

# INDUSTRIAL TRAINING REPORT

MARCH 1, 2023 - AUGUST 15, 2023

NAME : NURUL HANA BINTI MOHAMAD  
RAZALI  
NO. MATRIC : 2020844914  
GROUP : BA243  
COURSE : HRM666  
ADVISOR : PUAN NOR TASIK MISBAH

## **EXECUTIVE SUMMARY**

First and foremost, I have gained so much knowledge and experience over my 6 months internship at Noor Arfa Holdings Sdn. Bhd., a number one manufacturing batik textile company. The duration of my internship training was 6 months in total, starting 1 March 2023 until 15 August 2023. I am beyond grateful to be able to finish my industrial training.

During my industrial training, I adapted to the responsibilities assigned to me. I was initially hesitant to complete the assigned work. However, with the assistance of my supervisors and coworkers, I am confident in my ability to do the responsibilities assigned to me.

I also have developed another knowledge such as communication skills, information changes through my daily task and open discuss. I also have a high- integrity in doing the task given.

## **ACKNOWLEDGEMENT**

First and foremost, praises and thanks to the God the Almighty for His showers of blessings throughout my research work to complete this individual assignment social media portfolio successfully.

I would like express my deep and sincere gratitude to my advisor, Madam Nor Tasik Misbah for her support and encouragement. Her guidance helped me in all the time of completing my individual assignment. I could not have imagined having a better advisor and mentor for my degree study.

Besides my advisor, I would like to thanks to my friends without their support and help from them, I could not accomplish my assignment. Finally, I want to thanks to my parents for their love, prayers and sacrifices for educating and preparing me for my study. I am also thankful to my siblings for their love, prayers and understanding me that I have to sacrifice my time with them just to complete my assignment.

Lastly, I want to thanks again to the people for helping me along my journey for completing this assignment. May Allah repay your kindness. Thank you.

## Table of Contents

EXECUTIVE SUMMARY .....	1
ACKNOWLEDGEMENT .....	2
1.0 STUDENT'S PROFILE.....	2
2.0 COMPANY PROFILE.....	3
<b>NOOR HIJERAH HANAFIAH</b> .....	7
3.0 TRAINING REFLECTIONS .....	15
4.0 SWOT ANALYSIS OF NOOR ARFA.....	17
5.0 DISCUSSION AND RECOMMENDATIONS.....	17
5.1 STRENGTH .....	17
5.1.1 Excellent Leadership Skills.....	17
5.1.2 Great Human and Interpersonal Relations .....	18
5.2 WEAKNESSES .....	20
5.2.1 Lack of technological advancement.....	20
5.2.2 Lack of Social Media Marketing.....	21
5.3 OPPORTUNITY .....	22
5.3.1 Great Relationships With Customers.....	22
5.3.2 Participate in Corporate Social Responsibility .....	22
5.4 THREATS .....	24
5.4.1 Current Economic Situations of the Tourism Sector .....	24
5.4.2 Intense competition with competitors.....	26
6.0 CONCLUSION .....	27
7.0 REFERENCES .....	28

## 2.0 COMPANY PROFILE



Noor Arfa is a company in Malaysia that has been making Batik for more than 39 years. It was one of the first companies that started making batik in Malaysia. It has been operating in Kuala Terengganu since 1980. The success of Noor Arfa comes from the exciting and dynamic mindset of its founders, Wan Mohd Ariffin Wan Long and his wife, Noor Hijerah Hanafiah. They have always wanted to promote the batik industry to the world and help locals, especially women, look elegant, luxurious, and exclusive.

Their business led to the creation of the Noor Arfa we know today. The name "Noor Arfa" came from both of their names: "Noor" came from the wife, and "Arfa" came from the husband. The name "Noor Arfa" came from Terengganu, where the traditional method of hand-drawing or "canting" was used to find the origin of batik. The name of their business, Noor Arfa, is an acronym of the first letters of both of their names.