



اَوْنُوْرَسِيْتِي تِي كُنُوْلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**UITM KAMPUS BANDARAYA MELAKA  
INDUSTRIAL TRAINING FINAL REPORT  
MAC 2023 – AUGUST 2023**

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***ACADEMIC CONSTRUCTS USING SWOT ANALYSIS AT  
MAJLIS AGAMA ISLAM MELAKA (MAIM)***

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**ID MATRIX : 2020496078**

**ADVISOR'S NAME : MISS AMIRAH HAZIMAH BINTI BORHANUDIN**

## ACKNOWLEDGEMENT

Alhamdulillah, this Industrial Training Report (MGT666) would not have been successfully finished without the direction and support of various persons who greatly aided me during the process of creating and finishing this report. I required the help and direction of certain good people to produce my report, and I will always be thankful to them.

I want to start by saying that I am really grateful to Allah for giving me the chance to finish this industrial training by working at Majlis Agama Islam Melaka (MAIM) in Malacca. I would like to convey my gratitude and appreciation to my cherished advisor, Miss Amirah Hazimah for the invaluable assistance and direction given to me while I completed my industrial report and worked at MAIM, both of which have given me amazing joy. In addition, I want to thank her for giving me sound advice on reporting over the course of this assignment.

Secondly, I want to thank Pn. Salfahezlin binti Mustapha, the head of my division, for giving me the chance to work at MAIM. A special word of thanks goes out to Pn. Nor Azlinda binti Nasir, my supervisor, as well as to all the other employees who have helped me along the way while I've worked here. I owe them a huge debt of gratitude for all of their hard work and initiative, which they shown from the first day I started working here until I finished the industrial training they provided for me and which gave me the confidence to join the team.

Aside from that, I appreciate my parents' prayers for me and the rest of my family's passionate support. The help I had during this long and painful path made everything possible for me. Not to add, a special thanks to all of my circle of friends for their effort and help in finishing this report and my industrial training. I want to thank you again very much.

Last but not least, I want to express my regret to the other anonymous people who helped me in various ways to finish this report. We hope that this industrial training report can give us more information about the industrial world and details about how to start a business in the future.

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## **EXECUTIVE SUMMARY**

The Melaka Islamic Religious Council (MAIM) was a great location to finish the six-month industrial training program. I'm a Business Administration (Hons) Finance student in my last year at the Universiti Teknologi Mara (UiTM) Kampus Bandaraya Melaka. Dealing with issues related to Islam in the state of Malacca is the goal of the founding of MAIM. I was given a six-month industrial training assignment in the finance and accounts department. However, I've acquired skills in everyday office administration and program organization. Using SWOT and TOWS analysis, I was able to evaluate the strengths, weaknesses, opportunities, and threats of MAIM.

The most important thing is I've discovered that many people are still unaware of the services provided by MAIM, which uphold and support the effective socioeconomic development of the ummah by encouraging, supporting, and developing the economic and social advancement of Islamic communities in Malacca State in accordance with Sharia law through the consolidation of the Baitulmal. Lastly, I wish to continue my studies part-time for Master in Administration while working full-time as a businesswoman after finishing the industrial training.

**STUDENT'S PROFILE**



**UMI SYAMIMI BINTI AHMAD RAIME**

**A. PERSONAL DATA**

- 1. AGE : 23 Y/O
- 2. DATE OF BIRTH : 24 DECEMBER 2000
- 3. PLACE OF BIRTH : KOTA TIGGI, JOHOR
- 4. SEX : FEMALE
- 5. NATIONALITY : MALAYSIA
- 6. RACE/RELIGION : MELAYU / ISLAM
- 7. HEIGHT/WEIGHT : 157CM / 43KG
- 8. MARITAL STATUS : SINGLE
- 9. CLASS OF VECHICLE : B2 / D  
QUALIFIED TO DRIVE
- 10. CURRENT ADDRESS :

**B. ABOUT ME**

Hi, I'm Mimi. I am a final semester student at UITM Kampus Bandaraya Melaka, who will conduct a 6-month internship program (March 2023 - August 2023). I am a student of the faculty of business administration. A little about myself: I am a young entrepreneur and have 5 years of business experience. I also registered as an independent distributor with Shaklee Business Malaysia. I also take the opportunity to explore my business and participate in any academy training. I am a disciplined and professional person, as a student and part-time online seller, I will not mix social and academic matters. With my current talents and abilities, I am sure that I can work well in the administration industry and contribute to achieving the organization's goals.

**C. EDUCATION**

NAME OF SCHOOL	CERT. OBTAINED	GREED
1. Sekolah Menengah Kebangsaan Telok Mas, Melaka	PT3 (2015)	4A, 1B, 2C, 1D, 2E
2. Sekolah Menengah Kebangsaan Telok Mas, Melaka	SPM (Business & Art) 2017	1B+, 3B, 3C+, 1C, 1D
3. Sekolah Menengah Kebangsaan Tun Syed Zahiruddin, Melaka	STPM (Business & Art) 2018/2019	<ul style="list-style-type: none"> <li>• CGPA : 2.84</li> <li>• MUET : BAND 3</li> </ul>
4. UITM Kampus Bandaraya Melaka	Bachelor Of Business Administration (Hons) Finance 2020 - 2023	<ul style="list-style-type: none"> <li>• SEM 1 : 3.13</li> <li>• SEM 2 : 3.59</li> <li>• SEM 3 : 3.46</li> <li>• SEM 4 : 3.27</li> <li>• SEM 5 : 3.28</li> </ul>

#### **D. SKILLS/PERSONAL STRENGTH**

1. Language proficiency – excellent/fluent in usage of Bahasa Malaysia (spoken/written/understand) and moderate/fair in English.
2. Computer software applications knowledge in Microsoft Word / Excell / Power Point / Adobe Animate.
3. Sales and marketing skills in leadership, customer service, selling, negotiating and influencing, analysis and decision-making, and management skills.
  - Areas of knowledge: the business environment, product knowledge, and financial awareness.
4. Able to create and lead working team that is a good and agresif to unsure the understanding and execution of job follow the standard operation procedure that has been set to achive the objective that has been planned

#### **E. ACTIVITIES/COURSE**

1. Involved in Malaysia Polytechnic Rovers Challenge (MALPRO 2018) at Polytechnic Merlimau, Melaka
2. Involved in “Perbarisan Dan Perarakan Hari Kebangsaan Peringkat Negeri Melaka” in 2018 at Dataran Memorial Pengisytiharan Kemerdekaan, Bandar Hilir Melaka.
3. Involved in “Lencana Kemahiran Anjuran Kumpulan Latihan Kelanasiswa Malaysia” in 2019
4. Involved in ACADEMY & CONSULTANCY in “Menerajui Komunikasi Alam Remaja (MEKAR) #mudahnyapublicspeaking” in 2019 at Smk Tun Syed Zahiruddin.
5. Involved in “Larian Tautan Kasih Tingkatan 6 Peringkat Kebangsaan” at Stadium Kluang, Johor in 2019.
6. Involved in “Projek Khidmat Kesukarelaan Keceriaan Kawasan Sekolah” in 2019 at SK Batu Gajah Merlimau Melaka.
7. Involved in virtual training shaklee academy “START YOUR OWN BUSINESS” sponsored by Shaklee Product (Malaysia) Sdn. Bhd. - only qualifiers who good in standing with the company and operate the business in compliance to the Shaklee statement of privilege & responsibility (P&R).
8. Involved in Shaklee Virtual Business Leaders’ National Conference 2021 Qualifiers, sponsored by Shaklee Product (Malaysia) Sdn. Bhd.
9. Involved in Shaklee Virtual Business Leaders’ National Conference 2022 Qualifiers, sponsored by Shaklee Product (Malaysia) Sdn. Bhd.
10. Involved in “AJK Hadiah dan Promosi” for Innovation Competition 2022 (part 5) at Uitm Kampus Bandaraya Melaka, conducted by part 5 FIN657
11. Involved in “AJK Sijil” in talk programe “Syarahan Antarabangsa bersama Universitas Muhammadiyah Yogyakarta, Indonesia” at Uitm Kampus Bandaraya Melaka.

#### **F. ACHIEVEMENT**

1. Successful grading according to the rules and regulations of the Malaysian Global Taekwon-Do Federation in 2014.
2. Involved as Exco Anjung Ilmu and grab the chance in contribute as “Setiausaha Anjung Ilmu Tingkatan 6” at Smk Tun Syed Zahirudin in 2019.
3. Qualifier student in “Apresiasi Akademik Stpm 2019” at Smk Tun Syed Zahiruddin.
4. STAR ACHIEVER AWARDS and CAR BONUS ACHIEVERS in Shaklee’s business – all qualifier will receive award throphy or plaque and car bonus key.
5. SHAKLEE INCENTIVE TRIP QUALIFIERS (Regional Incentive Trip To Seoul, South Korea) – reward for who set the goals and consistently work to reach the goals in business.
6. Pass 3 ranking in Leadership Hierarchy of Shaklee’s Business with 4 income figure everymonth based on exceptional sales performance as an independent distributor of Shaklee product and outstanding leadership in promoting Shaklee’s opportunity.
7. Involved in Dean’s List Award semester 2 at Uitm Kampus Bandaraya Melaka in Bachelor Of Business Administration (Hons) Finance.

## COMPANY PROFILE



*Figure 1 : MAIM's logo*

The Malacca Islamic Religious Council was founded on September 28, 1960. The organization's goal is to handle Islamic religious issues in the state of Malacca. Based on the Islamic Religious Administration Enactment (State of Melaka) 2002 Section 4 Section 1, the creation of the Melaka Islamic Religious Council is enhanced.

As an Islamic religious policy-making body in the State of Malacca, several Islamic agencies/institutions have been established, such as the Department of Islamic Religion, the Mufti Department, the Syariah Court, and MAIM's subsidiaries, to implement all decisions or policies made by MAIM.

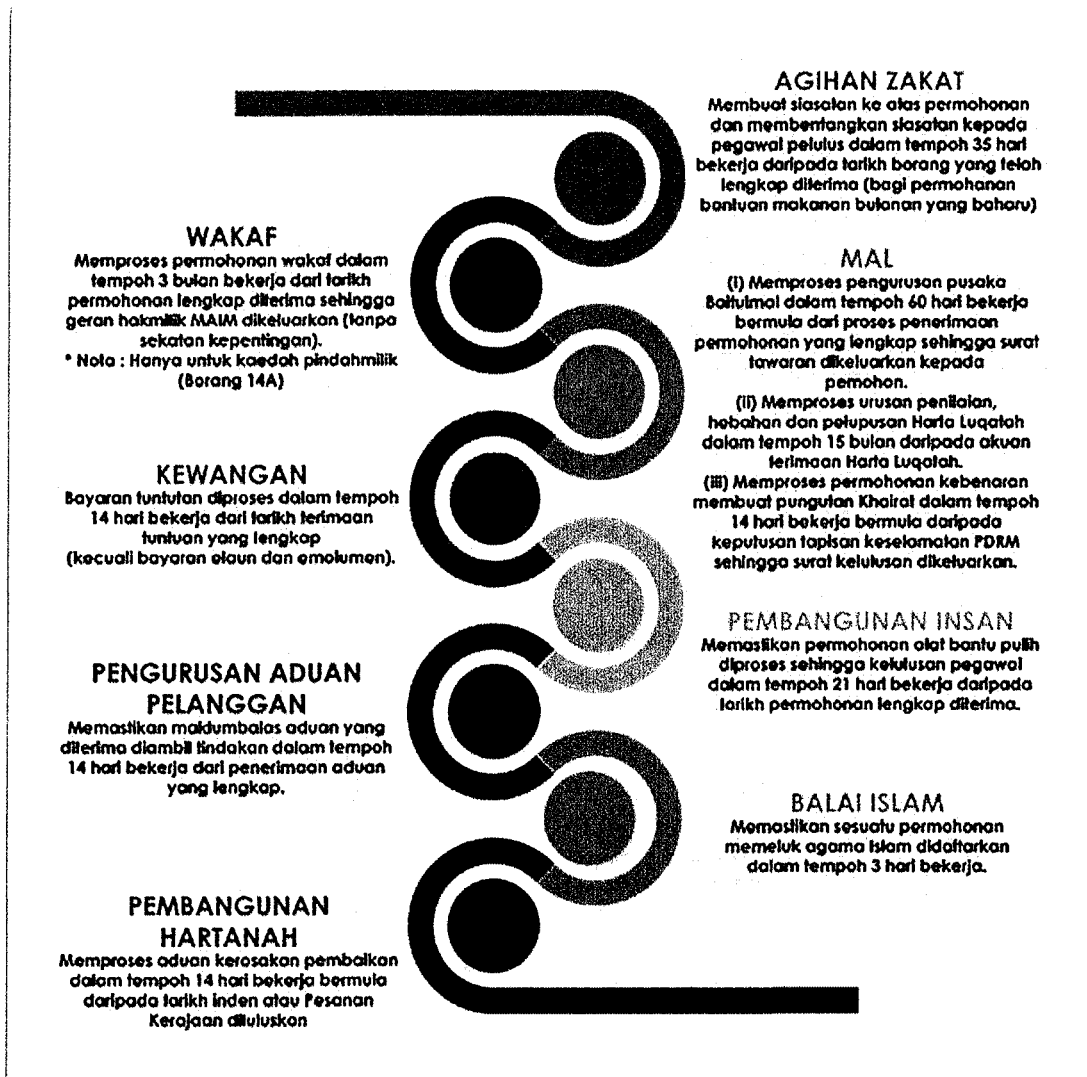
### **i) Mission**

The mission aim to encourage, support, and develop the economic and social advancement of Islamic communities in Malacca State in line with Sharia law through the consolidation of the Baitulmal.

### **ii) Vision**

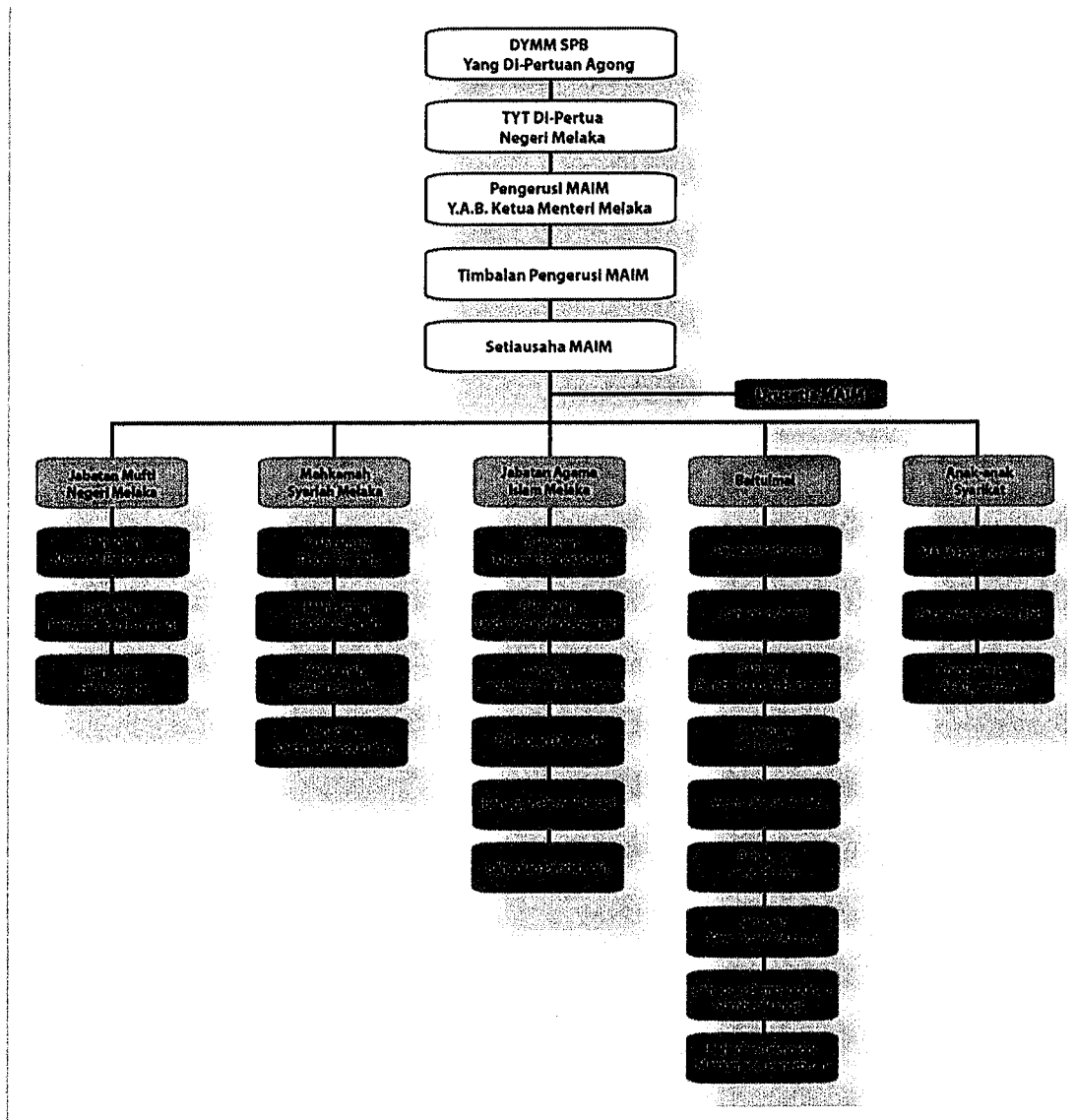
The vision is to uphold and encourage the ummah's socioeconomic development.

iii) Product/Service of Company





iv) Organizational/ Department Chart



## TRAINING'S REFLECTION

My internship experience provided me with valuable exposure and knowledge. On the day I reported as a student who wanted to do a practical at MAIM, I was cordially greeted by every member of the staff. I was put in accounting and finance division. Additionally, I saw supervisors in conversation with their employees. I took what I learned from this and now always act professionally and respectfully. I was afraid to participate at first, but several staff members made me feel at ease, and numerous staff members welcomed me. I was able to overcome my nervousness so that I was able to intern at MAIM. During my training, I linked up with Accountant 1 (Mrs. Salfahezlin binti Mustapha) and was observed by the Supervisor (Mrs. Nor Azlinda binti Nasir). They can be considered severe and hardworking in their tasks. In addition, I also received a task that was similar to the subject I was studying at UITM.

I am really appreciative that the working hours at MAIM are 8 a.m. to 5 p.m., Monday through Friday. I received a one-hour break from 1 p.m. to 2 p.m. A RM800 allowance has also been granted to me, based on my working hours, excluding holidays. It is quite interesting to me because certain companies do not provide allowances for students who commit to industrial training. However, students like me require a wage from work in order to pay for rental housing while completing an internship and being away from family, as well as vehicle fuel to work and daily costs.

In order to make the story short, an example of the assignments are. Helping check the collection report from Imtiaz Ulul High School Albab, updating monthly vote report, assisting with the preparation of bank settlement statements for waqaf share accounts for the month of Ramadan collection, assisting with the registration of a signed payment check in a checkbook, assisting with maim finance in/out of letters register and assisting with disposal of old financial documents storage.

However, when disposing of waqaf shares, I discovered a number of methods. Waqaf shares can be disposed of after 5 years. First, I must enter every receipt number given in the used waqaf share receipt book into Excel, then store and organize the used waqaf share receipts in a box and place them in a locked room. Following that, Ms Maslinda, the employee, will deliver a soft copy report to the state audit. After three months, the state auditor will compare the recorded receipt number to the sorted waqf share receipt. I was with Mrs. Maslinda and Mrs. Nabila during the audit department's inspection period.

Secondly, I was offered the chance to take part in a program with Zakat Melaka. I learned fresh information about how the community manages and pays zakat. Along with that,

I also work part-time online, where I learn knowledge that I may use to become active in the zakat payer sector. Participating in this program not only helps to clarify the importance of paying zakat, but it is also one of the courses that benefits the staff members.

Next, I'm thankful that I had a training session throughout the holy month of Ramadan. I have yet another chance to participate in organizing Aidilfitri and Ramadan help for less capable asnaf and new relatives who converted to Islam. I was also able to sense the mood of the Ramadhan and Aidilfitri donation program at Dun Bukit Rambai with other staff. I was tasked with checking that there were no mistakes happened during the giving out of cash donations to the Asnaf organization. As soon as the ceremony was over, we were placed in quarantine until the total quantity of passes and the amount of aid being given were determined.

After all, it is what I learned throughout my six months of industrial training at MAIM. If given the chance to serve at MAIM once again, I would be thrilled to do so as an employee since the memories I made there are absolutely priceless.

## SWOT ANALYSIS

<p style="text-align: center;"><b>S</b> <b>STRENGTHS</b></p> <ol style="list-style-type: none"> <li>1. Solid financing in company</li> <li>2. Retain high quality employees</li> <li>3. Ability to innovate product and services company</li> </ol>	<p style="text-align: center;"><b>W</b> <b>WEAKNESSES</b></p> <ol style="list-style-type: none"> <li>1. Low customer and supplier perception</li> <li>2. Lack of ability in social marketing</li> <li>3. Poor in technology</li> </ol>
<p style="text-align: center;"><b>O</b> <b>OPPORTUNITIES</b></p> <ol style="list-style-type: none"> <li>1. Collaborate with other company</li> <li>2. Follow new trends to growth in company</li> <li>3. Developing job-related skills</li> </ol>	<p style="text-align: center;"><b>T</b> <b>THREATS</b></p> <ol style="list-style-type: none"> <li>1. Inconsistent with supplier</li> <li>2. Negative publicity</li> <li>3. Technological evolution</li> </ol>

*Table 1 : SWOT Analysis of MAIM*

SWOT is an acronym that stands for Strengths, Weaknesses, Opportunities, and Threats. It is a framework for analysing a company's competitive position and generating strategic planning. SWOT analyses assess internal and external variables as well as present and prospective future conditions. The purpose of a SWOT analysis is to provide a practical, fact-based, data-driven examination of the advantages and disadvantages of a company, an initiative, or an industry.

### **Strengths**

Strengths are what an organisation excels at and what sets it apart from the competitors. Examples include a strong brand, a devoted client base, a solid balance sheet, innovative technology, etc. It is often referred to as a resource or capability that an organisation can employ efficiently to achieve its goals.

**i) Solid financing in company**

According to audit and accounting dictionary under the editorial supervision of Zh. G. Dzhumagalieva, the financial stability of the company is defined as “... a characteristic testifying to the stable position of the enterprise: excess of income over expenses, free disposal of funds and their effective use”. Financial strength refers to a company's capacity for cash flow and revenue generation. It helps a firm expand and returns cash to its shareholders. Maim is a powerful company with financial expenditures. This is due to MAIM's good reputation for paying employees' wages on time. According to the government civil employees' salary schedule, the employee's salary will be paid on the scheduled day without going over the allotted time period. Furthermore, MAIM participates in borrowing money through Baitumal. luckily this company has no financial obligations and never defaults on their payments.

**ii) Retain high quality employees**

Employers must prevent their employees from leaving or working for other firms. In actuality, companies who provide employees with training programmes report success in terms of employee retention (Logan, 2000). In all departments, MAIM welcomes qualified and high-caliber employees. For instance, MAIM does mock interviews to choose new hires. This is due to the fact that this organisation would screen individuals for employment based on their expertise working in a certain sector. However, every five years, MAIM also revises the staff in its division. It benefits qualified and experienced employees in every area developed in the organisation.

**iii) Ability to innovate product and service company**

According to Fargerberg (2004) categorised between invention and innovation, the term "invention" can also be found, which almost has the same meaning as creativity. According to him, "innovation is the first attempt to put an idea for a new product or process into practise, whereas invention is the first occurrence of an idea for a new product or process." These businesses have the potential to accomplish more by thinking of new ways to fulfil their objectives. The fact that MAIM engages its staff in the Creative Innovation Group (KIK) competition is proof. This programme is run to develop talent while encouraging employees to be innovative while developing new items or improving ones that already exist. For example, they may be given an existing product, such as a mosque, and must brainstorm ideas in order to expedite the mosque building.

## **Weaknesses**

Weaknesses prevent an organisation from performing to its full potential. They are areas where the company has to make improvements in order to be competitive, regardless of the industry: a bad brand, higher-than-average turnover, excessive levels of debt, a shoddy supply chain, or a lack of cash. A weakness in an organisation is a constraint, flaw, or defect that prevents it from fulfilling its goals.

### **i) Low customer & supplier perception**

The degree to which the company's track record and the things it offers live up to consumer expectations determines the company's standard of success (Porter and Claycomb, 1997). The MAIM company's weaknesses is based on responses from customers. This is due to the fact that this company has lots of incharges from third parties. Every process is carried out in line with the regulations of each department. If a component like finance is only allowed a 14-day processing period. Other departments could work longer than the allotted days, which would delay down the processing of customer claims. As a result, because it is outside the company's control, the reputation and opinions of the claimants will affect

### **ii) Lack of ability in social marketing**

According to Edosomwan (2011) and Taneja (2014), they prove that companies participating in social media may assist them raise their profitability and viewership, encourage customer loyalty, prevent social media crimes, and others. Despite having a small area of responsibility, MAIM has an IT division. The ineffectiveness of MAIM in promoting its goals using social media is a result of this. Customers, such as the impoverished, will be unsure of how to obtain living help, whereas MAIM provides generic aid such as emergency cash or housing rent.

### **iii) Poor in technology**

The database system is often crucial to the collecting of company inventories. Since most large companies currently require computer experts in the fields of data collection, informatics (programming), and of course computer technicians, the advanced technology of the computer that was once feared would lead to a decrease in the number of employed people actually applies in the opposite direction. It is due to how crucial having technology

resources to assist the company's initiatives exists (Issa-salwe, Ahmed, Aloufi, & Kabir, 2010). Online and offline systems are used by MAIM. However, the technology and methods employed are outdated. For instance, the SPKB System, which is utilised every day, is a rental system from a third party rather than a system owned by a company. So MAIM is unable to upgrade the system. Additionally, there is no one individual in charge of handling firm data for the entire division.

### **Opportunities**

Opportunities are described as external factors that support and may provide businesses with a competitive edge. Any favourable scenario in the workplace is referred to as an opportunity. It is frequently a trend or movement of some type, or an unnoticed necessity, that raises demand for a product or service and allows a company to enhance its position by offering it.

#### **i) Collaborate with other company**

Currently, MAIM and Bank Islam are collaborating to clarify the support provided to applicants. MAIM, on the other hand, can seize the chance by broadening its approach and creating collaboration with a variety of prospects, such as Islamic banking institutions. This will allow the company to speed up the process that provides support.

#### **ii) Follow new trends to growth company's branding**

MAIM must take risks in this age of modernization and digitalization. MAIM frequently organises events such as Customer Meet Day. However, by actively promoting the programme via social media, MAIM could improve the company's branding.

#### **iii) Developing job-related skills**

Without expansion and innovation, MAIM will fall behind as the competition advances. Employees must be able to learn new skills and be open to the idea of lifelong learning. For example, MAIM may offer cross-team training to workers since all MAIM employees will come to recognize the obstacles that other teams experience when carrying out their duties. This capacity to recognize and cope with a wide range of working difficulties promotes flexibility in employees.

## **Threats**

Threats are external forces that have the ability to negatively impact a company. Other frequent threat include things like rising material costs, increased competition, a lack of labour, and other factors. A threat is an unfavourable condition in the company's surroundings that could have impacted its plan. The threat might be a barrier, a limitation, or anything external that could create trouble, negative effects, or damage.

### **i) Inconsistent with the supplier**

Managing various supplier relationships may be complex and difficult, yet obtaining from one supplier can be inflexible and expose a company to external threats. To successfully tackle all of the challenges they may face, companies must strike their own mix of supply chain manageability and flexibility. MAIM, on the other hand, cannot justify the cost and resources necessary to handle the complexity of sourcing from various suppliers, and maintaining a regionally diversified supplier network might introduce new issues, such as variances in quality standards.

### **ii) Negative publicity**

MAIM frequently gets threats from the perspective of the people. They benefited by damaging the reputation of MAIM on social media. As proof, they claimed that MAIM's help was either processed slowly or not delivered at all. This is beyond MAIM's control since they take advantage of social media to express their dissatisfaction with the company.

### **iii) Technological evolution**

The MAIM system has links with other parties such as the Melaka State Audit Department and the Melaka Housing Authority (LPM). To ensure that the right procedure is followed, a company should always track the evolution of the a third party. Procedures may be modified on the fly. As a result, MAIM must be informed of the modifications made from time to time in order to avoid errors between the company and others.



## DISCUSSION & RECOMMENDATION

A TOWS analysis is a company strategy that employs the fundamentals of a basic SWOT analysis in a reverse-engineered way. The letters in TOWS (and SWOT) stand for threats, opportunities, weaknesses, and strengths.

<b>TOWS ANALYSIS</b>	<b><u>STRENGTHS</u></b>	<b><u>WEAKNESSES</u></b>
<b><u>OPPORTUNITIES</u></b>  1. Collaborate with other company 2. Follow up new trend in business 3. Developing job-related skills	1. Positive work environment (S1,O2) 2. Give appreciation and provide flexibility (S2,O3) 3. Give responsibility to encourage new skill (S3,O1)	1. Encourage input and feedback (W1,O2) 2. Identify and invest in high performers. (W2,O1) 3. Take new step by pouring out talents and skills (W3,O3)
<b><u>THREATS</u></b>  1. Inconsistent with supplier 2. Negative publicity 3. Technology evolution	1. Recognize and reward the hard work (S1,T1) 2. Clearly up notice and statement from company (S2,T2) 3. Increase accessibility (S3,T3)	1. Keep track the feedback (W1,T2) 2. Increase engagement (W2,T1) 3. Take a closer look and investigate in technology (W3,T3)

*Table 2 : TOWS's Analysis Matrix*

**i. Strengths, Opportunities**

First, MAIM performs well at financing firms. This enables MAIM to keep up with modern business trends and accomplish the company's goals. This is due to the fact that the more vibrant current changes era has a significant influence on drawing attention to a company's objective from outsiders. For instance, MAIM can make more public disclosures about aid offered under specific circumstances using social media methods.

Then, MAIM can reward employees and offer flexibility inside the company. This is so that MAIM can continue to attract and retain top talent. It is thus not improbable that this firm will create more qualified and experienced workers if it looks out for their wellbeing and values their contributions. For instance, MAIM has to seize more possibilities by teaching each employee skills specific to their line of work.

Furthermore, MAIM must provide responsibilities in order to foster the development of new talents. This is a result of MAIM staff members' capacity to bring back the products and services of the company. Therefore, MAIM is free to take a chance by working with fresh investors. For example, the KIK program at MAIM encourages those who are part to collaborate and exchange new ideas. As a result, employees' skills are improved and they may collaborate with others to further create strategies to attain company objectives.

**ii. Weaknesses, Opportunities**

MAIM has a weakness: poor customer perception. However, if MAIM adopts new business trends, this company can take a risk. To keep addressing the company's shortcomings, MAIM needs to promote customer loyalty and feedback. For instance, a customer may express displeasure with the manner in which they were treated while making a payment at the counter. By scanning the QR, MAIM may offer input and direct it toward the system's improvement.

Next, because they lack social marketing skills and have the chance to collaborate with new investors, MAIM can find and invest in strong performers. For instance, MAIM must aggressively utilize social media to promote the objective it pursues and to inspire fresh inquiries for supplier partnership.

Despite MAIM's outdated technology, opportunities to improve one's employability should be taken. If employees encounter issues with the technology offered, they adopt a fresh approach by pooling their talents and abilities with those of the organization.

### **iii. Strengths, Threats**

Inconsistent supplier quality performance can have major impacts for companies, such as increased costs, delays, customer complaints, and reputational harm. In order to minimize this risk, MAIM must actively manage its relationships with suppliers and make sure suppliers uphold the company's high requirements for quality. For instance, company may recognize and reward suppliers that have improved their quality performance. In order to recognize and celebrate the hard work of suppliers, MAIM might provide them favorable terms and longer contracts as well as positive feedback. Additionally, companies should support suppliers' efforts to innovate and make improvements.

Next, a company's reputation might be harmed both immediately and over time by negative exposure. If the company has received or is threatened with negative publicity, it must address the threat in the press, on social media, or take immediate action against irresponsible individuals. To protect a company's reputation when other internal issues become public, reputable companies have a highly quality employee, who can efficiently deploy handling crisis strategies. The critical message such clearly up notice and statement from company should be communicated to the public, the media, and internal stakeholders within the first hour or so of a crisis. As a result, MAIM can reduce the potential harm to a company's reputation when negative publicity about the company become popular on social media.

However, innovation not only allows companies to remain relevant in a competitive market; it also contributes significantly to economic growth. Critical problem solving depends on innovative ideas and, in particular, on the ability of companies for further development. Typically, an effective method using modern technologies. In addition to addressing community needs, these new technologies, goods, and services also improve capacities and optimize the use of assets and resources. MAIM must increase accessibility in order to develop technology evolution that boost productivity and provide more output and value with the same input.

### **iv. Weaknesses, Threats**

The possible impact of poor publicity on customer perception shows that people are more engaged in a message when it pertains to a company's values and suggests that goods may be able to moderate the negative effects of bad press on a company's reputation. Companies must monitor everything mentioned about their products and services in order to improve their reputation. Customers want companies to comprehend their identities and interests in the

digital age. Companies should address clients by name and provide prompt, suitable service, even if it's a simple concept.

Social media marketing is another one of the most profitable marketing strategies. Companies must devote time, energy, and resources to the complete marketing process in order for things to function. If the company is not a social media nerd, it should be aware that this will not function well. If the business does not routinely update or interact with its customers, it will not be able to expand its supply base. The company must search for the provider. Because there are so many free social media channels available today, many business owners have failed to reach their intended audience, causing their message to be ignored. But to achieve that, it requires a plan for interacting with prospects and one for following up with those who show signs of interest in company offer.

## CONCLUSION

Overall, the industrial training I received during semester 6 proved to be really beneficial to me. Industrial training provided me with a platform to learn about the larger and more real world of work. Furthermore, the knowledge learned while at UITM is completely used at work. Internships and UITM courses are significantly dissimilar, particularly in terms of how we interact with people outside of our immediate circle. One benefit I received to better develop my communication abilities was a more mature communication style. Since the government wants to create dynamic professionals, the training is excellent and should continue to generate more skilled graduates.

In addition, I had the opportunity to put part of what I learned, either theoretically or practically, into reality during my studies at UITM. In the real world, employees are judged on their speed, efficiency, skill, and efficiency in completing projects on time. The efficacy of a piece of work, or how well it performs its role, is used to judge its quality. As my 14 weeks journey in MAIM, I've place with the finance and accounting team and the positive feedback is I learnt how to handle the company's budget. This field is quite difficult, yet it must be grasped thoroughly without any errors or questions.

In conclusion, industrial training is a great program that may help students become more competent in the sectors that are in demand today. Throughout the industrial training, I also experienced what a real workplace surroundings is like, as well as the positive connections that aid each other.

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