

INTERNSHIP REPORT

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Noor Arfc

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EXECUTIVE SUMMARY

This internship report documents my experiences at Noor Arfa Holdings Sdn Bhd, where I interned in the Human Resource department from March 3rd, 2024, to August 12th, 2024. My primary focus was on HR Recruitment, actively seeking qualified interns and filling vacant positions. This fast-paced role involved aggressively promoting open positions and scheduling daily interviews. Beyond recruitment, I played a broader role in fostering a positive company culture. This included organizing various events, such as employee training programs, collaborations with universities through Memorandum of Agreements (MOAs), and government initiatives like the National Training Week (NTW). Additionally, I managed internal programs that promoted company values, organized family days, facilitated monthly tazkirah (religious lectures), and coordinated town hall meetings.

Throughout this internship, I faced challenges and embraced opportunities for personal growth. The dynamic nature of my responsibilities required me to continuously develop and refine my problem-solving, decision-making, and communication skills. Daily interactions with applicants, departmental leaders, and employees honed these skills further. Additionally, I actively practiced critical thinking and active listening to understand both the company's needs and the qualifications and perspectives of potential hires and team members. This report delves deeper into Noor Arfa Holdings Sdn Bhd through a SWOT analysis and a PESTEL analysis. These analyses provide valuable insights into the company's internal strengths and weaknesses, as well as external opportunities and threats that impact their business environment.

Based on these analyses, the report concludes with recommendations aimed at strengthening Noor Arfa's recruitment process, fostering a more robust company culture, and optimizing their overall operations. By implementing these recommendations and staying adaptable to the dynamic market environment, Noor Arfa Holdings Sdn Bhd can strengthen their recruitment process, attract and retain top talent, and ensure continued success in the competitive batik industry. My internship experience at Noor Arfa Holdings Sdn Bhd has equipped me with a valuable skillset that will empower my future career endeavors.

COMPANY'S PROFILE

Established in 1980, Noor Arfa Holdings Sdn Bhd is a pillar of the Malaysian batik industry. Founded by Wan Mohd Ariffin Wan Long and his wife, Noor Hijerah Hanafiah, the company began with a remarkable display of entrepreneurial spirit, starting with a mere RM1000 (approximately USD 235) in capital.



The company fosters a positive and welcoming work environment, valuing employee contributions and investing in training and development. They prioritize cultural appreciation through internal programs and collaborations with universities. Looking ahead, Noor Arfa plans to leverage technology to expand their reach and explore online marketing opportunities.



EST. 1980

ABOUT THE COMPANY

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MISSION

TO UNITE 1 BILLION UMMAH

VISION

"TO HELP UNITE THE MUSLIM COMMUNITY THROUGH SHARED PROSPERITY. BY PRIORITIZING KNOWLEDGE AND EDUCATION, WE AIM TO ELEVATE THE ECONOMIC WELL-BEING OF THE COMMUNITY AND EMPOWER INDIVIDUALS TO ACHIEVE SUCCESS IN BOTH THIS LIFE AND THE HEREAFTER."