



اوپنرسیتی تیکنولوگي مارا
UNIVERSITI
TEKNOLOGI
MARA



Noor Arfa
CRAFT COMPLEX
Tenokai Dunia Batik di Noor Arfa

INDUSTRIAL RELATIONS REPORT

AUGUST 28, 2022 - FEBRUARY 09, 2023

NAME : NUR AFIQAH BINTI ZULKIFLI
NO. MATRIC : 2020968769
GROUP : RBA243
COURSE : HRM666
ADVISOR : PUAN NURWAHIDA BINTI FUAD

TABLE OF CONTENTS

1.0 EXECUTIVE SUMMARY	4
2.0 ACKNOWLEDGMENT	5
4.0 COMPANY'S BACKGROUND	7
.....	7
ELEGANT, LUXURIOUS AND EXCLUSIVE	7
NOOR ARFA NOSTALGIA	9
NOOR ARFA'S FOUNDER	9
WAN MOHD ARIFFIN WAN LONG.....	10
NOOR HIJERAH HANAFIAH	11
5.0 MISSION, VISION AND VALUES	12
MISSION	12
VISION	12
VALUES	12
6.0 EVENT COMPANY	13
6.0.1 TOWNHALL AND MONTHLY USRAH.....	13
6.0.2 PROGRAM CSR NOOR ARFA	13
6.0.3 MONTHLY USRAH.....	14
6.0.4 MONTHLY CULTURE EVENT	15
6.0.5 ONBOARDING TRAINING.....	15
6.0.6 TRAINING CLASS.....	16
7.0 PRODUCT/SERVICES PROVIDED BY NOOR ARFA.....	17
.....	18
8.0 THE COMPANY ORGANIZATIONAL'S CHART	19
9.0 THE DEPARTMENT ORGANIZATIONAL CHART	19
10.0 THE LOCATIONS OF THE COMPANY	20
.....	20
11.0 TRAINING REFLECTIONS.....	21
12.0 SPECIFIC DEPARTMENT	21
.....	22
13.0 ROLES, RESPONSIBILITIES AND TASKS.....	22
14.0 PESTEL ANALYSIS.....	23
14.1 POLITICS	23
Labor Law	23
Policy changes	23

14.2 ECONOMIC	23
Inflation rates	23
The Depreciation in Economic of Tourism Sector	24
14.3 SOCIAL	24
Demographic changes	24
14.4 TECHNOLOGY	24
Technology advancement	24
14.5 ENVIRONMENT	25
Climate Change and weather	25
COVID-19.....	25
14.6 LEGAL	25
Government Regulations.....	25
Consumer Protection.....	26
15.0 SWOT ANALYSIS OF THE COMPANY.....	26
15.1 STRENGTH	26
Great Leaderships	27
Great Human and Interpersonal Relations	27
15.1 WEAKNESSES.....	27
Lack and Poor technology equipment.....	27
Lack of Social Media Marketing and Approaching.....	28
Require a lot of Manpower	28
15.4 OPPORTUNITY	29
The relations with the Customer	29
Join Corporate Social Responsibility Programs.....	29
Thursday is Batik Days	29
15.5 THREATS.....	30
Unpleasant Economic Conditions in the Tourism Sector	30
Climate Change and Weather	30
16.0 CONCLUSION.....	32
17.0 REFERENCES	33
18.0 APPENDICES	34
.....	34

1.0 EXECUTIVE SUMMARY

Over six months starting from 29 august, 2022 until 09 February, 2023, Alhamdulillah with so much knowledge I have already finished my internship smoothly at Noor Arfa Holdings Sdn. Bhd, a number one manufactured Batik textile Company.

During my time internship in the company, I have becoming familiar with the workplace environment with non-toxic people around and also gaining a lot of experience and knowledge in the organizations.

I also have developed another knowledge such as communication skills, information changes through my daily task and open discuss. I also have a high- integrity in doing the task given.

4.0 COMPANY'S BACKGROUND



ELEGANT, LUXURIOUS AND EXCLUSIVE

Noor Arfa is a Malaysian Batik corporation that has been in business for over 39 years. It is a pioneer of Malaysia's well-known batik industry and has been in operation in Kuala Terengganu since 1980. Noor Arfa's success is founded on the exciting and innovative philosophy of its founders, Wan Mohd Ariffin Wan Long and his wife, Noor Hijerah Hanafiah, who have always wanted to promote the batik industry to the world and assist locals, particularly women, in looking Elegant, Luxurious, and Exclusive.

Their business gave birth to the Noor Arfa we know today. The name 'Noor Arfa' was derived from their given names, 'Noor' for the wife and 'Arfa' for the husband. The name Noor Arfa originated in Terengganu as a result of the discovery of the origins of batik using the traditional method of hand drawing or canting. Noor Arfa is an acronym derived from the combination of the names of this enterprising and ambitious couple.