



**AZIATEX
GLOBAL**
Let's grow together

INDUSTRIAL TRAINING REPORT

AZIATEX GLOBAL SDN BHD

1 MARCH – 15 AUGUST 2023



اوتو سيني تيكنولوغي مارا
**UNIVERSITI
TEKNOLOGI
MARA**

STUDENT NAME : MUHAMMAD AQIL NAJMI BIN MOHD NAIM

NO. MATRIX : 2020819382

COURSE : M1BA2406A

ADVISOR : SIR FARHI RAZALI

1.0 PRELIMINARY PAGES

1.1 EXECUTIVE SUMMARY

I am Muhammad Aqil Najmi Bin Mohd Naim holding matric card number of 2020819382 and majoring in Bachelor of Business Administration (Hons.) Marketing at Faculty of Business and Management. I have experienced industrial training for 24 weeks starting from 1 March 2023 until 15 August 2023. I have carrying out industrial training in an organization located in Kuantan Pahang which is Axiatex Global Sdn. Bhd. whose address is No 9, Mahkota Valley Office, NO. A, 103, Jalan IM9/4, Bandar Indera Mahkota, 25200 Kuantan, Pahang.

First of all, I've included my most recent updated résumé with this application to Aziatex Global Sdn Bhd. In addition, I gathered basic information on Aziatex Global Sdn Bhd, such as their opening and closing times, goals, history, and organizational structure. My supervisor's reaction, Mrs. Hazliza Binti Jusoh, and the corporate website served as the foundation for what I learnt. There are two locations for Aziatex Global Sdn Bhd in Kuantan and Kuala Lumpur. Aziatex Global Sdn Bhd is a firm that provides services. Businesses like Seri Wajah Muslimah Aesthetic, Makcik Urut Muslimah Spa, Nieza Salon, Pen and Pepper Cafe, and Uummy Wax are clients of Aziatex Global Sdn Bhd.

Through my internship, I gained a lot of experience, information, and skills. I was able to start my own self-exploration through this internship program, improve my communication and problem-solving skills, and get experience in a real working setting. I discussed the SWOT analysis with someone and offered some suggestions for how Aziatex Global Sdn Bhd may enhance its products and services. The internship program, in my opinion, was generally effective in accomplishing its goals and giving students a worthwhile learning opportunity before entering the real working world.

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1.2 ACKNOWLEDGEMENT

First and foremost, I was grateful to complete my amazing industrial training at Aziatex Global Sdn Bhd. This report is a representation of my experience throughout my industrial training at this organization. I've had a great experience while working here during my internship. Alhamdulillah for everything that occurred throughout my industrial training, good and bad, and I am very grateful that I was able to complete my report despite having such a hard time locating some information about Aziatex Global Sdn Bhd because this firm is a start-up.

First and foremost, I would like to express my gratitude to Aziatex Global Sdn Bhd for accepting me as a Sales intern for my six-month internship here. I was pleased to have been granted this chance. A special thanks go out to Sir Farhi Razali, my adviser, without his guidance, I would not have been able to finish my report. I feel lucky to have him as my adviser since he is such a sweet and cool person. I also want to thank Mrs. Hazliza Binti Jusoh, the supervisor of my department, for interviewing me and hiring me as an intern. For all of her guidance, expertise, and consideration during my industrial training at Aziatex Global Sdn Bhd, I am grateful.

Finally, it has been a struggle for me to finish my industrial training without the love and support of my family, therefore I want to thank them for their support from the first day I began this internship till today. I also want to express my gratitude to the professor and adviser who helped me accomplish this industrial training and who handled and aided me. I also want to express my gratitude to my parents and extended family for their considerable financial, personal, and time commitment in order for me to finish my industrial training. Last but not least, I'd like to express my gratitude to my friend for always supporting me and pushing me to give it my all.

2.0 STUDENT'S PROFILE

2.1 UPDATED RESUME



MUHAMMAD AQIL NAJMI BIN MOHD NAIM

ENTHUSIASTIC MARKETING STUDENT

About Me

I am currently a BA in Marketing Student from UiTM Bandaraya Melaka. A person who is committed and dedicated to completing the task, particularly in excellence. Self-involvement in various programs especially as a student through my studies years gives the opportunities for me to be keen on interpersonal skills and leadership skills.

ORGANIZATION INVOLVEMENT

2020 – 2023 UNIVERSITI TEKNOLOGI MARA (UITM)

- Student Consultant for MARCOM Community Project (MACOMP), consulting Marketing Strategies for Ittihad Trading and Resources SDN BHD – 2021/2022
- Exco of Sponsor for Marketing Students' Association (MASA) 2022
- Exco Technical in MASAVENGER PROGRAM for Marketing Students' Association (MASA) 2022
- Directly involve in MALAM ASPIRASI BUDAYA (MAYA) for MASA CLUB- Responsible to find true talent in MASA course
- Program Director for PROGRAM: SERVICE LEARNING UNIVERSITY (SULAM) 2021 with the title of PENGHAYATAN BELIA TERHADAP RUKUN NEGARA in 2021

2017 – 2019 SMK ABU BAKAR

- Supreme Council (Secondary Treasurer) for Form6 Badan Perwakilan Pelajar (STPM) 2018

Achievements

- Dean's List Award for Semester 1 (UITM)
- Awarded for excellent performance and achieving GPA above 3.50/4.00
- Student Consultant for MARCOM Community Project (MACOMP), consulting Marketing Strategies for Ittihad Trading and Resources SDN BHD – 2021/2022
- Won a place in MARCOM Community Project (MACOMP) – 2021/2022
- Runner up in Futsal for Bandaraya Entrepreneurship Sports Fiesta 2022

My Contact

✉
📞
📍

Hard Skill

- MICROSOFT WORD
- MICROSOFT EXCEL
- MICROSOFT POWERPOINT
- CANVA
- IBM SPSS STATISTIC (BASIC)
- ADOBE PHOTOSHOP (BASIC)

LANGUAGES

- MALAY (Native)
- ENGLISH (Medium Proficient)
- MANDARIN (Basic)
- BAHASA ARAB (Basic)

Education Background

- 2020 – 2023 UNIVERSITI TEKNOLOGI MARA (UITM)
Bachelor's Degree in Business Administration (Hons.) Marketing
Current CGPA: 3.28/4.00
- 2019 – 2020 SMK ABU BAKAR
STPM
CGPA: 2.75/4.00 MUET BAND 3
- SMK KUALA KRAU
SPM
1A

REFERENCES

• MUHAMMAD FAIRUZ BIN JAMIL (MR.) • Lecturer UiTM Bandaraya Melaka	• AEMILLYAWATY BINTI ABAS (MRS) • Lecturer UiTM Bandaraya Melaka
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FIGURE 1: Resume for Aziatex Global Sdn. Bhd

3.0 COMPANY PROFILE



Figure 2: Logo Aziatex Global Sdn Bhd.

Company Background

Aziatex Global Sdn Bhd is a recognized management firm with a focus on assisting Spa, Beauty Center, and Saloon businesses in all areas of administration, human resources, finance, marketing, sales, and operations. Financial, marketing, sales, and operational services were offered by the firm. Bai'atur Ridzwan Bin Ibrahim, who served as the company's CEO, Umar Bin Ibrahim, who served as the FEO, and Akmal Fadzila Binti Ibrahim, who served as the SEO, were the three key characters of importance. The Company Commission Malaysia (SSM) assigned this company the commercial registration number 1070429-M when it was founded in Cheras, Kuala Lumpur, in 2018. The company began business in Kuantan, Pahang, and within four years, they had expanded to twelve spa and salon locations across Peninsula Malaysia. Because of their commitment to continual improvement, they have assisted their clients in generating more than one million in income to far.

Furthermore, Seri Wajah Muslimah Aesthetic (SW), a partner of Aziatex Global Sdn. Bhd, is one of their clientele. Other clients include Nieza Salon (NS) and Makcik Urut Muslimah Spa (MUMS). Advertising, social media management, website management, customer engagement, campaign analysis, sales & marketing, operations, human resources & administration, and finance are among the services provided by Aziatex Global Sdn. Bhd. Started the business in Kuantan, Pahang and within 4 years the company are now managing Fourteen (14) spa and beauty salon branches throughout West Malaysia and growing. The company e have helped clients to earn a total of more than 1 million revenue annually with continuous improvement to significantly increase their profits.

The company was establish by three sibling and Aziatex Global Sdn. Bhd. The core service that company provide was sale and marketing but company also have provided other services like operations, human resource, admin, finance, social media manager, advertising, website management and lead generation. For now company have 5 client which is Seri Wajah spa, Nieza Salon, Makcik Urut spa, UMMY Wax and Pen & Pepper. The biggest client was

Seri Wajah spa that has 14 branches and soon will be open new branch in Iskandar Puteri in early June. Nieza Salon has 5 branches in Cheras, Wangsa Maju, Kajang, Putrajaya and Kuantan. This was the client that Aziatex Global Sdn. Bhd. dealing with.

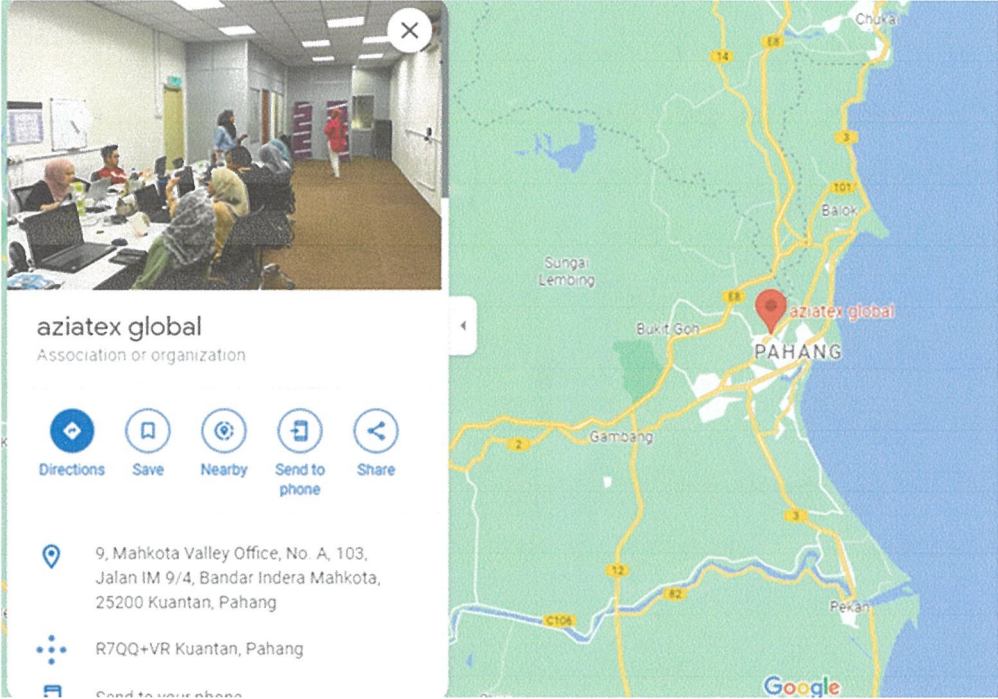


Figure 3: Company Location using Google Maps

3.1 NAME, LOCATION, BACKGROUND

The company name is Aziatex Global Sdn Bhd. Aziatex Global Sdn Bhd was located at No 9, Mahkota Valley Office, No. A, 103, Jalan IM 9/4, Bandar Indera Mahkota, 25200 Kuantan, Pahang. The office has two floors. The sales team is on the first floor, and the marketing and human resources teams are on the second floor. I was help in sales department which is 1 floor.

3.2 VISION, MISSION, OBJECTIVE, GOAL

3.2.1 Vision

- Helping People

Our vision is to help our staff and our customers with their challenges, to achieve success. No matter where you are in your life, we are committed to helping you get better. This vision lead company misson to persue client and told them that nothing happens unless someone make

some move and this important to growing company business. There always something to do to move forward. Company believe that when company can do something to make progress in company profession, it always move towards greater success together.

3.2.2 Mission

- Progression

Nothing happens unless something moves and this is essential to growing our business. There is always something to do to move forward. We believe that when we can do something to make progress in our profession, we can always move towards greater success, together.

3.2.3 OBJECTIVE & GOALS

- i. The spirit to improve and innovate business should be real.
- ii. We work in most effective and efficient ways decisions are by mutual agreement.
- iii. Our service to you is sincere from all things.

3.2.4 Core Value

Core Values are our fundamental beliefs in this organization. It determines behavior and can help people understand the difference between right and wrong. These is the key guiding principle



3.4 ORGANIZATIONS STRUCTURE

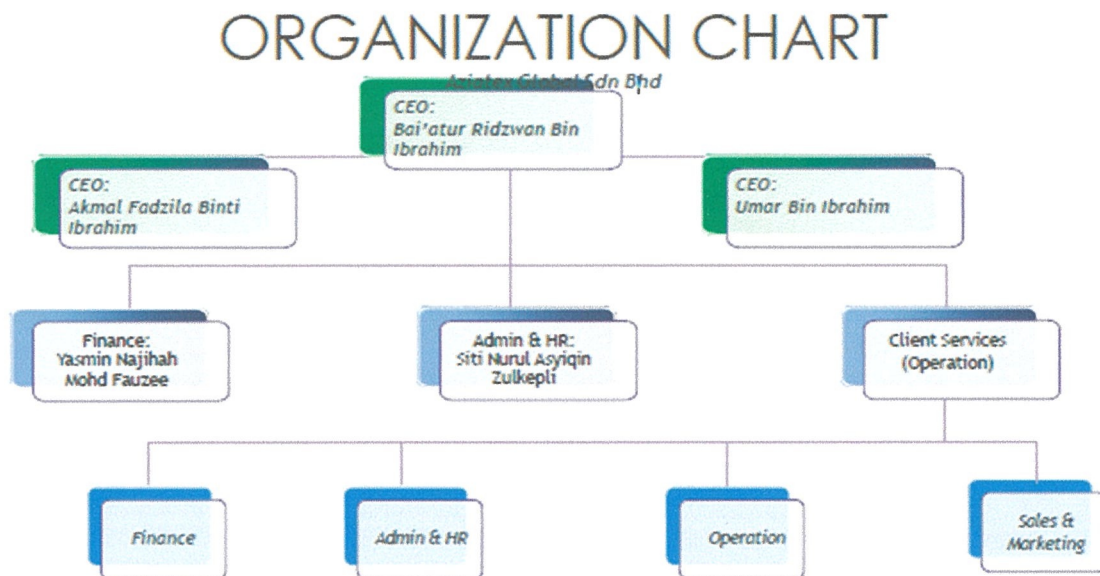


Figure 4: Organizational Structure of Aziatex Global Sdn Bhd

According to the above-mentioned organizational chart for Aziatex Global Sdn Bhd, the CEO, the finance department, the resource management department staff, the operations department, the client service department, and marketing are all represented. Mr. Bai'Atur Ridzwan, the CEO of Aziatex Global Sdn Bhd, is in responsible of managing the company. In order to maximize profitability, the CEO must make important decisions on how to distribute the company's budget for spending and investment. As a manager, he also helps to the smooth running of the business's operations.

Next, there are two advisors Mr. Umar Bin Ibrahim and Mrs. Akmal Fadzila Binti Ibrahim who are tasked with offering commentary on each decision made. The importance of Puan Yasmin Najihah's duties in the finance division also contribute to financial planning, which helps raise money from various sources. It is advantageous to put a certain amount of money into increasing an organization's production.

In addition to improving the employee coordination, the human resource management division is in charge of the company's corporate brand. One of the roles of the human resources executive is to ensure that all workers respect the fundamental values of the business.

3.4 PRODUCT OR SERVICES OFFER

Aziatex Global Sdn Bhd is a top management company that focuses on providing all administrative, human resource, financial, marketing, and operational requirements for spa, beauty center, and saloon enterprises. The company collaborates with a few Aziatex Global client, including Seri Wajah Muslimah Aesthetic, Nieza Salon, and Maccik Urut Muslimah Spa, pen & pepper as a client.

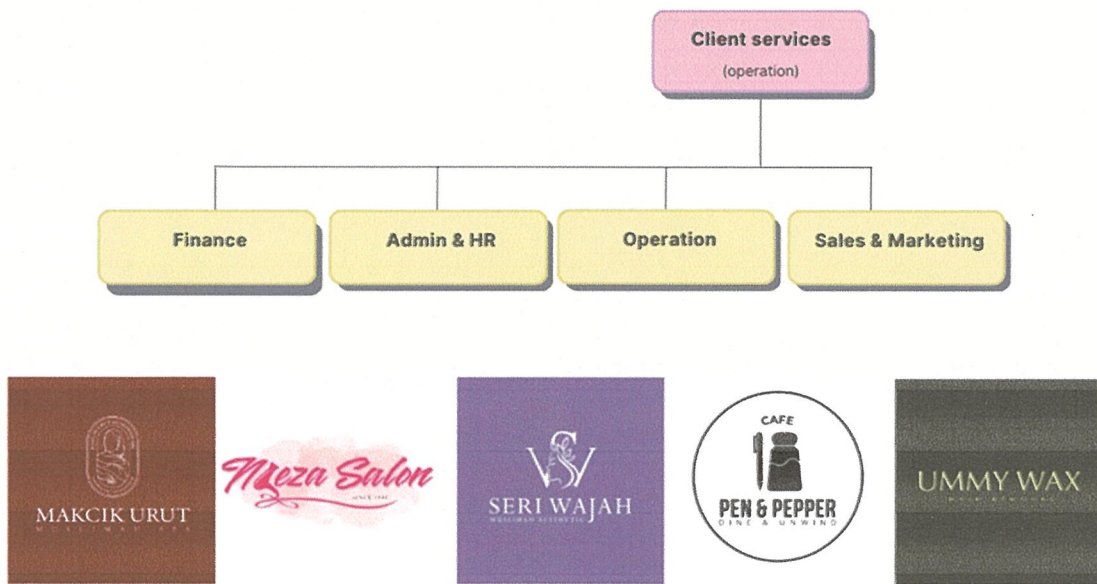


FIGURE: All Client for Aziatex Global Sdn Bhd



FIGURE: Logo of Seri Wajah Aesthetic Muslimah

The Muslimah Aesthetic Face Series, created by Dr. Sharifah Firdawina Binti of Seri Wajah Muslimah Aesthetic Spa, is one of the facial beauty services available only to Muslim women for the first client of Aziatex. Syed Ayob, a Muslim lady who is tremendously

passionate about aesthetics, has built a unique, pleasant, and easily accessible face beauty clinic particularly for Muslims. Muslimah faces promote fair treatment for Muslim women on all platforms, particularly in Malaysia, and work to empower Muslim women in our country by using the hashtag #proudmuslimah.



FIGURE: Logo of Nieza Saloon

In addition, Nieza Salon Muslimah is the second client. Since its founding in 1988 by Mrs. Anizah Othman, Nieza Salon Muslimah has been fulfilling the aspirations of Muslim women. Her daughter Puan Shasha currently runs the salon in her mother's footsteps. Everywhere in Malaysia, including Cheras, Kajang, Wangsa Maju, Putrajaya, and even Kuantan, this Salon beauty is being enhanced. Nieza Salon offers five-star salon amenities to Muslim women and has given rise to Muslim Bumiputera businesspeople in the hair care and styling industries.

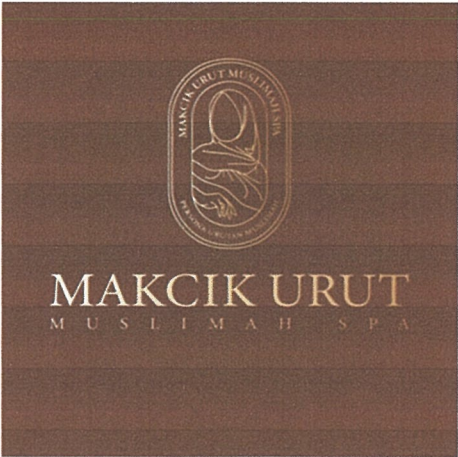


FIGURE: Makcik Urut Muslimah Spa (MUMS)

Next, Makcik Urut Muslimah Spa is the third client. A traditional massage clinic that offers aromatherapy and traditional full-body massages is called Makcik Urut Muslimah Spa. Along with a full-body massage, this service also offers foot soaks in salt water and squatting.

Exclusively for Muslim ladies, this spa. Sequence exclusively utilized human services, not any technology. There are now three locations of Makcik Urut Muslimah Spa, located in Wangsa Maju, Cheras, and Shah Alam.

Other clientele wants to use sales and marketing provided by Aziatex Global Sdn. Bhd.:



FIGURE: Other Client of Aziatex Global Sdn Bhd

4.0 TRAINING REFLECTION

4.1 DURATION: SPECIFIC DATE, TIME & WORKING DAYS

My internship at Aziatex Global Sdn Bhd Kuantan was very great. I was quite fortunate to be given the chance to serve as an intern for this company. My industrial training began on March 1, 2023, and, according to the plan, it will conclude on August 15, 2023. The precise time is six months, which equates to 24 weeks. I work five days a week, and my team and leader decide on my day off. On the other hand, I am at work from 9:00 am to 6:00 pm today.

4.2 DETAILS: DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENT, TASKS

From the start of industrial training to the finish, I was assigned to the marketing and sales department. I have been given a lot of tasks and duties while I have been employed here. One of my daily tasks is to help the client, which entails managing the Fresha website system to get in touch with customers and remind them of their appointments. I also have responsibility for calling spa customers to remind them of their appointments and to assist them if they get

lost by guiding them through the facility's phone system. I also have to make the routine which is the listing the update data for sales of the Spa Branch. From my experience, my job is to take care 2 branch of Spa which is Spa Seri Wajah Muslimah Kluang & Rawang.

As a marketing student, I received a job in the sales department. Throughout my internship program, I have a range of responsibilities and activities relating to customer relations, customer service, and telemarketing. One of my daily obligations is to adhere to the Salesperson's daily schedule, which is closed. send reminders via Operation Spa group Telegram, fill up daily reports in Excel, post an away message on WhatsApp, Update the whiteboard and publish a social media piece, Call the customer to remind them of their reservation (telemarketing), After taking an hour to rest, I proceed to clear my WhatsApp messages and other chat and media apps, follow up on my database, remind the client of their appointment for the following day, confirm the customer's update, and update my database. I gained good interpersonal, customer, and client (Spa) communication skills. I interact with a variety of people and generations on the job. Each of these individuals obviously has a unique personality, and dealing with them requires a unique approach. I discovered the importance of having courage and self-assurance while speaking with customers. In addition, I learned how to handle a heavy workload. Throughout my internship program, I have a range of responsibilities and activities relating to customer relations, customer service, and telemarketing. This is the obligation

Moreover, I learned to communicate well with other person, customer and client (Spa). When working, I have to deal with different type of generation and person. Each of these person for sure has a different character and the way to deal with them is also different. I learned to be brave and confident when talking to another person which is customer. Not only that, I learned on how to cope with load of work. Being a student and at the same time working is not an easy task. I were so tired of work but I still has to done my report. So I have to manage my time correctly.

4.3 GAIN: INTRINSIC & EXTRINSIC BENEFITS

4.3.1: INSTRINSIC BENEFITS

- Allowance RM250, food allowance RM150, attendance allowance RM100 claim.
- Medical Leave (Mc)
- Work From Home (If have issue to go to work)

4.3.2: EXTRINSIC BENEFITS

I've learned a few things since I started working at Aziatex Global. For example, I learn how to type faster and I discover a new website for managing our client Fresha's appointment calendar. Websites where customers may make appointments. Since I've been working at Aziatex Global, I've also learned how to improve my personal growth skills and manage several tasks at once. As I would need to contact the client and explain all the details about the treatment of services include in the Spa Seri Wajah, I also learn how to increase my self-confidence in serving customer relationship communication. This is the detail of my extrinsic benefits:

Enhancing Job-Related Knowledge and Technical Skills:

- I am given the opportunity to apply what I have learned in the classroom to real-world situations, getting a firsthand look at the sorts of work I used to do in the field of my choice.
- Gives me a thorough education that properly gets interns ready for jobs after graduation. I'm learning useful abilities like computer competence, teamwork, and communication as part of this education.
- Excellent approach for me to become more familiar with the field of work in which I am interested, as I had no previous experience providing customer support for my own business.

Developing Personal Development-Related Knowledge and Skills

- Able to develop good communication and interpersonal skills at work.
- Maintaining solid professional relationships with employees and conducting oneself morally in the workplace.
- Boost my confidence so I can collaborate with senior management at work.
- Develop excellent analytical and problem-solving abilities to meet problems
- Assist the sales team in carrying out a variety of conditions and objectives.

Overall, my roles, responsibilities, tasks, and assignments in the marketing department will provide me with hands-on learning experience in various areas of marketing and be prepared to take on new challenges, ask questions, and seek feedback to make the most of my internship.

5.0 SWOT ANALYSIS

Each company has a unique combination of possibilities, threats, strengths, and weaknesses. To achieve this, SWOT analysis a method that pinpoints and analyses the internal and external factors should be conducted which can later be use in developing strong business strategies to help the organization improve and grow.

The SWOT analysis framework is used to evaluate a company's competitive position and develop strategic plans that take into consideration its strengths, weaknesses, opportunities, and threats. The SWOT analysis takes into account both current and future opportunities as well as internal and external issues. While opportunities and threats are typically focused on the business's external environment, which is present across the marketplace, weaknesses are frequently internal-related. The SWOT analysis considers both the internal (Aziatex's strengths and weaknesses) and the external (opportunity and threat) environments. During my six months of industrial training at Aziatex Global Sdn Bhd, I was able to observe and experience both positive and negative aspects of this company's business operations. Based on my research, I produced the SWOT analysis shown in the illustration below:

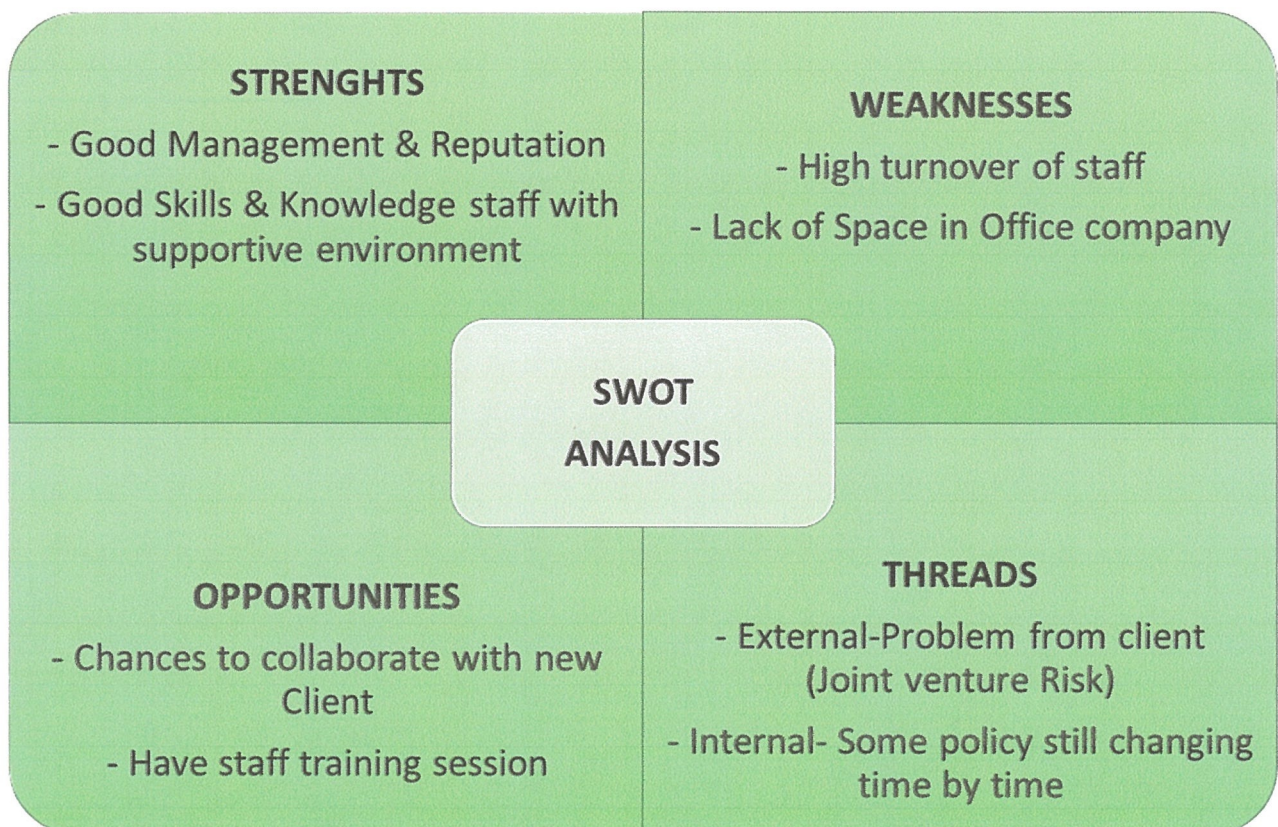


FIGURE: Diagram of SWOT Analysis of Aziatex Global Sdn Bhd

STRENGTH of Aziatex Global Sdn Bhd

- Experience Management & Strong Reputation



Figure: Meeting with Boss of Aziatex Global Sdn Bhd

The first strength of Aziatex global is a good management & reputation. A solid reputation is a highly valuable asset for any business. The collaboration between Aziatex Global and Dr Wina, a well-known influencer who is also the founder of Spa Seri Wajah Aesthetic Muslimah (client), is essential to the firm since it will assist the client's sales and reputation growth. Having a strong market position is important, but it's also important to attract customers that value independence, quality, and affordability. The reputation of a company depends on having experienced and committed employees since they will attempt to guarantee that clients submit positive feedback through customer reviews. To stay up-to-date on staff performance, the team often meets with the manager, and I can see that this organization values its employees' motivation to progress. The staff is excellent at managing documents, files, and daily tasks, and from what I can see, they have a well-organized system file.

- Good skill & knowledge staff with supportive environment



The second strength of the Axiatex Global Sdn Bhd is they have a skill and knowledge staff to handle the company. Based on my observations, employees who work for Aziatex Global, which has partnerships with many businesses including Spa Seri Wajah, Nieza Saloon, Mak Cik Urut Muslimah, Ummywax, and Pen & Peper (which is them, they give a good experience), must contact all five of their clients. These employees also need to maintain a good schedule of work routines for content creation, posting, and sales. My site, which is the sales department, they have a lot of routines that they need to follow, which include utilizing follow-up with customers and trying to persuade them to take the services at the client's location. Additionally, the staff encourages all intern students to make the necessary improvements, teaches knowledge regarding their profession, and encourages them to have a positive mindset. As evidenced by the activities that staff and intern students engage in together, the workplace environment is conducive to employee wellbeing.

WEAKNESS of Aziatex Global Sdn Bhd

- High turnover of staff

Based on the SWOT analysis, I would explain further on the weakness of Aziatex Global. The first weakness is a high employee turnover rate, particularly in the sales department. A staffing shortage unavoidably has a negative effect on the quality of the job delivered. One of the biggest contributors to the issue of an overcrowded workplace is exhaustion among staff

members, who may then have to perform more tasks or become permanently disabled. Additionally, crowding increases the risk of making more unconditioned mistakes in work.

- Lack of Space in Office company



The second weakness of Aziatex Global is lack of space in office. Low work capacity is one of the key issues that this organization frequently faces. Due to the fact, there aren't enough chairs and tables, some employees must work in close quarters for a while before they can work comfortably in the workplace. They were forced to congregate. Recently, it was necessary for the employees and staff to switch holidays, and they had to wait until the boss gave the go-ahead. If this type of circumstance is allowed to persist, it will harm Aziatex Global Sdn Bhd since employees may become burned out and choose to leave or switch to another organization, which would result in losses.

OPPORTUNITY of Aziatex Global Sdn Bhd

- Chances to collaborate with new Client

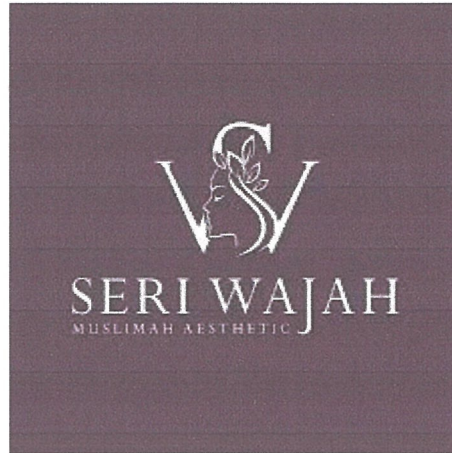


FIGURE: AZIATEX GLOBAL CLIENT (Spa Seri Wajah Muslimah Aesthetic)

Aziatex has the chance to expand their business because there aren't many rivals in Kuantan. Since there aren't many rival in this industry, Aziatex Global Sdn Bhd doesn't frequently feel threatened by other competitor, because they already have a strong reputation. Also, they have chance to get new client, a new branch of their client network, and are working to establish a new branch in Peninsular Malaysia. The opportunity that Aziatex need to grab is to try to collaborate with other established companies in order for Aziatex to become known by others. With those advantages, this could be a good opportunity for them to seize if there is a chance for them to market themselves

- Have staff training session





Figure: Staff Training Session

There are many department in Aziatex Global that improve trough out the training session. Having these management training programs for leadership and management might increase the internal efficiency of the services provided. It can also improve the facilities' general functionality by increasing productivity and bringing down operating costs. Studies have shown a strong correlation between effective leadership and productive companies. Employees and other career professionals often benefit from a healthy workplace. Positive workplace environments encourage a culture of safe practices, which will improve performance results.

THREAT of Aziatex Global Sdn Bhd

- External - Problem from client (Joint Venture Risks)

Joint ventures (JVs) are agreements between two or more parties to combine their resources in order to achieve a certain objective. The initiative, however, is independent of the participants' ongoing business ventures. Joint ventures may include a lot of obligations and the

possibility of partner conflicts. A joint venture is an example of a scenario with risk since the aims of the business might occasionally be unclear and the members' communication can be poor. From the site of Axiatex Global, their issues come from the operation management services of clients, such as staff members of Spa Seri Wajah, Nieza Saloon employees, and clients who generate issues for the company's sales representatives. As a result, when there is argue between a company's sales department and a client operation, such as Spa Seri Wajah, Nieza Saloon, or Mums, it will result in lost earnings and costs. Conflicts in management methods and styles are another issue. Each business may have its own methods for carrying out operations and attaining its objectives, and these variations might give rise to disputes and misunderstandings.

- Internal – Some policies in the company still changing time to time

The Internal threat for Axiatex Global is some of their policies in the company still changing time to time. This is proven by their state of mind, which is that they want to see a quick increase in their sales. For instance, the boss wants to switch from the current system to a new one for customer and salesperson communication. The previous version used calls and WhatsApp. The latest version, however, employs a completely AI Bot. However, based on my job experience at this company, their supervisor wants to completely implement the new sort of system before allowing them to test it out. Thus, this caused an issue between the client and the staff members.

6.0 DISCUSSION & RECOMMENDATION

6.1 STRENGTH of Aziatex Global Sdn Bhd & Recommendation

- Experience management & strong reputation

According to SWOT analysis diagram that I make, one of the strength of this company is experience management & strong reputation. Based on my observations, the supervisor assigned each employee a personal KPI as well as a branch KPI, which the employees was expected to meet in order to sustain branch sales. The boss will constantly keep an eye on the work of their personnel and will weigh in if there is an issue with a customer or with anything else. As there is no barrier between management and staff, direct communication is possible, this is advantageous to the organization. People that operate as a team have a variety of

complimentary abilities and are attempting to complete the tasks, initiatives, and objectives that their companies have established. We can observe that Aziatex Global has a lot of favorable online and social media evaluations. Social media and online review sites are increasingly important for a company's reputation and partner selection, especially with better younger, older, or adult clients and potential workers. The employer's reputation is a significant influence for future workers. According to interviews with staff members, one of the reasons people opted to work at Aziatex Global was because of the organization's solid management and reputation. According to the Intelligent Spa (Yamen et al., 2012), this business has grown by almost 200% in popularity in Malaysia since 2002. Because of this, the government has authorized a number of initiatives to start this industry and turn it into a significant source of income for the nation's economy. Additionally, the government designated the spa industry as one of the items for travel that should be promoted through a number of tourism-related target sectors, such as spa and wellness travel, health travel, and medical travel. Everyone should set a time to provide information and take part in face-to-face or virtual meetings, and remote workers should schedule regular check-ins with their supervisors. To encourage work-life balance, employers can start by upgrading their hiring procedures. (2015) (A. Geetha Subramaniam).

The first recommendation to improve the strength is the management need to always have a meeting or making a team building activity with staff, so by doing this they will create a bonding relationship between employees and management. There are several reasons why teambuilding is essential. It encourages workers and makes communication easier. Employees are more willing to express their ideas and thoughts if they are more self-assured. They'll be motivated to take on more responsibilities as a consequence. They'll be inspired to take on additional tasks as a result. Additionally, creativity and problem-solving abilities are developed through team building. However, unity among teams is necessary for staff satisfaction and organizational productivity. New dynamics of the concept are arising to replace these formal structures as they become more and more discredited. Motivation is crucial for any discussion of workplace behavior since it is believed to directly correlate with higher job performance; it is assumed that the inspired employee is the fertile employee (Riggio, 2014).

- Good skill & knowledge staff with supportive environment

Now I'll talk about Aziatex Global advantages. Aziatex Global has a recognized skill knowledge and reputation. An organization's reputation is one of its most important assets. Aziatex Global works with DR Wina, a well-known influencer and the creator of the client Spa

Seri Wajah Aesthetic Muslimah. This offers this company a benefit in assisting its client in increasing both its revenue and brand recognition. The staff also encourages each intern student to make the necessary improvements, imparts knowledge about their profession, maintains a positive outlook, and consistently exhibits a good attitude. With staff and intern students bonding together, this demonstrates how pleasant the work atmosphere is for employees. It is difficult to improve the positive aspects of the business. Understanding how leadership affects performance is crucial because, according to some researchers (e.g. Zhu et al., 2005), effective leadership is one of the most important factors in maintaining a competitive environment and in managing improvements in organizational performance (Avolio, 1999; Lado et al., 1992; Rowe, 2001). According to Y. Chen, V. Chen, and Li's (2011) study on the impact of servant leaders' spiritual ideals and emotions on workers' motivation and wellbeing, employees' intrinsic motivation is positively correlated with servant leadership. Clinical symptoms, functionality, and intrinsic motivation are significantly correlated (Yamada, Lee, Dinh, Barrio, and Brekke, 2010).

The second recommendation for improvement in Axiatex of their strength is, they need to give a reward to the person who perform in their work so this will Increased productivity and motivation of the staff. The process of observing desired behavior improves performance, which raises productivity at work. As a student intern, I have discovered that higher levels of employee performance have a direct connection with greater employee happiness and enjoyment. They are inspired to work hard to get and meet their own KPI as a result. Less time will be spent whining and much more time will be spent concentrating on the work. When staff members are happy with their working environment, teamwork among the staff is immediately improved then, relationships among employees must be solid. As a consequence, if both parties collaborate, the task may be completed quickly and with excellent outcomes. They might not complete the task on time or with low quality if they cannot get along. Each of the seven ethical leadership qualities and the effectiveness of the manager-subordinate relationship are significantly positively correlated. (2002) by Jeevita Muniandi. Money has a tangible impact on motivation and serves as a work-related boost. Employee performance can be seen in organizational effectiveness with a highly motivated workforce, allowing individuals to concentrate on the improvement of their work in terms of behavior, knowledge, ethics, and skills (Pratheepkanth, 2011). An effective reward system is not static but constantly fine-tuned and its effectiveness is frequently evaluated to ensure it consistently captures employee motivation. It must continually foster a drive for very high standards, boost worker happiness,

and foster a sense of competence and independence (Danish & Usman, 2010). In light of this, Maund (2001) argues that incentive systems are crucial for every organization.

6.2 WEAKNESS of Aziatex Global Sdn Bhd & Recommendation

- High turnover of staff

The first Aziatex Global weakness is high turnover of staff. A staffing shortage unavoidably has a negative effect on the quality of the job delivered. Overcrowding at work is one of the primary reasons for the issue, which can lead to staff member extensions and the completion of more work. Many personnel in the sales department regularly lament their exhaustion since they must put in additional effort almost daily to meet or surpass their branch KPIs and individual KPIs. If this situation continues, people can get burned out and eventually leave their jobs. Both kinds of employee turnover result in expenses for the company, as they both affect operations, work team dynamics, and unit performance (Robbins and Decenzo, 2018). Employees who leave on their own initiative as well as those who leave at the organization's request can cause disruptions in operations, work team dynamics, and unit performance. When the assignment is left unfinished as more and more employees quit their employment, leaving the others to finish it. As a result, there were losses in June. Many employees in the sales department were fired in order to save costs and make way for a new system that uses a completely AI System Bot that is still under development by a try-and-error research team. However, Boss continues to push for the introduction of AI systems right now. As a result of their numerous employees being let go, their client sales are insufficient, and their KPI is below par. This is due to a lack of personnel to service every customer branch. I believe that firing several employees at once is not helpful for the business. In order to make up for the labor of the resigning employees, more hours are required from the rest of the workforce. Both forms of turnover result in expenses for the company, as they both affect operations, work team dynamics, and unit performance (Robbins and Decenzo, 2018). Employees who leave on their own initiative as well as those who leave at the organization's request can cause disruptions in operations, work team dynamics, and unit performance. According to what I've seen at this firm, the lack of personnel forces current employees to take on more responsibilities, which can lead to burnout and poor job satisfaction. Additionally, the corporation must cut back on services or limit operating hours, which further reduces production and efficiency. The human resources division must continue to make information

about recruiting new employees widely available to avert a labor shortage. As a result, the company may elect to hire the intern students full-time if they do well throughout their internship.

My first recommendation is the management need to make a reward system to the staff who are achieved their KPI and performance of work. This will encourage employees to feel valued and to stay with the firm for a long time. Strong ties to the organization foster a feeling of purpose in workers, lessen burnout, and are positively correlated with lower employee turnover. In other words, when employees are acknowledged and praised, they feel more a part of the company and are more inclined to stick around, which results in fewer employees quitting or leaving their jobs. Additionally, the stress and exhaustion that come with carrying several responsibilities might affect employee morale (By Butler in 2021). Many people find that the sense of being acknowledged and respected is more important than money in motivating them to stay at a certain job. 2007 (Laurie). The right employee can be attracted, retained, and continually motivated by reward systems to deliver desired performance (Otieno, 2006), but a poorly designed reward system can lead to high labor turnover, low productivity, and a general laissez-faire attitude at the workplace. Therefore, it is crucial for management to create a system of rewards that would encourage employees to contribute to the required performance. In other words, when employees feel appreciated and appreciated, they feel more connected to your company and are more inclined to stick around, which results in fewer people leaving

- Lack of space in office company

The second issue of Aziatex Global is a lack of space in Office Company. Low work capacity is one of the key issues this organization frequently faces. Due to this, the workers had to switch holidays with one another and wait till the leader gave the go-ahead. If this type of circumstance is allowed to persist, it will cost Aziatex Global Sdn Bhd money since employees may feel burned out and opt to leave or switch to another business. Additionally, there aren't enough parking places at Aziatex. This not only makes it difficult for the personnel to park their cars, but it also makes parking a challenge for customers and other visitors. To get to the workplace, they had to park rather far away. Additionally, there isn't enough room in the pantry for Aziatex Global office staff to eat some food. Staff and interns just eat at their table because there aren't many places to dine. Due to the restricted number of chairs and tables available for usage at the pantry, staff members and intern students occasionally have to wait to be seated. Additionally, the staff and intern students have to take turns providing the surau for the Muslim staff to pray. If the corporate office is cramped, this will result in an

uncomfortable work environment. Office space is one of the most significant elements of the workplace since it influences communication inside your firm and forms the culture and identity of your organization. Because employees strongly associate their surroundings with job happiness, businesses must prioritize the working environment.

My second recommendation is management need to renting extra space of office. Employees won't feel uncomfortable working this way. It makes sense to ask your team what they need rather than guessing since the office space is for them. Since the entire team of workers uses the office, making the most of the space should be a priority. The management should also think about a new office layout so that the personnel may perhaps feel more at ease at work. They may have an effect on the work environment, culture, productivity, and efficiency of your team. The management may also decide to allow employees to work remotely as an alternative approach. This will ultimately enable employees to manage a lack of workspace without experiencing issues with productivity. The overall evaluation demonstrated that the environment of the entire building and various offices within the same building varied, and the variance also portrayed variations in productivity, demonstrating the impact of the working environment and circumstances on the employee. (632 Croome) Offices that are well-designed guarantee improved morale and lower staff turnover. Building the ideal workspace requires a team of design experts, including interior designers, architects, furniture dealers, and constructors. A number of elements must be taken into account when deciding how the workplace should be organized. (Shuman, 2020)

6.3 OPPORTUNITY of Aziatex Global Sdn Bhd & Recommendation

- Chances to collaborate with new client

The opportunity that Aziatex need to grab is to try to collaborate with other established companies in order for Aziatex to become known by others. Given that Aziatex Global is a hidden organization with five years of experience and a variety of clients, including Seri Wajah, MUMS, and Nieza Saloon. With those benefits, they may want to take advantage of the opportunity to promote themselves if it arises. The fact that Aziatex Global will be as popular as a hot banana makes them a fantastic place to work as well. The majority of Malaysia's population is Muslim, thus a spa with a Muslim-friendly idea is developing as one of the new spa products with huge potential to break into this lucrative market. The main drivers for the development of this kind of spa are growing awareness of Islamic teachings and consumer

demand for items with an Islamic foundation (Othman, Halim, Hashim, Baharuddin, & Mahamod, 2015; Yaman et al., 2012 Halim & Mohd Hatta, 2017).

The first recommendation is to try to get an influencer artist to promote and marketing the services. By doing this, it will quickly establish trust among the influencer's followers. People value the material of influencers because they have established relationships, credibility, and trust with their followers. Influencer marketing, commonly referred to as "word of mouth," is the technique by which businesses spread their message through individuals who have sway over their target market. The person will eventually get the influencer's attention by spreading their work. This will successfully reach the services' intended audience. Finding a target audience and conducting tests do not require additional funding from the marketing department. Because of influencers, this audience has already grown on social media. Influencer marketing thus refers especially to the participation of these powerful users who have the authority, fan base, and drive to spread goodwill on their blogs and social media platforms. (2018) Lin, Bruning, and Swarna. According to Ladhari, Massa, and Skandrani (2020), the strength of influencer marketing often comes from the knowledge, notoriety, and/or reputation of the influencers. Consumers are more likely to buy the suggested product when an influencer makes a recommendation because it appears more reliable than traditional advertising (Djafarova and Rushworth2017; Lou and Yuan2019). Although businesses are beginning to see the potential of using influencers as a unique marketing communication tool, there are still few insights on how to choose, work with, and integrate the campaign with these influencers. Academic study on influencer marketing has grown quickly in recent years and provides in-depth insights into if and how it functions as well as how it impacts society.

- Have staff training session

The second opportunity is Axiatex have a staff training session which is a good thing which there are many department in Aziatex that improve trough out the training session. Having this management training may increase the internal efficiency of the services provided. Having a management role model to look up to helps management skills develop in the direction of organizational success. As a result of staff training, employees' performance has improved. For example, the marketing department has benefited and become more creative in its work, while the sales department has improved its ability to persuade more customers to try the services of its clients, Spa Seri Wajah, Mums, and Nieza Saloon. Apply and continuously improve your knowledge by sharing it with other employees. A promotion within the same job may result from gaining experience or even finishing further training. A person may transition into a

comparable career with higher educational requirements and more demanding responsibilities when they develop their career by changing employers (Mckay, 2018). For interns and workers to establish their value for a promotion, top management should provide opportunities for skill development. As a result of the worldwide pandemic, effective management leadership has emerged as a critical differentiator between low-quality and high-quality performance (Stephen, 2023).

The next recommendation is too well-planned the tentative of training session for staff. The management of Axiatex Global has to set up an efficient program and make training available to everyone. The first step is to make training more accessible to everyone by improving the training session. Employees will gain real information and apply that knowledge or skill to enhance the quality of their everyday jobs if employers engage in high-quality training. Aziatex should think about looking for a fantastic teacher that can clearly explain new concepts or techniques to employees for face-to-face training sessions. Employees have a great chance to expand their knowledge base and develop their professional abilities through training, which helps them be more productive at work. Employees that receive training gain better job-related skills and knowledge as well as increased self-assurance. They will perform better and operate more productively and efficiently as a result. Despite the expense of staff training, if it is done consistently, there is a huge return on investment. Programs for training employees assist them get the information and skills they need to keep up with the many changes occurring in the sector. These enhancements will have a favorable impact on employee productivity, which can boost an organization's profitability and effectiveness. Employees who are assuming greater responsibility and progressing forward in the business might benefit from training programs as well. They will be able to acquire the abilities needed to perform well in their new roles thanks to these programs. I believe management Aziatex has to focus on employee training and development, including management training, sales training, and on-the-job training. The perception of belonging to a supportive workplace where they are valued can increase employees' morale and help them approach their work with more self-assurance when they participate in training programs.

6.4 THREAT of Aziatex Global Sdn Bhd & Recommendation

- Problem from client (joint venture risk)

One of the treat of Axiatex Global is external which is problem from client preference which exactly a Joint venture risk. Axiatex Global and its clientele sometimes disagree over how the new standard target in the firm should be understood. This is due to the poor and unclear communication between Axiatex management and the client. This is due to the poor and ambiguous communication between Axiatex management and the client. The customer, Spa Seri Wajah, MUMS, Nieza saloon, Ummywax, and Pen & Pepper, have been misunderstood as a result. Each customer of Axiatex has particular objectives. Therefore, when management sets standards, they don't reflect what the clients want or expect. The customer will next begin seeking for fresh approaches and sources to expand his business. As a result, the customer will be angry and dissatisfied with the various standards of goals for each client when this occurs. Additionally, many businesses could take a different approach to budgeting, risk management, and other crucial facets of running a firm. These differences can create tension and make it difficult to achieve the goals of the joint venture. For instance, their disagreement will result in misunderstandings and a loss of control. Decision-making authority and control in the firm are lacking. Instead of focusing just on how a connection may benefit the company, this criterion examines how the relationship can help the whole ecosystem, which includes workers, business partners, and communities (Weber & Hine, 2015). This cooperation enables scale economies and the possibility of lowered negative externalities. The choice to participate, however, entails significant dangers (Feiock, 2013). Informal networks may increase the advantages of collaboration through trust and reputation while lowering the costs and possibilities for opportunism when the risk of collaboration is low (Feiock, Lee, & Park, 2012; Shrestha, 2010, 2013).

My first recommendation for problem from client preference is to build trust. It is crucial to develop mutual confidence and to provide information about goals and financial issues. It will stop the clients from developing mistrust for one another. Aziatex can also improve communication. This is due to the crucial role that effective communication plays in developing strong relationships. Ensure that all parties to this agreement are aware of the objectives, available resources, financial obligations, and anticipated time frame. A face-to-face meeting should be scheduled on a regular basis to allow all of Aziatex Global clients to express their opinions. The management must also plan frequent (weekly) contact and anticipate face-to-face interactions with the CEOs and executives of partner organizations. This will prevent arguments, fix the issue, and benefit both parties, creating a win-win scenario for the business partners involved. Establishing an operational committee with at least quarterly meetings will enable partner CEOs to collaborate often. Committing to collaborative problem-

solving and shared decision-making will also help to build confidence between companies or businesses. A thorough strategic foundation with defined goals must be established by both partners for a joint venture to be successful. This makes sure that expectations are handled and that both parties are on the same page. Before moving on to the next stage, it is necessary for the aim to be consistent with the corporate growth plan of both companies. The joint venture's ability to adjust to changes is thus crucial to ensuring its survival. Whatever the circumstance, both companies must adjust. The knowledge and experience of both managers of the partnership are frequently what determine whether a joint venture succeeds or fails.

- Some policy changing time by time

The second threat of Aziatex global is internal which is some policy in the company still changing time to time this will cause employees to confuse and unsure about the company's stability. A staged method should be used to execute the policy. By generating distinctive and priceless employee-based resources, strategic human resource management experts have claimed that HR strategies have the ability to give a business a competitive edge (Collins & Smith, 2006; Lepak & Snell, 1999). This is demonstrable by their mindset, which is that they want to see a quick increase in their sales. For instance, the manager wants to switch from the current system to a new one for customer and salesperson communication. The previous version called and used WhatsApp. The latest version, however, employs a completely AI Bot. However, based on my job experience at this firm, their supervisor wants to completely implement the new sort of system before allowing them to test it out. The policy should be research first before they can run it fully to the new style technology. This policy should likewise be implemented gradually and in phases. This alone demonstrates how fragile and subject to change the management company's policies are. Employees will depart from this firm if this occurs since they are uncertain about the stability of the organization. Prior to applying this policy in its entirety to the new form of technology, study is required. This policy should likewise be implemented gradually and in phases. This alone demonstrates how fragile and subject to change the management company's policies are. Employees will depart from this firm if this occurs since they are uncertain about the stability of the organization.

Second recommendation is Aziatex management need to plan carefully. Every successful joint venture starts with careful planning in every area. They must look at company policies to see whether a joint venture will help both parties reach their objectives. The management may also keep an eye on the performance of every customer or partner. The customer must be aware of what they are seeking to achieve and strive toward it. Monitoring

the performance will give the firm information on the viability of the customer as well as a heads-up on any issues. Communication is essential for creating a strong bond. Make sure that every participant in the agreement is aware of all pertinent information, including the objectives, available resources, financial contributions, and anticipated duration of the agreement. A face-to-face meeting should be scheduled on a frequent basis so that each partner may express their opinions. Following that, a joint venture will help the partners' businesses expand into newer and other areas. The joint venture gives the Aziatex brand a lot more value, which attracts a lot more customers to the Aziatex Company. People who learn about the outstanding reputation of the Joint partners will be intrigued to become your satisfied clients.

7.0 CONCLUSION

It was an amazing pleasure to spend six months as a sales and marketing intern with Axiatex Global Sdn Bhd. Throughout my internship, I gained more knowledge about responsibilities, administration, addressing complaints, and customer service. I may gain new knowledge, technologies, and other fields linked to the marketing field of study thanks to the sales environment. Industrial training has tremendously helped my capacity to experience the environment of the real industry because every topic I studied for my diploma and degree was only taught theoretically. Interns are now expected to execute their job tasks more professionally.

Through my internship, the organizational Strength, Weakness, Opportunities, and Threat were all clear to me. Additionally, I got to see how the concepts are applied in marketing. The abilities I required to finish my industrial training have increased. I've spoken with consumers before, and I've also tried out new things like WhatsApp blasts, sales and telemarketing, developing CTAs (calls to action), and many other things. I must be prepared to take chances and make judgments since the working environment ranges from that of a student. I have gained a ton of new knowledge during the past six months. Since I frequently move outside of my comfort zone while conversing with clients and other coworkers who are considerably older than me, my level of confidence grows tremendously during this time. Overall, this industrial training has helped me get more knowledge about the working world, become a better student, hone my talents, and acquire a lot of practical information.

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9.0. APPENDICES



Document Information

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Analysis address	farhi549.UiTM@analysis.ouriginal.com

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