed to the appropriate department for verification and approval, reducing delays caused by physical paperwork or manual follow-ups. Besides that, HR management platforms such as BambooHR or Zoho People frequently contain modules for expense claims, including medical charges (Laiba Laeeq, technologies can automatically calculate 2024). These reimbursement amounts based on specified policies, inform approvers when action is required, and offer real-time updates on the progress of employee claims. By digitising this process, MTNP promotes transparency, accuracy, and times, hence increasing overall employee turnaround satisfaction.

• Lack of structured training in the organization

Training is the process of equipping individuals with specific skills, information, and competencies to enhance their performance and productivity in their current employment roles (A S Arulsamy, Indira Singh, Senthil Kumar, Jetal, Jetal J. Panchal, K K Bajaj, 2023). An effectively organized training program improves both individual and team performance while fostering innovation, work satisfaction, and sustained organizational growth. However, Maahad Tahfiz Negeri Pahang (MTNP) has weaknesses in structured training programs for its employees.

A major factor contributing to this issue is the management of MTNP's lacking awareness of the need of training. They may not fully understand how investing in employee development and training may enhance productivity, and elevate morale. The knowledge gap frequently results in training programs being neglected or forcing employees to learn through trial and error.

Besides that, the lack of adequate training opportunities results in employees being unable to learn new skills or remain informed about the latest tools and technologies. This may lead to obsolete methods that hinder productivity and compromise job quality. Over time, these constraints can give a negative effect to the company.

One of the most effective approaches for Maahad Tahfiz Negeri Pahang (MTNP) to overcome its lack of structured training programs is to implement a mentorship program. Mentorship pairs experienced personnel with fresher employees to promote information transfer, skill development, and professional progress (Matthew Reeves, 2023). This strategy not only promotes a culture of continual learning, but it also improves connections and collaboration inside the organization.

Furthermore, mentorship programs are a practical and costeffective way to share information (Jennerdene L. Rubbi Nunan, Aysha B. Ebrahim, Marius Wilhelm Stander, 2023). Experienced employees, who have gained significant insights and abilities over the years, can advise new employees about organisational policies, processes, and expectations. This guarantees that critical information is provided immediately and efficiently. Aside from that, mentors can provide real-world guidance and tips that go beyond what is included in manuals or standards, providing mentees a better knowledge of their roles. Furthermore, mentorship boosts employees morale engagement (Jennerdene L. Rubbi Nunan, Aysha B. Ebrahim, Marius Wilhelm Stander, 2023). Besides that, having a mentor gives new employees a sense of support and belonging, which can increase their confidence and job happiness. This will indirectly improve retention and growth in the organisation. This is because organisations that invest in mentorship shows a dedication to employee development, which fosters loyalty and lowers turnover rates.

5.3 OPPORTUNITIES:

Strong company image

The company's image relates to how it is seen by the general public, which includes consumers, suppliers, shareholders, and stakeholders (Milena Zienkiewicz, 2023). It encompasses both the tangible and intangible characteristics of a business, such as the brand's logo, product or service quality, advertising, public relations, and the behavior of its leaders and employees. Maahad Tahfiz Negeri Pahang (MTNP) has established an excellent track record throughout the years, presenting itself as a premier educational institution in Pahang. The school's accomplishments, including its outstanding SPM results and prestigious awards, have contributed to MTNP's robust brand value and public image (Junaida Mahusin, 2024). These components not only exemplify the school's success but also function as significant assets in its continual development. By carefully utilising its established reputation, MTNP has considerable chances to attract additional students, create beneficial partnerships, and enhance its standing in the educational sector. In addition, the effectiveness of their communication channels, such MTNP's website and digital systems, contribute to their positive public image. Institutional success stories, program updates, and announcements can be easily shared with stakeholders through these platforms. Through the utilisation of these systems, MTNP can sustain its credibility as the premier centre for Islamic and Quranic 34 education and keep fostering trust.

To improve its public image and optimize chances, Maahad Tahfiz Negeri Pahang (MTNP) must carry out strategic marketing initiatives that capitalize on its unique assets and achievements. By leveraging social media channels such as Facebook, Instagram, TikTok, and YouTube, MTNP can reach a broader audience and cultivate stronger relationships with potential students and their families (Anca Popescu, Adriana Tulbure, 2022). These channels provide MTNP with the opportunity to share captivating videos, posts, and narratives that highlight student life, academic accomplishments, and campus events. For instance, MTNP may produce a series entitled "A Day in the Life of an MTNP Student" or generate behind-the-scenes content to provide a realistic and authentic insight into student experiences. Furthermore, MTNP may show off success stories, publish alumni testimonials, and encourage virtual campus tours to provide potential students with an indepth comprehension of the institution's principles and services. By constantly creating and sharing engaging content across several channels, MTNP can reinforce its reputation, draw in additional students, and enhance support from various stakeholders.

• Networking opportunities

Tahfiz Negeri Pahang Maahd possesses networking opportunities. Business networking, also referred opportunities, entails the establishment networking maintenance of relationships with individuals with similar interests, ambitions, or professional connections (Julia Kagan, 2024). Networking can facilitate collaborations, partnerships, and resource-sharing, thereby enhancing MTNP's influence in the educational sector. By utilising its established reputation, MTNP can cultivate relationships that not only further its goal but also yield enduring advantages for its students and the community.

A primary reason MTNP can affords many networking its exceptional is because of academic opportunities performance. As we know, MTNP got an excellence score in SPM, distinguishes it from other similar institutions. Moreover, the elevated academic performance of MTNP makes it easier for them to attract attention from higher education institutions for a collaboration. Furthermore, MTNP's established presence and relationships within the community strengthen networking capabilities. Furthermore, MTNP's bigger capital helps to promote its networking initiatives by allowing the institution to make collaborative and partnership investment. With enough money, MTNP can plan educational events, and build close ties with interested parties. This indirectly will lead to networking opportunities. 36 In other words, as a reputable institution in Pahang, MTNP has also established confidence and recognition among parents, students, and the wider community. This trust fosters a willingness to collaborate with governmental entities, corporate sponsors, and community organisations. Businesses pursuing Corporate Social Responsibility (CSR) projects are more inclined to select MTNP as a partner because to its demonstrated community impact and values-driven goal. Hence, by applying this recommendation, MTNP can establish itself for sustained success and expansion. These initiatives assist the institution while also generating significant opportunities for employees, learners, and the wider community.

Despite MTNP's strong networking prospects, it can enhance its efforts by utilising professional platforms such as LinkedIn and educational forums to cultivate significant contacts and promote collaborations with stakeholders. LinkedIn serves as an effective channel for engaging with a diverse range of individuals and organisations, including alumni, educational consultants, and potential partners (Blessilda Eval, 2024). By cultivating a professional and engaging LinkedIn presence, MTNP may showcase its programs, communicate achievements, and share updates on events and projects. Moreover, the platform allows MTNP to participate in relevant groups, engage in discussions, and observe major organisations, so ensuring its presence in important dialogues (Blessilda Eval, 2024). Through the application of these approaches, MTNP can utilise networking to foster growth, get resources, and forge lasting ties that benefit both the institution and its community. 37

5.4 THREATS:

Competetive Risk

Competitive risk is defined as the most likely challenges that an organisation may confront as a result of its competitors' actions, which can have a harmful affect on its growth, market share, or reputation (John Spacey, 2023). The increasing number of tahfiz institutions providing similar programs poses a risk to Maahad Tahfiz Negeri Pahang (MTNP). This is due to greater competition for recognition, student enrolment, and stakeholder support. Moreover, the competitive risk faced by MTNP is made worse by its dependence on manual systems. Operations are slowed down and errors and inefficiencies are more likely to occur during manual processes including attendance monitoring, medical claims, and data entry. Competitors that use automated and modern tech systems are able to deliver services that are quicker and more dependable, which makes them more appealing to prospective students, parents, and partners. The educational landscape is becoming more digital and fast-paced, making it difficult for MTNP to stay ahead of the competition if it does not fix the issue.

Additionally, price competition significantly contributes to MTNP's competitive risk. Price competition is a market strategy that focusses on pricing products or services as the principal means of competition (Ahmad Nasrudin, 2024). Certain tahfiz institutions may provide reduced tuition fees or subsidised programs, making them more attractive to parents seeking cost-effective options.

Additionally, MTNP might employ digital technologies and automation to improve efficiency and streamline processes, which would be one way to tackle this issue. With the updated processes that come with this technological change, MTNP will be able to stay competitive. In addition, MTNP might set itself apart from competitors by offering a wider range of programs at more affordable prices. Offering specialised programs that combine Islamic studies with professional certifications or degrees may attract a broader range of students, even if MTNP mostly focusses on tahfiz education. Combining the traditional tahfiz curriculum with software or robotics programming is one example. Students will get a solid grounding in Islamic studies and be prepared for careers in expanding fields through these programs. Not just that, parents who a looking for an education their children develop both spiritually and professionally would be happy with this dual-track program (Norhayati Haji Hamzah, Nor Aini Ali, Nor 'Azzah Kamri*, Mohd Yakub@Zulkifli Mohd, 2024)...

• Changes in Educational policy

Education policy refers to the concepts and policy decisions that influence education, including the legislation governing the establishment and operation of educational institutions (Divyansh Bordia, 2022). Educational policies have a significant impact on the direction and quality of education in a nation. These policies are frequently updated to reflect changing national goals, global trends, and technology breakthroughs, ensuring that the educational system stays relevant and competitive. For example, the introduction of standard curricula throughout educational institutions may conflict with the MTNP's tailored approach to tahfiz education, which emphasizes Quranic memorization and Islamic precepts.

Moreover, the difficulties caused by shifts in educational policy may be made worse by MTNP's absence of structured training programs. Employees may need to update their skill sets in response to policy changes that mandate the use of more contemporary technology or that emphasize a focus on the needs of individual learners. On the other hand, operational inefficiencies could occur if employees aren't adequately trained to deal with these changes. In the long run, this might make it harder for MTNP to satisfy policy demands, keep its good name, and accomplish its objectives.

One of the recommendations that MTNP can do is, MTNP needs to form a specialized policy monitoring team. In order to form this team, MTNP should introduce a structured training and development program for its employees. This can include online courses, seminars, and workshops to provide employees with the tools they need to manage policy changes and use contemporary teaching strategies. Furthermore, the team will be tasked with monitoring policy developments and evaluating their consequences for the institution. By fostering strong collaboration with policymakers and educational authorities, MTNP can foresee changes and proactively prepare, so reducing operational disruptions. This proactive strategy will allow the institution to stay adaptable and responsive to regulatory changes.

CONCLUSION

6.0 CONCLUSION

In summary, my stay at Maahad Tahfiz Negeri Pahang (MTNP) has been a remarkable learning opportunity that has enriched my perspectives and improved my abilities. This internship provided me with the opportunity to acquire practical insights into human resource management, including the management of daily administrative duties and the resolution of organisational challenges. It was a journey that was enlightening and that taught me the significance of adaptability, teamwork, and problem-solving in a career.

Besides that, I was able to identify the organization's primary strengths, weaknesses, opportunities, and threats through my observations and analysis, which resulted in the development of a comprehensive SWOT analysis. This analysis emphasises the strengths of MTNP, including its robust reputation and efficient communication channels, while also identifying areas for refinement, such as the necessity of enhanced training programs.

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7.0 REFERENCES

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APPENDICES

8.0 APPENDICES



Figure 1: Majlis Pengurniaan Anugerah Kecemerlangan Maahad Tahfiz Negeri Pahang 2024



gure 2: Di raikan sendiri oleh Kebawah Duli Paduka Baginda As Sultan Abdullah Riayatuddin Al Mustafa Billah Shah bersama Kebawah Duli Paduka Baginda Tengku Ampuan Pahang Tunku Hajjah Azizah Maimunah Iskandariah.



Figure 3: Majlis Khatam Hafazan Al- Quran MTNP 2024



Figure 4: Majlis Khatam Hafazan Al- Quran MTNP 2024

Figure 5: Preparation for Majlis Khatam Hafazan Al-Quran MTNP 2024







Figure 6: Carom sports competition 2025



Figure 7: Majlis Khatam Hafazal Al-Quran MTNP 2024



Figure 8 : Majlis Amanat & Hala Tuju MTNP 2025



Figure 9: Majlis Amanat & Hala Tuju MTNP 2025