



UNIVERSITI  
TEKNOLOGI  
MARA



ATHANLIZ INNOVATIONS  
SDN. BHD. (AISB)

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# INDUSTRIAL TRAINING REPORT

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# Executive Summary



The purpose of this industrial training programme, which I am participating in during my last year of education, is to prepare students for the working world by exposing them to it prior to their graduation. To graduate from Universiti Teknologi Mara (UiTM) with a bachelor's degree, students must complete industrial training. This curriculum will help students swiftly adjust to a new work environment and get ready to enter a new stage or level of life. In addition, students will be able to apply what they have learned in the classroom to real-world situations. This report was meant to gauge the students' comprehension of the sector, get input from them regarding where they got their training, and act as a means of reflection on the 24-week industrial training programme. The training location undergoes a SWOT analysis to assess the company's overall performance both domestically and globally in the marketing industry.

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# Company's Profile



Figure 1: PJIM&A UiTM Arau, Perlis

Athanliz Innovations Sdn Bhd is a start-up company under BITCOM UiTM. Established in 2020 with commercialization project of UiTM Perlis's nature pride (Harumanis) the 'first baby', Lindifera Cosmetic products from Harumanis research and development, which will further be a benchmark for the next batches and other research groups to start doing income generation projects on innovation products using their expertise and interest.

All the business owners were formally a team at Unit Pengurusan Inovasi & Kepakaran (UPIK) which is under Bahagian Penyelidikan, Jaringan, Inovasi, Masyarakat & Alumni (PJIMA) of Universiti Teknologi MARA (UiTM) Perlis Branch since 2020. UPIK holds responsibilities for engaging lecturers' expertise, innovation, and income generation.

Furthermore, AISB have second Harumanis products which are Mafera under food and beverages. Some of the products are from the research and development and others from the entrepreneurs that make collaboration with them.



## VISION

To be among the local companies that are able to enter the international market for the commercialization of harumanis-based product innovation by 2030.



## MISSION

To deliver the unique forms of harumanis to all Malaysians, so that everyone can taste the goodness of our land throughout the year.



## OBJECTIVE

- As a social responsibility practice Social Innovation & Social Entrepreneurship (SESI Training) in the campus environment.
- Commercialize Harumanis downstream products in each production season.



## GOAL

Athanliz Innovations Sdn Bhd wants to deliver the unique forms of harumanis to all Malaysians, so that everyone can taste the goodness of the land throughout the year and to be among the local companies that are able to enter the international market for the commercialization of harumanis-based product innovation by 2030.