



اَبُو سَيْفِي تَيْكُونُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Pengurusan  
dan Perniagaan

# **INDUSTRIAL TRAINING REPORT**

## **MGT666**



## **AL FAIZ HOLDINGS**

### **(MARCH - AUGUST)**

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**PROGRAM: BACHELOR IN FINANCE**

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## **EXECUTIVE SUMMARY**

My 6-month industrial training began here at Al-Faiz Holdings, and it was a fascinating and eye-opening experience. It was at Jalan Perusahaan 5, Taman Bandar Baru Mergong, 05150 Alor Setar, Kedah, No 396 - 398. Mr Azhar Md Yusoff started Al-Faiz Holdings, a Roselle-based product manufacturing company. Soft skills such as interpersonal skills, professionalism, confidence, and self-efficacy have been learnt and developed. I also learned how to multitask and communicate effectively with other members of the team. Al-Faiz Holdings has its own strengths and weaknesses, such as a wide range of products on the market, powerful R&D, advanced machinery, and numerous subsidiary enterprises. Their weaknesses include a high personnel turnover rate, poor food quality, and bad financial management. In terms of the recommendation, I believe Al-Faiz should strengthen transformational leadership, create professionalism, inventory management education, and practice financial literacy. To summarise, industrial training is one of the most effective ways for students to prepare themselves psychologically and physically before joining a challenging real-world work setting.

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## **2.0 COMPANY'S PROFILE**

No 396 - 398, Jalan Perusahaan 5, Taman Bandar Baru Mergong, 05150 Alor Setar, Kedah, was the address of Al-Faiz Industries Sdn Bhd, which was founded on September 23, 2004. Mr Azhar Md Yusoff started Al-Faiz, a Roselle-based product manufacturing company. Dietary supplements, snacks and beverages, personal care items, and skincare products are among the company's product ranges.

This company also offers contract manufacturing services as an Original Equipment Manufacturer (OEM). In 2015, Al-Faiz Industries Sdn Bhd was renamed Al-Faiz Holdings Sdn Bhd as the Holding Company in order to boost the company's performance and credibility.

Mr Azhar also owned and established a group of companies which include Kencana Biotech Sdn Bhd, Swiss Lab Biotech Sdn Bhd, Al-Faiz Food & Beverage, Al Quba Distribution Sdn Bhd, S Line Network Sdn Bhd, Move- pick Acqua Minerale Sdn Bhd, Cavo Collina Caffè Sdn Bhd, Kencana Food and Spices Sdn Bhd, Axis Eco Farm Sdn Bhd, Mes Fleur Retail Sdn Bhd, Asia Lab Manufacturing Sdn Bhd and Al-Faiz Logistic Sdn Bhd.

To address the ever-growing demand for Al-Faiz products, Al-Faiz has established in-house production lines to manufacture its own products, integrating modern technology with high production capacity. This facility offers a quality assurance system for the entire production under the rigorous supervision of a quality control staff. Receiving raw ingredients, processing, packaging, and marketing are all part of the process.

Al-Faiz has been working closely with government organisations such as MARDI, MARA, SIRIM, MIDA, NCIA, and MATRADE to investigate government prospects for creating SME businesses in both domestic and international markets.

# VISION

- Becoming main roselle-based products manufacturer
- Build chain of distributors and stockist that enable to achieve strong economical level
- Establishing international markets
- Nurturing more successful entrepreneurs
- Becoming the alternative major player in upgrading the beauty and health sector for Halal products

# MISSION

- Determined to be the leader in roselle-based products
- Producing quality products free from dangerous chemicals and safe for consumption
- Nurturing distributors and stockists that possess high leadership traits
- Determined to become a mentor for entrepreneurship development

## AL-FAIZ HOLDINGS

### ORGANIZATION CHART

