



UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Perlis  
Kampus Arau

# PERBADANAN EKONOMI ISLAM PERAK (PEIP) SDN. BHD.

## INDUSTRIAL TRAINING REPORT

HRM666  
BBA (Hons) Human  
Resources Management

**PREPARED BY**  
NURSHAKIRAH BINTI ABDUL AZIZ  
2021124285

**ADVISOR**  
PN NOOR JUNAINI  
ARWAIN YAACOB

**EXAMINER**  
PN NURUL IZZAT  
KAMARUDDIN

**TRAINING DURATION**  
1STH SEPTEMBER 2023 - 9 FEBRUARY 2024



# EXECUTIVE SUMMARY

The work experience I gained throughout my six months industrial training at Perbadanan Ekonomi Islam Perak Sdn Bhd (PEIP Sdn Bhd) is the focus of this internship report. This report details my internship at PEIP Sdn Bhd, focusing on my work in the human resources departments of payroll, training, and recruitment. While working at PEIP Sdn Bhd for my internship, I was rewarded with internal and external benefits. Upon obtaining my degree from Universiti Teknologi Mara Arau, Perlis, I have to apply all of the skills and information I gained to use here at PEIP Sdn Bhd.

This study aims to identify and evaluate the organization's external opportunities and threats in addition to its internal strengths and weaknesses. An organization's SWOT analysis will help identify and make improvements to evaluate their challenges and strengths to be ranked among the greatest companies in management, the oil palm industry, the hospital industry, and the real estate industry. This course will cover preventing threats, overcoming weaknesses, and taking advantage of opportunities.

# Table of Contents

**01** Acknowledgement  
1

**02** Student Profile  
2

**03** Company's Profile  
3 - 8

**04** Training's Reflection  
9 - 10

**05** SWOT Analysis  
11

**06** Discussion and  
Recommendation

Strengths 12 - 15

Weaknesses 16 - 19

Opportunities 20 - 23

Threats 24 - 27

**07** Conclusion  
28

**08** References  
29 - 30

**09** Appendices  
31 - 32



# 3.0 COMPANY PROFILE



Perbadanan Ekonomi Islam Perak Sdn. Bhd. (PEIP Sdn Bhd) was established in 2003. PSB is located in Ipoh, Perak. PEIP Sdn Bhd, is the newly named organisation that was previously known as Perbadanan Kemajuan Ekonomi Islam Negeri Perak (PKEINPK) Sdn Bhd. PEIP Sdn Bhd is a completely owned Perak Islamic Religious Council and Malay Customs (MAIPk) corporation. The Perbadanan Ekonomi Islam Perak Sdn Bhd (PSB) office was in B-G-1, Greentown Suria, Jalan Dato' Seri Ahmad Said, Ipoh, during the first phase of the industrial training period. However, due to several situations, this company relocated its main office to Lot Pejabat Tingkat 2, Angsana Mall, Jalan Raja Ashman Shah, Kampung Kastam Greentown. The business is open Monday through Friday from 9:00 am to 5:00 pm. In compliance with the rules of the Companies Act 1965, this company was established on June 28, 2012. As mentioned above, the corporation was first created as a statutory body. Nevertheless, it was privatized and became a single limited company in 2012. It successively became an officially recognized wholly owned subsidiary of MAIPk.

To improve and produce their financial assets, these businesses have generally diversified their operations throughout a range of industries. PEIP Sdn Bhd's primary source of economic expansion has been their involvement in the plantation industry. Furthermore, they have ventured into the medical field by founding Ar-Ridzuan Hemodialysis and Ar-Ridzuan Hospital which is the Shariah Compliance Health Service. Additionally, they have entered the real estate market by creating companies under PSB, including Property PEIP Sdn Bhd (PPSB), a wholly owned subsidiary of PSB. Furthermore, the organization's capacity for economic development has been expanded with the launch of the Wakaf 365 product within the Wakaf unit. In addition, the state of Perak has officially designated them as Wakaf Cash Fund Managers.

This corporation is a plantation-related organization that specializes in developing oil palm plantations that are at least 10,000 acres in size. The principal aim of these initiatives is to yield advantageous financial results for the PSB throughout several districts situated in Perak and Sabah. Additionally, this agency develops properties under the PSB, such as offices, retail establishments, and housing developments, as part of its real estate activities. This strategy approach, managed by its subsidiary Property PEIP Sdn Bhd, or PPSB, tries to maximize earnings while lowering related risks.

In addition, the Perak Islamic Religious and Malay Customs Council (MAIPk) developed properties that it owned and had good future development potential for, in addition to efficiently managing the repair of related buildings. Regarding medical services, the Ar-Ridzuan Islamic Treatment Centre (Shariah Compliance), which has existed since 2001, is being aggressively improved by the PSB. With the help of this project, the social duty of fardhu kifayah would be fulfilled by providing services in a manner that is both competent and Sharia-compliant.

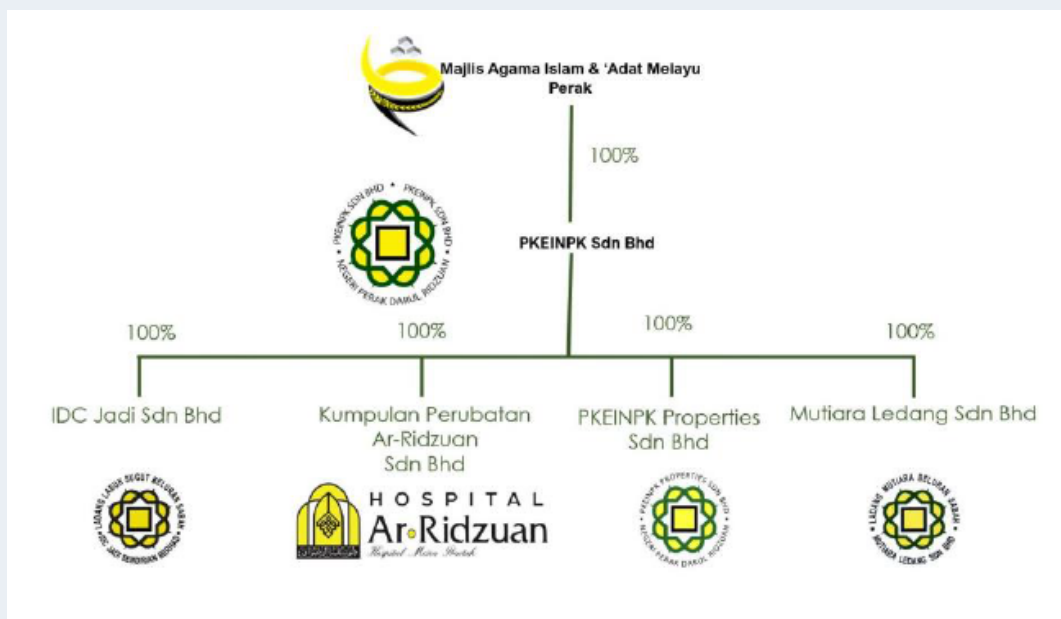


Figure 2: PEIP Sdn. Bhd. Subsidiaries

## 3.1 Vision

Making Perbadanan Kemajuan Ekonomi Islam Perak Sdn. Bhd. (PSB) an Islamic corporate organization that is competitive in developing the economy of the Muslim Community in the State of Perak.

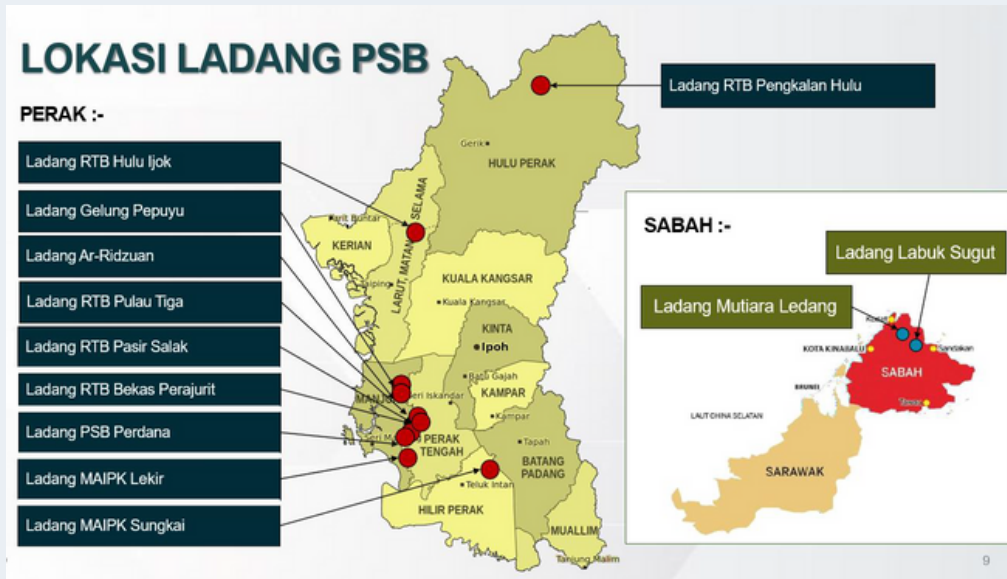
## 3.2 Mission

- Implement economic and social activities based on Shariah.
- Act as an organization that has strong financial capacity and quality human resources for the Development of the Muslim Community in the state of Perak.

## 3.3 Objective

- Implement oil palm plantation development projects until reaching an area of at least 10,000 acres to generate positive financial resources for Perbadanan Kemajuan Ekonomi Islam Perak Sdn. Bhd. (PSB).
- Develop PSB real estate with housing projects and shop/office buildings to provide profit with minimal risk.
- Develop the lands of the Majlis Agama Islam dan Adat Melayu Perak (MAIAMPk) (MAIAMPk) that have potential and manage the process of renovating the buildings of the MAIAMPk.
- Strengthen the operation of the Ar-Ridzuan Islamic Treatment Center in fulfilling the demands of Fardhu Kifayah in providing services professionally and based on Sharia.

# 3.4 Types of Activities



## • PLANTATION

The main business of PEIP Sdn Bhd is oil palm plantation. PSB Farms consist of 2 categories namely Palm Oil Farms and Coconut Farms. The PSB Development Model includes four (4) categories, namely Private Farms, Group Land Plans (RTB), Al-Musyarakah, and Al-Wakalah in total they have 13 plantations. The plantation sector in PSB began in 1984 with the awarding of land at Ladang Gelung Pepuyu for cocoa plantations before being converted to palm oil plantations in 1986 with an area of 449.50 hectares.

## • HOSPITALITY

Hospital Ar-Ridzuan are established since 2001 and formerly known as Pusat Rawatan Islam Ar-Ridzuan. Hospital Ar-Ridzuan is supported by a team of dedicated specialist doctors and caring personnel to provide the best medical services. Hospital Ar-Ridzuan marked a great milestone with the establishment of its Islamic concept “Hospital Mesra Ibadah” in Perak.

**HOSPITAL Ar-Ridzuan**

**PAKEJ BERSALIN**  
(Bersalin Normal Sahaja)

**RM 2890.00** (Termasuk, Terasa Dan Sihat)

5 HARI 1 MALAM 1 Bilik 2 BILIK KATIL

\*\*\* Pakej Adalah Tersebut \*\*\*

- ✓ Ujian Darah Ibu FBC & GSH
- ✓ Pembedaan, Pakar Obstetrik & Ginekologi Dan Pakar Polistik
- ✓ Saringan HCG
- ✓ Ujian Darah Bayi (G6PD, TSH, Blood Group), Hepatitis B, Vitamin K
- ✓ Pengawasan 2 Hari 1 Malam (3 Kali Saja di Makam)
- ✓ Berbarok - Korma & Air Zam Zam (bagi yang beragama Islam)

**HOSPITAL AR-RIDZUAN**  
A-1, Gunung Sui di Bukit Tinggi 44100, Teluk Anson, 34300, Ipoh, Perak Darul Ridzuan  
Tel: 605 342 1111 / 713 714 (Panggilan Perseorot)

- **REAL ESTATE**

PKEINPK Properties Sdn Bhd (PPSB) was established on 12 August 2021. PPSB is responsible for the entire real estate business of the PSB Group including waqf land owned by the Perak Islamic Religious Council and 'Adat Melayu (MAIPk). PPSB includes Development Planning, Construction, Cost and Contract, Asset and Facility Management as well as Project Management and other related businesses. The establishment of PPSB was created with the aim of further developing the business branch as well as being able to contribute to generating income for PSB.



- **ESTATE AND WAQF**

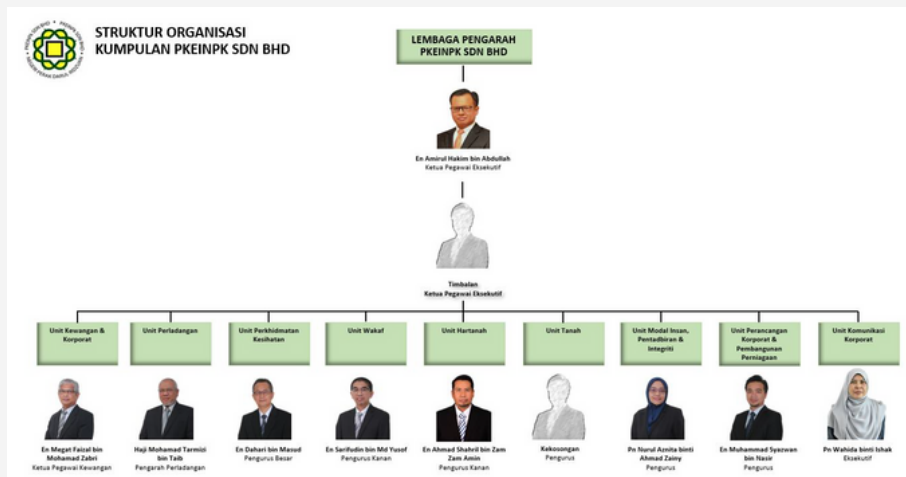
Waqf 365 is a new product that P.S.B. has added to their waqf line. The purpose of this product is to raise money through waqf donations, which will thereafter be used to expand and enhance fields or real estate. In keeping with its corporate vision and goal, PSB aims to create wealth and promote economic growth using waqf cash funds as investments. Furthermore, this program indirectly aids in the development of the Muslim community in Perak's economy. The state has officially appointed PSB as the manager of the Waqf Cash Fund.



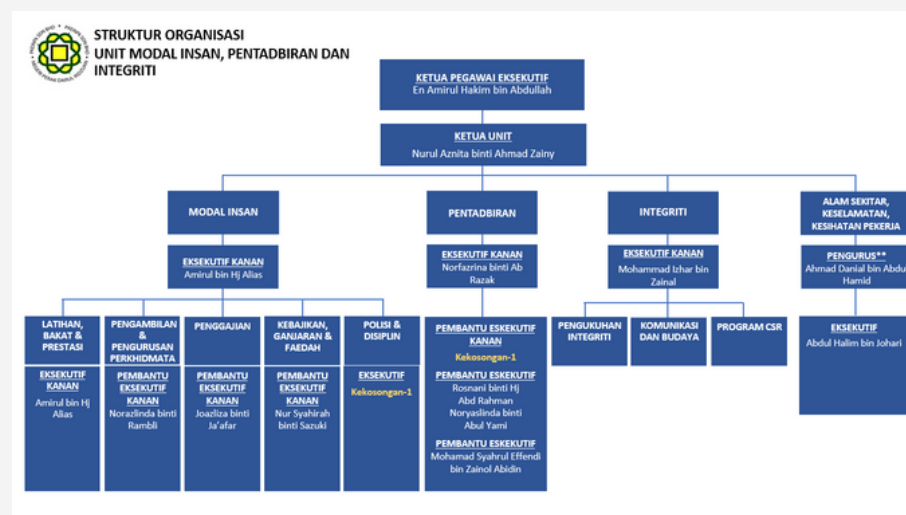
# 3.5 Organization Structure



**Board of Directors of PEIP Sdn Bhd**



**Organizational Chart of PEIP Management Council**



**Organizational Chart of Human Resource Department**

# 4.0 TRAINING REFLECTIONS

---

## 4.1 DURATION

This internship started from 1st September 2023 until 9th February 2024 which is 24 weeks. The working day at the company starts from Monday until Friday while Saturday and Sunday are the off day. Also, the off day are included with any public holiday that entitled to in the calendar. This company have two working hours that can be choose which is from 8:00 a.m. until 5:00 p.m. or 8:30 a.m. until 5:30 p.m., so I chose my working hour started at 8:30 a.m. and end at 5:30 p.m. This company has a Leisure Day every Wednesday starting at 4:30 p.m. where all the staff go out to do any sports.

## 4.2 DEPARTMENT

At the beginning of my internship, my company was in the process of moving workplaces. So, the first week of my practical training, I helped the workers there to pack things and move them in the new office. Our new office is not far from the old office, so I commute from the old office to the new place. In the beginning, I was placed at the recruitment department for three months. I learned a lot about recruitment there. I was asked to handle candidates for interviews from the initial process of searching for candidates to the end, which is the job entry process. After that, I was placed at Payroll department for a month. In the payroll department, I calculate employee salaries, calculate monthly allowances, make monthly salary claims, and issue receipt claims. Then, my last two months I was placed at benefits department. In the benefits section, I learned how to key in leave in their system, which is the HR 2000 system. I also learned how to apply for leave and make a guaranteed letter (GL) and helped make a report for the meeting. Not only that, but I also do administration work.

### 4.3 EXTRINSIC BENEFITS AND INTRINSIC BENEFITS

For extrinsic benefit that I got is, Perbadanan Ekonomi Islam Perak Sdn Bhd (PEIP Sdn Bhd) provides an allowance of 300 per month for trainees. Trainees are also eligible to apply for 1-day leaves per month. Next, for intrinsic benefits, being in a position where I had to interact with people regularly helped me grow more confident throughout my internship here. I also learned how to handle people in the office, which was another skill I picked up. My time spent working for a corporation that had a large number of subsidiaries helped me become more thorough, efficient, and fast. While working in the main office, oil palm plantation, hospital, and real estate industries, I developed a significant amount of information regarding management.

### 4.4 RESPONSIBILITIES

- **Resume screening.**  
Review candidate's applications on SeekJob, screening candidates based on criteria.  
Make phone calls and scheduled interviews between interviewer and candidate.
- **Assist candidates.**  
Prepare all the documentations that needed in interview sessions.
- **Create personal file for new staff.**  
Create a personal file for new staff and store in in file room.
- **Help to prepare all meeting and assist Board of Directors.**  
Help admin to prepare meeting such as prepared food, booked meeting room, and arrange the meeting room.
- **Help to prepare every Friday morning event.**  
Help to prepare praying mat, speaker and things needed for the event.  
Help to send documentation to other departments.
- **Key in staff's leave, school aid, and etc**  
Key in welfare data in HR2000 system
- **Do payroll calculations.**  
Help to received claims, calculate the staff claims, and check claims.
- **Key in calculations and all data in HR2000 system.**  
Key in all the calculations and data needed in HR2000 system.

# 4.0 SWOT Analysis

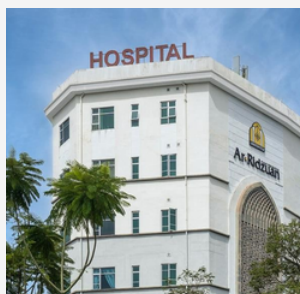


# 6.0 DISCUSSION AND RECOMMENDATION

## 6.1 STRENGTHS

### 6.1.1 HAVE 4 SUBSIDIARIES

As was mentioned earlier, Perbadanan Ekonomi Islam Perak Sdn Bhd (PEIP Sdn Bhd) is comprised of four subsidiaries that are dedicated to the implementation of Islamic principles. These subsidiaries include oil palm plantations, real estate, estate and property and hospitals. When it comes to making more income than other businesses, I believe that a firm that has many subsidiaries is in a better position to further expand their business. A company that has several subsidiaries becomes stronger by diversifying. Every subsidiary functions independently and adds specific knowledge to the overall corporate environment (Du, DeLoof, & Jorissen, 2015). In addition to reducing risks, this diversification promotes resilience against market swings. As strategic assets, subsidiaries help the main business expand into new markets, make the most use of its resources, and adjust to changing business conditions. Additionally, it will make it possible to diversify corporate operations across a variety of industries and regions, which can help lessen the danger of relying on a single product and market. The establishment of subsidiaries will make it possible to share resources and experience, which can result in the creation of synergies that will benefit the entire company.



## RECOMMENDATION

- **Increase Efficiency and Diversity**

A diversification strategy is emphasized as a practical means of building business portfolios as well as a tactical technique to enter new markets. The main company view the autonomy granted to diversified subsidiaries as a trade-off utilizing their control over wholly owned subsidiaries (HyungRok & Wonjin, 2015). When it comes to the lifespan of recently diversified subsidiaries, the company start to base their strategic choices on input-output efficiency. Establishing a subsidiary not only broadens a company's scope but also offers chances for increased efficiency and diversification. By creating specialized entities to handle distinct business functions, a company can streamline operations and boost productivity. Each subsidiary can focus on core competencies, leveraging expertise for optimal performance. Diversification through subsidiaries allows the main company to enter new markets, mitigate risks, and explore varied revenue streams. Moreover, subsidiaries can act as innovation centers, fostering creativity and adaptability. For example, company can enhance efficiency through a subsidiary by decentralizing tasks. This focused approach allows for quicker decision-making, specialized skill utilization, and improved overall efficiency within the specific area, advancing innovation and growth.



# 6.0 DISCUSSION AND RECOMMENDATION



## 6.1.2 MOTIVATED TEAM AND FRIENDLY ENVIRONMENT

Employee motivation is one of the most essential factors in determining an organization's success. Employees who are not motivated may lack the enthusiasm and dedication required to achieve in their positions. Motivated employees are more likely to take initiative and be engaged at work, which boosts output and improves overall job satisfaction (MSc, 2023). In my opinion, we will have a greater appreciation for the task at hand if we are motivated. Although we may still experience days of low productivity in which we experience feelings of being overwhelmed or frustrated, but when our coworkers have a better day at work, they will experience feelings of increased inspiration and engagement. Throughout my industrial training, I noticed that people are really motivated by their work. Even though they have a lot of work to do, they are able to complete it with less stress because they support one another. It is also essential to consider the environment of a job. This is because it has a significant impact on us at work because even if we take pleasure in our work, if the environment is unhealthy and toxic, it will interfere with our work and spread unpleasant feelings among workers (Rasool, Wang, Tang, Saeed, & Iqbal, 2021). But at PEIP Sdn Bhd, everyone is very nice, they are welcoming each another even if they are from different units. They also practice welcoming each other whenever they meet. This is very good practice in a company because it will create a positive and friendly environment and make colleagues feel comfortable around us. I feel very positive being around positive people and environments. Overall, a motivated team will have a positive outlook on life.

## RECOMMENDATION

- **Do Any Program (Recognition Program) To Engage Employee Relations**

The interactions between or among an employer and its employees are referred to as employee relations. According to (Ali, Lei, & Wei, 2018), a positive employee relations atmosphere characterized by high levels of employee involvement, dedication, and engagement can potentially improve business outcomes while enhancing health and happiness among employees. Employee relations is concerned with forming positive relationships and interactions between employers and employees, and it also helps in the building of a feeling of community within a company on a more general level (Crail, 2023). As my finding, PEIP Sdn Bhd, do a recognition program for all of its employees, but just categorized by duration of service and education that an employee has received. In my opinion, this is not fair to staff that have not met their requirement. Thus, PEIP Sdn Bhd can improve and devise a recognition reward based on the performance of key performance indicators (KPIs) so that people who meet the KPI target will be rewarded with an award without being unfair because all staff will participate. With a system like this, employees will put in more effort to ensure the organization achieves its objectives. According to (Norida, Hashim, Shonubi, & Hamid, 2016), a recognition program will boost the motivation of workers, also improve the organization's operations. Therefore, recognition should be done fairly so that all staff will feel their efforts are appreciated by the company and will help to retain top accomplishment and reduce staff turnover.





# 6.0 DISCUSSION AND RECOMMENDATION

## 6.2 WEAKNESSES

### 6.2.1 SYSTEM ARE NOT UP TO DATE

An updated system is important for a firm, as it contributes to the overall efficiency, security, and competitiveness of the business. With a business system, we can produce the same products and services with the same level of consistency (Gatty, 2023). Once it has created the system and written down the sequential steps, the employees can follow the correct procedures consistently, monitor the process, and improve it when necessary. Having an updated system in a firm is very crucial because it will make our work a lot easier and save time. Also, the system will save much of the data that a firm need. In my opinion, PSB has a system that is quite slow and difficult. For the human resources unit, they use a system called HR2000. As I can see, it makes it easier for employees to locate employee information, nevertheless, HR2000 is not user-friendly since employees must use a cable wire or connect to a PC to use the system, otherwise, it cannot be utilised. In fact, the system cannot be used if too many users open it at the same time, making it difficult for employees to access it. This will cause the system to be down, and the employees will not be able to complete their work and if the information from the system is needed immediately it will be time consuming and will have a negative impact on the company.



## RECOMMENDATION

### • Create An Easy Access Application

How sophisticated the technology is and how much work it takes to keep it maintained will affect the organization's management policy. Organizations are leaning to technologies like telecoms because they can broaden workers' skill sets and bring products to market faster. Technology has the potential to boost involvement among remote workers (Bayo, 2019). Employees may find it difficult to use outdated technology and systems, which can have an impact on both morale and job satisfaction. Creating a simpler application, in my opinion, will simplify things for all staff members. For the time being, I believe it is inefficient because their system requires a computer connection or the use of cable wire to open. In my opinion, employees would be able to carry out their jobs from any location, if they developed an application that simply required the use of a website or installation. With this creation, they do not need to travel to the office to use the system from their residences. Creating an application that can be installed on any device, such as a phone, computer, or laptop, will allow it to be available whenever and wherever it is required and will save times.



# 6.0 DISCUSSION AND RECOMMENDATION



## 6.2.2 NOT ENOUGH HUMAN RESOURCES

Human resources are crucial to any organization with employees since they manage a wide range of tasks connected to commercial operations. Human resources employees can assist in the recruitment and retention of high-quality employees who improve a company's efficiency (Kumar, 2023). I have been placed at human resources section, and the weakness I observe in this organisation is a shortage of human resource workers. When there is an excess of work but a shortage of employees, each designated task becomes burdensome due to the insufficient number of workers available to complete it. Additionally, employees will experience fatigue because of numerous tasks not being completed on time and an excessive number of responsibilities within a restricted time frame. This may result in decreased productivity and motivation, as well as an increase in stress (Pinto, 2023). For example in PEIP Sdn. Bhd., a human resources employee is admitted to the hospital due to exhaustion and stress. This is due to the company cannot hire new employees to help existing employees. This is also due to the financial problems that occur in this company caused by the lack of budget. Staff burnout is a real and dangerous phenomenon that can't be swept under the rug. It is harmful not only to the human resources staffs themselves but also to the other staff and organization. (Pappas, 2023). So, having enough staff in an organization is critical for every organisation, and it is especially crucial when it comes to employee wellness to avoid any negative environment happen.

## RECOMMENDATION

### • Hire Temporary Staff

Maintaining productivity and morale at work can be achieved by ensuring that your organization has enough employees to complete their everyday tasks. Understaffing might result in employees completing more work, which could have an impact on your company. There are many reasons for the short-staffed to be happen, such as lack of qualified and skill applicants, retirement, higher pay from other countries and etc (Mohd Rahim, et al., 2016). As for PEIP Sdn. Bhd., in Human Resources department, there are lack of staffs. The lack of staff follows by too many workloads. When this happens, I can see that, the work sometimes cannot be done by the time given so it causes them to be stress and had to admitted to the hospital. This matter becomes more serious because this problem causes the staff's health to be less taken care of and some also have to work overtime every day to complete their work. To prevent this problem, the company should hire temporary employees in the time period required by them. When having more employees, they can divide their work, and make their work faster and more efficient. Risk of not enough staff, especially during periods of high workload, emergent work, and staff absence leading to errors, task errors and violations. Thus, by providing assistance for each human resources staff member can help to reduce their workload and compensate for a shortage of staff.



# 6.0 DISCUSSION AND RECOMMENDATION

## 6.3 OPPORTUNITIES

### 6.3.1 OFFER JOB OPPORTUNITIES

When an organization has subsidiaries, it creates many job opportunities. They are established to diversify the business and enter new markets (Onufrey & Bergek, 2021). These subsidiaries generally demand a diverse variety of skills and expertise, leading to the recruitment of individuals across many fields. This expansion leads to the creation of new job positions, which can benefit the local economy. Subsidiaries require a separate management team, which means that there is a need for additional staff, especially in the oil palm industry. For example, for this year, PEIP Sdn Bhd open job opportunity for oil palm industry and for management team because they expand their plantation. For management, PEIP Sdn Bhd are now searching for people to fulfil the vacancy. PEIP Sdn Bhd, not only offer job opportunities for a position in oil palm industry but also in the hospital sector and real estate. Therefore, the presence of subsidiaries within a company serves as a driving force behind increased job opportunities, fostering a positive impact on both corporate success and community welfare. Also, subsidiaries can contribute significantly to the local economy by providing employment opportunities and boosting economic growth.



## RECOMMENDATION

### • Advertise Job Vacancy More in Social Platform

With so many advantages for businesses and candidates alike, job posting websites are essential to the modern employment market (Zusman & Landis, 2020). This online job vacancy is very cheap for businesses to reach a lot of people, regardless of where they are located. Employers can find a wide range of qualified applicants on job vacancy websites, which encourages variety and attachment within their companies. The advanced search tools improve the matching process by suggesting jobs that are a good fit for each person's skills and goals. The centralized structure of these platforms also makes the application process easier, which makes it easier for employers and candidates to talk to each other quickly and easily. In effect, using websites that list open jobs improves the hiring process and makes the job market more dynamic and open to everyone. For example, PEIP Sdn Bhd using JobStreet website to find their candidates. I would suggest them to use more than one website such as MauKerja, LinkedIn and many other online job vacancy platforms. Using technology, it will make it easier for employer to communicate with candidates.



# 6.0 DISCUSSION AND RECOMMENDATION

## 6.3.2 EXPAND ISLAMIC HOSPITAL

According to (Rahman, et al., 2023), by following Islamic principles, these services address a particular demographic's distinct requirements and preferences, promoting more inclusive and culturally aware healthcare environment. The transformative capacity of halal healthcare highlights its importance as a progressive influence in the healthcare industry by enhancing accessibility and embracing a wide range of cultural viewpoints. Also, according to (Shariff, 2022), Malaysian healthcare providers offer a blend of quality, accessibility, and reasonable rates, making Malaysia one of the top places in the world for international standard medical treatment. Additionally, PEIP Sdn Bhd has the option to develop its Islamic hospital and increase its investment. This is an opportunity that can be taken advantage of. Hospital Ar-Ridzuan, which is a Shariah Compliance Hospital, is one of the hospital subsidiaries that PEIP Sdn Bhd operates, as was indicated earlier. Next, increases in the size of an Islamic hospital have the potential to have a substantial effect on the surrounding community. Known for their compassionate care and dedication to treating patients of all faiths with high-quality medical services, Islamic hospitals are famous for their devotion to delivering medical treatment.



## RECOMMENDATION

### •Community Engagement and Collaboration with Religious Figure

Promoting a Shariah-compliant hospital to the community necessitates a considered and strategic strategy to explain its loyalty to Islamic principles effectively. Communication is crucial in building trust and inspiring community involvement (Mat, Wan Ab Raghman, Shafie, & Syed Mohamed, 2021). In my opinion, Hospital Ar-Ridzuan can do community engagement and collaborate with religious figures. This engagement boosts the hospital's credibility and ensures it satisfies the community's healthcare needs. This engagement enhances the hospital's credibility and ensures that it meets the unique healthcare needs of the community it serves. Next, we can also make a collaboration with religious figures. Seeking endorsements and support from scholars strengthens the hospital's credibility and fosters consumer trust. The hospital assures the community of its commitment to ethical and Islamic values by aligning healthcare practices with religious principles. Endorsements from respected religious figures validate the hospital's adherence to Shariah and create a positive perception, reinforcing the importance of ethical healthcare practices in the eyes of potential consumers. For example, Hospital Ar-Ridzuan can collaborate with Jabatan Kemajuan Islam Malaysia (JAKIM) or Majlis Agama Islam Perak (MAIPk), as they are based in Perak, to do events to introduce the hospital to people because I would say that disclosure of Shariah Compliance Hospital industry is low. Thus, hospitals can effectively promote their commitment to Shariah compliance and attract Muslim patients seeking healthcare services that align with their religious beliefs.





# 6.0 DISCUSSION AND RECOMMENDATION

## 6.4 THREATS



### 6.4.1 COMPETITION FROM BIG COMPANY

One of the biggest potential threats to a business is having competitors come onto the scene that offer a similar product, possibly for less money, with added features, or simply with a more successful marketing schtick. According to Bursa Malaysia Plantation Companies, regarding oil palm plantations, as we know Malaysian have oil palm plantation company such as Sime Darby (Bursa: 4197), Felda Global Ventures Holdings (Bursa: 5222), IOI Corporation Bhd (Bursa: 1961) and other Malaysian oil palm plantation. However, PEIP Sdn Bhd's Shariah compliance hospital which is Hospital Ar-Ridzuan, and Property PEIP Sdn Bhd also must compete with other company that offer the same services. For Shariah compliance hospital, Hospital Ar-Ridzuan, the hospital may face competition from non-Shariah compliance healthcare institutions that offer similar or specialized services for example, Hospital Fatimah Ipoh, Pantai Hospital, KPJ Ipoh Specialist Hospital and etc. Patients' demand for Shariah-compliant healthcare is expected to increase as a result of efforts to incorporate halal practices and services into medical treatment and medicine (Khaliq & Syakirin, 2021). Next, for Property PEIP Sdn Bhd, they also have to compete with other big group in Malaysia such as Sime Darby Properties, Sunway Group, IOI Properties and many more. This is because, Property business in PEIP Sdn Bhd is still new in the market, so not all people know that PEIP Sdn Bhd also offers the property sector.



## RECOMMENDATION

- **Join Any Event or Training to Promote.**

In my opinion, PEIP Sdn Bhd can join any event that will introduce and expose their product and services. This is because the primary reason that people do not know these services and product exist is because they lack knowledge about Shariah compliance hospital and property. For Hospital Ar-Ridzuan, the challenges and issues that are brought up by the concerned Muslim in large due to the lack of any sense of an Islamic organizational culture taking place in the hospital (Khaliq & Syakirin, 2021). So, when the hospital joins any event or training, people will be more open to the exposure of Shariah-based products. They can also organize activities that can introduce their products such as blood donation activities. Events attract not only potential customers but also industry professionals, influencers, and media. Networking at events can open doors to collaborations, partnerships, and media coverage that can further promote your product. Not only Hospital Ar-Ridzuan but also Properties Sdn Bhd, they also have to introduce to people more about their services. Another way to introduce the product is using social media marketing. Social media platforms provide a powerful channel for reaching and engaging with a large audience, which can help increase brand awareness and recognition (Hayes, 2023).

# 6.0 DISCUSSION AND RECOMMENDATION

## 6.3.4 CLIMATE CHANGE

The core business for PEIP Sdn Bhd is the oil palm industry. Their primary income is from producing palm oil products such as palm oil and palm milk. According to (Kabir Sarkar, Begum, & Pereira, 2020), Malaysia is the world's second-largest producer of palm oil. Climate change has more negative impacts than positive impacts on agriculture productivity. The effects of climate change, which include extreme events like drought, flooding, and heatwaves as well as pest and disease infestation, have been made worse in oil palm plantations, such as excessive fertiliser use, bushfires caused by clearing land, and cultivation on peatland (Abubakar, Ishak, & Makmom, 2020). According to (Abubakar, Ishak, & Makmom, 2020), higher temperatures and different rainfall patterns affect the ideal conditions for growing oil palm. The increased heat leads to more evaporation, causing stress for water-dependent crops like oil palm. Extended periods without rain can delay fertilization and reduce the amount of oil palm produced. Extreme weather events, such as storms and floods, also threaten fields. Climate changes make spreading diseases and pests easier, further harming oil palm farming. Ultimately, these climate-related disruptions jeopardize the sustainability of the critical agricultural sector and impact the quantity and quality of oil palm yields.



## RECOMMENDATION

### • Adaptation in Oil Palm Industry

According to European Environment Agency, adaptation is defined as the process of preparing for the adverse consequences of climate change and implementing measures to mitigate or eliminate the impact of these effects. In addition to this, it emphasises making the most of any advantageous situations that may present itself. There are ways to apply adaptation to methods to climate change, such as increasing the variety of plants that are planted. According to (Abubakar, Ishak, & Makmom, 2020), climate change poses challenges for oil palm production, as the traditional methods may struggle to cope with the new climatic conditions, leading to potential failure. This is because conventional methods may have difficulty adapting to new climatic circumstances, which could result in the failure of the production of oil palms. The planting of a genetically modified and improved oil palm, on the other hand, is one approach that may be implemented in the current climate. The oil palm business can adapt to the changing climate by planting a particular kind of oil palm that is capable of rapid growth, requires less water, and can withstand variations in temperature, rainfall, and pests.



## 7.0 CONCLUSION



Perbadanan Ekonomi Islam Perak (PEIP) Sdn Bhd, is a wholly-owned subsidiary of the Perak Islamic Religious Council (MAIPk) that runs operations in various sectors, namely the plantation sector, which ism oil palm plantations, and has 9 plantations in total, the hospital sector through the establishment of Hospital Ar-Ridzuan Hospital and Hemodialysis, the real estate sector such as Property PEIP Sdn Bhd (PPSB) and the Waqaf sector with its product, Waqaf 365. Although this company goes through ups and downs, they manage to sustain their business until now. With SWOT analysis, the company can improve more on the future. SWOT Analysis is very important for the success of a company. A SWOT analysis helps a company assess internal factors that might affect the business which are strengths and weaknesses and external factors, opportunities, and threats. Additionally, SWOT analysis can be used to gain a deeper insight of the company, pinpoint areas for improvement, and gain a better understanding of the market and competitors.

In conclusion, PEIP Sdn Bhd can use the information gathered from this SWOT analysis to refresh and renew its business plans. This will help the company stay relevant in a constantly changing market. PEIP Sdn Bhd can improve its operational efficiency and gain a competitive edge by carefully concentrating on its strengths and taking steps to fix its weaknesses. Not only does this strategy change help the company, but it also helps the community around it more. The good results of this study can improve the community's well-being by creating jobs, boosting the economy, and getting valuable goods and services to people. As PEIP Sdn Bhd prepares to face possible problems and take advantage of new opportunities, its renewed success has effects beyond the company itself. These effects create a link between the company and the community it serves that is good for both.

## 8.0 REFERENCES

- Abubakar, A., Ishak, M. Y., & Makmom, A. A. (2020). Impacts of and adaptation to climate change on the oil palm in Malaysia: a systematic review. *Environmental Science and Pollution Research*.
- Ali, M., Lei, S., & Wei, X. Y. (2018). The mediating role of the employee relations climate in the relationship between strategic HRM and organizational performance in Chinese banks. *Journal of Innovation & Knowledge*, 115-122.
- Aramide, O. K., Ajibola, R. E., Olatunji, O. S., & Oduroye, P. (2020). Improving Records Management And Security For Successful. *Library Philosophy and Practice*, 1-19.
- Bayo, P. L. (2019). Technological Challenges in Management of Organizations. *International Journal of Business & Law Research*, 99-111.
- Crail, C. (2023, July 18). *What Is Employee Relations?* Retrieved from Forbes ADVISOR: <https://www.forbes.com/advisor/business/what-is-employee-relations/>
- Cunanan, J. (2023, August 25). *The Importance of Document Management Systems in Our Digital Age*. Retrieved from Lexagle: <https://www.lexagle.com/blog-en-sg/the-importance-of-document-management-systems-in-our-digital-age>
- Du, Y., Deloof, M., & Jorissen, A. (2015). The Roles of Subsidiary Boards in Multinational Enterprises. *Journal of International Management*, 169-181.
- Gatty, A. (2023). *Business Systems: 5 Reasons Every Business Owner Needs to Develop and Follow Them*. Retrieved from allBusiness: <https://www.allbusiness.com/business-systems-5-important-reason-you-need-to-develop-and-follow-them-104090-1.html>
- Hayes, A. (2023, Oktober 19). *Social Media Marketing (SMM): What It Is, How It Works, Pros and Cons*. Retrieved from Investopedia: <https://www.investopedia.com/terms/s/social-media-marketing-smm.asp#:~:text=Social%20media%20platforms%20provide%20a,relationships%20and%20foster%20customer%20loyalty>.
- HyungRok, Y., & Wonjin, J. (2015). The Sustainability of Newly Diversified Fully-Owned Subsidiaries. *International Journal of Multimedia and Ubiquitous Engineering*, 235-246.
- Kabir Sarkar, M. S., Begum, R. A., & Pereira, J. J. (2020). Impacts of climate change on oil palm production in Malaysia. *Environmental Science and Pollution Research*, 1-10.
- Khairuddin, F., & R, R. (2021). The Analysis of Ergonomic Risk Factors Effecting Health Problem on Workers from Harvesting Activity in Oil Palm Plantation. *Earth and Environment Science*, 1-8.

- Khaliq, Z., & Syakirin, H.-y. H. (2021). CHALLENGING ISSUES AND TRANSFORMATION TOWARDS ISLAMIC ORGANIZATIONAL CULTURE IN A MALAYSIAN SHARIAH-BASED HOSPITAL. *Journal of Islamic Management Studies*, 40-50.
- Kumar, N. (2023, September 20). *Why Human Resources Management Is Important For Every Organization?* Retrieved from linkedin.com: <https://www.linkedin.com/pulse/why-human-resources-management-important-every-nagendra-kumar-n/>
- Mat, H., Wan Ab Raghman, W. A., Shafie, N., & Syed Mohamed, S. T. (2021). Intention to Choose Syariah Compliant Hospital: The Role of Religiosity. *Malaysian Journal of Social Sciences and Humanities(MJSSH)*, 501-508.
- Mohd Rahim, F., Mohd Yusoff, N., Chen, W., Zainon, N., Yusoff, s., & Deraman, R. (2016). THE CHALLENGE OF LABOUR SHORTAGE FOR. *Journal of the Malaysian Institute of Planners*, 77-88.
- MSc, J. L. (2023, April 18). *Why Motivation is Crucial for Employee Success*. Retrieved from linkedin.com: <https://www.linkedin.com/pulse/why-motivation-crucial-employee-success-john-larmour-msc-/>
- Norida, A., Hashim, R., Shonubi, O. A., & Hamid, N. (2016). Recognition and Appreciation and its Psychological Effect on Job Satisfaction and Performance in a Malaysia IT Company: Systematic Review. *IOSR Journal Of Humanities And Social Science (IOSR-JHSS)*, 47-55.
- Onufrey, K., & Bergek, A. (2021). Transformation in a mature industry: The role of business and innovation strategies. *Technovation*, 1-14.
- Pappas, C. (2023, August 21). *What's HR Burnout And How Can It Impact Your Organization?* Retrieved from eLearning Industry: <https://elearningindustry.com/whats-hr-burnout-and-how-can-it-impact-your-organization>
- Pinto, P. (2023, September 18). *Burn-Out in the Corporate World: Causes, Symptoms, and Prevention*. Retrieved from linkedin: <https://www.linkedin.com/pulse/burn-out-corporate-world-causes-symptoms-prevention-pinto-mba-mcc/>
- Rahman, M. K., Zainol, N. R., Che Nawi, N., Patwary, A. K., Wan Zulkifli, W. F., & Hauqe, M. M. (2023). Halal Healthcare Services: Patients' Satisfaction and Word of Mouth Lesson from Islamic-Friendly Hospitals. *Sustainability*, 1493.
- Rasool, S. F., Wang, M., Tang, M., Saeed, A., & Iqbal, J. (2021). How Toxic Workplace Environment Effects the Employee Engagement: The Mediating Role of Organizational Support and Employee Wellbeing. *International Journal of Environmental Research and Public Health*, 1-17.
- Shariff, S. M. (2022). Shari'ah Compliant Hospital in Malaysia The Evolution Challenges and Way Forward. 1-26.
- Streets, M. (2023, November 14). *Explaining labor shortages and how to overcome them*. Retrieved from TechTarget: <https://www.techtarget.com/whatis/feature/Explaining-labor-shortages-and-how-to-overcome-them#:~:text=Labor%20shortages%20have%20occurred%20throughout,a%20shift%20in%20migration%20rates.>
- Waqar, A., Othman, I., Shafiq, N., & Mansoor, M. S. (2023). Evaluating the critical safety factors causing accidents in downstream oil. *Ain Shams Engineering Journal*, 1-15.
- Zusman, R. R., & Landis, R. S. (2020). Applicant preferences for Web-based versus traditional job postings. *Computers in Human Behaviour*, 285-296.

# 9.0 APPENDICES

## Document Information

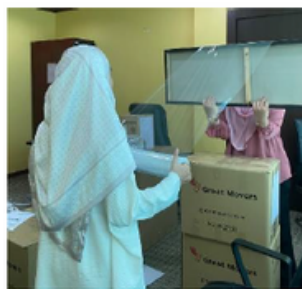
Analyzed document	OU_HRM666_NURSHAKIRAH BINTI ABDUL AZIZ_2021124285_UITM ARAU.pdf (D184379541)
Submitted	2024-01-23 07:24:00 UTC+01:00
Submitted by	Noor Junaini Arwin Yaacob
Submitter email	junaini638@uitm.edu.my
Similarity	3%
Analysis address	junaini638.UiTM@analysis.ouriginal.com

## Sources included in the report

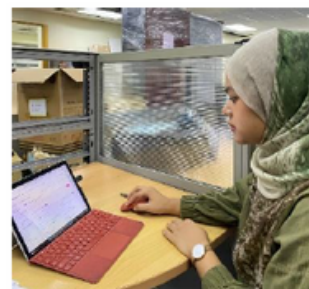
<b>SA</b>	<b>UNIVERSITI TEKNOLOGI MARA (UiTM) / HRM666_SARAH SYAMIRA BINTI HAWARI_2021124499_UITM ARAU.docx</b> Document HRM666_SARAH SYAMIRA BINTI HAWARI_2021124499_UITM ARAU.docx (D184175632) 5 Submitted by: 2021124499@student.uitm.edu.my Receiver: skmusairah.UiTM@analysis.ouriginal.com
<b>SA</b>	<b>UNIVERSITI TEKNOLOGI MARA (UiTM) / AIDIL SHAZERIL BIN AHAMMAD JAMLUS_2019654088_BA246_INDUSTRIAL TRAINING REPORT.pdf</b> Document AIDIL SHAZERIL BIN AHAMMAD JAMLUS_2019654088_BA246_INDUSTRIAL TRAINING REPORT.pdf (D127807088) 1 Submitted by: 2019654088@isiswa.uitm.edu.my Receiver: fikriishak.UiTM@analysis.ouriginal.com



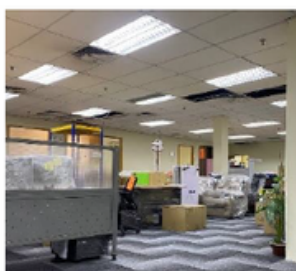
1. Helped to organized old file in boxes.



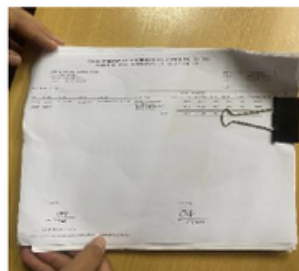
2. Wrapped furniture for relocate.



3. Search candidate for Audit position.



4. Relocated and helped to unpacked.

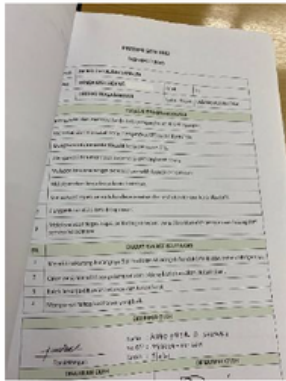


5. Example of Medical Invoice.



6. Listing job description.

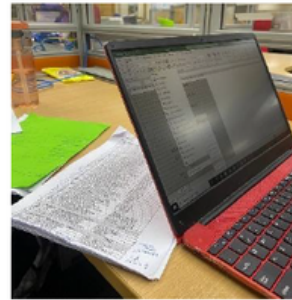




7. Make a new job description.



8. Unboxed file and filing.



9. Labelling file cabinet.



10. Do summary for candidate.



11. Leisure day every Wednesday.



12. Labelling file cabinet.



13. Assist candidate for interview.



14. Volunteer for "Ceramah Maulidur Rasul by Ustaz Wadi".



15. Helped to prepare report meeting.



16. Go to Suruhanjaya Pencegahan Rasuah Malaysia for "Ceramah Anti Rasuah"



17. Do calculation for Night Shift overtime



18. Check payroll detail



PERBADANAN KEMAJUAN EKONOMI  
NEGERI PERAK

PERBADANAN