



اَوْنِفُوْ سَيِّتِيْ تِيْكَوْ لَوِيْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**FACULTY OF BUSINESS MANAGEMENT
BUSINESS ADMINISTRATION (HONS) MARKETING
(BA240)**

**INDUSTRIAL REPORT TRAINING:
LEMBAGA TABUNG HAJI**

PREPARED FOR:

PUAN NORIDA BINTI ABU BAKAR

PREPARED BY:

NAME	STUDENT ID	GROUP CLASS
SITI NOR FATIAH BINTI MOHD ZAIDI	2020836694	BA2406B

1.0 EXECUTIVE SUMMARY

My adventure through an industrial training programme that would last for six months started at the Lembaga Tabung Haji Jalan Tun Razak, where I had a fantastic and instructive learning experience. During the period of time that I participated in my industrial training, which started on the 1st of March 2023 and concluded on the 15th of August 2023, Puan Biby Haslinda Binti Karibullah served as my supervisor. This study includes not only an overview of Tabung Haji but also the results acquired during the industrial training that was carried out at Lembaga Tabung Haji. These findings are presented in the appendix of this report. This report is broken up into many pieces, the first of which provides an overview of the company's operations. This is an essential initial step, hence why this section is included. The next part, which represents industrial training, provides an in-depth discussion of each of the capabilities or advantages that are applied and taught throughout industrial training. These discussions reflect industrial training.

The most significant conclusions on the company's strengths, weaknesses, opportunities, and threats are outlined in the part of the report that is devoted to the study's primary results. The SWOT analysis section of the report. There are three things that Lembaga Tabung Haji is lacking, and they are as follows: human resources, which is a shortage of staff in the organisation, office administration, which is a lack of adaptation to the utilisation of social media, and a manual filing and record keeping procedure. In terms of the opportunities that are made available by this business, I have touched on a few of them, such as the environmental aspect, which offers a pleasant working environment and has a great number of depositors and branches. Finally, one of the threats that Lembaga Tabung Haji was confronted with was a travel agency fraud involving a Hajj package, and the organisation also had a lot of rivals from other travel agencies that offered superior services. In conclusion, my industrial training has provided me with a wealth of knowledge and numerous benefits, and I have effectively completed this assignment.

TABLE OF CONTENTS

1.0	EXECUTIVE SUMMARY	1
2.0	ACKNOWLEDGEMENT	5
3.0	STUDENTS PROFILE.....	6
4.0	COMPANY PROFILE	9
5.0	TRAINING’S REFLECTION.....	15
6.0	SWOT ANALYSIS OF TABUNG HAJI.....	17
7.0	DISCUSSION AND RECOMMENDATION	20
8.0	CONCLUSION	23
9.0	REFERENCES	26
10.0	APPENDICES	27

2.0 ACKNOWLEDGEMENT

Firstly, I would like to begin by praising and thanking Allah S.W.T., the Almighty, for bestowing us with bounties throughout our assignment and making it simple for us to succeed.

I would like to express my deepest appreciation to Puan Norida Binti Abu Bakar, my advisor for the course subject MGT666, for allowing me to complete this assignment and for providing me with invaluable guidance throughout the process. Her zeal, vision, and drive served as a significant source of motivation for me. She has instructed and demonstrated how to complete report assignments. The opportunity to work under her direction was both a delight and a tremendous honour for me. In addition, she provides comprehensive instructions for submitting a formal report.

In addition, I would like to thank my supervisor, Puan Biby Haslinda Binti Karibullah, the Executive of Marketing, Hajj, and Administration, Puan Faridatul Adawiyah Binti Mohd Zaini, and the office and Hajj administration clerk, Haji Muhammad Fauzan bin Adzim, for assisting me whenever I did not understand something and in resolving problems that arose during the process of completing my report assignments. In conclusion, it was a fantastic and wholly supportive experience that allowed me to complete an effective assignment and achieve excellent results.

3.0 STUDENTS PROFILE

SITI NOR FATIAH BINTI MOHD ZAIDI



OBJECTIVE

Energetic and passionate college student in Marketing at the UITM Bandaraya Melaka seeks an internship opportunity to expand skills and gain valuable real-world experience.

EDUCATION

LEMBAGA TABUNG HAJI CAWANGAN JALAN TUN RAZAK Internship	Present
UNIVERSITI TEKNOLOGI MARA (UITM) Bachelor of Business Administration (Hons) Marketing Current CGPA 3.33	2020-2023
SEKOLAH MENENGAH KEBANGSAAN TINGGI SETAPAK Malaysian Higher School Certificate (STPM) CGPA 3.09	2018-2020
Malaysian University English Test (MUET) Level: Band 3	
SEKOLAH MENENGAH KEBANGSAAN SETAPAK INDAH Malaysian Certificate of Education (SPM)	2017

WORKING EXPERIENCE

INTERNSHIP | LEMBAGA TABUNG HAJI CAWANGAN JALAN TUN RAZAK

Present

Jalan Tun Razak, Kuala Lumpur

- Handling and answering phone calls with Hajj depositors who are selected to perform Hajj to come to any Tabung Haji branches to complete their registration and flight documentation.
- Engaged in the coordination of many administrative tasks, including but not limited to organising documents, duplicating copies, organising records, composing written communications, and generating reports.
- Assists the Tabung Haji depositors with their THiJARI account registration.
- Record and update minutes of meetings.
- Assisting other staff's daily tasks.

PROMOTER | AMMAR COLLECTION

March 2020

Sogo, Kuala Lumpur

- Demonstrate products or services and answer questions from potential customers.
- Identified interested and qualified customers to provide potential customers with additional information regarding the product.
- Demonstrated and explained the product to customers daily to persuade customers to purchase product.

INVOLVEMENT

- Collaborated with team of Ittihad Trading in the development for Brand Community Project under subject Brand Management (MKT539) UiTM Bandaraya Melaka.
- Collaborated with team of Ittihad Trading in the development for MARCOM Community Project (MACOMP) under subject Marketing Communication (MKT547) UiTM Bandaraya Melaka.
- Awarded as 'Perunding Pelajar' for MARCOM Community Project (MARCOMP) under subject Marketing Communication (MKT547) UiTM Bandaraya Melaka.
- Participated in Kursus Asas Fasilitator 2021.
- Participated in Program Wacana Semangat Patriotisme 2021.

SKILLS

Computer Skills:

Microsoft Excel	Advanced
Microsoft Word	Advanced
Microsoft Powerpoint	Advanced
Canva	Advanced

Languages:

- Able to write and speak in English and Bahasa Melayu.

General Skills:

- Good interpersonal and communication skills
- Possess a valid driving license.

REFERENCES

MUHAMMAD FAIRUZ BIN JAMIL (MR.)

Lecturer UiTM Bandaraya Melaka

NOR HAMIZA BINTI MOHD NOOR (MRS.)

Senior Lecturer UiTM Bandaraya Melaka

4.0 COMPANY PROFILE

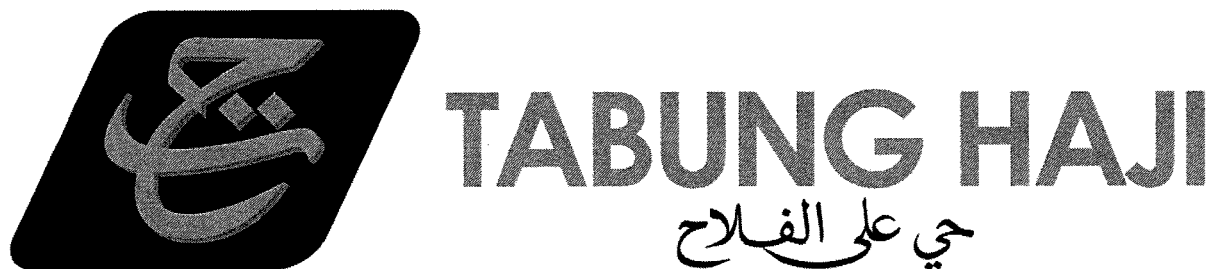


Figure 4.1: Logo of Lembaga Tabung Haji.

The Lembaga Tabung Haji (TH) is governed by the provisions of the Tabung Haji Act of 1995 (Act 535). Lembaga Tabung Haji (TH) functions as an Islamic financial institution in Malaysia. TH is committed to boosting the economy of Malaysia's Muslim community by making the most of all of its available finances and resources. The management of the hajj pilgrimage, providing depository services, and investing are TH's core areas of business. TH is committed to provide first-rate services for the Hajj to pilgrims from Malaysia, and the organization's track record of excellence has gained it worldwide reputation as a model for the administration of new Hajj procedures. TH is a nationwide financial institution with over nine million deposit customers, 107 locations, and 10,000 touchpoints. In addition, TH has a location in Jeddah, Saudi Arabia, which functions as a branch and is overseen by the Malaysian Consulate. Lembaga Tabung Haji is located at 201 Jalan Tun Razak, Kuala Lumpur, 50400 Malaysia.



Figure 4.2: Location of Lembaga Tabung Haji Cawangan Jalan Tun Razak.

TH is active in the travel and tourist industry via its fully owned subsidiary, TH Travel & Services Sdn Bhd (THTS), which operates throughout Malaysia. The scope of THTS's commercial operations involves providing Muslims with comprehensive travel and tourist services. This consists of packages for hajj and umrah, tours, hajj charters, aeroplane charters, ticket purchases, halal food catering, and cargo services. Through its Associate Company, Theta Edge Berhad (Theta Edge), TH is actively participating in the Information Technology (IT) industry. More than thirty years have passed since the Group first opened its doors for business. Its primary areas of expertise include Information Technology Solutions, Telecommunications Engineering Services & Civil Works, Mobility Solutions, Green Energy Consultants, and System Integrators.

TH LOGO



Figure 4.3: Logo of Lembaga Tabung Haji.

The corporate logo of Tabung Haji serves as the central element in the establishment of the company's brand identity. This unique emblem is intended to be quickly recognisable and remembered wherever it appears on the globe. The term "Tabung Haji" and the symbol "TaHa" (تج) which represents Tabung Haji's dedication to the flourishing of the Ummah's economy, are the two components that make up the logo. The word Tabung Haji is used prominently in the company's logo, along with an Arabic phrase *حي على الفلاح* which translates to 'Come to Success'.

TH SLOGAN



Figure 4.4: Slogan of Lembaga Tabung Haji.

VISION, MISSION & CORE VALUES

VISION

Pillars of Community Economic Success; Distinguished Hajj Management

MISSION

- Empowering the Community Economy
- Always Actively Seeking Global and Local Strategic Investments for Continuous Growth
- Consolidating and Enriching Depositors' Capital
- Providing Continuous Excellent Service
- Simplifying and Perfecting Pilgrim Affairs Towards Haji Mabrur
- Giving Competitive, Halal and Fair Returns

CORE VALUES

- Committed
- Professional
- Teamwork
- Accepting Changes
- Caring and Loving

PRODUCT OF LEMBAGA TABUNG HAJI

1. THiJARI APPLICATION



Figure 4.5: Logo of THiJARI application.

On February 5, 2020, Tabung Haji launched its network of digital services known as THiJARI. It is an online platform where services including Account Checking, Printing of Account Statement, Fund Transfer, Hajj services, Nominee & Hibah Amanah, Distribution of Salary Deduction, and Kelab TaHa are offered for TH depositors. Depositors must make sure that all of their personal information, including their mobile phone number, has been updated at all TH counters. To the registered mobile phone number will be provided a confirmation number (TAC). TH depositors are needed to validate the mobile phone number before proceeding with the log-in procedure on the

THiJARI system. This is done to eliminate any potential issues that may arise. Those users who have brought their information up to date may bypass the need to go to the TH counter and get access to this service by logging on to www.thijari.com.my instead. To better serve all depositors, the Tabung Haji mobile application (app) has been revamped with a more streamlined interface, simpler navigation, and more security. On the app store and the play store, depositors may get it.

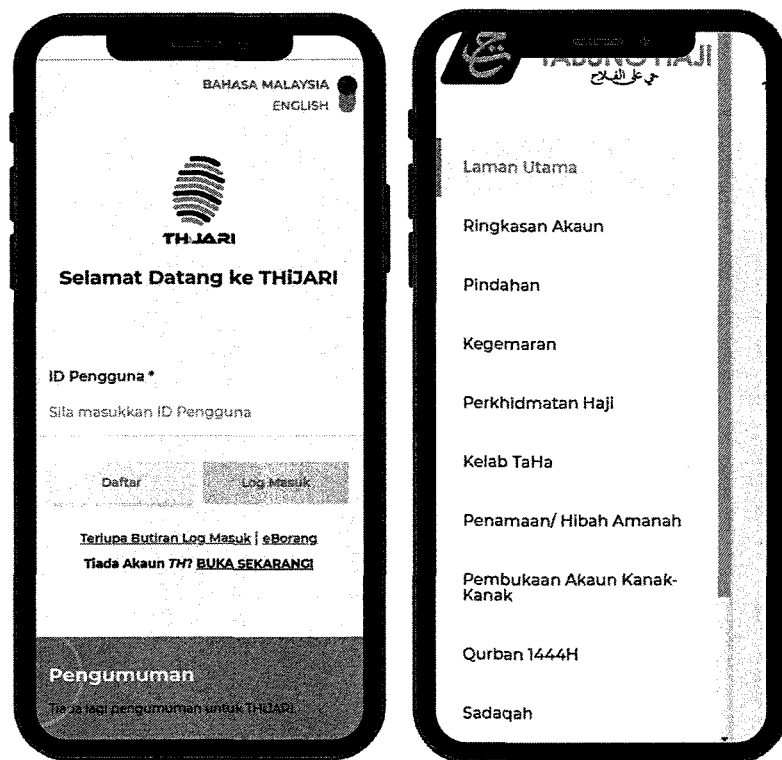


Figure 4.6: Interface of THiJARI.

ORGANIZATIONAL CHART



Figure 4.7: Organizational Chart of Lembaga Tabung Haji Cawangan Jalan Tun Razak.

5.0 TRAINING'S REFLECTION

My journey through an industrial training programme that would last for a total of six months began at the Lembaga Tabung Haji Cawangan Jalan Tun Razak, which was a wonderful and rewarding learning environment. My industrial training was supervised by Puan Biby Haslinda Binti Karibullah and ran for a total of 24 weeks, beginning on March 1 of that year 2023 and concluding on August 15 of that same year. Following the completion of each of my working days, I was given RM15 as allowance.

During the time that I spent doing my internship at Lembaga Tabung Haji, I aided members of staff with day-to-day administrative chores, including organising forms, making photocopies, filing records, preparing letters, and drafting reports. I also help the depositors of Tabung Haji with their registration on the THiJARI app, which is the application that contains all services to make it easier for the depositors to carry out their transactions. THiJARI is a web-based service that provides depositors of TH with access to a variety of services, such as Account Checking. Statement of Account to be Printed. Fund Transfer. The THiJARI app, which was developed by Cyber Village, a company that specialises in providing digital engagement solutions for financial institutions, now manages deposit amounts of more than RM200 million online and records an average of 1.5 million transactions each month. In addition to this, I was able to appreciate the complexity that is involved in the working world in the actual world. My time spent working as an intern at Lembaga Tabung Haji has provided me with a number of opportunities that have been beneficial to me. One of them was improving my communication skills, which are something I have always struggled with. I did this by speaking with people who had deposited money in Tabung Haji and giving presentations on the products and services offered by Tabung Haji.

In addition, I help pilgrims complete their registration with their visa application using an app called Saudi Visa Bio before submitting it to the counter teller. This happens before the pilgrims submit their application. This took place at the busiest season of the Hajj, when all pilgrims who had been engaged and chosen to undertake the Hajj in 2023 came to the Lembaga Tabung Haji branch counters located all throughout Malaysia to finish their registration and flying papers. Due to a shortage of personnel to regulate the situation, I was required to learn how to handle a hectic environment and assist several pilgrims at the same time. I had a lot of trouble

getting the hang of it at first, but eventually I had it down pat. In addition, I honed my ability to multitask, improve my punctuality, interact with colleagues and customers, and boost my level of self-assurance. While overseeing the pilgrims, I was able to successfully submit records, send emails, and examine the paperwork all at the same time without encountering any difficulties.

In addition to participating in industrial training at Lembaga Tabung Haji, I was also responsible for a number of work-related tasks. The responsibilities are:

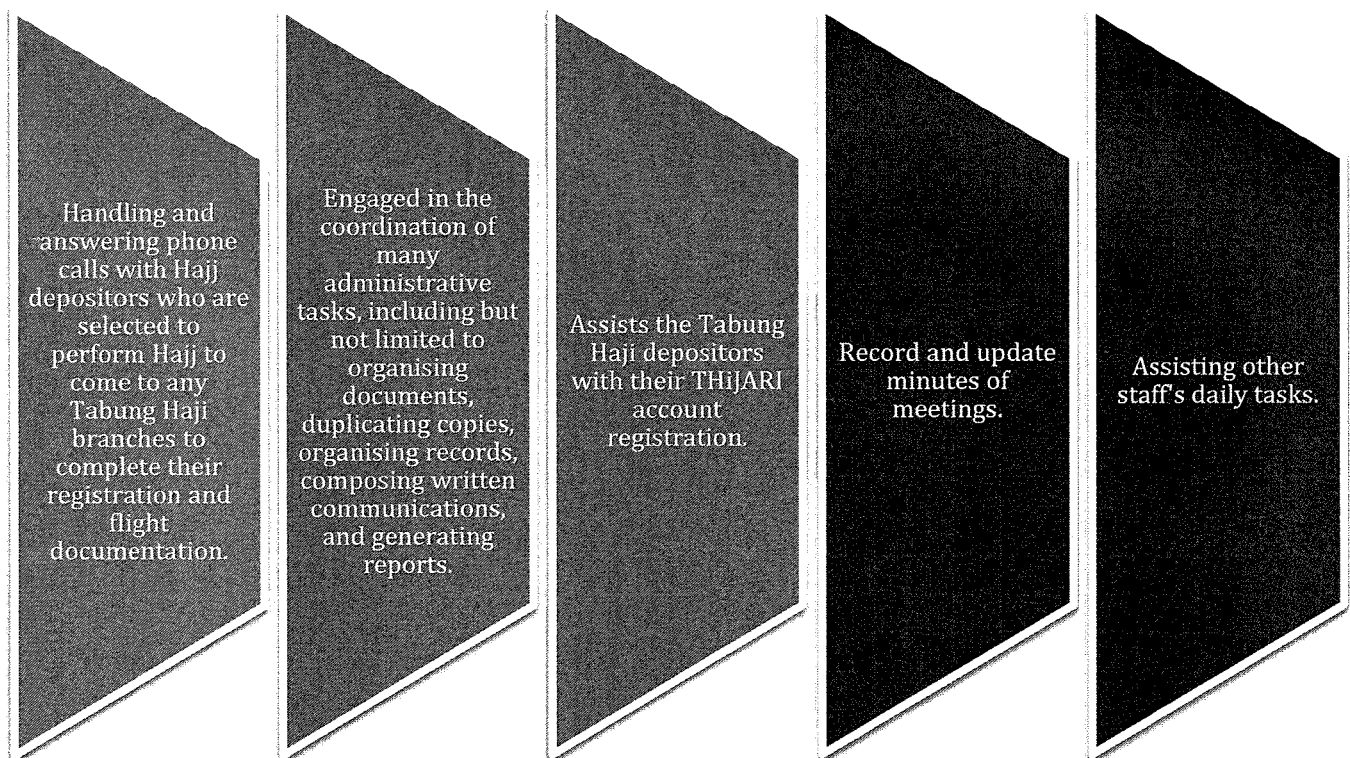


Figure 5.1: My Job Responsibilities at Lembaga Tabung Haji.

6.0 SWOT ANALYSIS OF TABUNG HAJI

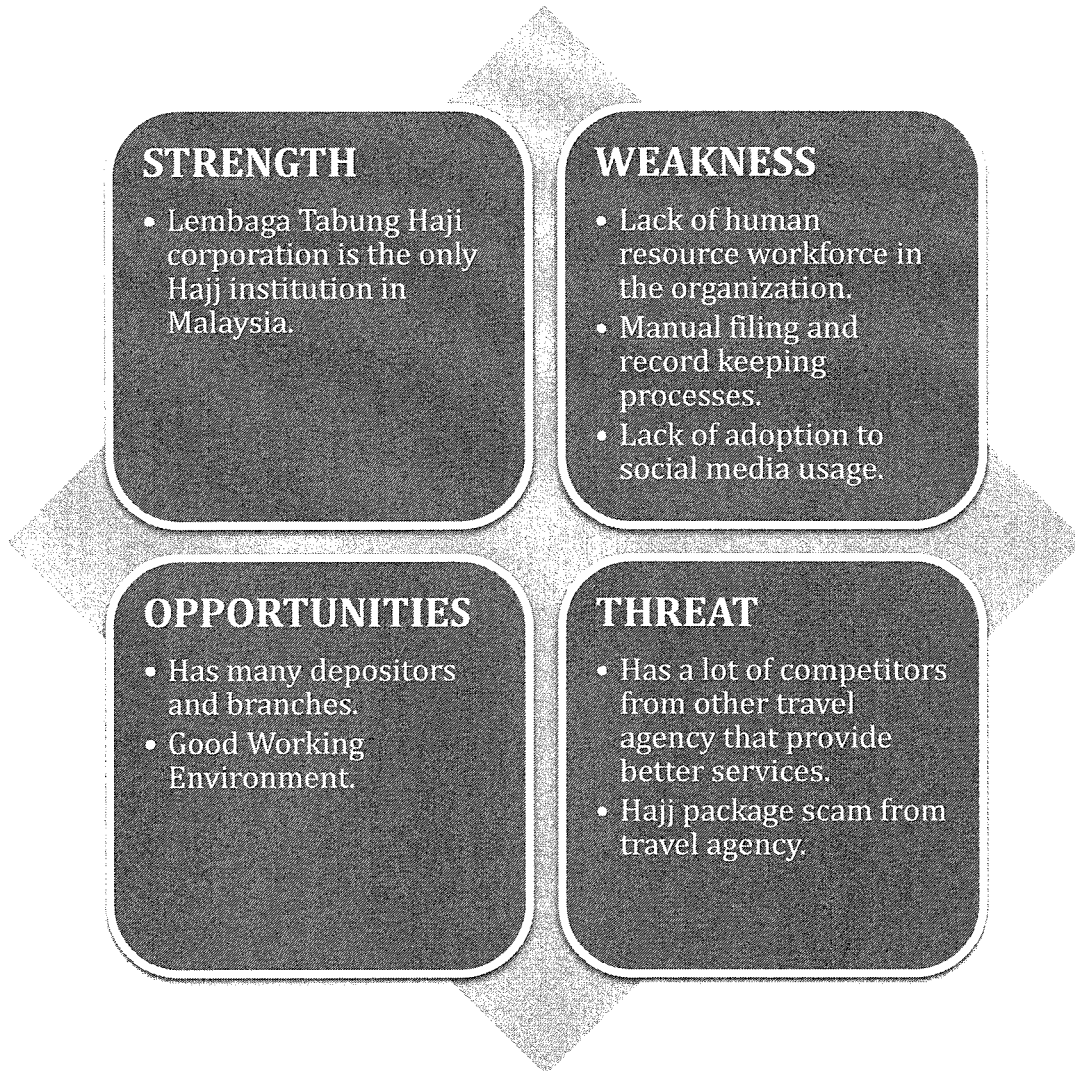


Figure 5.2: SWOT Analysis of Lembaga Tabung Haji.

Based on the figure above, Lembaga Tabung Haji has several strength, weakness, opportunities and threat to their corporation. The fact that Lembaga Tabung Haji is the sole institution dedicated to Hajj that can be found in Malaysia is the organization's greatest asset.

Second, Lembaga Tabung Haji suffers from several weaknesses the most notable of which is a manpower shortfall in the area of human resources, as well as an ongoing reliance on manual filing and record-keeping processes. During the busiest period of the Hajj season, the counters at Tabung Haji are overrun with deposits, causing the area to become crowded. Due to a current lack

of employees, Lembaga Tabung Haji is currently experiencing some difficulties while attempting to process the deposits. Because the service at the counters may regularly take up to two hours, numerous depositors have voiced their dissatisfaction with the fact that it interferes with their day-to-day activities. The fact that the personnel at the counter area are being asked to perform the duties of anywhere between two and three different job scopes is influencing the workflow at the counter. When filing and record keeping are done manually, there is a greater chance that some document pieces will be lost, which will have a negative influence on the administrative process. It's possible that electronic filing solutions are more secure than the traditional method of submitting papers on paper. It is not difficult for papers that are misplaced to end up in the wrong hands. Depositors are anticipating that Lembaga Tabung Haji would protect the confidentiality of their information. If the Lembaga Tabung Haji cannot successfully maintain the safety of the funds, there is a possibility that they may be lost. Furthermore, it is extremely difficult for Lembaga Tabung Haji to have a continuous presence on social media sites such as Facebook, TikTok, Twitter, Youtube and Instagram. Depositors have a tough time keeping up with the latest Lembaga Tabung Haji news since there is a shortage of material available on social media.

In addition, Lembaga Tabung Haji takes use of many opportunities, such as having a large number of depositors and branches. It would be to the financial advantage of Lembaga Tabung Haji to have many branches located across Malaysia. This would allow them to improve their production capacity and provide them with access to a greater number of depositors. by focusing on geographic regions that already have a sizable customer base and a variety of services that are compatible with Lembaga Tabung Haji's products and offerings. In addition, the working atmosphere at Lembaga Tabung Haji is quite pleasant, particularly in the section of the organisation where I am doing my internship. When working in a pleasant setting, employees have a greater chance of being productive and creative in their job. When a culture is built on empowering employees, staff members are more loyal to their employer, more inspired to go above and beyond in their job, and more likely to speak positively about their employer to their coworkers and friends. As a result, this has the potential to improve Lembaga Tabung Haji's bottom line. On the other hand, a poor working environment will almost certainly result in employee departures and therefore reduce income. As a direct result of this, the quality of the office environment has a substantial influence on employees' levels of motivation, excitement, innovation, and overall

productivity. On the other hand, unfavourable working conditions may have the opposite effect and produce tension for employees while they are at work.

Finally, one of the threats that Lembaga Tabung Haji must contend with is the fraudulent sale of Hajj packages by travel agencies. Because doing Hajj or Umrah requires quite a lot of money that covers all expenditures and housing while performing Hajj, there is constantly fresh information that emerges regarding package scams supplied by travel agencies as the Hajj season approaches. These scams cause individuals who trust the travel agencies to lose a significant amount of money. This influences Lembaga Tabung Haji in the sense that depositors and non-depositors alike will begin to question whether the organisation is, in fact, a fraudster and will behave in the same manner that previous travel agencies have. This poses a danger to them and will taint Lembaga Tabung Haji's reputation in the eyes of the community. Not only that, but Lembaga Tabung Haji also has a great deal of competition in the form of companies like Zahafiz Travel & Tours Sdn Bhd and Andalusia Travel & Tours Sdn Bhd. They provide packages that are both cost-effective and luxurious, as well as those that fall somewhere in between. When compared to TH Travel & Services Sdn Bhd, the price of their premium package is still competitively priced.

7.0 DISCUSSION AND RECOMMENDATION

STRENGTH

1. Lembaga Tabung Haji should be transparent about its operations, investments, and financial performance.

Lembaga Tabung Haji must implement practises and rules that encourage openness, honesty, and responsibility in all of its business dealings if it wants to be accountable and transparent with its operations. It is essential to have transparent reporting procedures and to be accountable to all of the organization's stakeholders, including its depositors. Not only that, evaluation of the fund's conformity to regulatory rules, as well as its financial soundness, should be the focus of external audits that are performed on a regular basis by recognised audit companies. Also, Lembaga Tabung Haji should build trust among stakeholders, including donors and the general public, by communicating with them on a consistent basis via town hall meetings, surveys and other feedback channels will indicate a commitment to openness. Lembaga Tabung Haji can maintain its strength and reputation by adopting these steps and committing to openness and accountability.

WEAKNESS

1. Lembaga Tabung Haji should use social media to amuse and enlighten clients about their products and services.

In light of all of the information I have uncovered, I have a few suggestions I would like to make to Lembaga Tabung Haji in order to encourage an increase in both their output and the quality of their services. First and foremost, the Lembaga Tabung Haji should use social media to amuse and enlighten depositors about their products and services. Lembaga Tabung Haji's social media should have educational information. To educate its audience, Lembaga Tabung Haji publishes and videos about the Hajj pilgrimage, its customs, and their importance. Lembaga Tabung Haji should provide helpful suggestions and pointers to pilgrims in order to assist them in getting ready for their trip. Lembaga Tabung Haji should employ high-quality photos and videos to captivate their audience. Tabung Haji may highlight Hajj's

beautiful structures, religious sites, and cultural elements. They are also given the opportunity to offer an uplifting tale that highlights the uplifting experiences of persons who have successfully performed the Hajj journey. Tabung Haji may depict their experiences, the challenges they overcome, and the personal growth they achieved. These tales might inspire others to consider the same journey. In addition to that, the Lembaga Tabung Haji should provide live question-and-answer sessions on various social media platforms in order to address the typical queries and concerns raised by their target audience. This may foster trust and community. After that, Lembaga Tabung Haji may submit pilgrim testimonies and reviews. These first-hand testimonies may boost the organization's image and demonstrate its commitment to high-quality services.

2. Lembaga Tabung Haji to quickly analyse the organization's existing and future human resource demands.

The second thing that should be done is for the Lembaga Tabung Haji to perform as soon as they can an in-depth analysis of the organization's current and future needs for people, and they should complete this research as soon as possible. It is required to first decide which key activities and positions need immediate attention in order to then give priority to each of them in order to overcome the challenges produced by a scarcity of personnel. In order to do this, it is necessary to first determine which vital tasks and positions need urgent attention. Lembaga Tabung Haji have the potential to make investments in training and development programmes that will assist present personnel enhance their abilities and get them ready for employment at higher levels of the organisation. This may be useful in combating talent shortages and fostering career advancement inside a firm. In addition, Lembaga Tabung Haji need to provide its employees opportunities for continuous education and professional development in order to keep those employees engaged and ensure that they remain with the company.

3. Lembaga Tabung Haji should be to convert all their paper records into an electronic format.

Thirdly, the first step for Lembaga Tabung Haji should be to convert all their paper records into an electronic format. Scanning and converting physical documents into digital data is the ultimate objective here. In order to organise the digital documents in a way that is consistent and logical, implement a naming standard and folder structure. In addition, Lembaga Tabung Haji should schedule frequent backups of their digital assets to protect against the loss of data. Establishing effective data security measures is another important step to take in order to prevent unauthorized access to sensitive information. Lembaga Tabung Haji should make it simpler to find, classify, and rapidly recover the precise documents they are looking for by labelling and categorising digital files with the use of metadata and tagging.

OPPORTUNITY

1. Lembaga Tabung Haji should invest in technology to offer digital and mobile banking services.

Based on the identified prospects, it is recommended that Lembaga Tabung Haji consider investing in technology to provide digital and mobile banking services. This feature enables account holders to conveniently access their accounts, conduct financial transactions, and get real-time information without the need to physically visit a brick-and-mortar bank office. The presence of a mobile application that is both user-friendly and secure has the potential to appeal to those who possess a strong familiarity and proficiency with technology, hence attracting them as depositors. Furthermore, Lembaga Tabung Haji has the capacity to provide depositors with periodic notifications about their savings, investment initiatives, as well as any alterations in policies or accessible alternatives. The use of electronic communication channels, such as emails, SMS, or newsletters, has the capacity to foster an enhanced sense of engagement and transparency. It is important to consistently evaluate and enhance services by considering feedback from depositors and adapting to evolving market circumstances. In order to remain relevant and effectively address the changing demands of depositors, it is essential to engage in adaptation and innovation.

2. Lembaga Tabung Haji should do market research and analysis for their brand expansion.

Lembaga Tabung Haji has the potential to engage in comprehensive market research aimed at identifying locations and localities characterised by a substantial Muslim population, which may exhibit a keen inclination towards accumulating funds for the purpose of doing the Hajj trip. In addition, it is possible for them to do an analysis of demographic data, income levels, and religious affiliations in order to efficiently target prospective depositors. The expansion of branches should be strategically planned in order to target locations that have a significant concentration of prospective depositors. The organisation should take into account the accessibility and convenience of venues for depositors to utilise Tabung Haji's services.

THREAT

1. Lembaga Tabung Haji may do an Educational Campaigns for depositors and non-depositors.

Lembaga Tabung Haji need to proactively engage in the prevention of Hajj package scams, while simultaneously undertaking educational initiatives and collaborating with relevant authorities to effectively curtail such fraudulent activities and ensure the protection of depositors. Financial institutions have the potential to provide consistent education to depositors on fraudulent activities and effective methods for detecting them. This academic text aims to provide guidance on the appropriate methods for booking Hajj packages. Lembaga Tabung Haji has the capability to provide depositors with information on the booking of Hajj packages and authorised travel brokers. In addition, they may provide guidance about travel agency selection and the assessment of package validity.

2. Lembaga Tabung Haji should enhance their efficient customer service system for better services.

It is recommended that Lembaga Tabung Haji consider allocating resources towards the implementation of a robust and efficient customer service system, with the aim of effectively addressing inquiries and concerns raised by depositors. In addition to its core services, Tabung Haji provides other channels of communication for customer assistance, including phone,

email, live chat, and social media platforms. Tabung Haji has the capability to tailor its services to accommodate the specific needs and preferences of individual depositors. The depositor can personalise savings schemes, investment options, and packages for Hajj trips. Promote active participation from depositors and use their feedback to improve the quality of services. Tabung Haji should also prioritise the collection of consumer feedback and conduct regular surveys in order to enhance its services.

8.0 CONCLUSION

In conclusion, the Lembaga Tabung Haji (TH) is in charge of the administration of the hajj pilgrimage, as well as the provision of depositary services and investment. In the same way as Lembaga Tabung Haji, their institution has both strengths and weaknesses, opportunities and threats. The institution known as Lembaga Tabung Haji performs a significant and essential role in facilitating the fulfilment of the religious duty of Malaysian Muslims to undertake the Hajj pilgrimage. The presence of this entity serves as a testament to the government's dedication to addressing the spiritual requirements of its populace. My internship at Lembaga Tabung Haji improved my multitasking, timeliness, interpersonal skills, and self-confidence. In terms of weaknesses, it can be concluded that Lembaga Tabung Haji lacks human resources, office management, and manual filing and record keeping. I have mentioned some of Lembaga Tabung Haji's opportunities, such as its good working atmosphere and many depositors and branches. Finally, Lembaga Tabung Haji faced a travel agency scam involving a Hajj package and several competitors from other travel companies with better services.

Furthermore, Lembaga Tabung Haji should optimise the use of their social media platforms to effectively engage with depositors and non-depositors online, while simultaneously providing them with comprehensive updates about their offerings and services. The last step is conducting a comprehensive study by Lembaga Tabung Haji to promptly assess the organization's present and future human resource requirements. It is essential that this research be expeditiously concluded. Lastly, it is recommended that Lembaga Tabung Haji initiates the conversion of their paper records into an electronic format as the first stage. The primary goal is to digitise physical documents via the process of scanning and transforming them into digital data.

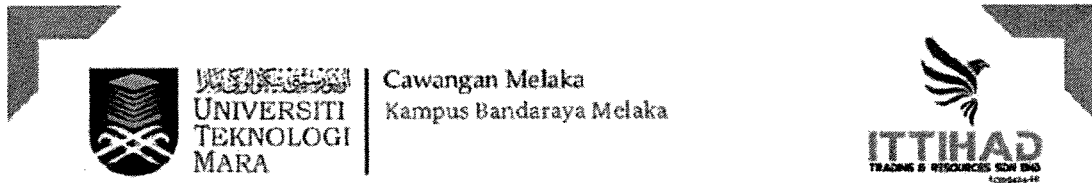
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10.0 APPENDICES



Figure 10.1: MARCOM Community Project (MACOMP) under subject Marketing Communication (MKT547) UiTM Bandaraya Melaka.



CERTIFICATE OF RECOGNITION

**SITI NOR FATIAH BINTI MOHD ZAIDI
2020836694**

**IN ACKNOWLEDGEMENT OF YOUR PARTICIPATION AND
COMMITMENT**

for


BRAND COMMUNITY PROJECT (BCOP)

A community project with cuniculture industry for brand development

11th October 2021 - 31st January 2022

under subject

**Brand Management (MKT 539)
BBA (Hons) MARKETING
UiTM Cawangan Melaka
Kampus Bandaraya Melaka**


**ASSOC. PROF. TS. DR.
MOHD RASDI BIN ZAINI
Rector
UiTM Cawangan Melaka**



**MR NAZRI BIN KASMIEN
Managing Director
Ittihad Trading & Resources
Sdn Bhd**

Figure 10.2: Brand Community Project under subject Brand Management (MKT539) UiTM Bandaraya Melaka.



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka



CERTIFICATE OF RECOGNITION

THIS CERTIFICATE IS AWARDED TO

SITI NOR FATIHAH BINTI MOHD ZAIDI

In recognition of his/her valuable contribution for

MARCOM COMMUNITY PROJECT (MACOMP)

A community project with curricular industry for marketing development

11th October 2021 – 31st January 2022

under subject

MARKETING COMMUNICATION (MKT 547)

BBA (Hons) MARKETING

UiTM Cawangan Melaka

Kampus Bandaraya Melaka

**ASSOC. PROF. TS. DR.
MOHD RASDI BIN ZAINI**
Rector
UiTM Cawangan Melaka

MUHAMMAD NAZRI BIN KASMEN
Managing Director
Ittihad Trading & Resources Sdn Bhd

Figure 10.3: MARCOM Community Project (MACOMP) under subject
Marketing Communication (MKT547) UiTM Bandaraya Melaka.

Sijil Penghargaan

Dengan ini diperakui bahawa

SITI NOR FATIAH BINTI MOHD ZAIDI

telah mengikuti dengan jayanya

KURSUS ASAS FASILITATOR

Pada

22 MEI 2021

Di

GOOGLE MEET



MOHAMAD RASBULLAH BIN MUSTAFA
PENGARAH URUSAN
NOWHYTWO TRAINING & CONSULTANCY



Figure 10.4: Kursus Asas Fasilitator 2021.



Sijil Penyertaan

Dengan ini diperakui bahawa:

SITI NOR FATIHAH BINTI MOHD ZAIDI

Telah mengikuti:

**PROGRAM WACANA SEMARAK PATRIOTISME BERTAJUK
PATRIOTISME BERTERASKAN PERLEMBAGAAN PERSEKUTUAN:
PERANAN MAHASISWA UiTM**

Anjuran bersama:

**PUSAT KOKURIKULUM, UiTM SHAH ALAM & PEJABAT KURSI
INSTITUSI RAJA-RAJA MELAYU UiTM**

Dengan kerjasama:

**UNIT KOKURIKULUM UiTM KAMPUS CAWANGAN & MAJLIS
PERWAKILAN KOMANDER KESATRIA SESI 2020/2021**

Pada:

9 JUN 2021

Platform:

FACEBOOK PUSAT KOKURIKULUM UiTM SHAH ALAM

Disahkan oleh:

**(PROF. MADYA DR. MOHD AZMAN YAHAYA)
PENGARAH PUSAT KOKURIKULUM**

Figure 10.5: Program Wacana Semangat Patriotisme 2021.



Figure 10.6: Tabung Haji Mobile Counter at PPR Kg Muhibbah.

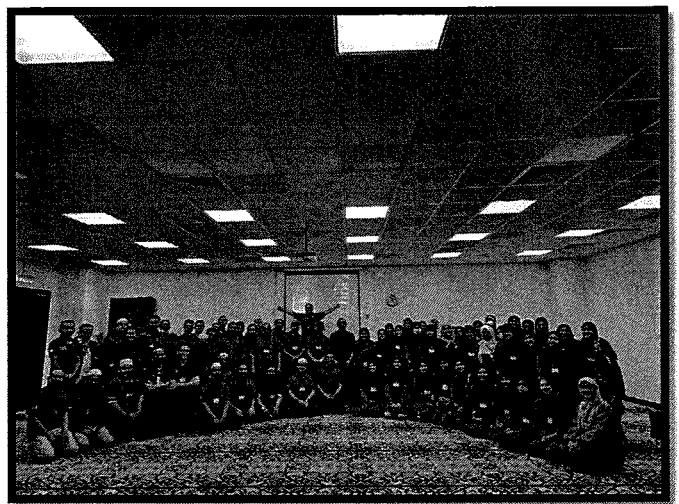
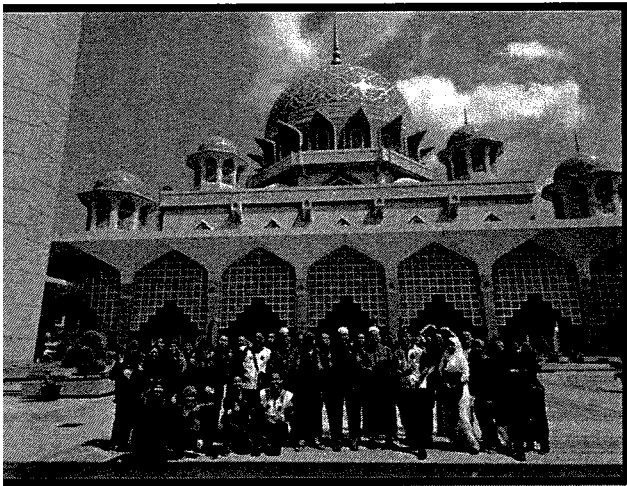


Figure 10.7: Kursus Perdana Haji WP 1444H at Masjid Putra, Putrajaya.

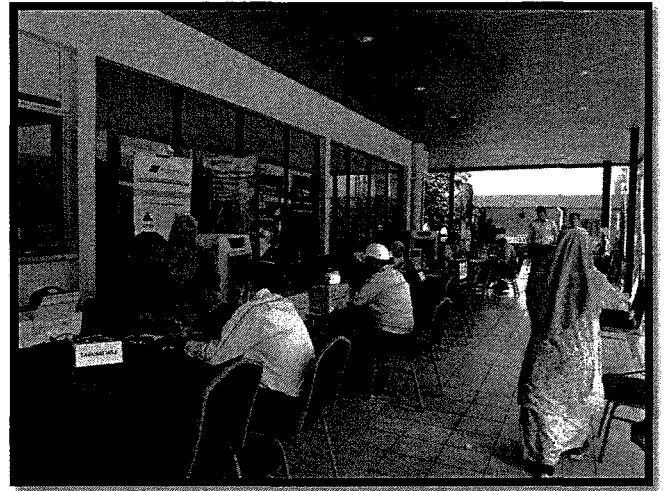


Figure 10.8: Tabung Haji Mobile Counter at Perodua, Rawang.

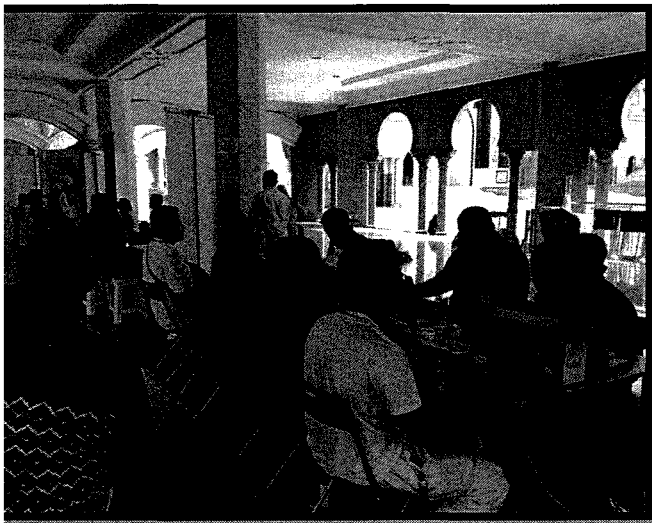


Figure 10.9: Tabung Haji Mobile Counter at Masjid Wilayah Persekutuan.

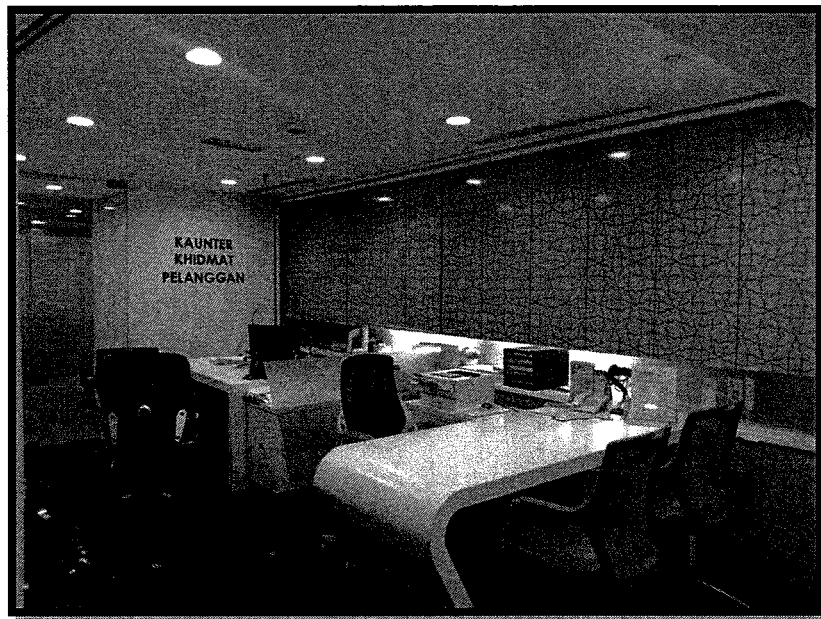


Figure 10.10: Office layout of Floor 2, Lembaga Tabung Haji IFiC Cawangan Jalan Tun Razak.