

INDUSTRIAL TRAINING REPORT -

AAFIYAT HOLDINGS SDN BHD

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aafiyat

HOTEL
urban

EXECUTIVE SUMMARY



This report provides an overview of my valuable 24-week internship at Aafiyat Holdings Sdn Bhd, conducted from March 1, 2024, to August 9, 2024. It focuses on the practical skills and knowledge I acquired, along with constructive feedback for the organization. I was placed in the Human Capital Department under the guidance of Cik Puan Nurul Ramlah, the Head of HR Operations. Throughout this period, I had the opportunity to immerse myself in various HR functions and processes, gaining hands-on experience that bridged the gap between theoretical knowledge and real-world application.

Throughout the report, I have included my student's profile and a detailed profile of the company. I have also reflected on my training, highlighting key learning moments and their impact on my professional development. Furthermore, I conducted a SWOT analysis to evaluate the strengths, weaknesses, opportunities, and threats related to the organization. Next, I also included the PESTEL analysis where it offers a broader perspective on the external factors influencing the company. Lastly, I also give recommendations regarding the weaknesses and threats of the company.

In conclusion, this report summarizes my comprehensive learning journey, underscoring the importance of internships in shaping future professionals and contributing to organizational success.

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ABOUT AAFIYAT SDN BHD



Background of the Aafiyat Holdings Sdn Bhd

Ustaz Aidil Azwal, the President, started the business with Olive House as he got the idea while studying in Egypt in 1998. He saw the use of olive-based products for heart health in particular. This gave him the motivation to offer these advantages to Malaysians through Olive House.

Established in 2011, OHR Marketing Sdn. Bhd., widely known as Olive House, has dedicated itself to sourcing and distributing high-quality natural and organic products, particularly for the health and wellness segment. They import these products from regions like North Africa, West Asia, Caucasia, and Central Asia, including countries such as Morocco, Turkey, Azerbaijan, Kyrgyzstan, and Uzbekistan.

While in January 2021, Aafiyat Holdings Sdn. Bhd. (AHSB) serves as the parent company for a diverse group of businesses. Under its management are companies such as Olive House, Aafiyat Synergy, Aafiyat Academy, Aafiyat Digital, Aafiyat Store, Aafiyat Manufacturing, and Dulce Media. As the Aafiyat Group ventures into manufacturing and marketing new products, producing media content, and expanding its presence in Southeast Asia, the parent company acts as the driving force propelling the group to the next level.

VISION AND MISSION



VISION

To be the preferred organization for holistic solutions for society's health, wellbeing, wellness, and welfare.

MISSION

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