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EXECUTIVE SUMMARY

This report details my internship experience from March 5, 2024, to August 20, 2024, at The Prayer Mat Sdn Bhd HQ in Changlun, Kedah. I concentrated on human resources and administration management for 24 weeks, during which time I developed practical knowledge and abilities in a range of human resources and administration duties. In addition, I obtained practical experience in human resources management during my internship at The Prayer Mat Sdn Bhd HQ, concentrating on duties like hiring new employees, processing payroll, updating policies, and conducting training sessions. Established in 2019, The Prayer Mat Sdn Bhd specializes in distributing prayer mats and products from Madinah and Makkah, operating 11 outlets nationwide under the leadership of Dr. Siti Norwahida Shukeri. Through this internship, I was able to put my academic knowledge to use in a practical environment, which improved my multitasking, teamwork, and punctuality skills. Aside from that, my internship here gave me a great understanding of how human resources theories are actually applied in real-life situations and emphasized the value of flexibility, clear communication, and continuous learning. The SWOT analysis highlighted the company's strengths in product quality and innovation and a strong promotion strategy, but also revealed challenges like high product prices and limited market reach. My learning process was greatly supported by the advice and assistance I received from my supervisors and fellow employees. Overall, this experience was highly rewarding, providing me with comprehensive human resources skills and preparing me for future professional roles in human resources management.

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1. COMPANY'S PROFILE

The Prayer Mat Sdn Bhd was established in 2019 and focuses on the distribution and retail of products that are obtained from Madinah and Makkah, Saudi Arabia, with prayer mats (sajadah) being its main product. Starting with 87 pieces of the Rawdha Prayer Rug Collection from Madinah to Malaysia, the enterprise functioned on a presale basis at first. Due to overpowering demand, this preorder scheme was in effect until April 2021. With the tagline "SEUMPAMA DI HARAMAIN," the company is interested in offering Malaysians an overview of what it's like to be in Haramain, the holy sites for billions of Muslims worldwide. This will enable people to experience the excitement, feelings, and experiences that come with being in these holy sites.

TPM Sdn Bhd caters to two primary types of clients: wholesalers (B2B) and retailers (B2C), serving both domestic and international markets. The primary product offered is prayer mats, imported directly from Saudi Arabia. These mats feature designs inspired by the aesthetics of Haramain, Masjidil Haram, Mecca, and Masjid Nabawi, Madinah. The company operates 11 physical outlets nationwide, including The Prayer Mat HQ in Kedah, The Prayer Mat Aman Central, The Prayer Mat Bangi Central, The Prayer Mat AEON Mall in Shah Alam, The Prayer Mat Bandar Kuala Lumpur Sdb Bhd, The Prayer Mat Kuantan Sdn Bhd, The Prayer Mat Haramain Sdn Bhd, The Prayer Mat Anggun Sdn Bhd, The Prayer Mat Central Sdn Bhd, The Prayer Mat Al Munawara Sdn Bhd, and The Prayer Mat East Sdn Bhd.

Also, starting 2019, The Prayer Mat Sdn Bhd (TPM) business transactions were preorder-only. TPM has reached over 600 resellers so far and specializes in supplying the prayer mat from the Kingdom of Saudi Arabia (KSA). TPM will begin importing a minimum of two 40-foot containers (or about 21,000 pieces) of prayer mats each month in April 2021. The primary supplier of prayer mats from Saudi Arabia to Malaysia is still TPM. The Prayer Mat Sdn Bhd has grown largely in part because of the trust that it earned from the supplier in Saudi Arabia. Dr. Siti Norwahida, the CEO of The Prayer Mat Sdn Bhd, and Director of Management, Management, Creative Design, Sales & Marketing, and Operation were the divisions of the organization.

Apart from that, The Prayer Mat Sdn Bhd (TPM)'s CEO and Managing Director, Dr. Siti Norwahida Shukeri, worked at UNIMAP from 2011 to 2019 as a senior lecturer in accounting before starting The Prayer Mat Sdn Bhd. She subsequently became an Assistant professor at the University of Hail in Saudi Arabia from 2019 to 2021. She subsequently founded The Prayer Mat Sdn Bhd during her second year in Saudi Arabia. In 2017, Dr. Wahida also obtained a Ph.D. in Accounting from UUM. She completed her Bachelor of Arts in accounting and her Master of Science in accounting at the International Islamic University Malaysia (IIUM). She frequently speaks as an entrepreneur to eminent government agencies, including PUNB, SME, MDEC, SSM, and others.

