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# **INDUSTRIAL TRAINING REPORT**

## **MGT666**



# **AL FAIZ HOLDINGS**

## **(MARCH - AUGUST)**

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**STUDENT ID: 2017948975**

**PROGRAM: BACHELOR IN FINANCE**

**ADVISOR NAME: PROFESSOR MADYA AZMAN DAIM**

## **EXECUTIVE SUMMARY**

My 6-month industrial training began here at Al-Faiz Holdings, and it was a fascinating and eye-opening experience. It was at Jalan Perusahaan 5, Taman Bandar Baru Mergong, 05150 Alor Setar, Kedah, No 396 - 398. Mr Azhar Md Yusoff started Al-Faiz Holdings, a Roselle-based product manufacturing company. Soft skills such as interpersonal skills, professionalism, confidence, and self-efficacy have been learnt and developed. I also learned how to multitask and communicate effectively with other members of the team. Al-Faiz Holdings has its own strengths and weaknesses, such as a wide range of products on the market, powerful R&D, advanced machinery, and numerous subsidiary enterprises. Their weaknesses include a high personnel turnover rate, poor food quality, and bad financial management. In terms of the recommendation, I believe Al-Faiz should strengthen transformational leadership, create professionalism, inventory management education, and practice financial literacy. To summarise, industrial training is one of the most effective ways for students to prepare themselves psychologically and physically before joining a challenging real-world work setting.

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## **2.0 COMPANY'S PROFILE**

No 396 - 398, Jalan Perusahaan 5, Taman Bandar Baru Mergong, 05150 Alor Setar, Kedah, was the address of Al-Faiz Industries Sdn Bhd, which was founded on September 23, 2004. Mr Azhar Md Yusoff started Al-Faiz, a Roselle-based product manufacturing company. Dietary supplements, snacks and beverages, personal care items, and skincare products are among the company's product ranges.

This company also offers contract manufacturing services as an Original Equipment Manufacturer (OEM). In 2015, Al-Faiz Industries Sdn Bhd was renamed Al-Faiz Holdings Sdn Bhd as the Holding Company in order to boost the company's performance and credibility.

Mr Azhar also owned and established a group of companies which include Kencana Biotech Sdn Bhd, Swiss Lab Biotech Sdn Bhd, Al-Faiz Food & Beverage, Al Quba Distribution Sdn Bhd, S Line Network Sdn Bhd, Move- pick Acqua Minerale Sdn Bhd, Cavo Collina Caffè Sdn Bhd, Kencana Food and Spices Sdn Bhd, Axis Eco Farm Sdn Bhd, Mes Fleur Retail Sdn Bhd, Asia Lab Manufacturing Sdn Bhd and Al-Faiz Logistic Sdn Bhd.

To address the ever-growing demand for Al-Faiz products, Al-Faiz has established in-house production lines to manufacture its own products, integrating modern technology with high production capacity. This facility offers a quality assurance system for the entire production under the rigorous supervision of a quality control staff. Receiving raw ingredients, processing, packaging, and marketing are all part of the process.

Al-Faiz has been working closely with government organisations such as MARDI, MARA, SIRIM, MIDA, NCI, and MATRADE to investigate government prospects for creating SME businesses in both domestic and international markets.

# VISION

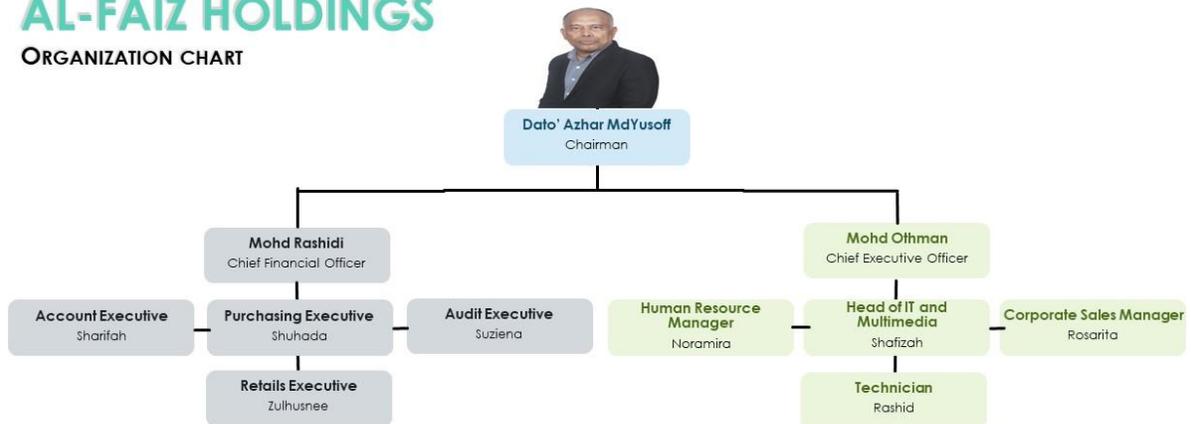
- Becoming main roselle-based products manufacturer
- Build chain of distributors and stockist that enable to achieve strong economical level
- Establishing international markets
- Nurturing more successful entrepreneurs
- Becoming the alternative major player in upgrading the beauty and health sector for Halal products

# MISSION

- Determined to be the leader in roselle-based products
- Producing quality products free from dangerous chemicals and safe for consumption
- Nurturing distributors and stockists that possess high leadership traits
- Determined to become a mentor for entrepreneurship development

## AL-FAIZ HOLDINGS

### ORGANIZATION CHART



# LIST OF PRODUCTS

## SKIN CARE

Cleanser, Toner, Serum, Moisturizer, Day Cream, Treatment Cream, Facial Mask, Make Up Remover

## HAIR CARE

Shampoo, Conditioner, Hair Serum, Hair Mist, Hair Mask, Oil

## BABY CARE

Hair To Toe Shower Gel, Nappy Balm, Baby Balm, Baby Oil

## HOUSEHOLD

Home Care, Fabric Detergent, Softener, Dish Wash, Home Fragrance, Car Perfume

## COSMETICS

Concealer, Corrector, Foundation, Eyeshadow, Eyeliner, Eyebrow, Mascara, Lipmatte, Lipgloss

## BODY CARE

Shower Gel, Shower Soap, Body Scrub, Hair Remover, Body Lotion, Deoderant, Toothpaste

## PERFUME

Perfume, EDP, EDT, Cologne, Body Mist

## SUPPLEMENT

Tablet, Powder, Liquid, Capsules, Cordial

## FOOD & BEVERAGES

Cordial, Juice (Ready To Drink), Halwa (Dried Fruit)

### **3.0 TRAINING'S REFLECTIONS**

My industrial training began on March 1, 2021 and will conclude on August 13, 2021. From 8.30 a.m. to 5.30 p.m., I was supposed to work according to the office hours. Monday through Saturday are working days. But that was just for 12 weeks; after that, due to a Movement Control Order, I had to return to work (MCO).

Encik Rashidi, my supervisor in the Sales Department as well as the Finance and Accountant Department, placed me there so that he could quickly reach me. My daily responsibilities include assisting Encik Zambri in updating all sales invoices, tracking sales made by salespeople, and reporting profits to the Accounting Department. In addition, I assist him in auditing and examining new and returned stock from the stockiest. After that, I'll need to update the stock in Excel and compare it to the actual stock. Aside from that, I also attend meetings with Encik Rashidi.

In addition, I assist Encik Zambri in handling Shopee orders and arrange to package the customer's item order and send it via courier. I also assisted the Human Resources Department in photocopying memos and distributing them to various departments. Encik Zambri asked me to produce a Raya poster to give to all potential clients before Hari Raya.

Based on a personal growth skill set soft skills such as interpersonal skills, professionalism, confidence, and self efficacy have been learnt and developed. I also learned how to multitask and communicate effectively with other members of the team. In addition, I am becoming more punctual. I increase my Microsoft skills, particularly in Excel, and I also learn about the real working environment of the sector, based on technical skills connected to work.

Al-Faiz Holding provided me with a monthly allowance of RM180. They also give me very nice accommodations, such as my own place, computer, wifi, and access card.

## **4.0 COMPANY ANALYSIS**

### **4.1 Introduction**

Company analysis will include the company's problem, identify all viable solutions to the problem, and give management with enough information as well as uncertainties to help them decide which course of action will be best for the organisation. A firm study may also include both fundamental and technical analysis.

The goal of company analysis is to research and analyse a system in order to discover new facts and provide recommendations to extend or improve the system's performance. The company analysis is also used to learn the method for detecting issues and finding optimal solutions to such challenges via the application of theoretical ideas.

Company analysis provides insight into a company's historical performance and struggles in terms of development, success, or failure, current business circumstances, and future plans based on internal and external possibilities and obstacles.

For this company analysis report, I utilise financial ratios analysis and SWOT analysis.

## 4.2 Financial Ratios Analysis

Financial ratios analysis may be viewed as valuable tools to assist firms and investors in the process of evaluating and comparing correlations between various pieces of financial information over the course of the company's history.

Financial ratio analysis serves two primary purposes:

- i) Monitor corporate performance  
Individual financial ratios are calculated for each period and their values are tracked over time to identify trends that may be emerging in a firm. A rising debt-to-asset ratio, for example, may suggest that a firm is overloaded with debt and may eventually face default risk.
- ii) Make comparison judgments about the company's performance.  
Financial ratios are compared to those of significant rivals to determine whether a business is performing better or worse than the industry average. Comparing the return on assets of several firms, for example, allows an analyst or investor to evaluate which company is making the best use of its assets.

Ratio analysis is important for the company in order to analyse its financial position, liquidity, profitability, risk, solvency, efficiency, and operational effectiveness, as well as proper utilisation of funds, which also indicates the trend or comparison of financial results that can be useful for decision making for investment by the company's shareholders. There are four forms of financial ratio analysis:

- i) A liquidity ratio is a form of financial analysis that focuses on the balance sheet, specifically on a company's capacity to fulfil short-term commitments due in less than a year. Current ratio, acid test, cash ratio, and net working capital are all examples of liquidity analysis.
- ii) Leverage ratios are one of the most commonly used ways by analysts to assess business performance. A single financial statistic, such as total debt, may not be very informative on its own, thus comparing it to a company's total equity may assist provide a more complete view of the capital structure. Debt to equity is an example of a leverage ratio.
- iii) Activity ratios are an important component of any thorough financial study. These ratios assess how successfully a firm manages its assets and how they are used to produce revenue and cash flow.

iv) Profitability is a form of income statement analysis in which an analyst determines how appealing a company's economics are.

#### 4.3 Trend Analysis (Year 2018 until Year 2020)

	2018	2019	2020	EVALUATION/REASON
<b>LIQUIDITY RATIO</b>				
Current Ratio (Current Asset / Current Liability)	0.2085x	0.161x	0.1471x	The current ratio has a negative tendency. This indicates that the firm is taking on too much debt or that its cash balance is being drained.
Quick Ratio ((Current Asset – Inventory) / Current Liability)	0.1367x	0.1052x	0.0966x	The quick ratio has a negative tendency. This indicates that the firm will have difficulty meeting its current liabilities.
Net Working Capital (Current Asset – Current Liability)	-2,693,116	-3,709,507	-4,127,148	This indicates that the firm has a negative working capital. This happens when the company's current obligations surpass its current assets.
<b>LEVERAGE RATIO</b>				
Debt Ratio (Total Debt / Total Asset)	2.5462	3.8027	4.8746	This company's debt ratio indicates that it has a higher debt ratio since it is greater than 0.6 and will continue to rise from 2018 to 2020. It causes the firm to have difficulty repaying their debt.
Debt to Equity Ratio (Total Debt / Total Equity)	-1.6467	-1.3568	-1.2581	This means that the company has more liabilities than asset since the debt to equity ratio is negative.

				This can indicate the company to bankruptcy.
<b>ACTIVITY RATIO</b>				
Average Collection Period (Average Acc rec / (Sales/360))	196.3631	41742.49	669.504	Its show that the company have higher average collection period and keep increasing from 2018 to 2020. It indicates that the company is not efficient in collecting payment.
Fixed Asset Turnover (Sales / Average Fixed Asset)	0.6832	0.0072	0.6643	Fixed asset turnover for this company is low even though they make better ratio for 2018 and 2020. This happen because of in 2019 the company sales only make RM3,907.
Total Asset Turnover (Sales / Average Total Asset)	0.3952	0.0031	0.2261	Total asset turnover for this company show that they have a lower ratio. This indicates that the company is not using the asset efficiently. This also might happen due to excess production capacity and poor collection method.
<b>PROFITABILITY RATIO</b>				
Net Profit Margin (EAT / Sales) X 100	-0.5104	-304.7387	-2.4204	A low net profit margin means that this company uses an ineffective cost structure and poor pricing strategies. This is happened because of inefficient management, high expenses and weak in pricing strategies.

Return on Asset (EAT / Average Total Asset) X 100	-0.1009	-0.9532	-0.5473	The ratio measures how much each ringgit (RM) in asset generates in sales. The company show that, they have a lower ratio means that ringgit (RM) in asset do not produce enough sales.
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#### 4.4 Summary of Trend Analysis

Overall performance of the company based on financial ratios analysis between year 2018 until year 2020 is bad.

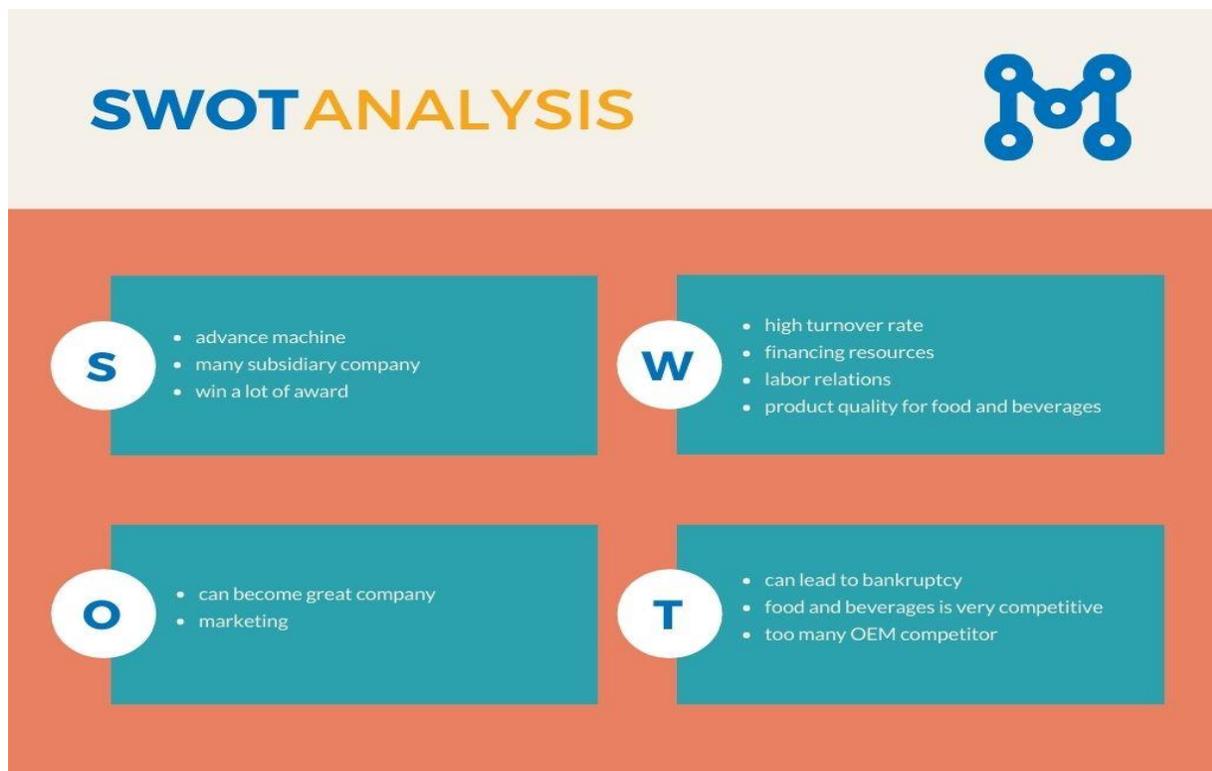
To begin, we may observe it in the liquidity ratio. The company's liquidity ratio is poor. It indicates that the firm may struggle to meet its short-term obligations. The following is based on the leverage ratio. A firm and its investors might be jeopardised if they take on too much debt. Unmanaged debt might result in credit downgrades or worse. Then there's the issue of their activity ratio. It demonstrates that they are poor in collecting their collection. A low ratio also indicates that their assets are being used inefficiently. The profitability ratio of the firm is poor. The reason for this is that they have little pricing power or have significant direct expenses. Low net income may be the result of paying interest on debts committed.

Al-Faiz's liquidity ratios might be improved by increasing the value of its current assets, decreasing the value of its current obligations, or negotiating delayed or reduced payments to creditors. Al-Faiz must repay any debts. When they pay off their loans, the ratio begins to balance. Al-Faiz must also improve their profitability. There are two main techniques for increasing sales profitability: selling more to existing lucrative clients and identifying comparable consumers to sell to.

## 4.5 SWOT Analysis

“A SWOT Analysis is a simple but effective method for assessing an organization's resource capabilities and shortcomings, market possibilities, and external threats to its long-term viability” (Thompson et al., 2007: 97). SWOT (strengths, weaknesses, opportunities, and threats) is an acronym that stands for "strengths," "weakness," "opportunities," and "threats." The SWOT Analysis, often known as the 'SWOT Matrix,' is a method of analysing a company's strengths, weaknesses, opportunities, and threats.

SWOT Analysis is a tool used in organisations for strategic planning and management. It can be used to develop both organisational and competitive strategies.



## **Strength**

Al-Faiz Holdings Sdn Bhd has established a SWOT analysis to better understand and identify its internal and external environment in order to adapt to the current condition and trend. One of Al-Faiz's greatest assets is their diverse product line, which includes hair care, skincare, personal care, oral care, cosmetics, and food & beverages. Moreover, Al-Faiz has a strong Research and Development (R&D) strategy for addressing the industrial game, in which they send their R&D all over the world to study new technology and put it to use. As a result, they employ innovative machinery for cosmetics or OEM beauty, which has aided the company in developing novel customer-centric items and increasing sales.

Apart from that, as the first OEM, Al-Faiz Holdings has successfully launched 13 sub-companies. They supply consumers with formulations to start their own brand, and as a result, they have successfully generated over 400 brands under their company. Sobella Cosmetics HQ is an example of a successful beauty product brand developed by Al-Faiz. Furthermore, Al-Faiz Holdings has more than 50 technical professionals on staff, as well as an experienced and devoted workforce, which has helped them win more than 20 honours in their 11-year history. Finally, Al-Faiz is a well-established company with nearly two decades of industry expertise and a complete Halal assurance on all of their products.

## **Weakness**

In order to stay relevant and maintain a strong market performance, Al-Faiz must also examine its vulnerabilities. One of Al-Faiz's flaw is its high employee turnover rate, which is attributable to a variety of factors, one of which being remuneration, as employees rely greatly on their earnings. Poor management, a lack of growth prospects, and a hostile work atmosphere are all factors that contribute to a high employee turnover rate. (According to my observations during my internship, nearly six people from the same department leave the organisation.) When possibilities arise, they tend to move to other competitor companies, leaving the organisation with a skilled personnel deficit.

Furthermore, Al-Faiz's incapacity to maintain consistency in food product quality must be considered, as Al-Faiz frequently had to call in various products owing to insufficient supply. Poor quality has a detrimental impact on the interactions they have with their customers as well as their brand's reputation. A product may be rejected after it reaches the consumer if the company does not have the right systems and procedures in place to detect a flaw early in the manufacturing cycle. This may result in a chargeback, or, even worse, it may be put on the shelf only to be returned or given a terrible review by a consumer. Despite this, Al-Faiz is responsible for a large number of projects at the same time, which might lead to a lack of attention to specific items.

In addition, Al-Faiz has terrible financial management, which will eventually lead to bankruptcy. They must think about how their management actions will affect profits, cash flow, and the company's financial situation. Overspending is readily caused by poor financial management. A number of reasons have had a role in this company's dismal financial performance. The first factor is a lack of production. Customers will become disillusioned and look for another company to satisfy delivery dates if there are frequent shortages of crucial raw materials or inventory. Then there's the problem of having a lot of debt. If receivables are not received on time, for example, it may be difficult for them to satisfy their financial responsibilities as they fall due.

### **Opportunities**

Al-Faiz has the ability to completely utilise and seize any new opportunities that arise in its external environment. Al-Faiz has the potential to expand its business further as a result of customer lifestyle changes caused by pandemics and has created more space for food and beverage distribution in canned and packaged products, leading to an increase in requests for food and beverage products packaged with longer shelf durability. Furthermore, by promoting local products to support domestic players, the "Kempen Beli Barangan Malaysia" strategy will allow Al-Faiz to expand its footprint on the Malaysian map. Moreover, Al-Faiz can help to the development of environmentally friendly packaging that will not hurt customers or the environment.

### **Threats**

Al-Faiz must keep a close eye on the threats that are circulating in the outside world. Al-Faiz is currently up against severe competition from other companies that produce comparable food-based goods and also provide OEM services for beauty products. Companies like REX Industry Bhd. and Top Herbs Malaysia are among them. Aside from that, Al-Faiz's ability to stay up with the trend will be threatened by unexpected changes in consumer taste and preference. In comparison to its competitors, Al-Faiz is considered as slow in accessing the non-Malay market segmentation as a totally owned Bumiputera corporation. A difficult economic climate will also be a challenge to Al-Faiz, as uncertainty in economic conditions will make it difficult for Al-Faiz to formulate future plans. In a nutshell, Al-Faiz must keep up with the digital platform marketing trend in order to raise brand awareness among consumers, as the pandemic has accelerated the growth of the E-commerce industry, as the number of online shoppers who prefer to switch from physical shopping to online purchasing has risen dramatically.

## 5.0 DISCUSSION AND RECOMMENDATION

First, Al-Faiz Holdings must strengthen transformational leadership, which will lead to increased work satisfaction and organisational commitment, lowering the likelihood of employee turnover. To decrease the effect of turnover, the management team should focus on the precursors of improved work satisfaction and higher organisational commitment when enhancing transformational leadership. The two aspects of job satisfaction that management should prioritise for improvement are pay and promotion. External consultants can be used by the management team to undertake industry benchmarking on compensation and benefit (CnB) packages and determine if any wage adjustments are required to remain competitive in the industry and retain employees.

Al-Faiz Holdings also needs to improve inventory management professionalism and education to improve the knowledge, skills, and capacities of people in charge of managing and controlling inventories in SMEs. SMEs should employ Material Requirement Planning systems, according to the report (MRP). MRP systems assist firms in determining when and how much material to purchase, removing the guesswork from the process.

Furthermore, Al-Faiz Holdings must exercise financial literacy as a key component of their intellectual capital, according to a study that revealed that intellectual capital had a favourable effect on the sustainability of SMEs. Furthermore, financial literacy aids SMEs' long-term viability by ensuring that they can cope with unexpected economic shocks as well as swiftly changing financial and credit markets.

Al-Faiz's distribution strategy is based on traditional distribution channels. However, they are mainly concerned with the local store. They should distribute their products through wholesalers, hypermarkets, supermarkets, and gas stations like Mydin, Tesco, and Petronas, among others. Al-Faiz should also explore having their own distributors throughout Malaysia. Furthermore, Al-Faiz should concentrate on the vast distribution channel, collaborative app, and mobile app.

Finally, future distribution will be accomplished through partnerships with grocery mobile applications such as Happy Fresh. Happy Fresh is a supermarket retailer that will take care of launching our product online without any upfront expenditure and within a few weeks' timeframe. They digitise our products and list them on their cutting-edge software, they recruit personal shoppers for our customers, and they handle delivery within the hour.

Al-Faiz will need to employ an Omnichannel marketing approach in the future. The major goal is to make people aware of Al-Faiz products and to encourage them to buy them instead of others. The multichannel sales technique that provides the customer with an integrated shopping

experience is referred to as omnichannel marketing. The customer's experience will be seamless whether they are buying on a desktop or mobile device, over the phone, or in a physical store. The more channels customers have access to, the more likely they are to respond to retailers. Sellers with an omni-channel distribution network were quick to adjust to the government imposed lockout, whereas retailers with no or limited online presence took longer to create or scale up (Hwang, Nageswaran & Cho, 2020).

## **6.0 CONCLUSION**

Industrial training is one of the most effective ways for students to prepare themselves emotionally and physically before joining a challenging real-world work setting. Al-Faiz Holdings provides me with my own apartment as well as a variety of amenities such as a computer, Wi-Fi, access card, and allowances.

For the experiences and tutoring, I am grateful to my supervisor, Encik Rashidi, and the management department. They also assist me in dealing with some of my flaws and provide me with assistance when I need it.

Finally, this practical training allows me to contribute to the organisation and implement some of the theories I studied at university. In addition, the training improved my capacity to handle tasks as well as challenges that arose within the organisation, allowing me to develop critical thinking skills in making sensible decisions to address problems. Aside from that, I may improve my communication skills and gain confidence in interacting with and confronting the people around me. These invaluable experiences and abilities gained during this internship programme will aid me in being prepared to face the real-world working environment and meet current industry market demands.

I believe that the internship's six-month duration was insufficient for me to gain a thorough understanding of the positions. I will advise every student to take advantage of the internship opportunity since it will help us understand our skills, abilities, and flaws, among other things.

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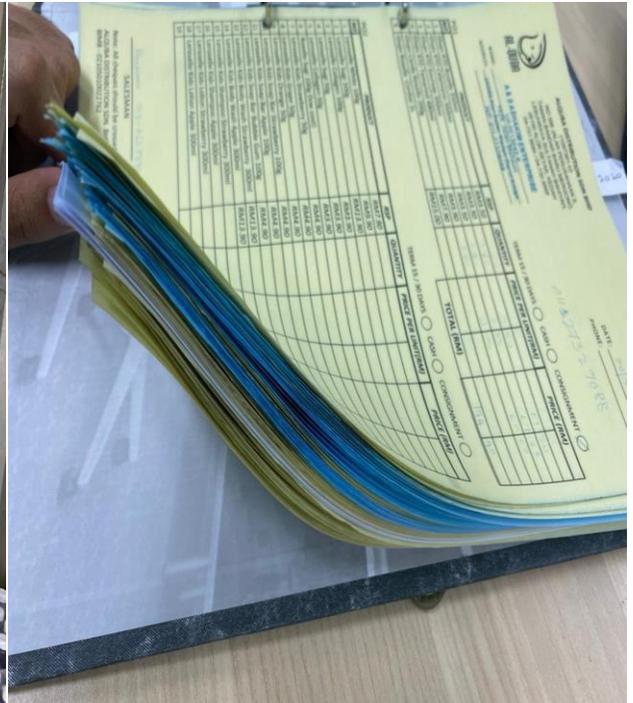
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# APPENDICES







# Industrial Training Report

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## ORIGINALITY REPORT

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