



اوپوز سیتی تکنولوژی مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

# INDUSTRIAL TRAINING REPORT

WARISAN UMMAH  
IKHLAS FOUNDATION



UMMAH IKHLAS  
FOUNDATION

Prepared By:  
Muhamaad Alfi Ajwad  
bin Rusmadi  
(2021114429)

# EXECUTIVE SUMMARY

I embarked on a distinctive and captivating 6-month internship program at Warisan Ummah Ikhlas Foundation, where their guiding principle of "movement that want people to interact more with Al-Quran" propelled their pursuit of remarkable outcomes. Situated in Shah Alam, Selangor –to reboot global harmony –the company aspires to excel in its endeavors. During this internship, I was assigned to be Admin at Business Operation Department, an area of study that I focused on.

In the second part of my internship experience, I included my updated resume, which encompasses my personal details and relevant information. Moving on to the third part, I provided a condensed overview of the company's background, including its logo, mission, vision, products, and a self-designed Business Operation Department Chart.

Moreover, my time at the internship allowed me to enhance my skills and expand my knowledge. It enabled me to boost my self-confidence and acquire valuable insights into interacting with people and improving communication. These aspects will be further elaborated in the fourth part, where I have shared visual representations, task details, responsibilities, and the benefits gained throughout my internship.

Part 5 of my report holds paramount importance as it focuses on the SWOT analysis of Warisan Ummah Ikhlas Foundation. To ensure the utmost accuracy and relevance for the company, I dedicated months to observing and evaluating its strengths, weaknesses, opportunities, and threats. Finally, in part 6, I delve into an in-depth discussion of the SWOT analysis, presenting well-founded recommendations for each aspect. Concluding the report, I summarize the entire experience and express my aspirations for the future.

# STUDENT'S PROFILE



## MUHAMMAD ALFI AJWAD BIN RUSMADI

BACHELOR'S IN OFFICE SYSTEM MANAGEMENT  
(HONS.)

### ABOUT ME

A person that want to improve and apply my skills in a professional context. I am also willing to learn new skills while remaining proactive in teamwork and ethics. I would also love to gain knowledge and new experience

### CONTACT

Phone

Email

LinkedIn

Address

### WORK EXPERIENCE

MAC 2023 - AUG 2023  
WARISAN UMMAH IKHLAS FOUNDATION  
ADMIN OFFICER

- ASSIGN TO DO WORKFLOW FOR COMPANY
- UPDATE NEW ORGANIZATION CHART OF THE COMPANY
- HANDLING BOOKING MEETING ROOM OR COMPANY EVENT ROOM
- HANDLING PURCHASE REQUISITION NOTES (PRN) AND SUBMIT TO TREASURY FOR PAYMENT (PURCHASING)

### PERSONAL SKILLS

- Good Communication skills in Bahasa Malaysia, English and basic Arabic...
- Good in Microsoft Office, Excel, PowerPoint, Access, Project and Canva.

### CO-CURICULUM EXPERIENCE & PROJECT

- Become a social media staff for webinar event
- Got dean list for 3 semester in diploma
- Got dean list for 4 semester in degree
- Become Usherette for World Quran Hour Event

### EDUCATION

2013 - 2017  
SIJIL PELAJARAN MALAYSIA (SPM)  
SEKOLAH AGAMA MENENGAH SULTAN  
HISHAMUDIN SC. BERTIH, KLANG  
RESULT: PASSED

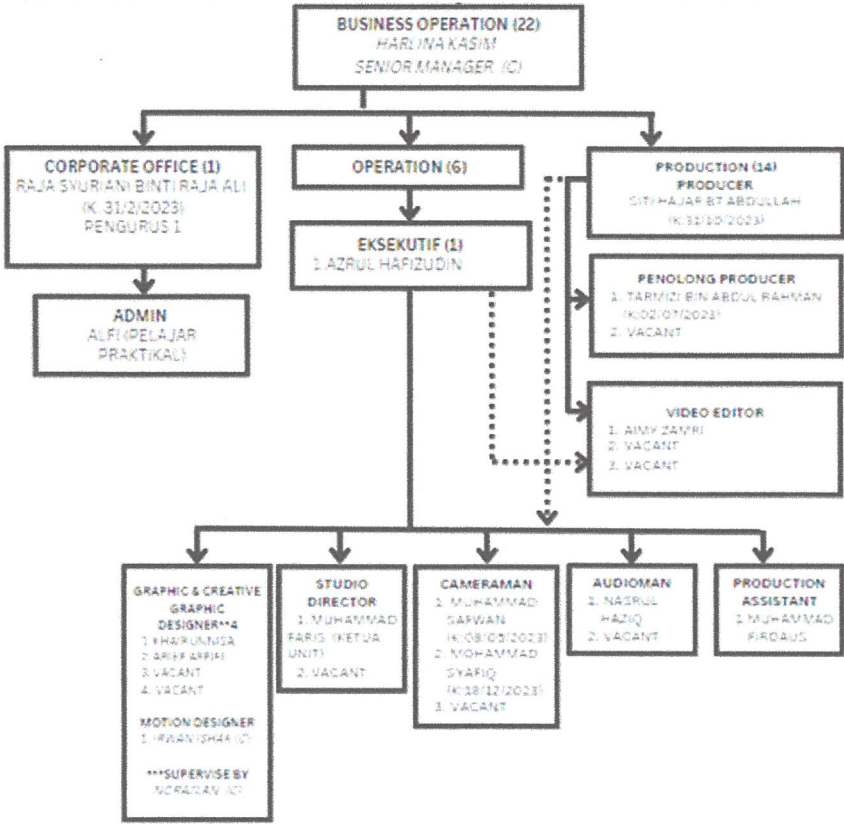
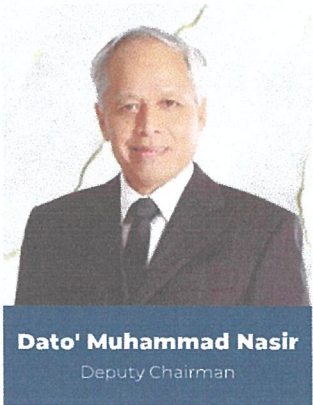
2018-2021  
DIPLOMA IN OFFICE MANAGEMENT AND  
TECHNOLOGIES  
UITM JENCKA, PAHANG  
CGPA: 3.45

2021 - PRESENT  
BACHELOR'S OFFICE SYSTEM  
MANAGEMENT  
UITM KAMPUS BANDARAYA, MELAKA  
CGPA: 3.54

### REFERENCE

**Nor Maslia binti Rasli Samudin**  
Lecturer of Office System Management  
UITM Melaka Kampus Bandaraya Melaka

# ORGANIZATION CHART



Business Operation Department



# PRODUCT & SERVICES

## 1. Big Ground Event

A programme launched by the Warisan Ummah Ikhlas Foundation (WUIF) that aims to inspire everyone to engage with the Qur'an through reading, comprehending, and applying it such as WorldQuranHour & MalaysiaQuranHour.

## 2. Television Programs

In order to help the ummah develop a mindset and character that is directed by the Al-Quran and Sunnah, Yayasan Warisan Ummah Ikhlas opened the door for all TV stations inside and outside the nation to broadcast MQT 2.0 and other programs.

## 3. Digital Program

Depending on the nature of WUIF, whether it is an educational institution, a charity, or any other type of business focused on meeting the needs of the Muslim community while adhering to Islamic principles, the specific features and services offered on the digital platform will vary.

## 4. Books

In line with the purpose of the My#QuranTime program broadcast on ALHIJRAH TV, which is to be a platform for the solidarity of the ummah to learn the basics of reading the Quran, Tadabbur and Tazakkur, then the complete version was born: NOTA MY #QURANTIME as a complete guide for those who love the Quran.



# TRAINING REFLECTION

## INTERNSHIP PERIOD

15 → 25

MARCH 2023

AUGUST 2023

## WORKING DAYS

*Monday - Friday*

## WORKING HOURS

8.30a.m. - 6.00p.m.

# WARISAN UMMAH IKHLAS FOUNDATION

(TRAINING REFLECTION)

## Duration: Specific Date, Working hour and Time of Working

In the six months beginning on March 15, 2023, and ending on August 25, 2023, I worked as an administrator for Warisan Ummah Ikhlas Foundation., a foundation aims to promote the reading, understanding, and practice of the Quran. This Warisan Ummah Ikhlas Foundation is operating from 8:30 am to 9:30 pm, Monday through Friday.

## Specific Department

The term "office administration" is used to describe how an office is run on a daily basis. In other words, in order for an office to run efficiently, a range of jobs and obligations must be completed. Staff, E. (2022, July 6). This enables a business to effectively manage its office I was employed by the Business Operation/Collab Hub & Wakaf division for six months. At first, my supervisor, the Manager of Corporate Office, stated that I could assign in operation and office administration since I have the capabilities going through on Excel and Microsoft Office. I was given a duty that include that with administrative chores.

## Roles, Responsibilities and Assignments

During my internship at Warisan Ummah Ikhlas Foundation, my superior gave me a variety of positions, duties, and assignments. I seem to remember that since it was the early week since I was assigned as an intern, I have to redesign the workflow of company with my supervisor. We both discuss to do the workflow as it was important for the company to follow the guidelines to avoid any circumstances and be more systematic. Other than that, I also assist in update organization chart for WUIF since there are few changes of position for the employees and update the new vacant with their contract dates. It was truly new experience to me plus the big responsibility for me to complete the assignment.

# WARISAN UMMAH IKHLAS FOUNDATION

(TRAINING REFLECTION)

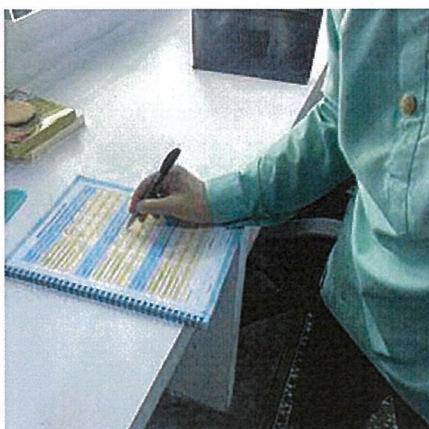
## Roles, Responsibilities and Assignments

Next, I was assign to handle booking for meeting room or company event room, we called it as QTT rooms. The reason to handle this booking is because there are several departments that want to use the facilities to conduct meeting or small programs. As it important to avoid clash date and to give opportunity to every staffs got to use the meeting rooms.

Aside from that, I handled Purchase Requisition Notes (PRN) and preparing documents that related for the payments such as Invoice and Purchase Order as proof that need to compile together before submit it to treasury which is the finance department. As I mentioned above that, Warisan Ummah Ikhlas has their own television programs, I got the task to support payroll process for the talents and vendors that involve in any recorded program. This also include taking talents attendance and calculate the shifts of recording from attendance report.

As an intern in business operation, for every purchase as for instance, asset for company, I assisted to remind the employees to prepare at least three quotation before complete and choose for the best quality with the best prices. Besides, I learned and improve my skills using Microsoft Excel to update budget report for finance to alert about the cashflow and helping towards saving the budget.

As for the other internal support, I responsible to remind the staffs to join morning briefing that held on every Tuesday. I was glad to join the morning briefing because is just not only we as staffs know each other update, they also have Tadabur session which I can gain knowledge for every surah in Quran.





# WARISAN UMMAH IKHLAS FOUNDATION

(TRAINING REFLECTION)

## GAINS: INTRINSIC AND EXTRINSIC BENEFITS

I am qualified for the RM 500 monthly internship payment throughout my internship at Warisan Ummah Ikhlas Foundation. Regarding workplace, WUIF provided me with a cosy office area that included stationery, office supplies, and a pantry. My desire to do well at work has grown, and I now feel extremely at ease working. I've learned a lot about the office administration division and the organization with the movement of Quran for the community as a result of my internship experience at Warisan Ummah Ikhlas, which has been fantastic and exciting. I've learned more than I ever have before because to this.

I've had the opportunity to hone my communication and connection skills while interning at the WUIF Shah Alam, especially in terms of professional communication. One of the most crucial abilities I develop during an internship is the ability to communicate professionally with a management, executive, talents, and outside vendors. I have to engage and talk often with employees at all levels of distinction in my role as an Admin Intern. Additionally, I was able to operate in a tough environment and rapidly adapt to the working environment. I am able to take on responsibility for significant jobs and complete them in the allotted time. For instance, I am in charge of become an usherette at WorldQuranHour event during my internship.

# SWOT ANALYSIS

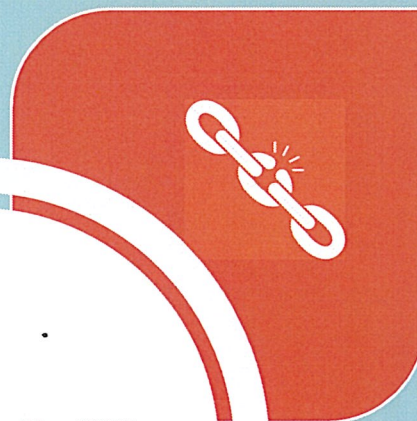
## STRENGTHS

- Broad Network and Partnership
- Dedicated and Passionate Team



## WEAKNESSES

- Less Manpower
- Lack of Proper Working Timeline



**SWOT**

- Strategic Partnership
- Technological Advancements



- Competition for Funding
- Economic Uncertainty



## OPPORTUNITIES

## THREAT

# STRENGTHS (1)

## BROAD NETWORK AND PARTNERSHIP

Warisan Ummah Ikhlas Foundation has a strength which is they have several network contacts from government such as embassy and also strong networking from other external organization. I choose this point as a strength because I can see there are several big benefit to bring the company grow at the time present and also in the future. In the digital age, a broad network and strategic partnerships have become even more critical. With technology connecting the global market, businesses can now reach customers and partners worldwide. This interconnectedness opens up new avenues for growth, expansion into different markets, and the exchange of knowledge and best practices. A broad network and strategic partnerships are fundamental drivers of success in today's dynamic and competitive business landscape. Warisan Ummah Ikhlas enable organizations to access a vast pool of resources, unlock innovation potential, and expand their influence in the market.

## Recommendation

As for WUIF, I highly recommend actively pursuing the establishment and nurturing of a broad network and strategic partnerships. These initiatives can significantly contribute to their growth, sustainability, and success in the following ways:

- **Access to Resources:** Building a diverse network and forming partnerships with various stakeholders will grant them access to a wide range of resources, including capital, talent, technology, and expertise. This also can help them to overcome resource constraints and enhance their capabilities.
- **Market Reach and Expansion:** Partnerships can provide them with access to new markets and customer segments. By collaborating with established players in those markets, you can leverage their existing customer base and distribution channels.

# STRENGTHS (2)

## DEDICATED AND PASSIONATE TEAM

On another hand of strength that I have already observe is the dedication and passionate of them to reach mission and vision goals. A dedicated and passionate team stands as one of the most invaluable strengths Warisan Ummah Ikhlas can possess. Their dedication is evident in their willingness to go above and beyond, investing extra time and effort to ensure the success of projects and tasks. Passion drives them to pursue excellence and embrace challenges with a positive attitude, even in the face of adversity. A dedicated and passionate team becomes the driving force behind the Warisan Ummah Ikhlas Foundation's achievements. Their strong sense of ownership and accountability fosters a culture of responsibility, encouraging each member to take initiative and contribute their best to the team's collective effort. This level of dedication cultivates a harmonious work environment where collaboration and teamwork flourish, and employees support and motivate one another.

## Recommendation

By implementing these recommendations, Warisan Ummah Ikhlas can harness the full potential of its dedicated and passionate team. The combined efforts of motivated individuals will not only drive the organization's success but also create a positive and thriving work culture that attracts and retains top talent.

- **Recognize and Celebrate Achievements:** Acknowledge the hard work and dedication of their team members regularly. Celebrate their successes to show appreciation for their efforts. Recognition can boost morale and motivate them to maintain their passion and commitment.
- **Promote Open Communication:** Although it seems like a cliché advice but sometimes its was truly meaningful to address their needs and suggestions, as this will make them feel valued and respected.

# WEAKNESS (1)



## LESS MANPOWER

According to my observations at Warisan Ummah Ikhlas Foundation, I've observed that the company has been struggling to work when they haven't enough manpower. This lead to the workers to be backup person as they have to help for make the task works. "Less manpower" can be a significant weakness for an organization, particularly when the workload and demands exceed the capacity of the existing team. Having an insufficient number of skilled and capable employees to handle various tasks and responsibilities can lead to several challenges. First and foremost, it can result in overburdened employees who may experience burnout due to excessive workloads and stress. Additionally, with fewer team members, the WUIF company may struggle to meet deadlines and deliver products or services promptly, affecting customer satisfaction and damaging the organization's reputation.



## Recommendation

When facing the challenge of having less manpower in Warisan Ummah Ikhlas Foundation, there are several recommendations that can help optimize operations and maximize efficiency:

- **Prioritize Tasks and Focus:** Identify critical tasks and prioritize them based on their impact on the organization's goals. Focus on completing high-priority tasks first and allocate resources accordingly.
- **Outsource Non-Core Activities:** Consider outsourcing non-core or repetitive tasks to external vendors or freelancers. This can free up internal resources to focus on core activities, where their expertise is most valuable.
- **Cross-Training and Skill Development:** Encourage cross-training among employees to develop a diverse skill set. This way, employees can handle multiple responsibilities, ensuring flexibility and adaptability in the workforce.

# WEAKNESS (2)



## LACK OF PROPER WORKING TIMELINE

Warisan Ummah Ikhlas Foundation indeed they have a strong team member to work vision and mission of the company but there still one weaknesses which is lack of proper working timeline that might affect their productivity for the organization. The lack of a working timeline can be a significant weakness for an organization, leading to numerous operational challenges and hindering overall efficiency. A well-defined timeline is crucial for planning and executing projects, setting goals, and allocating resources effectively. Besides that, Lack of a deadline might make it difficult for team members to collaborate and communicate effectively. Lack of a timetable makes it challenging for team members to coordinate their activities, which results in fragmented workflows and decreased unity within the team.



### Recommendation

Time is finite. We have only so many hours available in a day to live our lives, accomplish the tasks that we need to accomplish, and enjoy our lives. Mancini, M., & Mancini, M. (2003). To address the lack of a proper working timeline in an organization, here are some key recommendations:

- **Learn from Past Projects:** Conduct post-project reviews to analyze what worked well and what caused delays in previous projects. Use these insights to refine and optimize future project timelines.
- **Promote Time Tracking:** Encourage employees to track their time spent on tasks and projects. Time tracking can provide valuable insights into how time is allocated and help identify areas for improvement.
- **Seek External Expertise:** Consider hiring external consultants or project managers with expertise in setting up effective timelines and project management processes.

# OPPORTUNITIES (1)



## STRATEGIC PARTNERSHIP

Strategic partnerships represent valuable opportunities for Warisan Ummah Ikhlas Foundation to unlock growth and success through collaborative efforts. A strategic partnership involves forming a mutually beneficial relationship with another company or entity to achieve shared objectives. For example, WUIF get sponsorship from Kahf which is the company have several users.

One of the primary benefits of strategic partnerships is the opportunity to access new markets and customer segments. By teaming up with a partner that has a complementary customer base or expertise in a different industry, the organization can expand its reach and tap into previously untapped markets, accelerating its growth trajectory.

Furthermore, strategic partnerships offer a way to pool resources, expertise, and capabilities. This can lead to increased operational efficiency, cost savings, and accelerated product or service development. By sharing knowledge and resources, both partners can leverage each other's strengths, leading to innovation and the creation of unique offerings.



### Recommendation

As an opportunity, strategic partnerships offer several valuable recommendations for organizations:

- **Establish Clear Objectives:** Define specific and measurable objectives for the partnership. Clearly outline the goals both organizations aim to achieve through collaboration. This will serve as a roadmap and help measure the success of the partnership.
- **Build Trust and Open Communication:** Establish trust and foster open communication between the partnering organizations. Regularly share updates, progress, and challenges to maintain transparency and resolve issues promptly.

# OPPORTUNITIES (2)



## TECHNOLOGICAL ADVANCEMENTS

Technological advancements in social media present significant opportunities for Warisan Ummah Ikhlas Foundation to enhance their marketing strategies, engage with their target audience, and drive business growth. The ever-evolving landscape of social media platforms, along with their followers in Facebook, Twitter and Instagram.

Firstly, these advancements provide organizations with unprecedented access to vast and diverse audiences. With billions of active users on social media platforms, organizations can reach potential customers on a global scale, expanding their market reach and brand visibility.

Secondly, the data analytics capabilities of social media platforms enable organizations to gather valuable insights about their audience's preferences, behaviors, and demographics. This data-driven approach allows for highly targeted and personalized marketing campaigns, increasing the chances of attracting and retaining customers.



## Recommendation

Technology implemented in distance learning is the same used to enhance effective remote working. Renu, N. (2021). As for Warisan Ummah Ikhlas Foundation embrace technological advancements in social media, there are several key recommendations to leverage these opportunities effectively:

- **Stay Updated with Emerging Technologies:** Keep abreast of the latest technological trends in social media. Regularly monitor updates from major platforms and explore new tools and features that can enhance their social media presence.
- **Data-Driven Decision Making:** Utilize data analytics to gain insights into their audience's behavior, preferences, and engagement patterns. Use this data to refine your social media strategies and tailor content that resonates with your target audience.



# THREATS (1)



## COMPETITION FOR FUNDING

During my internship, I have seen that competition for funding would be a threat for the company with other organization. Competition for funding, though challenging, presents significant opportunities for Warisan Ummah Ikhlas Foundation to refine their strategies, showcase their potential, and attract valuable financial resources. In a competitive funding landscape, organizations are encouraged to demonstrate their unique value proposition, innovation, and long-term sustainability. This pressure prompts them to thoroughly assess their business models, identify areas for improvement, and fine-tune their pitch to potential investors or donors. Moreover, the need to stand out from competitors fosters a culture of continuous improvement and innovation within the organization. As teams strive to offer groundbreaking solutions, they are likely to explore new technologies, research trends, and develop cutting-edge products or services.



## Recommendation

Warisan Ummah Ikhlas should address this threat by:

- **Reduced Resources:** As more organizations vie for limited funding opportunities, not all may secure the necessary funding. This can lead to reduced resources available for critical projects and initiatives, hindering the organization's ability to achieve its objectives effectively.
- **Impact on Sustainability:** WUIF heavily dependent on external funding may face uncertainty and instability if they fail to secure adequate funding. Reliance on intermittent funding sources can jeopardize the organization's long-term sustainability and operational continuity.

# THREATS (2)



## ECONOMIC UNCERTAINTY

Economic uncertainty poses significant threats to Warisan Ummah Ikhlas Foundation, as it creates a volatile and unpredictable business environment. During periods of economic instability, organizations may encounter several challenges that impact their operations and overall viability. One of the primary threats is fluctuating consumer demand, as consumers tend to be cautious with their spending during uncertain times. This can lead to reduced sales and revenue for businesses, affecting their profitability and cash flow. Moreover, economic uncertainty often results in a tightening of credit markets and reduced access to financing. Organizations may find it challenging to secure loans or investment capital, hindering their growth opportunities and limiting their ability to invest in critical projects or expansion. Since WUIF, the budget and financial based on "Tabung Gerakan Ummah", it is crucial to look out for this threat



## Recommendation

To address these threats, WUIF should prioritize financial resilience and risk management. Diversifying revenue streams, maintaining adequate cash reserves, and conducting scenario planning can help organizations better navigate economic turbulence. Additionally, Warisan Ummah Ikhlas should focus on improving operational efficiency, fostering innovation, and seeking opportunities for strategic partnerships to mitigate the impact of economic uncertainty and position themselves for future growth. Economic uncertainty has received much attention lately, both by policymakers and in the academic literature, as a potential determinant of business cycle fluctuations. (Aastveit, K. A., Natvik, G. J., & Sola, S. (2017))

# APPENDICES



Distribute  
Bubur Lambuk  
during  
Ramadhan

# APPENDICES



Joining "Deko  
Raya" Competition  
by Karangkrak



# APPENDICES



Visit from Minister for Religious Affairs of Malaysia & Dato' Misbun Sidek



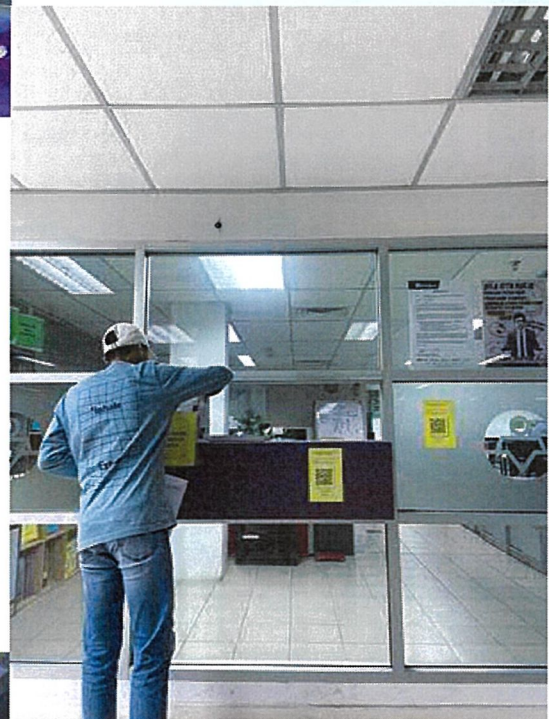
Recording for Takbir  
Raya Eid Adha

# APPENDICES



Joining Mock-run for  
ArafahQuranHour

HR Department at  
Karangkraf



Farewell picture for  
one of production  
staff

# APPENDICES



Townhall Meeting for  
WUIF 2023

Morning Briefing for  
Every Tuesday

