

# INDUSTRIAL TRAINING REPORT



اَوْبُو سَيِّدِي تَيْكُونُو لَو كِيْنُو مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Pengurusan  
dan Perniagaan

**BUSINESS &  
MANAGEMENT**

# D'IMPIANA ENTERPRISE



DIMPIANA ENTERPRISE

**01  
MARCH**

-

**15  
AUGUST**

**2023**

MAISARAH BINTI NAZAR RUDIN  
2020627826  
BA 243 6A



DIMPIANA ENTERPRISE

# ACKNOWLEDGEMENT

In the name of Allah SWT, The Most Gracious and The Most Merciful. All praises are to Allah SWT as He allows me to complete an internship period and write this internship report. In addition, may peace and salutation be given to the prophet Muhammad (pbuh) who has taken all human beings from the darkness to the lightness.

I would like to thank my strongest backbone, my parents, Nazarrudin and Nor Azmah for their constant prayers for me and all the words of support and reminders that keep me positive and keep me motivated to undergo industrial training. In addition, I would also like to express my gratitude to my siblings who always gave me words of encouragement and moral support throughout my industrial training.

Furthermore, I would like to thank my supervisor Mr. Hazril Yusof for guidance, understanding, patience throughout guiding me with new knowledge and experience. Thank you for all the opportunities given to me to learn something new every day even if it seems trivial, but somehow very useful for me. It is a pleasure to have you as my supervisor.



DIMPIANA ENTERPRISE

# ACKNOWLEDGEMENT

Not forgetting, I am indebted to Puan Intan Liyana for her guidance for me to finish my industrial training period together in writing this industrial training report.

I offer my special thanks to Coach Bahar, the founder of D'impiana Enterprise, Puan Zawiyah, his wife, all the staff of D'Impian Agrofarm and friends who attended the industrial training with me for their warm acceptance and nice hospitality during my internship.

Finally, I am very grateful and proud of myself because this self, physically and mentally managed to overcome all the challenges and struggles during this long period of industrial training. Thank you for not giving up and moving forward.



DIMPIANA ENTERPRISE

# RESUME



## Maisarah Nazar Rudin

Human Resources Officer

### About Me

Hello, my name is Maisarah and I am 22 years old. I am very interested in the Human Resources Programme. Bachelors graduate from Faculty of Business and Management at UiTM Campus Bandaraya Melaka seeking an entry-level position as a human resources officer. I have strong communication abilities, work well in groups but also self-sufficient .

### Expertise Skill

- Excellent in computer skills
- Designing with Canva
- Ability to communicate confidently
- Team player that can work independently

### Contact Me

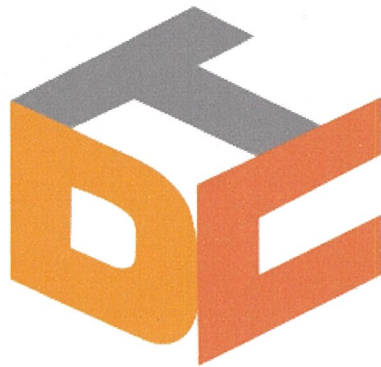


### Education

- 2019-2020  
Foundation of Law  
Center of Foundation Studies,  
UiTM, Dengkil.
- 2020-2023  
Faculty of Business and Management  
Campus Bandaraya Melaka  
UiTM, Melaka.

### Work Experience

- Internship at D'Impiana Enterprise  
March-August 2023
  - Analysis and updated each staffs' job description and job scope
  - Drafted, updated and completed employment contract and offer letter
  - Assisted in calculating staffs' salary and compensation
  - Involved in products marketing and sales
  - Involved in the processes of products' delivery
  - Updating staffs' annual leaves and details in staffs' file
  - Drafted and sent e-mail of collaboration to universities and other study center
  - Organized and prepared farewell event for staff
  - Joined collaboration meeting with UPM Serdang
  - Organized and handled the event of Paso Komuniti, Karnival Usahawan Komuniti 2.0
  - Assisted the launching event in collaboration with MAIJ and D'Impiana Enterprise.



## DIMPIANA ENTERPRISE

D'Impiana Enterprise is a company that engages in various business activities, with its primary and largest operation being D'Impian Agrofarm. D'Impian Agrofarm was established on the 24th of October 2019 and is situated at No. 234, Kampung Sungai Belukang, 83600 Muar. The company's office is also located at the same address. The operating hours of D'Impian Agrofarm are from 9 am to 5 pm, starting from Wednesday and continuing through Monday. It is closed on Tuesday.

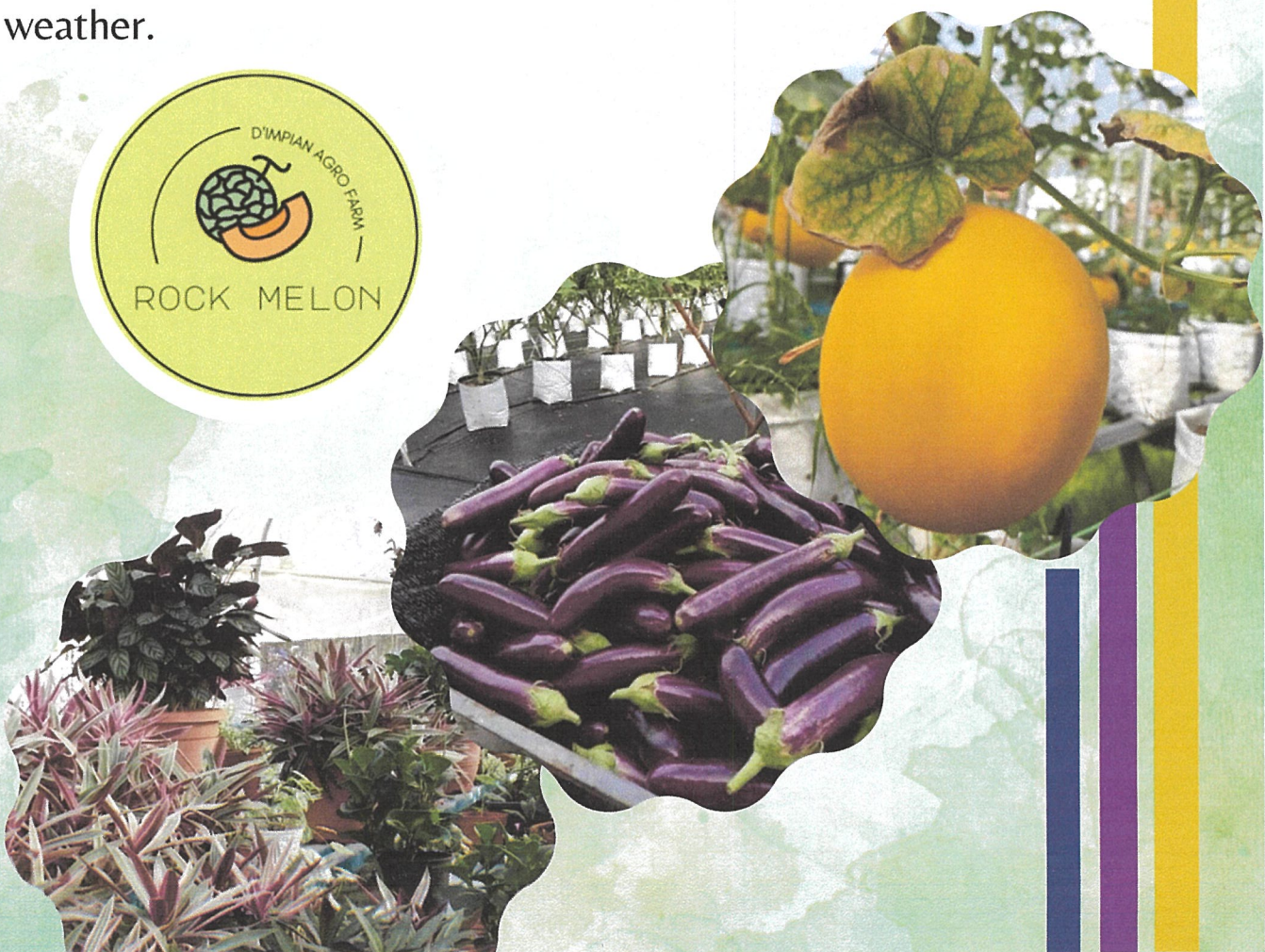
D'Impian Agrofarm is owned by Mr. Baharuddin bin Mohamed, commonly known as Coach Bahar. Coach Bahar made the decision to resign from his government service job at the age of 40 to pursue his own business venture. Initially, Coach Bahar started his agricultural journey by raising 8 Timorensis deer. He constructed their cages using wood and zinc roofs. Alongside the deer, he began growing cucumbers and long beans with the assistance of his family members. The positive response and sales from these initial ventures inspired Coach Bahar to establish D'Impian Agrofarm.



D'Impian Agrofarm operates various business activities that are organized into different departments named Fertigation Department, Dorper Team, AgroTourism Team, Training and Consultancy, CobaWin Cafe and Mohamed Long Chinese Cuisine Restaurant. These departments are responsible for specific products and services offered at D'Impian Agrofarm. Each department within D'Impian Agrofarm plays a crucial role in delivering the products and services offered by the farm, creating a diverse and engaging experience for visitors.



Firstly, D'Impian Agrofarm through its Fertigation department grows varieties of premium melon and vegetables. They grow several types of premium Kobe Melon namely Golden Melon, Rock Melon and Permai Five. These varieties take approximately 60 to 75 days to harvest and require very careful and detailed care throughout the planting period. Beside that, the Fertigation Department also grows several varieties of vegetables including hot peppers, spoon cabbages, cherry tomatoes, long beans, cucumbers and aubergine alternately. In addition, they operate a mini-nursery that cultivates a variety of small ornamental plants. Among them, the strawberry plant has gained considerable attention and popularity due to its unique characteristics and viral appeal. Customers are attracted by its charming appearance and the fact that the plant can survive hot weather.





Second, the Dorper team is responsible for the project named "Hotel Perkambingan". This project provides services to care for Dorper sheep for 10 years. Project participants are required to purchase female Dorper sheep and the sheep will be cared for by the Dorper team here. At the end of the contract period, participants will obtain an adult Dorper and 10 Dorper offspring.

In addition, ~~Dorper's team~~ also grows Napier and 'Ketum Ayam' as the main feed source for all livestock as they process the feed daily. They also sell Napier grass cuttings and 'Ketum Ayam' to interested buyers through online or direct buyers. In addition, Dorper's team also makes silage from Napier grass that will be fermented for about 21 days before it can be fed to livestock.







MUAR = JOHOR



Thirdly, the AgroTourism Team manages visit activities by the public, schools and universities. There are also guests from Government agencies and private institutions. The AgroTourism team offers 8 checkpoints throughout the tour including a Mini Zoo, Dorper Cage, Glamping Site, Mini Nursery, Fish Pond, Boer Goat Cage and Deer Cage and crop plots. They also have 10 glamping tents for those who want to experience spending the night in a farm with packages starting as low as RM190 for 4 people per night.



**KURSUS TERNAKAN AYAM**

- Belajar cara ternakan ayam di bawah KANOPI!!
- Belajar membela ayam dengan kos yang RENDAH!!
- Cara membuat **MARKETING** yang tepat kepada **PELANGGAN!!**

**JUMPA KAMI DI:-**

**D'IMPIAN AGRO FARM**

**KURSUS PENTERNAKAN RUMINAN**

- Belajar rahsia jana 10k bela rusa!
- Menternak ayam bawah kanopi
- Belajar alternatif lain selain dedaki!

Bersama **Coach Bahar**  
 Sabtu/ | 27 & 28 Mei 2023  
 Ahad | 2 hari 1 malam  
 D'Impian Agro Farm Muar Johor

Hubungi kami:  
 @dimplanagrofarm.com  
 coachbahar  
 coachbahar

**RM 500**  
 Termasuk

**Kursus Fertigasi**

- Belajar macam mana dapat income 10K SEBULAN!!
- Dapat belajar dari proses pembenihan sehingga tuai!!
- Mengambil peluang membuat baja AB!!

**RM 250 + RM 200**

Bersama Coach Bahar  
 Nak belajar fertigasi??  
 JOM!! Belajar dengan Coach Bahar!!  
 Sabtu 20 Mei 2023  
 9 pagi - 5 petang  
 D'Impian Agro Farm

Boleh hubungi:  
 @dimplanagrofarm.com  
 coachbahar  
 coachbahar  
 014 9695452 - Razman  
 011 9285534 - Iyza  
 019 2759546 - Aliman

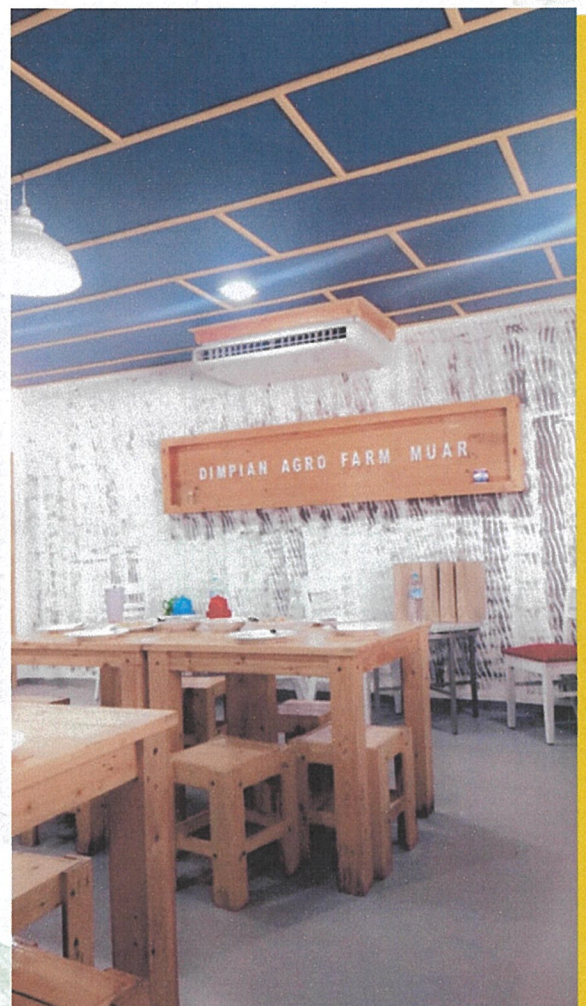
**Sertai Sekarang!**

In addition, Training and Consultancy focuses on providing focused training according to the required training. They aim primary and secondary school students to undergo an identity camp and a motivational camp during the school holidays. Apart from that, they also provide ruminant breeding courses, fertigation courses, chicken breeding courses and Tilapia fish courses for those who are interested and new in the field of animal husbandry and crops.



Last and not least, D'Impian Agrofarm provides food and beverages under the name CobaWin cafe and Mohamed Long Chinese Cuisine Restaurant that offer the concept of "Fresh from the Farm". They use the crop production and livestock from the farm to be served to the customers.

CobaWin Cafe is famous for their CobaWin Fried Chicken (CFC) and CobaWin Coffee. Mohamed Long Chinese Cuisine Restaurant offers varieties of Chinese cuisine that are prepared by talented chefs.





## VISION

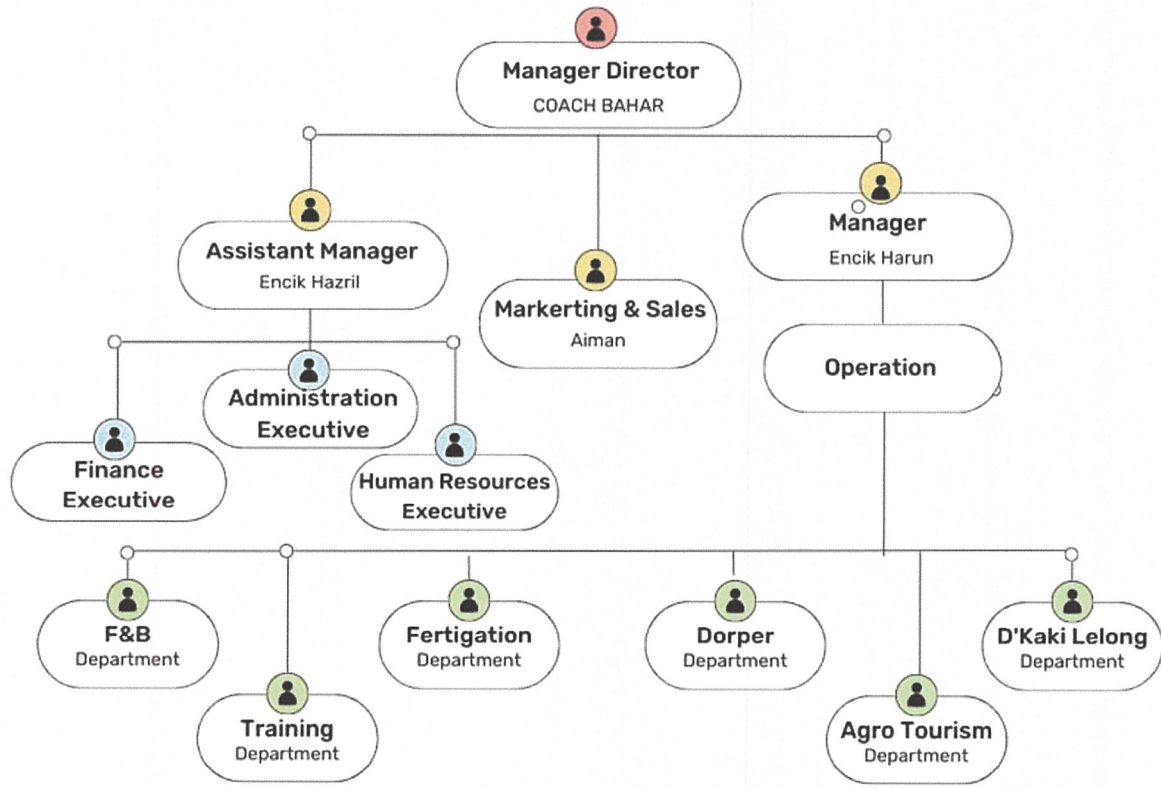
Become a Bumiputera Company in the agriculture-based IPO list by 2028.



## MISSION

- 1) To supply farm products to the entire Malaysian market with an emphasis on the concept of "Fresh from the Farm Directly to the Customer".
- 2) Marketing D'Impian Agro Farm products to the international market.
- 3) Become an institution that provides education about agriculture and business to educate the youth.

# ORGANIZATIONAL CHART



# TRAINING REFLECTION

Duration	1st March - 15th August 2023
Department	Human Resources Department
Working details	Working hours: 9a.m - 5p.m Working days: Wednesday - Monday
Allowance	RM300/month
Supervisor details	Mr. Mohd Hazril bin Yusof Assistant manager 012-701 6211 mhazrilyusof@gmail.com



# ROLES & TASKS ASSIGNED

I am assigned and placed in the Human Resources Department of D'Impiana Enterprise. Here, I am responsible for handling staff and fellow internship students' documentation including details, job descriptions, wages and compensation and safety and health. In addition, I am responsible as a 3rd party especially between fellow internship students and the management officers of D'Impiana Enterprise. Moreover, I am also given the responsibility to check sales at OnpayCoachBahar especially related to the sale of e-books and lecture videos besides answering customer feedback and contacting customers to confirm payments and transactions.



# ROLES & TASKS ASSIGNED

## Committee member of Karnival Usahawan Komuniti

After I reported to my supervisor, I was asked to participate in a meeting that discussed the activities that will be held during Karnival Usahawan Komuniti. This program is held for 3 days and 2 nights starting March 3 until March 5. The purpose of this program is to promote sales activities from small and medium industrial product operators besides to expose D'Impian Agro Farm to public.

I am responsible to create a Google form of the presence of visitors to collect database of targeted customers and market. Besides, Danial, Husna and I were also in charged to make sure visitors filled in the Google form by helping them to sign in and fill in the information for the visitors that have problem. We also help make some planned activities such as sports competitions between pre-school students a success.

From this activities, I learned to adapt to new friends and environment furthermore it helps me to get to know the company's business activities and the responsible staff.





# ROLES & TASKS ASSIGNED

Analysis and updated each staffs' job description and job scope

Since this company is just starting, my supervisor assigned me to draft a job description and scope of work for the staff based on their current routine.

To complete the assignment, I researched and read about all possible scopes of work related to each department. Then, I drafted the job description and scope of work based on my reading and observation of all departments. After that, to confirm this assignment, I held several meetings with department heads to confirm their work routines. Next, I corrected and updated the job description after discussing with each department head before submitting the completed job description to Mr. Hazril for approval and documentation.

These activities helped me develop and deepen my knowledge especially regarding the main role of Human Resources. It also improved my soft skills to meet and discuss something important with people of higher status.



# ROLES & TASKS ASSIGNED

Drafted, updated and completed employment contract and offer letter

The second main task assigned to me is to draft, update and prepare employment contracts and offer letters for all staff.

To complete the assignment, I first researched and read about the employment contract and offer letter from trusted websites. Then, I started to draft employment contracts based on readings and examples from several established companies. I made some corrections after the consultation sessions with Mr. Hazril then I prepared all employment contracts based on personnel departments because they have different work scopes and routines. Finally, the employment contract and offer letter are given to be documented.

I learned so much when preparing the employment contract and offer letter. These documents need to be read carefully so that both parties, whether employers or employees, do not violate the terms and regulations in addition to being able to comply with their respective responsibilities.



# ROLES & TASKS ASSIGNED

Assisted in calculating staffs' salary and compensation in March

At the end of March, I was given the responsibility of calculating staff salaries and compensation. I am calculating the salary of CobaWin cafe staff and part timers with a total of 18 people. This task is very challenging and requires deep attention because this task is done manually.

There are several processes that I have done to complete the task. Mainly, I collected the attendance data at the CobaWin cafe from the thumbprint machine and exported the data into Excel. Then, I calculated their working hours per day for each staff member and multiplied it by their own pay rate. This task is closely monitored by Mr. Hazril before he conducts an overall inspection to ensure that staff are properly compensated.

Compensation and benefits are something personal that not everyone can be trusted to process. But I am grateful for being assigned once. I hope that in the future, every company will really take the time and effort to observe the salary rate of each staff according to their job responsibilities so that the staff will feel appreciated.



# ROLES & TASKS ASSIGNED

The organizer of the staff farewell program

I received this assignment late in the evening before I left directly from Coach Bahar.

In a short time, I discussed with the management about the details and suggestions for running the program. After finishing the discussion, I contacted Coach Bahar to ask permission to continue with the plan. After agreeing, I extended invitations to all important people and staff. Then, I discussed the menu with the staff in charge and prepared the reservation for the program. On the day of the program, I keep everything under control by asking the assigned person for the latest updates about the program. The program went smooth with the help of all the staffs and fellow internship members.

I find it very touching to lose such great talent in this company. But I hope, the decision to leave the company is the best decision made.



# ROLES & TASKS ASSIGNED

The project leader of Karnival Usahawan Komuniti 2.0

I attended the meeting to organize this program exactly 8 days before the program took place.

With tight staffing and management schedules, we manage to assign people to the right tasks. This program is held for 2 days and 1 night with the aim of revealing D'Impian Agrofarm to the public in addition to achieving Coach Bahar's dream of serving the public with our best venison.

I will take updates from all the staff involved to know the progress of their work every day. I am responsible for preparing the carnival venue, invitation letter and notification letter to the authorities. I am also assigned to prepare agreement letter to all the vendors involved. Throughout the program, I make decisions after discussing with more experienced staff so that the decisions made are better and in line with the company's values.

Through the implementation of this program, I learned that not everything requires long planning and that one should be ready at all times to take opportunities even if they occur in a short time.





DIMPIANA ENTERPRISE

### STRENGTHS:

The founder of D'Impian Agrofarm is a well known person.  
D'Impian Agrofarm introduced integrated farming.

### WEAKNESSES:

There is a shortage of talent in D'Impian Agrofarm.  
D'Impian Agrofarm receives less exposure and marketing.



### OPPORTUNITIES:

D'Impian Agrofarm is the largest agrofarm in Muar.  
Awareness in farming industries is booming.

### THREATS:

Many food and beverages competitors are nearby.  
Unstable market price of livestock's food.



DIMPIANA ENTERPRISE



## STRENGTHS

### **The founder of D'Impian Agrofarm is a well known person.**

The first strength of D'Impian Agrofarm is that the founder is a well known person. Mr. Baharuddin bin Mohamed or better known as Coach Bahar is the founder of D'Impian Agrofarm. He used to be a government employee but at the age of 40, he retired from his position and started farming.

He is well known because throughout his service, he met various people from all over the place. He makes good connections and relationships that ultimately benefit his future because they become a healthy network. He also spent his youth traveling with his family especially while he was completing his PhD studies.

Now, he is increasingly known because he is very brave and outspoken in giving opinions in the political, economic and social fields through his personal social media account.

So, because he is well known, people come to D'Impian Agro Farm to meet him personally and they become interested in learning about agriculture and animal husbandry after reading the sharing from Coach Bahar.



## STRENGTHS

### **D'Impian Agrofarm introduced integrated farming.**

The second strength of D'Impian Agro Farm is we introduced integrated farming. Integrated agriculture gives the idea of a complete cycle of cultivation, processing and manufacturing as a final product. Here we grow our own vegetables and fruits while raising livestock such as kacuk chickens, Dorper sheep and tilapia fish to be sold and market directly to customers. Our Dorper team uses goat excrement as fertilizer for Napier grass and "Ketum Ayam" which are the main sources of food for farm animals here. In addition to being sold directly to customers, the crop production and fresh meat are also sold as ready-to-eat products such as Sambal Hijau Kelangit, Sambal Totok, Gulai Kawah Kambing and Kari Ayam Kampung.

By using the concept of integrated farming, we can reduce the cost of purchasing animal feed and plant fertilizer because everything is used to the maximum.





DIMPIANA ENTERPRISE



## WEAKNESSES

### **There is a shortage of talent in D'Impian Agrofarm.**

During the industrial training period, I noticed several weaknesses including lack of talent especially the operational staff. This is because Coach Bahar used his own funds to establish this Agro Farm in the beginning. So, he had to choose the best talent as staff to work here. He does not want waste to occur as a result of more employees who cannot have a positive impact on his business. Coach Bahar prefers to receive more students who carry out industrial training here because he wants to educate more students to venture into the field of agriculture and animal husbandry.

Today, we lack about 5 men to handle some areas of work, especially the agricultural part. We failed to start planting 3000 polybags of premium melons on schedule due to lack of operational staff.



DIMPIANA ENTERPRISE



## WEAKNESSES

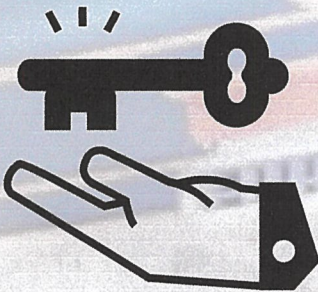
### **D'Impian Agrofarm receives less exposure and marketing.**

D'impian Agro Farm is located quite far from the city of Muar, causing this area to receive less attention from the public. Despite its position on the side of the road, many are not noticed because it is far from school areas and business offices such as banks and post offices.

Due to the lack of marketing, in my opinion, this happens because people trust only Coach Bahar. This makes it difficult for the staff to jointly campaign to market D'Impian AgroFarm and its products because people don't seem to pay attention and trust if marketing ideas don't come from Coach Bahar himself.



DIMPIANA ENTERPRISE



## OPPORTUNITIES

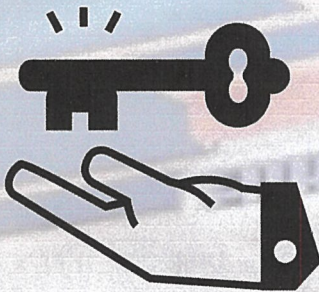
### **D'Impian Agrofarm is the largest agrofarm in Muar.**

Although D'Impian Agrofarm is located far from Muar town, it is the largest Agro Farm in Muar. We have a site area of 18 acres which includes 21 rain shelters for vegetables and fruits, Boer goat sheds, two chicken coops and poultry processing area, two Dorper sheep sheds. We also have a mini zoo area, where ostriches and horses are. There are also two types of food franchises, namely Cobawin Cafe and Mohamed Long Chinese cuisine restaurant.

Recently, D'Impian Agro Farm received fund of RM150,000.00 from Government agency for the purpose to upgrade the facilities here including fund for marketing activities.



DIMPIANA ENTERPRISE



# OPPORTUNITIES

**Awareness in farming industries is booming.**

Awareness in the plantation industry in Malaysia is growing rapidly nowadays. This is because the public is more aware of the food safety problems faced around the world. One of the ways to secure our food sources is to grow our own vegetables and livestock even on a small scale. This gives D'Impian Agro Farm a new opportunity to offer courses to guide new farmers and breeders in this field.



## THREATS

**Many food and beverages competitors are nearby.**

Cobawin cafe and Mohamed Long Chinese cuisine restaurant are having trouble getting regular and loyal customers. This is because there are many restaurants that offer more food options with more reasonable prices and larger food portions.

As we sell premium and signature food, we need to keep our standard higher than the average food stall. We also provided premium brew coffee for people who love newly brew coffee drinks with affordable price.

But, the public found it a bit pricey as compared to the other food stall nearby. It increases our competitors in terms of sales.



DIMPIANA ENTERPRISE



## THREATS

### **Unstable market price of livestock's food.**

Because fodder prices are controlled by outside parties, we are having trouble paying for the increasing cost of fodder every day.

We still need to outsource livestock feed sources as additional feed for livestock because our food sources here still cannot cover the daily needs of all livestock.



DIMPIANA ENTERPRISE

## RECOMMENDATIONS

The company should participate in any carnival related to agriculture and animal husbandry to introduce D'Impian Agrofarm to the community.

The company should participate in any carnival related to agriculture and animal husbandry to introduce D'Impian Agrofarm to the community.

Companies can collaborate to produce animal feed products with government or private agencies through practical students.