



UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Pengurusan  
dan Perniagaan

**QUDWAH**  
TECHNOLOGY  
1258857-W

# QUDWAH TECHNOLOGY SDN BHD

## INDUSTRIAL TRAINING REPORT

1ST MARCH - 15TH AUGUST  
**2023**

**NUR SYAZANI BINTI MOHD YAZIB**  
**2020896462**

**BACHELOR OF BUSINESS**  
**ADMINISTRATION (HONS.) FINANCE**

# EXECUTIVE SUMMARY

This Industrial Training Report is a thorough essence of my journey that I undertook as an intern within 24 weeks in Qudwah Technology Sdn Bhd. This report aims to show my industrial training process throughout this 24-week period which will include industrial experiences such as engaging with many people, adaptations to working in real industry, and knowledge also skills that gained related to work and personal development. Cik Muhammad Syafik Bin Maiyandri was my supervisor also team leader sales during my industrial training, which began on the 1st of March 2023 and ended on the 15th of August 2023. During this 24-week period, I am working as an intern for sales team under Customer Relationship Management (CRM) department that hold the responsibility to manage the marketing and sales strategies to our targeted customers for UstazUstazah.Com programme. UstazUstazah.Com is developed and operated by Qudwah Technology Sdn Bhd. This report will also include some information about UstazUstazah.Com, Rekabina Al-Hamra and Kebun2U that also operated by Qudwah Technology Sdn Bhd regarding its history and activities that it has involved in.

This Industrial Training Report consists of my profile, company's profile, my training's experience, the SWOT analysis, discussion, and recommendations, also conclusion. SWOT analysis will be used to evaluate the company's competitive position which include its strength, weakness, opportunity, and threat. This report will overview my performance during my industrial training while observing the company by doing the SWOT analysis as well as to evaluate the performance of Qudwah Technology Sdn Bhd and give concrete recommendations for further improvement. The strengths that I have observed in Qudwah Technology Sdn Bhd are advanced technologies that company has as well as positive work environment and having well-known icon to enhance brand popularity. Not all business is working well due to lack of expertise employees, company's location not strategic and complied to company policy as it is the weakness factors of Qudwah Technology Sdn Bhd. In addition, by having client that did not have marketing knowledge, having strong, loyal, and educated community also using E-payment system for easier payment are the opportunities factors for Qudwah Technology Sdn Bhd. Last, the threat factors would be similar services by competitors, speed of current marketing and clients end the contract.

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# ACKNOWLEDGEMENT

Alhamdulillah, praise to Allah S.W.T, I am so blessed that I have managed to undergo my industrial training with good health and have great ability to go through my industrial training smoothly. I feel thankful to the Almighty for the blessing given to me to complete this industrial training report. I would like to say thanks to my parents for their constant encouragement throughout my industrial training period.

I'd like to take this time to thank my supervisor, Cik Muhammad Syafik Bin Maiyandri, for his assistance with a wealth of knowledge, helpful feedback, exceptional guidance, monitoring, and constant encouragement during my industrial training journey. Not to mention, a special thanks to all Customer Relationship Management (CRM) staff for providing valuable advice and support during my industrial training. I would also want to thank all the staff members of Qudwah Technology Sdn. Bhd. for their friendliness, which made me feel at ease as an intern and feeling like I belonged there.

I would like to take this opportunity to express my gratitude to my industrial training advisor, Encik Syahiru Shafiai, for always assisting me whenever I had difficulties during my industrial training journey. Apart from that, I sincerely appreciate his willingness to devote time to providing guidance and evaluating my industrial training report. His understanding, encouragement, and consistent support during the completion of this report are greatly appreciated. I also appreciate the efforts of all my friends who are eager to assist and support me during my industrial training journey. I consider myself fortunate to have their guidance, information sharing, and encouragement over these 24 weeks. It is the most valuable experience I have ever had.

# STUDENT'S PROFILE



## NUR SYAZANI BINTI MOHD YAZIB

BACHELOR OF BUSINESS ADMINISTRATION (HONORS)  
FINANCE

### About Me

Nur Syazani Binti Mohd Yazib, 23 years old, eager to learn and interested to meet new challenging and creative working environment to expand personal talents, capability, skills and knowledge. A very punctual, responsible, friendly and independent person. Excellent in public relation and organizational skills.

### Language

English



Malay



### Reward

2020

- MARA OUTSTANDING PERFORMANCE AWARD (2018 - 2020)

2022 - 2021

- DEAN LIST AWARD (MAR - SEPT 22)

2023

- DEAN LIST AWARD (OCT 22 - FEB 23)

### Reference

**Dr. Shahrina Binti Mohd Rafien**

Senior Lecturer, Faculty Of Business Management UiTM Bandaraya Melaka (UiTM)

**Cik Muhammad Syafik Bin Maiyandri**

Leader Team Sales, Customer Relationship Management (CRM) Department

### Education

2020-2023

**UNIVERSITI TEKNOLOGI MARA BANDARAYA MELAKA**  
**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE)**

CGPA

3.71

- Virtual Video Competition Investment Ace 2022
- Program Breaking Down The Financial Barrier 2022
- Webinar Fly High! Careers In Financial Securities 2022
- Program Bring-To-Light : The Investment Portfolio 2022
- Program Wise, Worth, Wide 2022
- Innovation Competition 2022 (Bronze Medal)
- FSA Poster Competition; Number Analysts 2022
- Webinar Social Entrepreneurship "Let's Start Up: Youth Empowerment Via Social Entrepreneurship 2021
- Program Wacana Semarak Patriotisme 2021

2018-2020

**KOLEJ PROFESIONAL MARA AYER MOLEK, MELAKA**  
**DIPLOMA IN BUSINESS STUDIES**

CGPA

3.76

- Infatih Training And Consultancy
- Team Building Semester 4
- Aymo Business Simulation Program
- CSR Program With Orphanage

### Social Skills

- Able to withstand pressure, meet deadlines and solve problems effectively
- Trustworthy and can work in groups
- Aware of other people's cultures & sensitivities

### Professional Skills

- Adept with Microsoft Office such as Word, PowerPoint and Excel
- Proficiency in analyze financial statement and manage financial report
- Able to doing business and marketing in social media platforms

### Organizational Experience

- Organizing and managing events
- Aware of event's flows and protocols
- Handling guests including VIP and VVIP

### Working Experience

INTERNSHIP STUDENT AT QUDWAH TECHNOLOGY SDN. BHD.  
(CUSTOMER RELATIONSHIP MANAGEMENT (CRM) - SUPPORT SALES  
1ST MARCH 2023 - 15TH AUGUST 2023

- Manage clients' Facebook Business pages
- Make engagement with customers through WhatsApp Business
- Create daily & festive season contents to engage with customers