

اَبُو بَكْرٍ سَيِّدِي تَكْوِيْلُو كِنِي مَرَا
UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING REPORT

HAWARI HANAFI & CO

1 MARCH-15 AUGUST 2023

PREPARED BY:

NOOR MASHITAH BINTI HASSAN
2021797977
BA2406C

PREPARED FOR :
MADAM LINA MAZWIEN

EXECUTIVE SUMMARY

AIM OF THE REPORT

This report explains about my internship experiences for almost 6 months. Shows the interframes of working scenarios before entering the real world of work environment. This report also states all the tasks and assignments given throughout the internship period.

THE COMPANY

The company chosen has been approved by the Industrial Training Unit of the faculty. I decided to choose the company that is near to my house and offer to give the allowance. Hawari Hanafi & Co. have agreed to accept me as their practical student.

THE SWOT ANALYSIS & PESTEL ANALYSIS

Part of the main report should be an observation of company performance. Which referring to the SWOT Analysis and PESTEL Analysis.

SWOT ANALYSIS:

- STRENGTHS
- WEAKNESSES
- OPPORTUNITIES
- THREATS

01PESTEL ANALYSIS:

- POLITICAL
- ECONOMIC
- SOCIOCULTURAL
- TECHNOLOGICAL
- ENVIRONMENTAL
- LEGAL

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ACKNOWLEDGEMENT

BISMILLAHIRAHMANIRAHIM, IN THE NAME OF ALLAH, THE MOST GRACIOUS AND THE MOST MERCIFUL.

First of all, praises to Allah SWT for giving me the opportunity to complete my internship programme at Messrs Hawari Hanafi & Co. I thank him for giving me the strength, good health, mental stability, and all the means to be able to start and finish my internship period successfully. I would like to thank my advisor, Madam Lina Mazwien, for being very helpful. All the guidance needed from her has been provided to me and all of the students that she is monitoring. She is always available for questions and never hesitates to explain to us what we need to know, and she has given me some encouragement in the process of finishing this report.

Next, I would like to sincerely thank Mrs. Hairiena Norashikin, the directors of Messrs Hawari Hanafi & Co, for accepting me to be a part of their team. I would also like to thank Miss Nur Thaqifah, my supervisor, for taking good care of me during the internship duration. I truly appreciate it. All of them have taught me so many useful and beneficial skills, which will be very much needed for me to work in the future.

Furthermore, I would like to thank my family for allowing me to do my internship at home. I am thankful that they support me mentally and also provide me with all the things that I possibly need in order to successfully complete my internship. They always understand me and do not disturb me during working hours, and it really makes me feel comfortable when working at home. Without them, I could not have done this successfully. I would like to thank my internship friends and classmates for helping me get through this internship period, and making it a whole lot better experience.

Lastly, I would like to thank everyone from the bottom of my heart who has directly or indirectly helped me in completing my internship successfully. I will remember and cherish this experience for as long as I live. Thank you very much.

STUDENT'S PROFILE

UPDATE RESUME



**NOOR MASHITAH
BINTI HASSAN**

CONTACT



SPECIAL SKILLS



MS Word



MS Powerpoint



Canva



Capcut



Communication



Problem Solving



MS Excel



Adobe Photoshop



Filmora



Team Building



Adaptability



Teamwork



LANGUAGES



Malay



English



About Me

A highly motivated and creative individual with a strong educational background to secure a challenging position in a reputable organization where I can utilize and expand upon my learnings, knowledge, and skills while contributing to the success of the organization.

Education History

Universiti Teknologi Mara (UiTM), 2021- 2023

Melaka, Kampus Bandaraya Melaka

Bachelor of Business Administration in Marketing

Current CGPA: 3.38

Universiti Teknologi Mara (UiTM), 2018- 2021

Kelantan, Kampus Machang

Diploma in Banking Studies

CGPA: 3.18

Sekolah Menengah Kebangsaan 2013-2017

Hamzah 2, Kelantan, Machang

Sijil Pelajaran Malaysia (SPM)

Result: 5A 3B 2C

Work Experience

Hawari Hanafi & Co , Bukit Jelutong Mar 2023-Aug 2023
Shah Alam

Internship

- Worked at marketing department for 6 months
- Responsible as a content creator
- Responsible as a short drama makers
- Maintained digital marketing junior of the company
- In charged as photographer and videographer

D'Cemerlang Shop Nov 2017-Jan 2018

Cashier

- Calculated the cost of each customer purchase.
- Monitored retail stock.
- Arranged merchandise.
- Calculated incoming and outgoing funds in the system.
- Provided excellent customer service by greeting customers
- Operate cash registers or point of sale (POS) systems to process transactions.
- Follow company policies and procedures, including those related to cash handling, returns and exchanges.

REFERENCE



Nur Thaqifah Bt Zainal Ariffin
Junior Executive Marketing

Zahirah Bt Zainal Alias
Junior Executive Marketing

Leadership and Activity

Brand Community Project (BCOP), UiTM bandaraya Melaka
Oct 2021-Jan 2022
Student Committee Member

**Marcom Community Project (MKT547), Melaka, UiTM
Bandaraya Melaka**
Oct 2021-Jan 2022
Student Committee Member

**Dato' Onn College Representative Committee, Kelantan,
UiTM Machang**
2019-2020
Deputy Project Director of "Get Spirit Up"
Head of Promotion Bureau for "Flying Abroad"
Registration Bureau for the Program "Miracle Give and
Takes"

D'Banquers Association, UiTM Machang

Program and Activities EXCO 2019-2020
Secretary of the Association 2018-2019

Head of Souvenir Bureau for Simpulan Kasih
Head of Ramadan Aid Bureau 2.0
Implementation Committee Member for Boot Camp
Implementation Committee Member for FESECA 19
Implementation Committee Member for Hidayah Cinta
By PU Azman
Implementation Committee Member for
Cash@Campus Program

Bizmart UiTM Kelantan, Kelantan, UiTM Machang
2018-2019

Student Committee Member
Training encompassing aspects of retail, wholesale, and
purchasing.
Inventory management.
Buying and selling methods.
Entrepreneurship training and group dynamics.

**Sekolah Menengah Kebangsaan Hamzah 2, Kelantan,
Machang**
2017

Head Editor of the School Magazine 2017
Assistant Head Prefect of SPBT
Assistant Treasurer of the House Sports A
ssistant Secretary of the Association

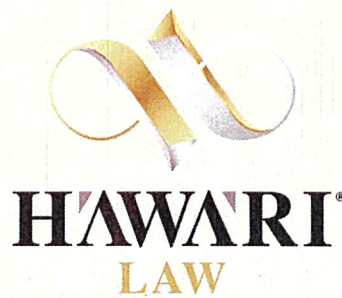
COMPANY'S PROFILE

NAME, LOGO, LOCATION, BACKGROUND

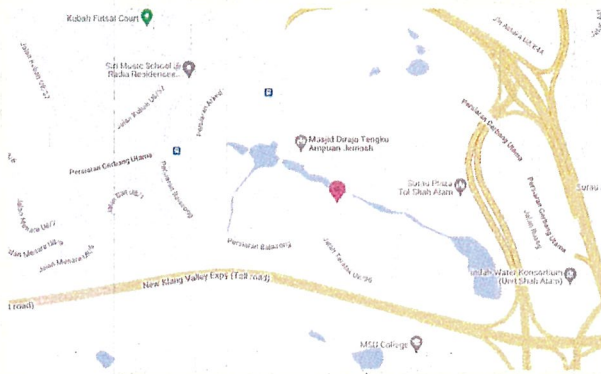
- NAME

MESSRS HAWARI HANAFI & CO.

- LOGO



- LOCATION : HAVE 2 BRANCH



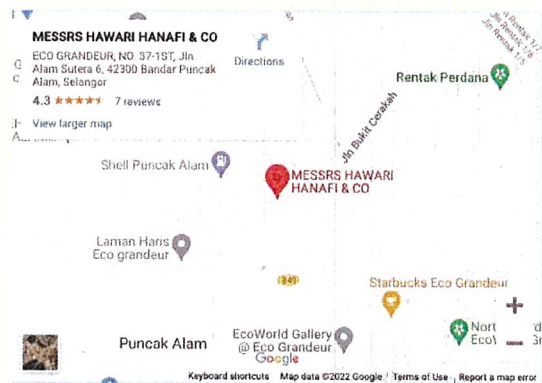
(BRANCH BUKIT JELUTONG)

1-2 SUNWAY JELUTONG
JALAN BAZAR U8/99 BUKIT JELUTONG
40150 SHAH ALAM SELANGOR

03-58711089

CONVEY.HAWARILAW@GMAIL.COM

(MY OFFICE AT BUKIT JELUTONG)



(BRANCH PUNCAK ALAM)

NO 37-1, JALAN ECO GRANDEUR
1/8, ECO GRANDEUR, 42300
PUNCAK ALAM, SELANGOR
DARUL EHSAN

03-58711089

CONVEY.HAWARILAW@GMAIL.COM

• BACKGROUND

As a quick introduction, our law company is called Hawari Hanafi & Co., or, among our main clients, they call us Hawari Law. Hawari Hanafi & Co. is made up of skilled lawyers and staff who know a lot about all kinds of law, especially Malaysian property law. The founder and main partner of the law company, Mr. Muhammad Hawari Bin Hanafi, opened it in Puncak Alam on September 7, 2013.

This firm's main focus is on property law and conveyancing in Malaysia, and we have a talented team of young lawyers who are very good at giving advice and legal services related to property issues.

VISION, MISSION, OBJECTIVE, GOAL

VISION

To create a better world by helping others achieve their dreams while protecting and defending their rights

MISSION

Protecting right fulfilling dream

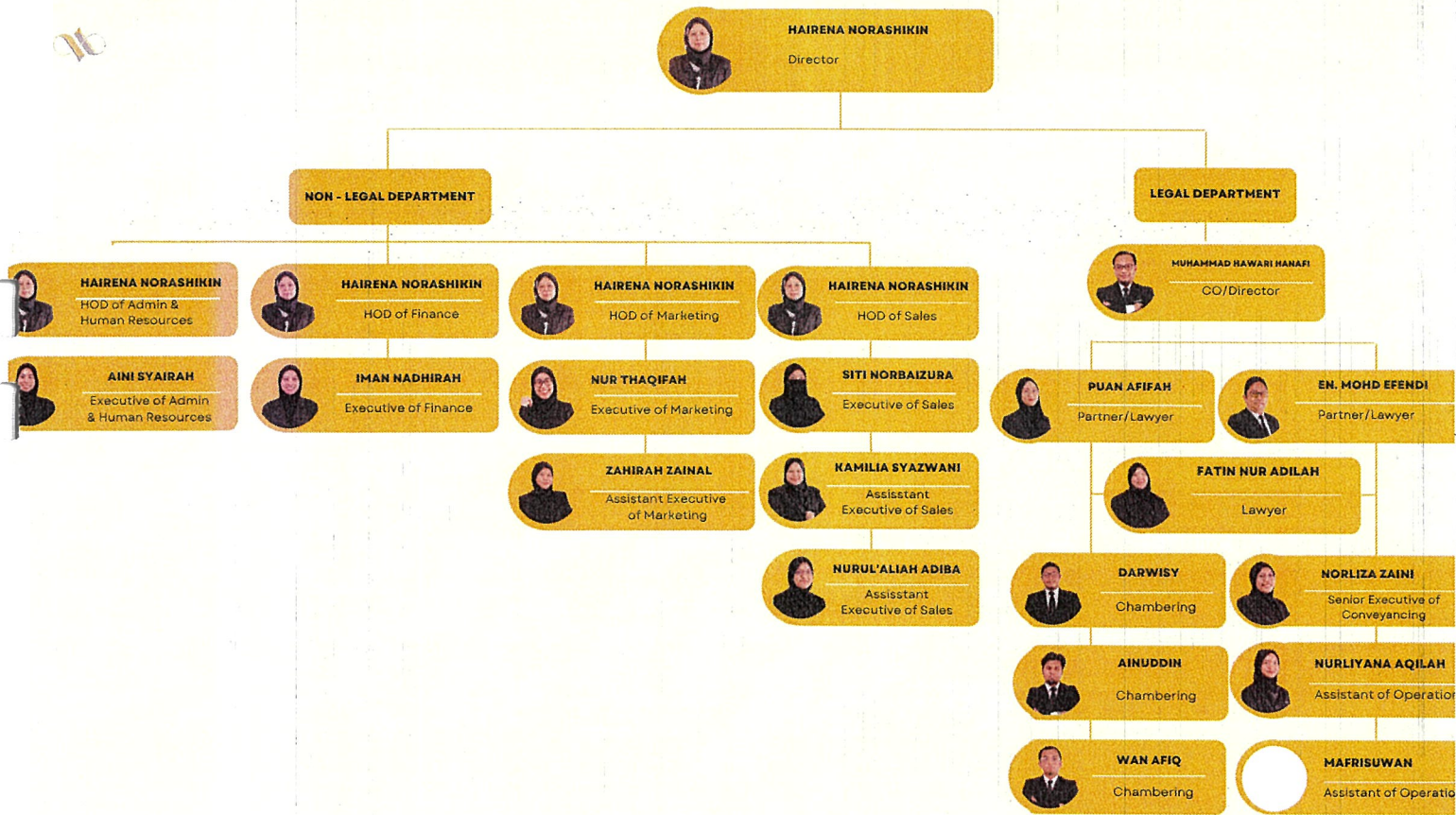
At Hawari Law, they are based on the value of quality and high-quality legal services and always consistently provide comprehensive protection to customers with affordable legal costs.

They are constantly mobilizing energy and thoughts in a targeted and objective manner, which is carried out through a flexible and responsive approach according to legal matters in order to achieve the goals desired by customers.

At Hawari Law, they also recognize that customer needs for legal services are no longer able to be met through conventional methods and approaches in this era of digitalization. As a result, they have expanded the capabilities of the latest technology in the legal industry to:

- Be more proactive and non-reactive to customer needs and real estate legal assignments.
- Become more committed to understanding customers and protecting their interest.
- Strive to be a more efficient and faster law firm perform its role.

ORGANIZATIONAL STRUCTURE



SERVICES



REAL ESTATE TRANSACTIONS

- buying ,lease and sell house
- contract preparation



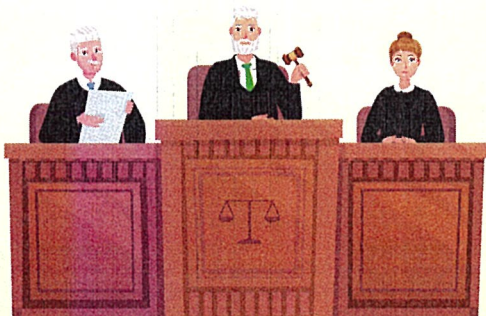
LPPSA FINANCING

- Housing loan for government staff



ESTATE PLANNING

- Distribution asset after death



LITIGATION AND DISPUTE RESOLUTION

- Represent clients in court

TRAINING'S REFLECTION

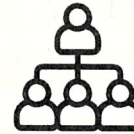
DURATION, DEPARTMENT, ROLES, RESPONSIBILITIES

DURATION



- ❖ Approximately 6 months long. Started on 1 st March 2022 and ended on 15 th August 2023.
- ❖ Normal working days are Monday to Friday but Saturday (1 day per month)
- ❖ Working hours are 9:00 AM until 6:00 PM with one hour lunch breaks at 1:00 PM.

DEPARTMENT



- ❖ I have been assigned to finish my internship under Marketing Department. Basically, this department focuses on branding company and also personal branding for lawyer staff. At this company , they have 6 department which is Legal, HR, Finance, Sales, Marketing and Operation.

ROLES AND RESPONSIBILITIES

My role in the marketing department as an content marketer. Content marketers create and manage content, including blog posts, copywriting, videos, infographics, and more. At the same time focus on engaging the target audience and driving traffic to the company's website.

❖ **Content Creation:** Creating various types of content such as social media posts, videos, making a film , Live Tiktok and FB Live, and more. This includes researching topics, writing or scripting content, and ensuring it is well-structured, informative, and engaging.

❖ **Video Production Planning:** Collaborating with the creative team to understand video project objectives, requirements, and target audience. Developing a production plan, including scriptwriting, storyboarding, shot lists, and scheduling.

❖ **Video Shooting:** Capturing high-quality footage using professional camera equipment, lighting setups, and audio recording devices. Ensuring proper framing, composition, and exposure for visually appealing videos.

❖ **Video Editing:** Utilizing video editing software such as to assemble raw footage, audio, graphics, and effects into a cohesive and engaging video. Editing involves cutting, trimming, rearranging, and synchronizing footage, adding transitions, music, and visual effects as needed.

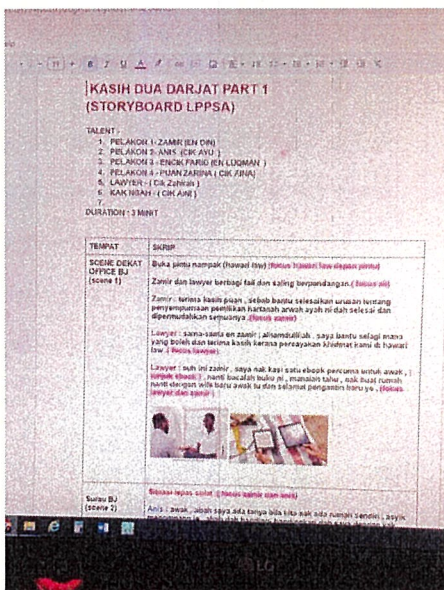


ASSIGNMENT, TASKS

ASSIGNMENT 1: Making a film ✓

When I was allocated to this department, I was assigned to be in charge of film production. Before shooting the film, I must create a storyboard, write the script, cast the actors, research locations, and be the director and camerawoman. I am required to create two short films per month that relate to this company's services. My supervisor controls the entire process, but all of the ideas are based on my creativity.

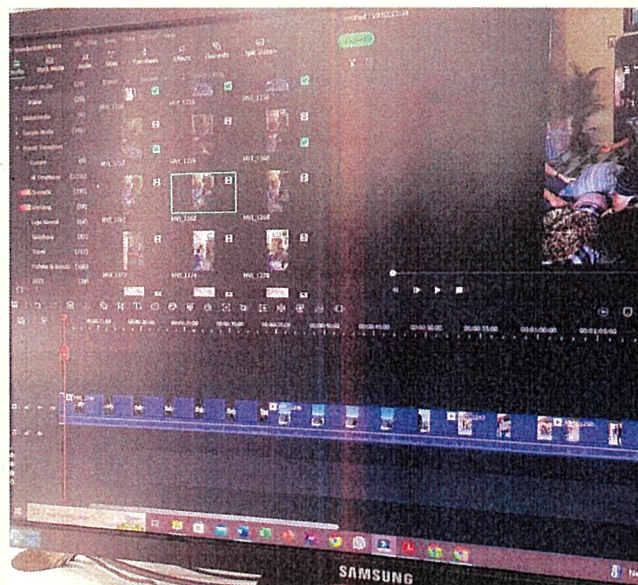
The purpose of this project is to target the audience and provide the best lesson related to previous cases handled by this company. All of the films will be published on the social media accounts of Messrs Hawari Hanafi & Co, which are Hawari Law in Tiktok, Facebook, YouTube, and Instagram. I have done 4 short film since I work here.



ASSIGNMENT 2: Editing video ✓

The process of video editing is simple for me since I understand the fundamentals of editing, but it gives me a new experience when I need to utilize tools with which I am unfamiliar, such as Filmora. I need to understand the new features, and finishing the editing takes longer. As an editor, I choose background music, sound effects, and voiceovers with care to compliment the visuals and enhance the entire viewing experience. My task as an editor is to use video editing to convey powerful messages, evoke emotions, and fascinate audiences. In this post, I'm going to dive into the complexities of video editing, going into the skills, obstacles, and creative processes involved in creating a visually interesting and effective video.

I was assigned this task if I needed to edit video for content or video for an event. I normally complete the editing process in one or two days. My supervisor will comment before publishing on social media to ensure that it does not breach any regulations.



ASSIGNMENT 3: Copywriting ✓

Create engagement with online potential target audience through Messrs Hawari Hanafi & Co social media account .Hawari Law. Focusing to get leads from new client. The type of copywriting I choose is storytelling, Live Tiktok and Fb and appreciation post.

One of example copywriting that I have made:

Erti pengorbanan Nabi Ibrahim dan Nabi Ismail mengajarkan kita tentang kesediaan untuk mengorbankan sesuatu yang berharga demi taat kepada Allah SWT. Kisah ini juga mengajarkan kita tentang pentingnya pengorbanan, kepatuhan, dan kesetiaan terhadap kehendak Allah.

Semoga kita semua dapat mengambil iktibar dan memperingati tentang pengorbanan Nabi Ibrahim dan Nabi Ismail dalam menunaikan perintah Allah SWT untuk membuktikan ketaatannya terhadap Allah SWT.

اللَّهُ أَكْبَرُ، اللَّهُ أَكْبَرُ، اللَّهُ أَكْبَرُ،
لَا إِلَهَ إِلَّا اللَّهُ وَاللَّهُ أَكْبَرُ
اللَّهُ أَكْبَرُ وَلِلَّهِ الْحَمْدُ

Selamat Hari Raya AidilAdha. Maaf Zahir dan Batin.
Ikhlās daripada;
Warga Hawari Law

#hawarilaw #harirayaaidiladha #peguamhartanahanda #haji2023



Hawari Law
29 Jun · 🌐

SALAM AIDILADHA 1444H/2023 M.

Erti pengorbanan Nabi Ibrahim dan Nabi Ismail mengajarkan kita tentang kesediaan untuk mengorbankan sesuatu yang berharga demi taat kepada Allah SWT. Kisah ini juga mengajarkan kita tentang pentingnya pengorbanan, kepatuhan, dan kesetiaan terhadap kehendak Allah.

Semoga kita semua dapat mengambil iktibar dan memperingati tentang pengorbanan Nabi Ibrahim dan Nabi Ismail dalam menunaikan perintah Allah SWT untuk membuktikan ketaatannya terhadap Allah SWT.

اللَّهُ أَكْبَرُ، اللَّهُ أَكْبَرُ، اللَّهُ أَكْبَرُ،
لَا إِلَهَ إِلَّا اللَّهُ وَاللَّهُ أَكْبَرُ
اللَّهُ أَكْبَرُ وَلِلَّهِ الْحَمْدُ

Selamat Hari Raya AidilAdha. Maaf Zahir dan Batin.
Ikhlās daripada;
Warga Hawari Law

#hawarilaw #harirayaaidiladha #peguamhartanahanda
#haji2023



ASSIGNMENT 4: Photographer ✓

I was chosen as the photographer for each and every event and shoot. As an event photographer, I am able to interact with individuals during their most happy and private moments. I have the privilege of observing genuine expressions of affection, friendship, and raw emotions. Clients embrace me into their lives as a trusted photographer as a result of the relationships formed during these occasions. Each event I photograph becomes a stunningly preserved treasury of emotions, experiences, and relationships.

There are several photographs that I take:



TASK DURING INTERNSHIP

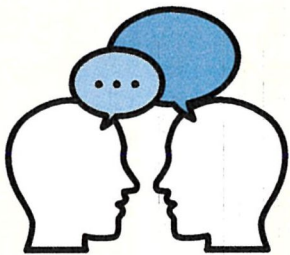
- ❖ Cleaning the warehouse such as tidy working areas sweeping and also being emcee or speaker in Live .

GAINS

1. ALLOWANCES



The company pays RM600.00 to all its interns every month. This is officially stated in the contract/agreement that accepts the internship placement there. The allowance payment will be made on the 30 th or 31st of every month through bank transfer.



2. COMMUNICATION SKILLS

One of my main responsibilities at the company is to communicate with talent or lawyer to do the content video and lead the event as emcee or be a speaker for Live session in Tiktok.



3. CONFIDENCE

I have been trusted by the upper management to attempt new things and do jobs that are outside of my comfort zone while I work here. This gives me more confidence and motivates me to take risks and attempt new things. Additionally, I feel more comfortable sharing my opinions with others. My supervisor always gives me a briefing before letting me handle any new work, but they still let me manage those that I believe would be tough for me to complete. When I do my tasks, these things help me feel more fearless and confident.

SWOT ANALYSIS OF HAWARI HANAFI & CO

STRENGTHS

POSITIVE ENVIROMENT AND WORK CULTURE

PROVIDE AN EXPERIENCED LAWYER

GOOD CUSTOMER SERVICE

WEAKNESSES

LIMITED BRAND AWARENESS

LIMITED CLIENT BASE

INSUFFICIENT NUMBER OF LAWYERS

OPPORTUNITIES

HIGH DEMAND OF REAL ESTATE CONSULTANT

AWARENESS CAMPAIGN PROGRAM TO BOOST COMPANY'S IMAGE THROUGH JOINT MANAGEMENT BODY

COLLABORATION WITH COMMERCIAL BANKS FOR FULL PANELSHIP BANK APPLICATION

THREATS

LOCAL LAW FIRM COMPETITORS

POOR RESPONSE FROM PARTIES INVOLVED CAUSING DELAYS IN CASES.

PRICING PRESSURE

PESTEL ANALYSIS OF HAWARI HANAFI & CO

POLITICAL FACTORS:

Changes in legislation and regulations: Changes in laws and regulations related to the legal industry can impact how law firms operate and provide services. This includes areas such as data protection, intellectual property, and professional ethics.

SOCIOCULTURAL FACTORS:

Demographic shifts: Changing demographics, such as population growth, aging populations, or shifts in urbanization, can impact the types of legal services in demand. For example, an aging population may require more estate planning and elder law services.
Social attitudes and trends: Societal attitudes towards legal issues, ethics, and corporate responsibility can shape the demand for specific legal services. For example, increased awareness and advocacy for estate issues may lead to a demand for environmental law services.

ENVIRONMENTAL FACTORS:

Sustainability and environmental regulations: Increasing environmental awareness and regulations may lead to a demand for legal services related to environmental compliance, sustainability, and green initiatives.

ECONOMIC FACTORS:

Economic conditions: The overall economic climate, including GDP growth, inflation rates, and unemployment, can affect the demand for legal services. Economic downturns may lead to reduced legal spending by clients.

TECHNOLOGICAL FACTORS:

Technological advancements: The rapid development of technology, including artificial intelligence, automation, and legal research tools, can significantly impact the legal industry. Law firms need to adapt to technological changes to remain competitive and efficient.

LEGAL FACTORS:

Legal and regulatory environment: Changes in legal frameworks and regulations specific to the legal industry can impact how law firms operate. This includes licensing requirements, professional codes of conduct, and legal precedents.

DISCUSSION & RECOMMENDATION

STRENGTHS



• POSITIVE ENVIRONMENT AND WORK CULTURE

According to the Harvard business review, Positive social relationships at work generate highly desirable outcomes. For instance, people get ill less frequently, recover twice as quickly from surgery, experience less depression, learn faster and remember longer, tolerate pain and discomfort better, demonstrate greater mental acuity, and perform better at work(Emma, 2019).

This organization encourages cooperation and teamwork to create a positive environment and cohesive work environment. For example, in every morning ,they promoting open communication, idea sharing, and cross-functional collaboration boosts productivity, innovation, and a sense of solidarity among employees using online platform which is google meet .When employees feel comfortable sharing ideas and opinions, collaboration thrives, leading to more innovative and effective solutions. All the employees perform in their jobs because they always get the motivation and good spirit when doing their daily work. They also avoided from toxic environment that can make them stress when working at the company.

In my opinion, a positive work environment can have a positive impact on employees' mental health. It helps reduce feelings of anxiety, burnout, and depression, leading to higher job satisfaction.

RECOMMENDATION

From my perspective, I recommend to this organization to **regularly seek feedback** from employees through surveys or one-on-one discussions. Use the feedback to identify areas for improvement and take actionable steps to address concerns and implement positive changes. Seek the employees feedback that directly affect how well they perform at work (Asaari, Desa, & Subramaniam, 2019).

Then ,they need **support work-life** balance_by offering flexible working hours, remote work options, and paid time off. Encourage employees to prioritize their well-being and maintain a healthy balance between work and personal life.So, companies should play their roles to make sure that they can provide a positive work environment and understand their employees.

• PROVIDE AN EXPERIENCED LAWYER

Next, the second strength of this company is provide an experience lawyer which is all the lawyer had experience as a lawyer more than 5 years in legal department. Experienced lawyers have a deep understanding of the law, legal procedures, and courtroom practices. They possess the knowledge and expertise necessary to navigate complex legal issues effectively.

This organization get the trust from client because of the experience of the lawyer. Beyond legal representation, experienced lawyers can provide emotional support and guidance throughout the legal process. They understand the stress and complexities of legal matters and can offer reassurance to their clients (Anthony,2021).

Messrs Hawari Hanafi & Co will make sure that they bring a wealth of legal knowledge, skills, and resources to client case, and protecting client rights and interests.

RECOMMENDATION

Messrs Hawari Hanafi & Co should **seek feedback from clients to evaluate** the performance of lawyers and identify areas for improvement and also Utilize positive client reviews and testimonials to showcase the firm's experienced legal representation for personal lawyer branding.

Next,recognize and **reward experienced lawyers** for their contributions and achievements within the firm. There are a lot of rewards that companies can choose to give their lawyer, such as giving them a bonus twice a year, a vacation ticket, and increasing their annual leave. Employers can try to create a more effective and rewarding pay system to improve employee motivation and productivity while also achieving organisational objectives (Asaari, Desa, & Subramaniam, 2019).

• GOOD CUSTOMER SERVICE

Lastly , the strength is good customer service. Based on google review and feedback from client , This organization get the best feedback and rating in category good customer service. Customers appreciate timely responses to their inquiries, concerns, or requests. Promptness demonstrates respect for their time and shows that their needs are valued. Whether it's answering phone calls, replying to emails, or engaging on social media, being responsive builds trust and enhances the customer experience.

Providing good customer service fosters brand loyalty and encourages customer retention. Satisfied customers are more likely to return for future purchases and refer others to the business(Chloe,2020).

RECOMMENDATION

I recommend to **train customer service representatives** to handle complaints gracefully, resolving issues to the customer's satisfaction while maintaining a positive attitude.

Then ,**celebrate instances** of exceptional customer service and share success stories within the organization to inspire others. It can help to boost the spirit of the customer service to maintain and improve the attitude to be better.

WEAKNESSES



- LIMITED BRAND AWARENESS

Messrs Hawari Hanafi & Co is a new law firm may struggle with limited brand awareness and visibility in the market. Limited brand awareness refers to a situation where a company's services, or overall brand identity are not well-known or recognized among its target audience. It means that consumers are not familiar with the brand or its offerings, which can significantly impact the company's growth and success.

Consumers tend to trust and prefer established brands with a proven track record. A new company may struggle to gain trust and credibility in the absence of brand awareness.

RECOMMENDATION

In my opinion, building brand awareness takes time and persistence. Be **consistent** in branding, messaging, and marketing efforts to create a strong and memorable impression on the audience. Consistent branding and messaging make it easier for customers to recall this organization brand when they encounter a related service. This recall value is crucial in influencing purchasing decisions.

Then, **leverage social media platforms to engage with the audience**, share content, and build a community around the brand. Social media can be an effective tool to connect with potential customers and increase brand exposure.

- LIMITED CLIENT BASE

A limited client base describes a situation in which a corporation or organisation has a small number of customers or clients. It means that the business is serving a small portion of its prospective target market or is not attracting enough new customers to significantly expand its customer base.

For startups or newly established businesses such as this company, it is common to have a limited client base initially, as they are still building their brand and gaining traction in the market and also businesses offering a narrow range of services may appeal to a limited segment of customers.

RECOMMENDATION

For my recommendation is to **develop a comprehensive marketing strategy** that includes a mix of online and offline marketing channels. Utilize social media, content marketing, email campaigns, search engine optimization (SEO), and targeted advertising to reach potential customers.

Then, **attract new customers by offering promotions**, discounts, or incentives for first-time purchases. Consider loyalty programs to encourage repeat business.

• INSUFFICIENT NUMBER OF LAWYERS

The term "insufficient number of lawyers" refers to a situation where there is a shortage or inadequate supply of lawyers relative to the demand for legal services. Existing lawyers may lead overwhelmed with an increased workload, affecting their efficiency and ability to provide quality representation to clients.

This company have provide only five lawyer and they should improve this weaknesses to make sure it not lead to a strain on existing practitioners. This may impact the quality of legal representation, as lawyers may have limited time and resources to dedicate to each case.

RECOMMENDATION

In my opinion this organization need to **more provide practical training** opportunities and internships for law students to gain hands-on experience and exposure to the legal profession.

Then, **establishing mentorship programs** for new lawyers is a valuable initiative that can have a positive impact on their professional growth and development. Mentorship programs provide a supportive environment for new lawyers to learn from experienced practitioners, gain practical insights, and navigate their legal careers more effectively(Abarbanell,2021).

OPPORTUNITIES



- HIGH DEMAND OF REAL ESTATE CONSULTANT

A high demand for real estate consultants can lead to several benefits, both for the consultants themselves and for the clients they serve. So far, this company got high demand of real estate consultant based on my observation on social media platform and walk in client. In one day, they at least get 1 until 3 leads to be consult.

High demand can bring in a wide spectrum of customers, including home purchasers, sellers, investors, developers, and corporations. Working with a variety of clients can help a consultant enhance their experience and knowledge. A consultant in high demand is likely to have a positive reputation in the market. Satisfied clients and successful deals contribute to building a strong brand, which can attract even more business through word-of-mouth referrals.

RECOMMENDATION

I would recommend to this company especially a lawyer to **stay updated** with the latest trends, laws, and regulations in the real estate industry. Attend workshops, seminars, and webinars, and consider obtaining additional certifications to enhance your expertise.

Then, **build and maintain relationships** with other professionals in the real estate industry, such as agents, brokers, investors, and developers. Networking can lead to referrals and collaborative opportunities.

- AWARENESS CAMPAIGN PROGRAM TO BOOST COMPANY'S IMAGE THROUGH JOINT MANAGEMENT BODY.

The objective of this awareness campaign is to boost the company's image by actively engaging with the community through a Joint Management Body. By fostering a positive relationship with the residents, the company aims to enhance its reputation, build trust, and demonstrate its commitment to creating thriving and sustainable communities. For example, this company create a "Klinik Guaman" for community that they are freely to ask question and add knowledge about real estate in online platform which is Google Meet.

Klinik Guaman is addressing relevant topics of interest to homeowners, such as property management best practices, estate planning, types of grant and others. Regularly collect feedback from the community to understand their needs and expectations better. Use this feedback to adapt and improve the company's initiatives and approach.

RECOMMENDATION

For the recommendation, I think to **utilize various communication channels** to reach a broader audience. In addition to social media, consider traditional methods like newsletters, community notice boards, and email updates to keep residents informed. It can reach more target market than before .

Next, **collaborate with local influencers** or respected community figures who can endorse and promote the campaign. Their support can significantly increase the campaign's reach and credibility.

- COLLABORATION WITH COMMERCIAL BANKS FOR FULL PANELSHIP BANK APPLICATION.

Collaborating with commercial banks for full panel ship bank application refers to the process by which a law firm seeks to become an approved or preferred legal service provider for a specific bank or a group of banks. When a law firm becomes a full panel bank, it gains the status of an authorized legal advisor, allowing it to handle a variety of legal matters for the bank, including transactional, regulatory, and advisory services.

For example , this law firm have panel ship with the Bank Rakyat,Cimb Bank , Bank Muamalat and others bank. Becoming a full panel bank for a commercial bank can provide significant opportunities for a law firm to gain new clients, expand its client base, and enhance its reputation in the financial services sector. However, it's important to approach the collaboration process strategically and professionally to maximize the chances of success.

RECOMMENDATION

Once approved as a full panel bank, the company need to **maintain regular and open communication** with the bank's legal team to ensure a smooth and productive working relationship. Regular communication allows both parties to clarify their expectations, roles, and responsibilities. This ensures that everyone is on the same page and working towards common goals.

Next, continuously **seek feedback from banks** on the firm's performance during the collaboration. Use feedback to make improvements and strengthen the partnership.

THREATS



• LOCAL LAW FIRM COMPETITORS

The threat of local law competitors refers to the challenges and competition that this law firm faces from other local law firms operating in the same geographical area and offering similar legal services. These local competitors can impact the success and growth of the law firm. This law firm have competitors which are Wan Rosmawati & Associate and Sumaiyah Nadra & Partners. Both companies provide the same services and their location in Puncak Alam.

To secure clients, some local competitors may engage in aggressive pricing strategies, leading to a price war that could negatively impact the firm's profitability. By understanding the threats posed by local law competitors and implementing effective strategies, the law firm can position itself competitively in the local market and continue to thrive.

RECOMMENDATION

For the recommendation, I suggest this company **investing in strategic marketing and branding efforts** is essential for raising a law firm's visibility and reputation in the market. A well-executed marketing and branding strategy can help the firm stand out from competitors, attract new clients, and build trust with existing ones.

Then, ensure the law firm's website is professional, user-friendly, and mobile-responsive. Optimize it for search engines (SEO) to **improve online visibility and attract organic traffic**.

- POOR RESPONSE FROM PARTIES INVOLVED CAUSING DELAYS IN CASES.

Dealing with poor responses from parties involved can indeed cause delays in legal cases and can be frustrating for all parties, including the clients and the legal professionals. There may be a lack of clear communication channels or protocols, leading to delays in receiving and responding to requests.(Krishnan,2018)

This company always facing this issue and maybe parties may have conflicts of interest that hinder their ability to respond promptly.The case can extend 3 until 4 years.

RECOMMENDATION

Dealing with poor responses from parties involved can indeed cause delays in legal cases and can be frustrating for all parties but some strategies can improve it which is **early communication**. Set clear expectations with all parties involved at the beginning of the case. Emphasize the importance of prompt responses and regular communication throughout the legal process.

Then, **follow-up reminders** which is send regular follow-up reminders to all parties to keep them informed of upcoming deadlines and the importance of timely responses. Use various communication channels like email, phone calls, or even text messages, depending on what works best for the parties involved.

- PRICING PRESSURE

Pricing pressure in the legal industry refers to the challenges that law firms face in setting their fees and rates due to various external factors. Clients may have limited budgets and seek to minimize legal expenses, putting pressure on law firms to offer competitive pricing.

Clients expect efficient and cost-effective legal services, encouraging law firms to explore innovative ways to deliver legal solutions.

RECOMMENDATION

I would recommend to this company to engage in **open discussions with clients** to understand their budget constraints and explore flexible pricing options. Be transparent about fees and billing practices, providing clients with clear estimates and explanations.(Ellies,2018)

Then, **offer alternative fee arrangements**, such as flat fees, capped fees, or contingency fees, depending on the nature of the case.

CONCLUSION

To summarize, my 6-month internship with this company has provided me with valuable experience working in a law firm . I have been assigned to do all the tasks that are related to my field. There are also some new friends that I made who are also interns at other universities. Before this, I wondered how I could survive in these 6 months to complete all the jobs, and I think it's a bigger fear because before this, I did not have any experience working in a company. In this report, I have explained in detail about the company and my observations through this company.

Messrs Hawari Hanafi & Co is a good company for students who want to do their internship where it gives an advantage to students who want to improve their skills and gain a lot of experience in handling the job. After doing my internship, I think that it motivates me to work hard and build a stable career in the future. This is because when I'm working in this company, it also exposes me to the challenges faced when working in real life. So, it gives me confidence to handle difficult cases when I'm working after this. The important thing that I learned from this internship experience is that every company has different management and does not always have a systematic system. Overall, in this 6-month period, I have felt how good it is to be understood by a supervisor, and I am really grateful for that. I think my supervisor really helps me to do all the jobs and teaches me if I do not understand.

Finally, I hope that if I ever have the opportunity to become a superior or manager, I will guide and communicate with my subordinates to ensure that we can work in a positive environment. After this internship period ends, I hope that I can get a job and become a successful person and all of my hard work will finally pay off.

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APPENDICES



Figure 1: video content in Tiktok

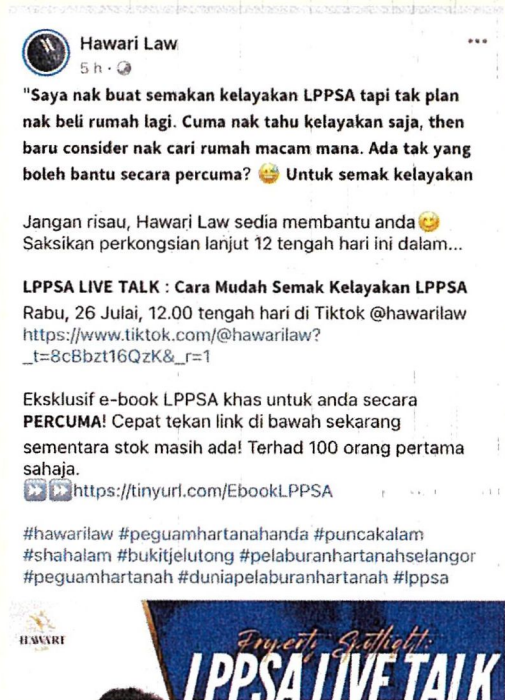


Figure 2: copywriting in facebook



Figure 3: making content for marketing



Figure 4: Team marketing department



Figure 5: Messrs Hawari Hanafi & Co team

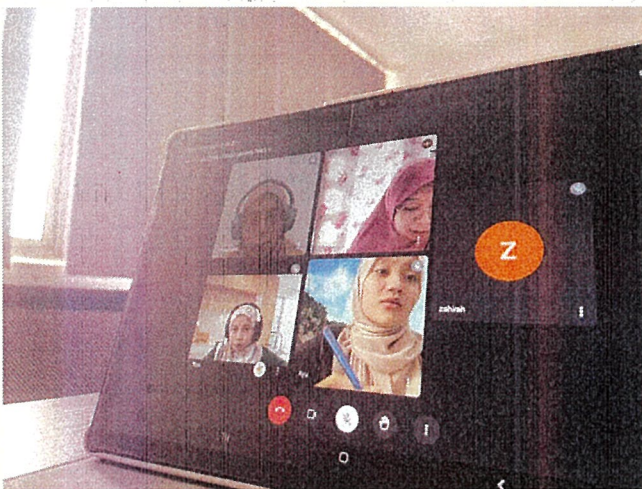


Figure 6: Meeting by department



Figure 7: Setting up for record content



Figure 8: Shooting film