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UNIVERSITI
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Pengurusan
dan Perniagaan

HRM666

AAFIYAT HOLDINGS SDN. BHD



INDUSTRIAL TRAINING REPORT

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BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

HUMAN RESOURCES MANAGEMENT

EXECUTIVE SUMMARY

This internship report explores my six-month experience working as a marketing intern at Aafiyat Holdings Sdn Bhd, which lasted 24 weeks from 1 September 2023, to 9 February 2024. The primary market for Aafiyat Holdings' high-end natural and organic product sourcing and distribution activities is the health and wellness industry. I gained important knowledge and actively participated with Aafiyat Holdings during this experience, which was an excellent start to my career.

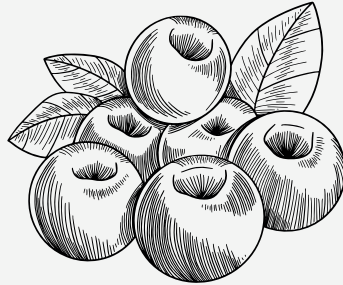
Even though I studied human resource management, this internship gave me a ton of marketing-related experience too. I took part in marketing-related tasks, such as marketing campaigns, event committee duties and sales promotions. I improved my communication abilities by interacting with agents and employees in the office and warehouse.

I provide in-depth details about Aafiyat Holdings Sdn Bhd in this report, covering information on the company's history, vision, mission, logo, organizational structure, and the variety of products and services it provides. Moreover, I perform SWOT and PESTEL analysis to evaluate the company's internal and external aspects as well as its current and future growth potential.

A discussion and recommendations are provided for Aafiyat Holdings in the report as well. I describe the tasks, challenges and experiences I had while working at Aafiyat Holdings from the very beginning in the section on training reflection that follows.

In conclusion, working as an intern with Aafiyat Holdings was not only rewarding but also fun. I made wonderful moments with my supportive coworkers in this highly respected organization while gaining significant knowledge and perspectives. In my current position as a trainee at Aafiyat Holdings, I look forward to remembering these priceless moments.

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COMPANY'S PROFILE



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With the goal of promoting olive oil under the Olive House brand, the Aafiyat journey began in 2011 with the goal of improving community welfare, health, and well-being. In order to accomplish this, they worked with communities and customers to develop an all-encompassing and integrative approach for a significant impact.

Under the Aafiyat Standard, Aafiyat grew from a single product to a wide range of offerings over time. They restructured the entire organization in 2020, appointing Aafiyat Holdings Sdn Bhd as the parent company in charge of all core operations.

Their principal subsidiary, OHR Marketing Sdn Bhd, remains the leading provider of meticulously sourced natural and organic food products in Malaysia. Operating from their base in Alor Setar, Kedah, they handle their sourcing, packing, warehousing and logistics operations with a committed team of over 180 professionals and experts from various fields.

By 2023, Aafiyat's Agent Business Model had effectively supported 2000 entrepreneurs in Malaysia, allowing for quick domestic market expansion and the start of initiatives to increase their regional footprint. They are utilizing the Aafiyat World system to spearhead significant digitalization initiatives while expanding their offerings and reach.

By providing development programs, Aafiyat hopes to empower a group of dynamic entrepreneurs who are skilled in 16 different techniques. They emphasize the development of entrepreneurial potential and smart skills such as problem-solving, agility, creative sales and marketing strategies, and excellence.



1. AGENTS and DISTRIBUTORS

1,213 sales people - and counting - supervised by 5 CAMs i.e. regional distribution centres.



2. AAFIYAT STORES

To date, there are 220 physical outlets nationwide, managed by our sales people.



3. E-COMMERCE

Leveraging on online sales via our e-commerce platform at <https://aafiyat2u.com/>



4. B2B and B2G

Strategic collaborations with various pharmacy outlets nationwide, NGOs, and federal and state Government agencies

Four sales channels are used by AHSB to service its customers, guaranteeing continuous transactions throughout the year.

COMPANY'S LOGO

aafiyat

COMPANY'S VISION, MISSION AND VALUES

VISION

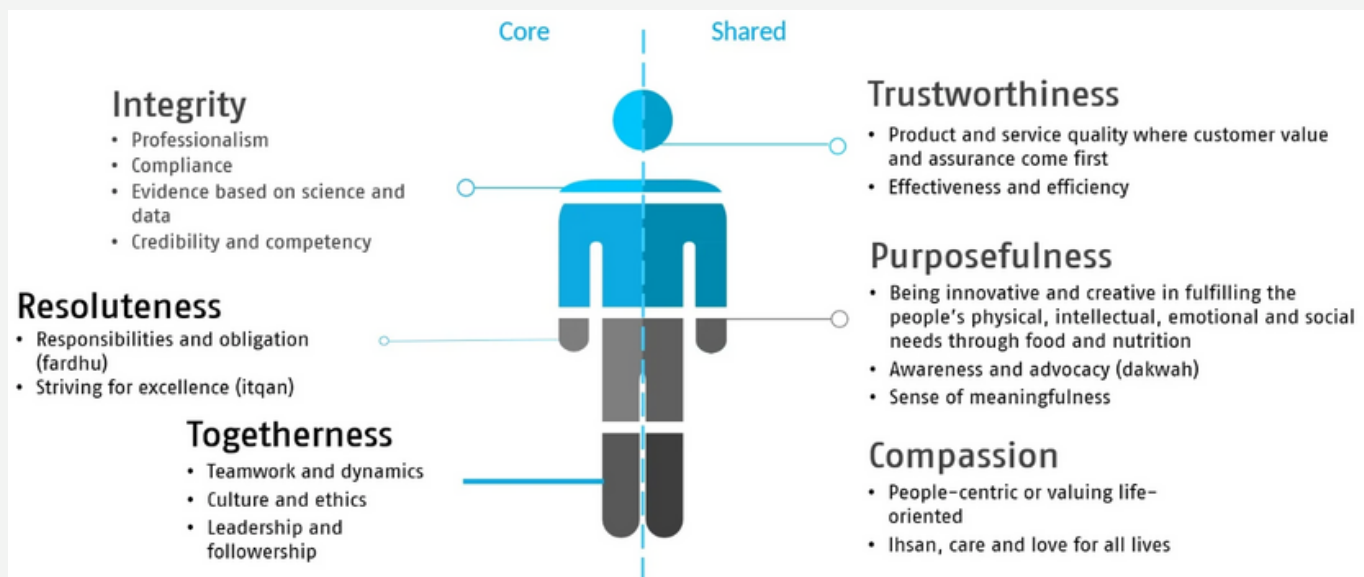
To be the preferred organization for holistic solutions for society's health, wellbeing, wellness and welfare.

MISSION

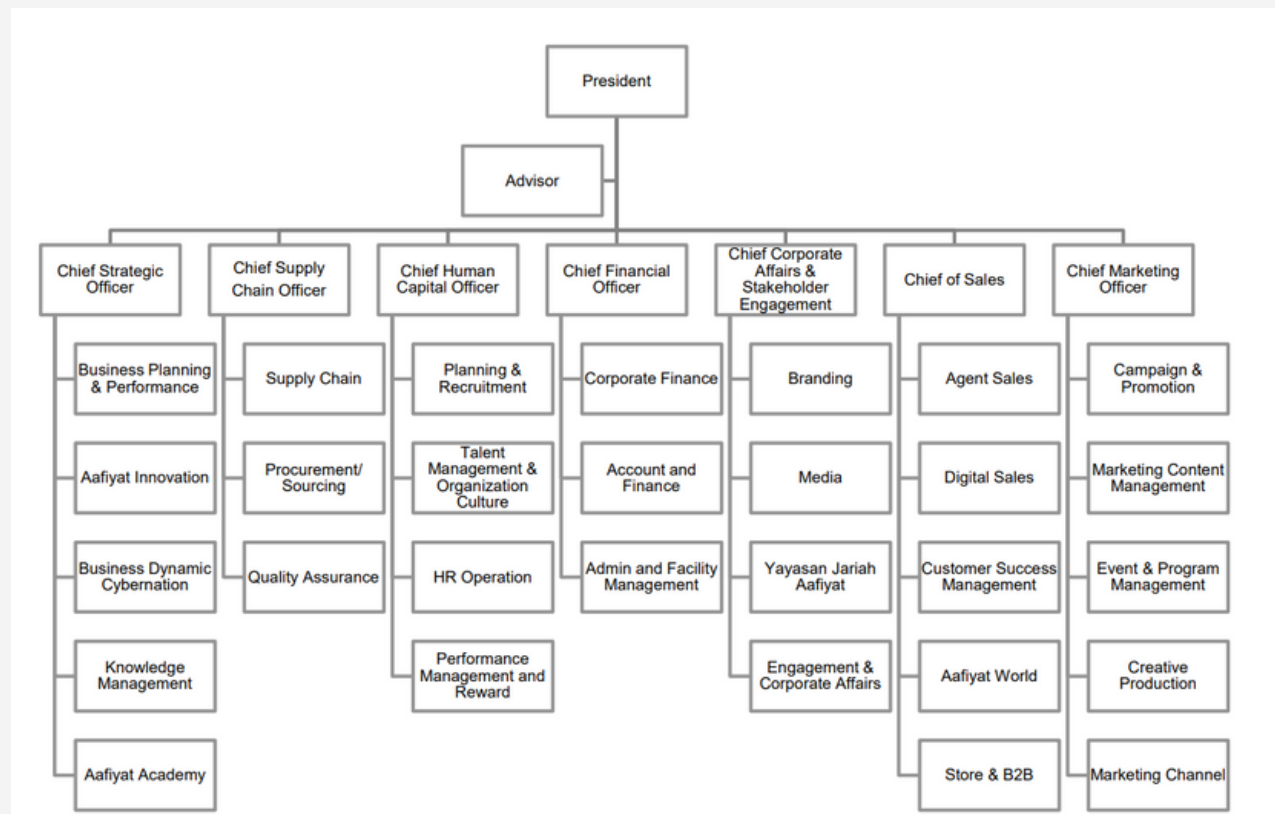
We are an organization that strives to improve society's health, wellbeing, wellness and welfare through holistic and integrative lifestyle principles and values based on Quranic teachings and backed by science.

CORPORATE VALUE

Believe and Behave, Think and Act according to guidance provided by Al-Quran and As Sunnah Hablu minallah and Hablu minannas.



ORGANIZATIONAL STRUCTURE



PRESIDENT

MR. AIDIL AZWAL ZAINUDIN



- First-class graduate of the prestigious Al-Azhar University in Cairo, Egypt, with an LLB in Laws and Shariah (2003)
- Completed talaqqi-based classical education and an apprenticeship in Cairo, Egypt (2004–2009)
- Lectured at the Al -Azhar University and the Grand Mosque in Cairo, Egypt (2004 – 2009)
- Recently finished a Master in Business Administration (MBA) at the Asia School of Business, which is a collaboration between Bank Negara Malaysia and MIT Sloan School of Management, USA (2019–2021)

C-SUITES



CHIEF FINANCIAL OFFICER- MR. JAAFAR B. AHMAD THANI

Graduated in Bachelor of Business and Information Processing from Curtin University of Technology, Perth, Western Australia with the chunk of his past experience at HSBC, specialised in trade financing and corporate banking.



CHIEF STRATEGY OFFICER- MADAM JASMIZA YANTEE BINTI JAMALLUDDIN

At present, Jasmiza is the lead adviser for several high-impact interventions in human capital development at various organisations particularly companies, Government entities and tertiary education institutions. Apart from designing systems, she has also led the establishment of a management system by integrating international standards and best practices into local particularities, tailored according to an organisation's needs, and aligned to its vision and missions.



CHIEF MARKETING OFFICER - MADAM SITI RUSYIDAH BT YAHYA

Graduated in Master of Business Administration from International Islamic University Malaysia with experience at Al-Rajhi Banking & Investment Corporation (Malaysia), specialising in product development and affluent banking.

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CHIEF HUMAN CAPITAL OFFICER- MR. MOHD ZUQI @ ZAKI BIN MOHD REJAB

Mohd Zuqi @ Zaki Bin Mohd Rejab, a graduate from Master of Business Administration held an extensive 17 years experience particularly as a Human Resources Officer/Manager that specialized in compensation and benefits, hiring and recruiting, training, workplace safety and compliance, also actively involved with crafting personnel policies and procedures.



CHIEF SALES OFFICER - MR MUHAMAD HAFIZ BIN MURIDAN

Had more than 15 years of extensive experience in business management particularly in overseeing the sales operations management. With years of experiences, he held responsible in overseeing the execution and planning of driving revenue growth and sales strategy, analyze sales performance, set sales targets, and determining the effectiveness of sales initiatives.



CHIEF CORPORATE AFFAIRS AND STAKEHOLDER MANAGEMENT - MR MOHD AYOB B. MOHAMUD MUHSIN

Graduated in Bachelor in Human Resource Management from Universiti Utara Malaysia with extensive experience at various GLCs particularly Telekom Malaysia Berhad, specialising in marketing and sales.

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PRODUCTS



OLIVIE PLUS

- Olivie Plus 30x is a product sourced from El-Borouj, Morocco and has received recognition from various organizations. It is certified as MeSTI by the Malaysian Ministry of Health, Halal by JAKIM, Organic by the USDA and EU, and Organic Food Certification from the Food Safety and Quality Division of the Ministry of Health Malaysia. The oil is extracted mechanically, preserving its benefits, without the use of heat.



BLACK SEED OIL

- Habbatus Sauda, also known as Nigella sativa, is a unique and user-friendly oil produced using a mechanical cold-pressed process in Izmir, Turkey. Recognized as MeSTI by the Malaysian Ministry of Health, it provides vitamin E benefits with just 5 drops and comes with a user-friendly dropper.



POMEGRANATE JUICE & CONCENTRATE

- Pomegranate juice and extract are imported from Agsu, Azerbaijan, Turkey, a top producer of pomegranates. The juice is made from freshly squeezed pomegranates grown in organic farms and processed using an aseptic method to maintain quality. The extract is produced from the entire pomegranate, including fruit and seeds, using the latest extraction techniques. It has received Halal and Organic Food Certification from the Food Safety and Quality Division of the Ministry of Health Malaysia. The juice and extract are recognized by various organizations for their quality and purity.



OLIVIE POWER UP

- This Olive Fruit and Olive Leaf Extract Blend is a 100% natural extract from branches, leaves, and young olives soaked in extra virgin olive oil. Made in El-Borouj, Morocco, it uses the 'Mechanically Constraint' technique to create a unique pearl shape without losing nutrients. It has been recognized as MeSTI by the Malaysian Ministry of Health, Halal by JAKIM, Organic by the USDA and EU, and Organic Food Certification by the Ministry of Health Malaysia.



EXTRA VIRGIN OLIVE OIL

- Extra Virgin Olive Oil is produced using a mechanically cold-pressed extraction technique, preserving essential nutrients and antioxidants. This method, which does not use heat, preserves the oil's flavor, aroma, and benefits. Originating from Turkey, it has been recognized as MeSTI by the Malaysian Ministry of Health, Halal from GIMDES, Organic from the EU, and Organic Food Certification from the Food Safety and Quality Division.



VIRGIN COCONUT OIL

- This 100% natural virgin coconut oil, derived from fresh grated coconut seeds, is a unique product due to its high content of medium chain fatty acids, particularly lauric acid, which helps maintain the body's natural immunity. It has obtained Organic certification from USDA and European bodies and can be used for both internal and external consumption. The oil has a light, fragrant, soft, and not rancid smell.



MADU KYRGYZSTAN

- Olive House honey, sourced from Kyrgyzstan's mountains, is produced by wild bees collecting nectar from thousands of fresh, pollution-free flowers. This authentic honey, from the Chong Kemin region, has been recognized by the Malaysian Ministry of Health (KKM) and obtained MeSTI certification.



ORGANIC EXTRA VIRGIN OLIVE
OIL KETO SPRAY

- The Organic Extra Virgin Olive Oil Spray (160 ml) is a cold press culinary product suitable for daily cooking and ketogenic diets. It has a light taste, high vitamin E content, is cholesterol-free, carbohydrates-free, and contains no chemicals, additives, preservatives, or propellant gas.



TOCOTRIENOLS 70mg
SOFTGEL

- TOKOTRIENOL 70 MG SOFTGEL is a food supplement containing 70 milligrams of Tocotrienol, a natural vitamin E derivative from red palm oil. It has been studied for potential health benefits, including antioxidant and anti-inflammatory properties. The product has a MAL number, NPRA registration, and Ministry of Health approval. It contains 50 micrograms of carotenoid and is made from plant sources.

TRAINING'S REFLECTION

Specific Date: 24 weeks, 1 September 2023 to 9 February 2024.

Working Day: Monday to Friday.

Time: 8.30 am until 5.30 pm.

Department: Marketing Department and Human Resource Management Department.

Supervisor: Puan Wan Zulaikha Binti Wan Hanafi and Encik Mohd Fais Bin Ishak

JOB RESPONSIBILITIES

- Set off in lieu leave (replacement leave) for the employees who involved in overtime works in Info-tech Malaysia HRMS.

An innovative Human Resource Management System called "Info-tech Malaysia HRMS" was created to optimize a number of internal HR procedures. It ensures flawless HR operations by effectively managing duties including leave management, attendance tracking and employee performance.

The practice known as "time off in lieu" occurs when companies give employees time off for any hours beyond their contracted hours rather than paying them overtime. The word "instead of" in French is "in lieu." Unlike overtime pay, when employees are compensated for overtime, "time off in lieu" allows employees to take additional time off for working longer hours. As an example, an employee should be compensated with four hours of time off if they are contracted to work 40 hours per week but worked 44 hours in a particular week.

The Leave Management module in the "Info-tech Malaysia HRMS" streamlines the procedure for employees to request Off in Lieu (OIL) leave. The first thing a manager in HR needs to do is enter into the HRMS system and find the Off in Lieu leave category. After being chosen, the HR inputs the necessary details such as the dates and reason for the overtime. The next step is to submit the leave request, with the option to include any necessary supporting documentation.

After submitting, the request goes through an automated approval process that involves HR managers or supervisors. Upon approval, employees receive a system-generated notification, and the HRMS updates the employee records, indicating the authorized Off in Lieu leave and adjusting the appropriate overtime hours. For HR administrators as well as individuals requesting compensatory time off, this systematic approach guarantees a clear and effective process.

- Session with HR on creating jobs at Job Streets

I attended a session that focused on the process of posting jobs on Jobs Streets as part of my internship as HR intern. Writing accurate and engaging job descriptions that draw in qualified applicants is my responsibility for this task. This involves describing the responsibilities, requirements and any particular abilities needed for the role. I also discovered how important it is to pick the suitable industrial sectors and job categories in order to guarantee visibility to the right people. Choosing the right job title wisely is important to improving relevance and searchability.

To maximize the job posting's visibility on search engines and increase the likelihood that it will be seen by potential candidates, I also have to understand how to utilize keywords correctly. Additionally, I received guidance on how to draw in the best candidates by establishing a competitive and attractive salary range. Making sure the job advertisement is consistent with the organization's brand and values is my responsibility during this process.

I gained important knowledge about the variations of job posting strategies from this session, and I have also improved my ability to communicate clearly, pay attention to detail and match the goals of the company with the expectations of potential candidates in the context of digital recruitment.



- Handle Performance Management System (PMS) for all staffs

My responsibility as HR intern is to facilitate a thorough and fair evaluation process to maximize individual and organizational performance. I am responsible for overseeing the Performance Management System (PMS) for all staff members. For each role, I first work with the head of the department to develop specific performance expectations and key performance indicators (KPIs). I assist the preparation and distribution of performance appraisal forms during the performance cycle, making that they are in line with the objectives and core values of the company.

I am in charge of helping employees define measurable goals and targets and assisting them in the goal-setting process. I gather feedback and ratings after the evaluations are completed, making sure all information is accurate and kept private at all times. I am responsible for maintaining an open and honest line of communication between employees and managers, responding to dissatisfaction and making sure the PMS is in line with the organization's overall talent management strategy. My social and organizational abilities have improved as a result of this opportunity, and I now have a comprehensive understanding of the important part that PMS plays in fostering both individual and team success within an organization.



- Handle a campaign named “Program Mari Makan Mi Organik”.

Managing multiple factors to guarantee the campaign's success was part of my diverse responsibility as a marketing intern leading the "Program Mari Makan Mi Organik" campaign. In order to ensure there would be a sufficient supply of organic noodles to satisfy the campaign's goals, I first worked with the procurement team to check their availability. Subsequently, the receivers of the organic noodles were identified and chosen, with the objective being to leverage this process to produce new leads and potential customers.

Next, I worked together with a graphic designer to produce visually attractive posters that showed the names of selected individuals who would receive the organic noodles. The campaign's overall engagement was improved by the unique touch that these posters presented.

I worked with the content creator to come up with announcements that were engaging for the chosen receivers in order to expand the campaign's audience.

We carefully disclosed the identities of the selected people on social media platforms in order to generate interest in the "Program Mari Makan Mi Organik." In addition to honoring the receivers, this engagement was used as a marketing strategy to draw in a larger audience.

Finally, in order to ensure the smooth shipment of organic noodles to the designated people who received it, I dealt with the procurement team once more. This involves improving the general customer experience and satisfaction by guaranteeing timely and accurate delivery. I kept the lines of communication open with all parties involved during this process, creating a productive environment that enabled effective workflow and the campaign's successful execution.

To sum up, my duties involved coordinating procurement, generating leads, designing posters, creating social media content, and organizing logistics for organic noodles delivery. This experience improved my task handling abilities and provided insights into the complexities of planning and executing successful marketing campaigns.

INTRINSIC BENEFITS

People are motivated by their natural need for positive reinforcement, which is known as intrinsic motivation or rewards. One needs a defined purpose and autonomous task mastery in order to enjoy the benefits of intrinsic rewards. Due to its independence from others' dependency, this motivation is individually fulfilling as it results in job fulfilment and enjoyment.

- Significant Personal Growth

During my six-month internship at Aafiyat Holdings Sdn Bhd, the importance of personal growth proved to be important in shaping my professional identity. The dynamic nature of the work environment pushed me beyond my comfort zone, providing opportunity to confront issues head-on and develop strong problem-solving abilities. This life-changing experience enhanced my professional proficiency while also giving me more confidence to take on challenging and new responsibilities.

- Communication Skills Improvement

My communication skills have significantly improved, which has been an excellent intrinsic advantage of the internship. Working on different projects with different teams allowed for a more refined writing and spoken communication skills. Working together on marketing campaigns, answering questions from colleagues, and taking part in group discussions all helped me improve my ability to communicate ideas and information clearly.

- Desire to Improve

In addition to developing skills, the internship created a strong will to continuously grow. Being exposed to different aspects of the industry inspired an ongoing pursuit of excellence and learning. My dedication to producing top-notch work, looking for mentorship, and proactively acknowledging areas for both professional and personal development has been motivated by this intrinsic motivation.

EXTRINSIC BENEFITS

An employee or individual receiving a tangible visible reward for reaching a target is said to be receiving an extrinsic reward. A pay increase, bonus, award or public recognition are examples of things that typically have a monetary worth. Usually, an employee's direct manager makes the offer after making the decision. These are usually monetary in nature, such a pay rise, cash bonus for exceeding performance targets or a voucher for going above and above the call of duty.

- Monthly Allowance Recognition

The RM400 monthly allowance was one of the extrinsic benefits that I received that provided more than simply financial benefits. It was a tangible recognition of my work and contributions to the company. This financial assistance kept me going during the internship and served as a source of motivation, pushing me to give my all every time.

- Company's Merchandise

One of the extrinsic benefits was the availability of company merchandise, such as notebook and t-shirts. These items represented more than just their material value and they also represented pride in being a part of Aafiyat and a sense of belonging. The products served as tangible memories of the worthwhile experiences I had during my internship, forging a long-lasting relationship with the company and acting as gifts in recognition of my contribution to its success.

SWOT AND PESTLE ANALYSIS

S	STRENGTHS	E	ECONOMY
	Brand credibility		Consumer spending patterns
W	WEAKNESSES	S	SOCIAL
	Inefficient communication		Communication norms and practices
O	OPPORTUNITY	T	TECHNOLOGY
	Increase in consumer awareness in wellness		Increasingly in data analytics advancements
T	THREATS	L	LEGAL
	Unethical competitors		Changes in laws and industry standards
	Supplier-related challenges		



DISCUSSION AND RECOMMENDATIONS

STRENGTHS

1. Brand Credibility

One of the main factors contributing to Aafiyat Holdings Sdn Bhd's success is the strong brand credibility they have built. This reputation is the outcome of a consistent dedication to finding and offering quality natural and organic products. Aafiyat brand is linked by consumers to trustworthiness, purity and a commitment to wellbeing. A trust that transcends individual transactions has been established by the company through its emphasis on product quality, openness in sourcing and adherence to strict standards. The brand's competitive strength in the market is enhanced by this trust, which turns into customer loyalty and favorable word-of-mouth.

Prioritizing quality assurance will help Aafiyat Holdings Sdn Bhd keep its reputation as a credible brand. This involves supplying quality natural and organic products by means of strict testing procedures, stringent quality control procedures and open communication with customers.

As a result, Aafiyat's image as a trustworthy supplier of high-end wellness products will be strengthened, further strengthening its connection with purity and customer welfare. Moreover, Aafiyat should fund strategic communication initiatives, like disclosing certificates, highlighting industry standards, and offering insights into the sourcing process, in order to foster trust. By utilizing platforms such as social media and product packaging, the company can keep its current customers loyal and draw in new customers who value reliability when making purchases by informing them about its commitment to health and wellness.



2. Visionary Leadership

Aafiyat gains from having visionary leadership that places the company on a path of constant innovation and development. The organization's visionary executives not only guide the company through its present difficulties but also predict emerging trends and changes in the industry.

Because of its vision, Aafiyat may proactively modify its plans and stay relevant in a changing business environment. Innovative cultures are fostered by visionary leaders who support the investigation of new products, markets and business strategies. Their capacity to develop and carry out a compelling vision unites the company around shared objectives, encouraging adaptability and resilience.

By investing programs for leadership development, Aafiyat may strengthen its position and enable its executives to have a greater capacity for vision. The company can guarantee its leaders' ability to predict new trends and navigate market changes by offering opportunities for continual learning and exposure to industry best practices.

To further encourage an innovative culture motivated by its visionary leaders, Aafiyat should also form cross-functional innovation teams. With the help of a range of ideas and areas of expertise, these cross-functional teams can collaboratively investigate new products, markets, and business strategies. This proactive strategy fits with the company's dedication to ongoing innovation, supporting flexibility, adaptation and the pursuit of common goals in a fast-paced work environment.



WEAKNESSES

1. Inefficient Communication

Ineffective communication within Aafiyat's organizational structure is an issue. Misunderstandings, delays in decision-making and a lack of coordination between departments can result from ineffective communication. The company should make investments in developing a transparent culture, enhancing lines of communication and putting in place efficient communication tools in order to solve this shortcoming. For the purpose of encouraging teamwork, avoiding mistakes and improving overall organizational efficiency, clear and efficient communication is important.

In the context of the PESTEL analysis, the communication norms and practices inside an organization might be influenced by socio-cultural issues.

To address this shortcoming, it is necessary to establish strong lines of communication, Aafiyat create an environment that values open communication and maybe allocate funds for employee training programs that improve their interpersonal skills

In order to tackle the problem of insufficient communication within Aafiyat, it is recommended that the company make an investment in creating an open organizational culture. This can be accomplished by putting in place communication training programs designed to enhance employee's interpersonal skills. In order to improve departmental coordination and information flow, it is also important to give priority to the construction of effective communication tools and channels.

In addition to addressing the current communication issues, funding staff training activities can help foster an open and cooperative culture over the long run. Aafiyat will be able to establish an environment that encourages teamwork, lowers errors and eventually increases overall organizational efficiency by highlighting the significance of open communication within the PESTEL framework, where socio-cultural factors impact standard practices in communication.

2. Incapability in Data Analysis

An inability to analyze data is another weakness found in Aafiyat Holdings. The capacity to get insights from data is important in making strategic decisions in today's data-driven corporate environment. To improve its capacity for data analysis, Aafiyat ought to make investments in training programs and tools. Gaining expertise in data analytics enables the company to make well-informed decisions on consumer behavior, market trends and operational performance. As a result, Aafiyat is better positioned to adapt to shifting market conditions and acquire a competitive advantage.

Technological factors are relevant in the PESTEL analysis setting, as data analytics breakthroughs become increasingly important to company success.

To address this shortcoming, Aafiyat needs to make training program investments or work with outside experts to improve its data analysis skills. By implementing this strategic approach, the organization will be able to keep ahead of industry trends by making well-informed judgements based on insights from data.

In order to strengthen its data analysis capabilities, Aafiyat needs to consider about forming partnerships with data analytics companies in addition to allocating funds for training initiatives. The company can have quick access to advanced analytical tools and specialized knowledge by collaborating with outside experts. With this strategy, Aafiyat can take advantage of outside resources while simultaneously getting industry-specific data that are unique to them. Creating collaborations gives the company a competitive edge in responding to changes in the industry while also effectively enhancing its data analytic capabilities.



OPPORTUNITIES

1. Increase in Consumer Awareness in Wellness

Aafiyat has a great chance because of the global trend towards greater consumer awareness of wellness. Based mostly on natural and organic products, the company can take advantage of this trend by matching customer preferences for healthier products. Aafiyat can increase its market share by informing customers about the advantages of its products and advocating for a holistic approach to wellness through marketing initiatives.

In order to serve a variety of wellness needs, Aafiyat had to think about extending its product line. This may involve launching brand-new natural and organic products, such as supplements or skincare products that suit to certain wellness demands. In order to address the changing needs of health-conscious consumers and expand its market share, Aafiyat should vary the range of products it offers. This smart move portrays the company as a full solution provider for a broad variety of customer needs and is consistent with the holistic approach to wellbeing. Aafiyat may strengthen its attractiveness in the wellness industry and sustain its leadership in natural and organic product offerings with the help of innovation and wide range of products.



2. Capacity in Product Diversification

Aafiyat has the chance to take use of its ability to diversify its product line. The company can adapt to changing consumer expectations by introducing new natural and organic products or by expanding its current product lines. In addition to drawing in more customers, diversification reduces the risks that come with being overly dependent on a single product category. Aafiyat can carry out market research to identify new customer demands and trends, allowing it to strategically enter new markets and launch products that complement its core values.

Economic factors may have an impact on consumer spending patterns within the context of PESTEL. Through product portfolio diversification, Aafiyat can reach a wider range of customers, reduce the risks associated with dependence on a single product, and take advantage of new developments in the health and wellness industry.

To determine new customer demands and industry trends, Aafiyat should carry out thorough market research. With this, the company will be able to grow its current lines in response to shifting consumer demands or launch new natural and organic products. Through constant monitoring of the marketplace, Aafiyat can expand its customer base, address changing needs and enter new markets. Making educated judgements regarding product development will be helped by actively monitoring economic factors such as consumer buying habits. In the health and wellness sector, Aafiyat will be able to sustain its competitive advantage by being at the forefront of industry innovations due to this proactive strategy.



THREATS

1. Unethical Competitors

The existence of unethical competitors in the market poses a potential threat to Aafiyat. These competitors might use dishonest marketing techniques, cut costs on product quality or lower costs by offering lower-quality products. Aafiyat must maintain its dedication to transparency, keep an eye on the market environment and set itself apart through ethical corporate conduct. A proactive approach to communicating the company's beliefs and quality standards can protect Aafiyat's brand by acting as an obstacle to unethical competitors.

Legal and regulatory aspects are relevant in the PESTEL analysis framework. To maintain compliance, Aafiyat needs to be aware of any changes to laws and industry standards. To further offset the effects of unethical competitors, the company can set itself apart by emphasizing its dedication to quality control, ethical sourcing, and open business procedures.

To safeguard its brand from unethical competitors, Aafiyat should place a high priority on openness, morality sourcing and strict quality controls. By continuously highlighting these values, the company may discourage dishonest competitors and build a strong ethical brand identity. In order to maintain compliance and adjust to changing demands, Aafiyat should also keep a careful eye on the legal and regulatory environment. Aafiyat may further establish itself as a reliable and socially responsible stakeholder in the health and wellness industry by stepping up its dedication to quality control and ethical business conduct.



2. Supplier-Related Challenges

Aafiyat also faces serious risks from supplier threats, such as higher costs or changes to ingredients and formulas. To lessen unexpected price increases, the company should negotiate long-term contracts with its suppliers, diversify its supplier base and build strong relationships with them. Aafiyat can lessen its vulnerability to outside pressures by anticipating and adapting to changes in the supply chain by regularly connecting with suppliers and keeping up to date on industry trends.

To reduce supplier risks, Aafiyat should implement a strategic supplier management plan. This involves creating strong relationships, diversifying its sources to lessen dependability and negotiating long-term contracts for consistent prices. It will be possible to quickly adjust to supply chain changes with proactive engagement, consistent communication and industry trend monitoring. This will improve the ability to cope with external challenges, provide a consistent supply chain and support the long-term sustainability of Aafiyat.



CONCLUSION

During my six-month internship with Aafiyat Group Sdn Bhd, I gained invaluable insights into the business and wellness industries, which changed my life. During my time there, I observed that the company placed a strong emphasis on visionary leadership, holistic wellness and brand credibility. Aafiyat is a leader in the market because of its dedication to providing high-quality natural and organic products as well as its innovative culture led by visionary individuals. By expanding its product line to meet changing customer demands, the company successfully capitalized on the global trend of rising consumer awareness of wellness.

Although Aafiyat has its advantages, it also recognized that there is room for development and improvement, especially in the areas of data analysis and communication. Its willingness to rectify these shortcomings shows that the company is dedicated to continuing growth. The competitiveness and internal processes can be further improved by making strategic investments in data analytics, training programs and communication tools.

Let me sum up by saying that my experience as an intern at Aafiyat Group Sdn Bhd has been an important part of my career growth. I now have an improved understanding of the industry and am motivated to approach my future endeavors with a comprehensive and innovative mindset because to the company's innovative practices, values, as well as dedication to wellness. I thank Aafiyat for the growth, learning, and teamwork opportunities. I am excited to use the knowledge and abilities I have received from this internship in my future professional aspirations.

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APPENDICES



Preparation for product shooting for “Program Mari Makan Mi Organik” campaign



Preparation for product shooting for “Program Mari Makan Mi Organik” campaign



Preparation for product shooting for “Program Mari Makan Mi Organik” campaign



Prize checking for the winner of campaign “Olivie Sehat dan Menang”



Products that will be given to the winner



Hampers for the winner of campaign “Olivie Sehat dan Menang”



Production Area in Warehouse Mergong



Store which all products will be kept before distributing to agents



Products that are ready to distribute to agents



Production area where all the quality assurance process takes place



Meeting with Chief Marketing Officer and Marketing Team



Being a committee during Festival Sunnah at Stadium Sultan Abdul Halim



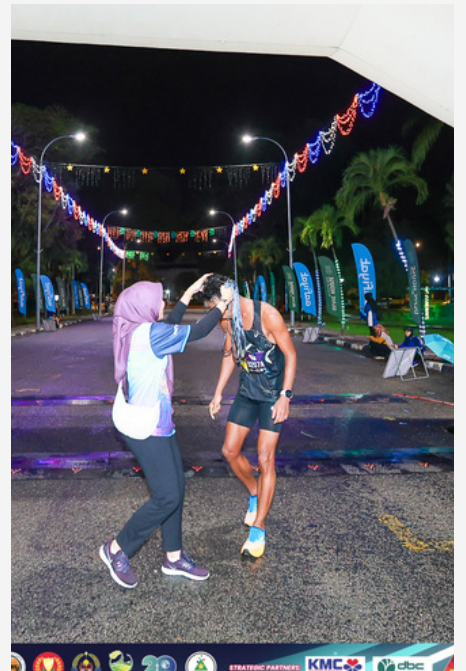
Influencer Signing Ceremony with Ustaz Zul Ramli Razali



Monthly talk for all Aafiyat staffs



Being a committee for Aafiyat Funtastic Family Day



Being a committee at New Year Kedah Half Marathon and Charity Ride

Document Information

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Submitter email	2021856142@student.uitm.edu.my
Similarity	1%
Analysis address	mohdniza.UiTM@analysis.ouriginal.com

Sources included in the report

W	URL: https://aafiyatgroup.com/about-us/ Fetched: 8/2/2022 6:20:47 AM	 2
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Entire Document

PART 3: COMPANY'S PROFILE ❖ Address: Level 5 & 6 Kompleks Perniagaan Ampang, Lebuhraya Sultanah Bahiyah, Ampang Business Centre, 05050 Alor Setar, Kedah. ❖ Phone NO: +604-7330749 ❖ Email: Info@aafiyatgroup.com ❖ Website: <https://aafiyatgroup.com> With the goal of promoting olive oil under the Olive House brand, the Aafiyat journey began in 2011 with the goal of improving community welfare, health, and well-being. In order to accomplish this, they worked with communities and customers to develop an all-encompassing and integrative approach for a significant impact. Under the Aafiyat Standard, Aafiyat grew from a single product to a wide range of offerings over time. They restructured the entire organization in 2020, appointing Aafiyat Holdings Sdn Bhd as the parent company in charge of all core operations. Their principal subsidiary, OHR Marketing Sdn Bhd, remains the leading provider of meticulously sourced natural and organic food products in Malaysia. Operating from their base in Alor Setar, Kedah, they handle their sourcing, packing, warehousing, and logistics operations with a committed team of over 180 professionals and experts from various fields. By 2023, Aafiyat's Agent Business Model had effectively supported 2000 entrepreneurs in Malaysia, allowing for quick domestic market expansion and the start of initiatives to increase their regional footprint. They are utilising the Aafiyat World system to spearhead significant digitalization initiatives while expanding their offerings and reach. By providing development programmes, Aafiyat hopes to empower a group of dynamic entrepreneurs who are skilled in 16 different techniques. They emphasise the development of entrepreneurial potential and smart skills such as problem-solving, agility, creative sales and marketing strategies, and excellence.

3.1 COMPANY'S VISION, MISSION AND VALUES •

91%

MATCHING BLOCK 1/2

W

VISION To be the preferred organization for holistic solutions for society's health, wellbeing, wellness and welfare. •

95%

MATCHING BLOCK 2/2

W

MISSION We are an organization that strives to improve society's health, wellbeing, wellness and welfare through holistic and integrative lifestyle principles and values based on Quranic teachings and backed by science. •

