



اَوْنِبُوْرَسِيْتِي تِي كُنُوْ لُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF BUSINESS AND MANAGEMENT  
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCE  
MANAGEMENT  
(BA243)  
INDUSTRIAL TRAINING REPORT AT



YAYASAN KELANTAN DARULNAIM (YAKIN)  
(1 March 2023 – 15 August 2023)

**PREPARED BY:**

<b>NAME</b>	<b>NURUL AINUL AZWA BINTI MOHD SAKRI</b>
<b>STUDENT ID</b>	<b>2021110857</b>
<b>GROUP</b>	<b>RBA243 6B</b>

**ADVISOR:**

**MADAM NOR KHAIRUNNISA BINTI MAT YUNUS**

**SUPERVISOR:**

**EN. WAN ZAIDI BIN WAN RIPIN @ WAN NAJIB**

**21 JULY 2023**

## **EXECUTIVE SUMMARY**

An executive summary of this training report is the study details in industrial programme for the undergraduate students which the students need to complete their industrial training in dateline given which is from 1 March 2023 until 15 August 2023 that need to be complete in (24 weeks or six months). The industrial training also has given an opportunity for students to experience the real environment in the workplace in the sector that has chosen which connected with the course that I take in the University.

This report contains the profile of the company Yayasan Kelantan Darulnaim (YAKIN) which are name, location, background of the company, vision, mission, objectives, and organizational structure of the Yayasan Kelantan Darulnaim (YAKIN).

Besides that, I also will show my training reflection during my industrial training at Yayasan Kelantan Darulnaim (YAKIN) which are duration of the specific date, working hours and time. I also will explain more details in my departments, roles, responsibilities, assignment, task that has given for me as an intern student.

Furthermore, this report also will show the SWOT Analysis of the Yayasan Kelantan Darulnaim (YAKIN) which contains the strengths, weaknesses, opportunities and threats from my perspective. This report also contains the discussion and recommendation that I give based on my SWOT Analysis in this report.

Lastly, there are a lot of benefit and experience that I have gained during my internship at Yayasan Kelantan Darulnaim (YAKIN). This experience has helped me view a from variety of aspects. It also has improved my communication, teamwork, and social skills which, help for my carrier in the future.

## TABLE OF CONTENT

No.	Content	Page
1.0	Executive Summary	
	Acknowledgement	1
2.0	Student's Profile	
	Updated Resume	2
3.0	Company's Profile	
3.1	Name, Location & Background	3 - 5
3.2	Vision, Mission, Objectives, Goal	6 - 7
3.3	Organizational Structure	8
4.0	Training Reflection	
4.1	Duration : specific date, working day and time	9
4.2	Details : Departments, roles, responsibilities, assignment, task	9
4.3	Gains: Intrinsic & Extrinsic	10
5.0	SWOT Analysis	11 - 12
	Strengths, Weaknesses, Opportunities and Threats	13 - 17
6.0	Discussion and Recommendations	18 - 21
7.0	Conclusions	22
8.0	References	23
9.0	Appendices	24 - 27

## PART 3: COMPANY'S PROFILE

### 3.1 Name, Location, Background



Figure 1 : Yayasan Kelantan Darulnaim (YAKIN) Logo

Name Company	Yayasan Kelantan Darulnaim / Kelantan Darulnaim Foundation
Address	Level 5, Kompleks YAKIN, Jalan Gajah Mati, Bandar Kota Bharu, 15000 Kota Bharu, Kelantan.
Telephone office	09-7483213
Fax office	09-7449085
Facebook	Yayasan Kelantan Darulnaim,
Website	<a href="https://yakin.kelantan.gov.my/index.php/ms/">https://yakin.kelantan.gov.my/index.php/ms/</a>

Table 1 : Yayasan Kelantan Darulnaim (YAKIN)

Days	Working hours	Operating hours
Sunday to Wednesday	8.00 am until 1.00 pm	5 hour
	1.00 pm until 2.00 pm	1 hour
	2.00 pm until 5.00 pm	3 hours
Thursday	8.00 am until 1.00 pm	5 hours
	1.00 pm until 2.00 pm	1 hour
	2.00 pm until 3.30 pm	1 hour 30 minutes
Friday and Saturday	Weekend	-

Table 2: Working hour at Yayasan Kelantan Darulnaim (YAKIN)



Figure 2 : The Headquarters of Yayasan Kelantan Darulnaim (YAKIN)

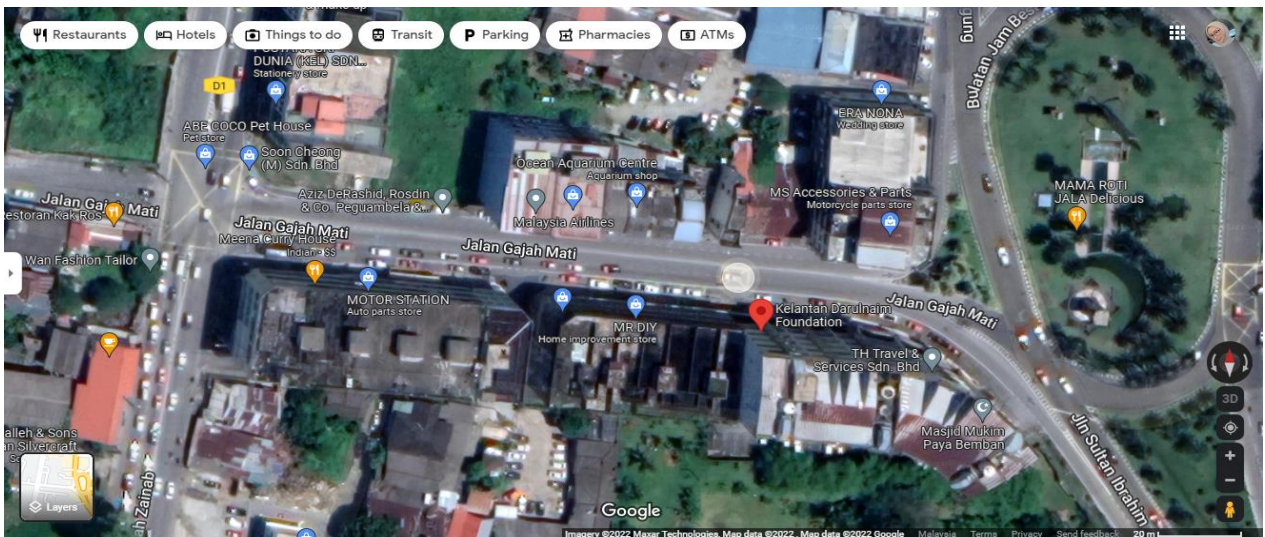


Figure 3 : The location of Yayasan Kelantan Darulnaim (YAKIN) Office in Google Maps

### **3.1 COMPANY'S BACKGROUND**

The background of the Yayasan Kelantan Darulnaim, started by the Kelantan Foundation and Kebajikan Darulnaim Trust Fund, in 1981, YAKIN was established. This basic history is the result of the efforts of the Kelantan Government, which has been responsible for providing assistance and facilities to local students for education through four financial bodies:

1. Kelantan Government Higher Education Scholarship Fund 1950 (Enactment No. 1 Year 1950-1947)
2. Kelantan Government Primary Education Scholarship Fund 1950 (Enactment No. 4 of 1961)
3. Kelantan Government Islamic Studies Scholarship Fund 1950 (Enactment No. 12 of 1961)
4. Kelantan Government Zulkifli Scholarship Fund 1950 (Enactment No. 8 of 1968)

Records show the difficulty in administering and coordinating those 4 groups, especially in cases of excess in objectives, overshadowing the main concern, which forced the abolition and has been replaced by the Kelantan Foundation (Enactment No. 1 1974) effective November 1, 1984.

Since the reign of the Sultan of Kelantan in the year of the 1978 election. The Darulnaim Charity Trust Fund was found (Enactment No. 14) and authorised on September 1, 1978. In an effort to upgrade and smooth their functions, the government has decided the Kelantan Foundation Fund and the Trust Fund for the Welfare of Darulnaim should be together and collaborate with the new institution. At that time, on January 1, 1981, the establishment of the Kelantan Darulnaim Foundation (YAKIN) was chosen in accordance with the Kelantan Darulnaim Foundation (Enactment 1980 No. 9) (Yayasan Kelantan Darulnaim, 2019).

## **3.2 Vision, Mission, Objectives & Goals**

### **3.2.1 Vision**

- All the Yayasan Kelantan Darulnaim (YAKIN) workforce will work hard to achieve our vision.

### **3.2.2 Mission**

- To be the best organization in the Kelantan state.

### **3.2.3 Objectives**

- Make every effort to give satisfaction to the students to the maximum level by giving priority to their needs so that satisfaction can be achieved through an efficient and effective management system.

### **3.2.5 The purposes of Yayasan Kelantan Darulnaim (Yakin)**

Yayasan Kelantan Darulnaim (YAKIN) was established to actively promote the opportunity to get an education among all the people of the state and Malaysian citizens who usually reside in the state. In addition, Yayasan Kelantan Darulnaim (YAKIN) was also established to provide or manage grants by other bodies, scholarships, loans for primary and secondary education or other financial or educational assistance for the people of the state or any Malaysian citizen. who usually reside in the country. Next, it aims to expand in the field of higher education in any institution around the world, especially in institutions of higher learning established in Malaysia for the citizens of the state and Malaysian citizens who normally reside in the state. In addition, it also aims to sponsor and encourage the establishment of facilities for higher education in the state by the state government or the Malaysian government or by any higher education institution established in Malaysia.

In addition, YAKIN also has a subsidiary company named KIAS Darulnaim Sdn Bhd (KDSB). KDSB has established a Private Higher Education Institution (IPTS) which is Sultan Ismail Petra International Islamic College (KIAS). The establishment of KIAS is the inspiration of the state government which aspires to centralize Kelantan as a gateway to the development of Islamic knowledge which is famous in the region, especially through the provision of educational institutions in various majors.

In addition, YAKIN has also received placements for students studying in Egypt. The state government has bought a 5-storey building worth RM 1.4 million in Cairo. Because the building was found to be badly damaged, the state government has proposed that the building be demolished and rebuilt with an 11-storey building. The building is named Wisma Tengku Mahkota Kelantan and Wisma Sultan Muhammad V.



### 3.3 Organizational Structure

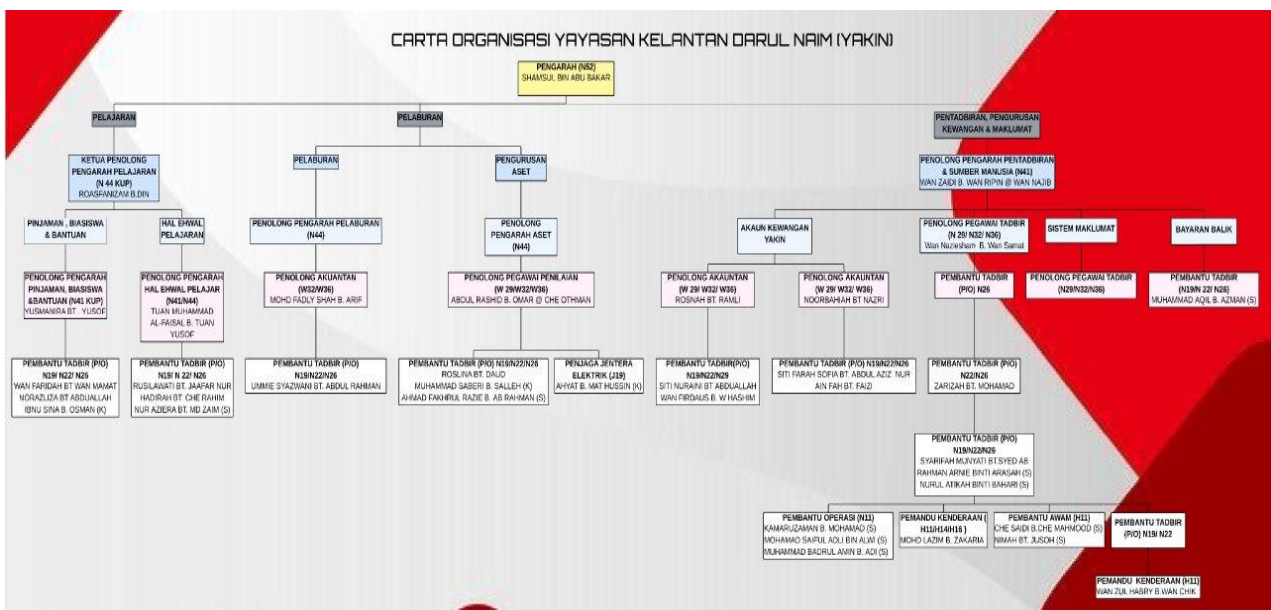


Figure 4 : Organization Chart of Yayasan Kelantan Darulnaim

## **PART 4: TRAINING'S REFLECTION**

### **4.1 Duration: Specific date, working day and time.**

Yayasan Kelantan Darulnaim has been operating and is located in Kelantan and Yayasan Kelantan Darulnaim is also under the state government's policy, which means the company follows the policy that has been established by the Kelantan government. In the first week, it has been quite difficult and a new experience for me because I had to get adjusted to the actual work life environment. The Yayasan Kelantan Darulnaim has been operating for 5 days, from Sunday to Thursday, starting from 8 a.m. until 5.00 p.m., but Thursday will be operating from 8 a.m. until 3.30 p.m. only. The company also provides 1 hour for a break, which starts from 1.00 pm until 2.00 pm, for the employees to get their lunch and weekends are on Friday and Saturday, when the employees get 2 days to rest.

### **4.2 Details: Department, roles, responsibilities, assignment, tasks**

The Yayasan Kelantan Darulnaim (YAKIN) has also been divided into three departments, which are "Pelaburan dan Penyelidikan", "Kewangan dan Pentadbiran" and "Pelajaran". Mr. Wan Zaidi Bin Wan Ripin has assigned me to the "Pelaburan dan Penyelidikan" department, which is under Mrs. Roslina Bt Daud. The roles in this department are that I need to check and sort all the data that involves assets and investments in the Yayasan Kelantan Darulnaim (YAKIN).

Besides that, I am also responsible for following all regulations in the company and the employer's instructions in the organisation. I will also be responsible for any task or assignment that has been given by another department, such as keying in student data in the system, which is under the "Pelajaran" department. I have also been given the task of listing, sorting, and keying in all the applicants that apply for the vacancy of assistant grade N19, which falls under the "Kewangan and Pentadbiran" department. I have also been assigned to make rent arrears letters, update the rental agreement, and sort and update all the tenant's information in files. I have also been given the task of handling and entertaining customers and students at the Carnival that has been organised by Yayasan Kelantan Darulnaim (YAKIN) at Mydin Mall Tunjong.

### **4.3 Gains: Intrinsic & Extrinsic benefit such as allowance, compensation, experience, knowledge, skills etc.**

There are a variety of intrinsic and extrinsic benefits that I have gained at Yayasan Kelantan Darulnaim (YAKIN), among which the company has provided an allowance for the intern students of RM15.00 per day and an allowance for the full three months of internship. I also gained a lot of experience and knowledge in handling the letter and all the arrangements in the office. Besides that, I can also practise my problem-solving and thinking skills by showing the solution to the matter in the workplace. This will also allow me to put all of the knowledge and skills I gained at university to use.

Furthermore, I also got a new experience by meeting all the best and most capable leaders in the Yayasan Kelantan Darulnaim, which helped me learn to communicate and lead well in the workplace. As a result of working for this company, I have gained a lot of experience and opportunities to learn about the real world of the workplace. and show my knowledge in the workplace, especially when handling problems in the workplace. It can also make me practise and show my skills in handling tasks, assignments, and problem-solving skills in the workplace.

## PART 5: SWOT ANALYSIS



*Figure 5 : SWOT Analysis*

SWOT Analysis is a business strategy tool to assess how an organization compares to its competition. The strategy is historically credited to Albert Humphery in the 1960s, but this attribution remains debatable. There is no universally accepted creator. Also known as the SWOT Matrix, it has gained recognition as useful in differentiating and establishing a niche within the broader market. Beyond the business world, SWOT Analysis can also be applied at the individual level to assess a person's situation versus their competition (An, Sanvictores, & Teoli, 2022).

Besides that, SWOT analysis is very important because it helps to evaluate where a company stands in a competitive market and figure out the next steps to be taken for further strategic planning, helping decision-makers draw a future roadmap for the company. It also allows decision makers to identify the improvements that need to be made in the company and better understand the health of the organization (DLT Labs, 2022).

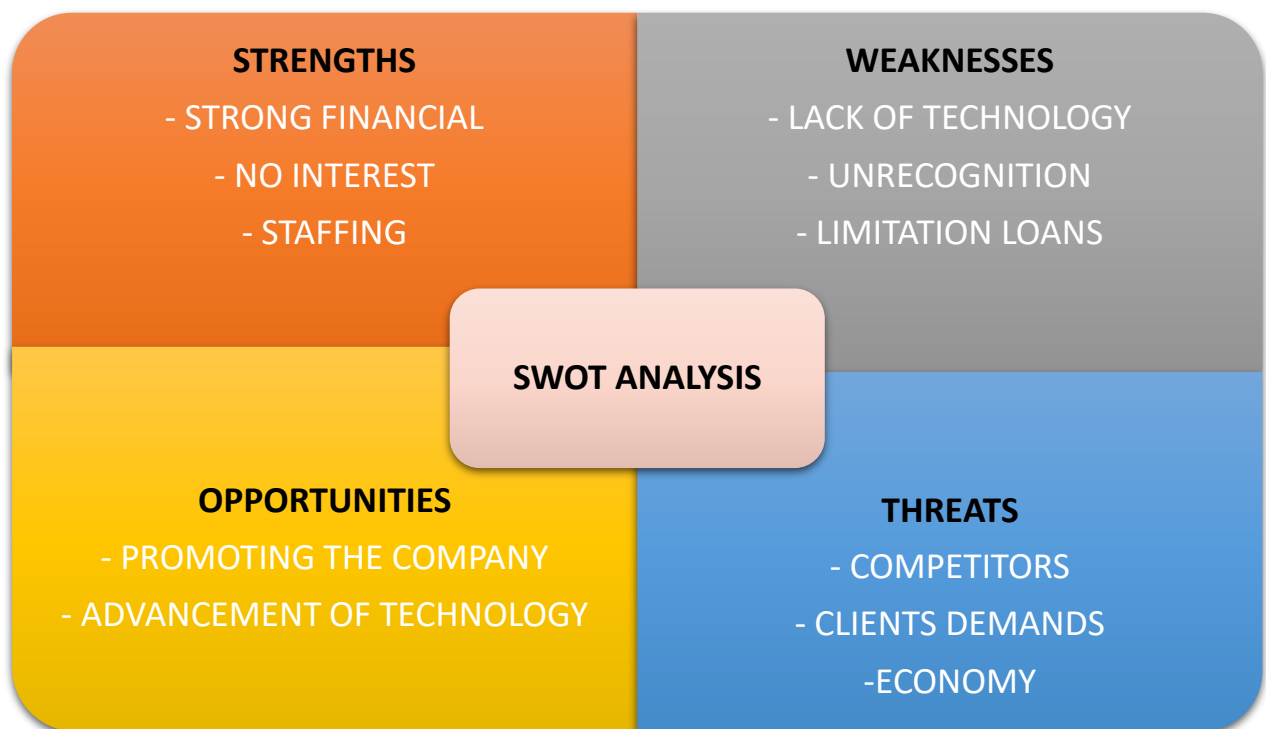
There SWOT is an important acronym for individuals and organizations alike in the business world and it stands for Strengths, Weakness, Opportunities, and Threats. A SWOT analysis is a framework to help assess and understand the internal and external forces that may create opportunities or risk for an organization (Peterdy, 2022). It is also a useful technique to assess these four attributes, which play a crucial role in an organization.

Strengths are a factor that distinguish an organization from its competitors. These are special positive traits such as loyal customers, strong financial, advance technology which provides a clear advantage to the organization compared to rivals. A SWOT analysis can be instrumental in identifying an organization's Unique Selling Proposition that forms the basis for the company strength and keep the business ahead of its competitors on the market (Schooley, 2023).

Weaknesses are internal factors which are the characteristic of a business that has given it a relative advantage over its competition. It also helps to identify the areas of improvement which the organization can design and measures to rectify and control their weak points, which in turn help them grow (CIPD, 2021).

While opportunities and threats, on the other hand are external factors which are the elements of the external environment that management can seize upon to improve business performance such as revenue growth or improved margins. The organizations must have a good eye to identify and analyze prevailing opportunities in the market to be able to exploit them proactively. Such tactics can provide an organization with an edge in the market, allowing it to realize its future growth trajectory (Raeburn, 2022).

According to An, Sanvictores and Teoli (2022), the threats elements of the external environment that may endanger a firm's competitive advantages or even its ability to operate as going concern such as regulatory issues and technological disruption. Threats can come in many forms such as financial downturn, competitors, client demand, economy and others which are outside the control of an organization.



*Figure 6 : SWOT Analysis of Yayasan Kelantan Darulnaim (YAKIN)*

## **STRENGTHS**

### ➤ **No Interest**

The Yayasan Kelantan Darulnaim (YAKIN) also offers a loan for students who have no interest in furthering their studies with a diploma or Degree. As mentioned above, there are a few benefits that Yayasan Kelantan Darulnaim (YAKIN) provides for students who have taken a loan from the company. The Yayasan Kelantan Darulnaim (YAKIN) also provides the loan without interest, and this benefit has been provided for all students in Kelantan, especially the poor students who are facing financial problems in their families. Besides that, the company Yayasan Kelantan Darulnaim (YAKIN) also provides a discount of 25 percent on loans for those students that got a CGPA of 3.2 to 3.69, and a full scholarship for those students that got a CGPA of 3.7 and above. Lastly, the company also provided a discount of 30 percent for those students that make a full payment for their loan, which shows the incentive of the company to help the students pay their loan immediately.

➤ **Strong Financial**

As the company Yayasan Kelantan Darulnaim (YAKIN) also has a strong financial position, the organisation is also involved in a variety of investments that can support the company in the long term. The Yayasan Kelantan Darulnaim (YAKIN) has been involved in a variety of investments such as banking, mining, land, building, and others. For example, Yayasan Kelantan Darulnaim also has many assets, such as lands and buildings, in a variety of districts in Kelantan, such as Machang, Gua Musang, Kok Lanas, Yakin, Kubang Kerian and others. Yayasan Kelantan Darulnaim (YAKIN) also rents out their building to other companies, which has gained a strong financial support in the company of Yayasan Kelantan Darulnaim (YAKIN). The benefit of strong financial management in Yayasan Kelantan Darulnaim is that it helps make better decision-making processes around investment, attract potential investors or financiers, and support consistent long-term strategic planning efforts.

➤ **Staffing**

The Yayasan Kelantan Darulnaim (YAKIN) also has sufficient staffing, which contributes to efficient and great teamwork in the organization. The organisation has also been responsible for making sure there is enough staff to complete the day-to-day tasks necessary to maintain productivity and the workplace. This is also to prevent employee burnout, dissatisfaction, high turnover, etc. Yayasan Kelantan Darulnaim is properly staffed, and the employees are able to complete the duties and responsibilities of their jobs in a timely manner. This shows that all the work has been contributed based on their qualifications and task descriptions, which are being done by all employees. All the tasks and work have progressed smoothly because the employees followed a flow, such as an organizational chart. All employees also must carry out their duties and tasks before the due date, which can process the flow of work efficiently and perfectly.

## **WEAKNESSES**

### **➤ Unrecognize**

Yayasan Kelantan Darulnaim (YAKIN) also has a weakness in the company, which is that a lot of the people of Kelantan did not recognize and were not informed of the loan that has been provided by Yayasan Kelantan Darulnaim (YAKIN) towards Kelantan teenagers that want to further their studies in Public universities such as UiTM, UKM, UUM and others. This shows that most teenagers tend to take loans from other competitors such as the National Higher Education Fund (PTPTN), the Public Service Department (JPA) and "Majlis Amanah Rakyat" (MARA). This shows that Yayasan Kelantan Darulnaim has been slow in marketing their company to the public, which proves that many people do not know the organization that has provided loans for students to further their studies at the university.

### **➤ Limitations in loan**

But there are a variety of terms that Yayasan Kelantan Darulnaim (YAKIN) has applied for in the loan application, including that the loan be provided only to a native of Kelantan and to a public university only. Those students that get an offer from domestic and abroad university such as Institute for Public Higher Education (IPTA), Kolej Islam Antarabangsa Sultan Ismail Petra (KIAS), University Al-Azhar are being qualified to apply the loan. It shows that Yayasan Kelantan Darulnaim has put a priority on students that pursue their studies at Public universities and Kolej Islam Antarabangsa Sultan Ismail Petra (KIAS) which includes a list of private universities that can make loan applications to the company.

### **➤ Lack of Technology**

As the Yayasan Kelantan Darulnaim (YAKIN) has been lacking in technology, the employees tend to save the data and information about the tenants in files using a traditional method. It makes the work progress slow and not efficient, and it tends to take a lot of time to progress and update the information. For example, updating data in documentation that involves rent arrears letters for tenants that need to be updated for the meeting with the board member of Yayasan Kelantan Darulnaim needs to be checked in every tenant's file in the file room, so it tends to take time in progressing the updating of the rent pay.



## **OPPORTUNITIES**

### **➤ Promote the Yayasan Kelantan Darulnaim by organizing Educational Carnival of Kelantan**

As the company has been unrecognized by other people, it shows that the company lacks opportunities to promote their organization to the public. The Yayasan Kelantan Darulnaim (YAKIN) has organized an educational carnival in Kelantan for 3 days to inform and attract the public to know more about the organization. Besides that, Yayasan Kelantan Darulnaim also provides a lucky draw for the participants that join and register at the Yayasan Kelantan Darulnaim (YAKIN) booth. There are a variety of lucky draws, such as hampers, tablets, laptops, headphones, cash money, smartphones, and others, that provide prizes for the winners. All people can participate in the carnival and join the lucky draws, which acknowledge and inform them of the advantages of taking a loan from Yayasan Kelantan Darulnaim (YAKIN).

### **➤ Advanced in technology as Human Resource Management Information System (HRMIS)**

Human Resource Management Information System (HRMIS) is typically a piece of software that helps HR personnel manage employees and generate all sorts of information with ease. The Yayasan Kelantan Darulnaim (YAKIN) has been using the HRMIS System in the workplace to keep up with the advancement of technology, which makes it easier for employees to apply for leave, keep payroll records, track attendance, and others. It also enables the employees to exchange information with greater ease and without the need for paper. The employees also did not need to apply for leave using a form and by using HRMIS, where they have access to apply for leave using an online system at any time. This also helps to provide an analytical insight into organizational data for better workforce planning, employee experience, retention rate, talent acquisition, time trends, and others.

## **THREATS**

### **➤ Competitors**

The Yayasan Kelantan Darulnaim (YAKIN) also has a lot of competitors in this field, and a lot of public and private corporations have provided a variety of loans and scholarships for Malaysian students that want to pursue their studies at the university, such as PTPTN, MARA, JPA, and others. This shows that the market competitors are better than Yayasan Kelantan Darulnaim (YAKIN) because most of the students have recognized and acknowledged other public and private corporations more than Yayasan Kelantan Darulnaim (YAKIN), which has a limitation on their loan. Besides that, Yayasan Kelantan Darulnaim (YAKIN) has also offered a loan that is less than that of its competitors, which is RM5,000 for a year or RM2,500 for one semester, while JPA offers RM4,000 for one semester.

### **➤ Economy**

The inflation has affected all Malaysians, such as businesses and students, as they are struggling to cope with their daily expenses and needs. Besides, the job market is competitive, and there are not many vacancies available for fresh graduates, so they tend to find that it is more important to search for a job than pursue their studies. The inflation has caused insecurity for their future, and most students think that it's better to work to gain financial support than to further their studies because they think that it will cost a lot of money to pursue their studies at university. Most students also think that pursuing studies wastes their time and money, especially those who face financial problems in their families (Hanushek & Woessmann, 2020).

### **➤ Client demands**

The client demands can also be a threat to the company, as the company has received negative feedback or complaints from clients, which can affect the image and reputation of the company. This can also cause negative feedback about the company among other customers or investors, which can also affect the profit and financial position of the company. Besides that, some of the customers have a high demand for The Yayasan Kelantan Darulnaim (YAKIN) to reassess the loan term, which can be evaluated by reducing the pointer CGPA for students to easily apply for the scholarship.

## **PART 6: DISCUSSION AND RECOMMENDATION**

### **Discussion and Recommendation based on strengths.**

#### **➤ No interest**

The definition of the zero interest means no interest is charged on the loan that the company provided, and generally, interest-free loans are a good idea because the customers can pay off the loan without extra charges. There are a few disadvantages, including students being late to pay the loan that has been signed in the agreement, and it has been stated that about RM 7 million of the total loan has not been paid by students that have finished their studies. The employees are responsible for keeping track of and updating the list of students who did not pay their loan and taking legal action against students who do not pay more than three months' worth of loan payments.

#### **➤ Strong Financial**

Strong financial support in the company shows that the company has the most highly regarded statistics for evaluating a company's financial health, including stable earnings and comparing its return on equity (ROE) to others in its market sector (Beers, 2022). Long-term financing can be defined as financing by loan or borrowing for more than one year by issuing equity shares, which is a form of debt financing, long-term loans, leases, or bonds. It is usually done for big projects and company expansion, for which long-term financing is generally high.

## **Discussion and Recommendation based on weaknesses.**

### **➤ Improvement on the technology**

As technology has become essential for all companies, it can affect the environment in the workplace. Technology has also improved working conditions in the workplace, allowing employees to be more productive, speedy, and efficient in their work. Besides that, the company can learn and practise using workplace management tools such as Basecamp, Salesforce, and AI messaging tools to improve and adapt to the new technology (Grant, 2019). As mentioned, Yayasan Kelantan Darulnaim (YAKIN) needs to take the opportunity to learn and practise a new system so they can easily keep track of customer information in the company. As they no longer need a file to record the data in the company using a file record or traditional method. This can also make it easier for the employees to access all the information or data that needs to be collected for the task or assignment. It shows that the advancement of technology, systems, or software can also help the employees finish and perform the work efficiently.

### **➤ No limitation of the loan**

Yayasan Kelantan Darulnaim also needs to improvise the limitation for the loan of the company so that students from public universities can also apply for the loan, which gives them an opportunity to further their studies in any field that is offered to them. This also shows that the company has the ability to offer and attract students from a variety of backgrounds, giving them the opportunity to further their studies at the university.

## **Discussion and Recommendation based on opportunities.**

### **➤ A success in Education Carnival**

A corporate or business event serves to promote the company in the face of the established goal of creating public recognition. Staging events can allow the organization to promote its brand, build new relationships, or collaborate with other organization. Yayasan Kelantan Darulnaim has organised an education carnival from June 25–27, 2023, at Mydin Tunjong Mall and has received great response and feedback from the audience, customers, and board members, which has shown the carnival has made successful progress. The board members have also been satisfied with the Carnival education that has been organized by Yayasan Kelantan Darulnaim (YAKIN) at Mydin Mall Tunjong. Besides that, I suggest that the Yayasan Kelantan Darulnaim (YAKIN) continue this Carnival for every year in the future, which will make people more attracted to, recognise, and gain more knowledge about the Yayasan Kelantan Darulnaim (YAKIN).

### **➤ HRMIS**

A modern HRMIS is HR software that houses all of an employee's systems under one roof, such as benefits administration, recruitment, applicant tracking, training, compliance and others. An HRMIS is the one-stop shop for all employee data because it bundles the different functionalities of human resource departments, benefits enrolment, and insurance carrier connectivity (Pribanic, 2018). There are a variety of advantages and benefits to HRMIS, which monitors employee absences by using identity cards that can record the token number of each employee. The entry and exit of employees from the organization must be noted on the identity card. Besides that, it can also be used for performance evaluation, in which HRMIS manages performance assessment data such as the due date of the assessment, promotion potential, scores for each performance criterion and the like.

## **Discussion and Recommendation based on threats.**

### **➤ Being competitive with the competitors**

Competition is an inevitable part of the business world for businesses of any size. It is also an important part of the business ecosystem and competition can also be an effective tool for growing and improving the business. The competition also allows for market research, and in the world of business, there will be instances in which a customer leaves for other competitors, and if these instances occur, the organization needs to learn about what specifically caused the customer to change direction from the organization. The organization needs to gather the information that enables it to better understand the target audience, better serve their needs and make adjustments as necessary (Bhasin, 2023). It shows that the terms and amount of the loan have attracted the students to take the loan from competitors such as JPA, which provided a free scholarship for these students who have worked with the government.

### **➤ Economy**

Nowadays, with the high standard of living, students tend to take a long time to think about pursuing their studies, which requires a lot of money. Besides that, students also tend to take loans with higher loan amounts and better terms, such as JPA, which provided RM4,000 for the semester. This shows that the organization has the ability to provide strong financial support for the student's cost of living at the university. The organization needs to reapply for a new amount of loan for those students, which it needs to follow up with the standard of living nowadays.

### **➤ Managing the demand and feedback**

According to Raeburn (2022), demand management is the process of managing customer demand, which looks at the logistics of demand in terms of what the customers want and how to achieve it. It is also important for the organization to understand what the customer wants. Besides that, demand management can boost customer satisfaction, reduce potential bottlenecks, shape the operation and boost efficiency. It shows that the organisation is able to manage the demand of the customers while planning for and being prepared to face challenges in the future.

## **PART 7: CONCLUSION**

In conclusion, during my six-month industrial training at Yayasan Kelantan Darulnaim (YAKIN), I learned how to be mentally and physically ready for whatever obstacles lay ahead. There are variety of opportunity for students to obtain experience in a genuine business makes this internship programme crucial. It could be challenging to pick up new abilities, adapt to a different work environment, and finish assignments on schedule. These circumstances do not frequently occur for those students when they are in college. As a result, as individuals become more conscious of their own advantages, they will grow more certain and confident. Furthermore, I learned that effective group communication is crucial since it enables us to work together to solve issues and find the best solution.

Finally, I advise students to be ready for variety aspects especially our knowledge, attitude and motivation because we will always be learning new things and not everyone will have the opportunity to do so. It shows that as an employee you also bring an image of the organization and its important to behave the attitude. As I have discovered, everyone at Yayasan Kelantan Darulnaim (YAKIN) is incredibly helpful and courteous. Therefore, it is crucial to understand what you are doing and do not be hesitant to ask for assistance. They'll work with us to identify the problem and offer a suitable solution.

## PART 8 : REFERENCES

- An, J., Sanvictores, T., & Teoli, D. (2022, September 5). *SWOT Analysis*. National Library of Medicine: <https://www.ncbi.nlm.nih.gov/books/NBK537302/>
- Beers, B. (2022, December 26). Financial Characteristics of a Successful Company. <https://www.investopedia.com/articles/stocks/08/successful-company-qualities.asp>
- Bhasin, H. (2023, March 6). *Advantags of competition*. Marketing 91: <https://www.marketing91.com/benefits-of-competition/>
- CIPD. (2021, December 7). *SWOT Analysis*. The Chartered Institute of Personnel and Development: <https://www.cipd.org/en/knowledge/factsheets/swot-analysis-factsheet/>
- DLT Labs. (2022, April 7). *The Importance of SWOT Analysis*. Community by Nascom insight: <https://community.nasscom.in/communities/sales-marketing/importance-swot-analysis>
- Grant. (2019, March 16). *How does technology affect the work environment today?* Small business CHRON: <https://smallbusiness.chron.com/technology-affect-work-environment-today-27299.html>
- Hanushek, E., & Woessmann, L. (2020, September). *The economic Impacts of Learning Losses*. <https://www.oecd.org/education/The-economic-impacts-of-coronavirus-covid-19-learning-losses.pdf>
- Peterdy, K. (2022, May 17). *SWOT Analysis*. Corporate Finance Institute: <https://corporatefinanceinstitute.com/resources/management/swot-analysis/>
- Pribanic, E. (2018, February 22). *HR Management Systems: Benefits of HRIS You Can't Ignore*. Tech Funnel: <https://www.techfunnel.com/hr-tech/hr-management-systems-benefits-hris-cant-ignore/>
- Raeburn, A. (2022, November 8). <https://www.cipd.org/en/knowledge/factsheets/swot-analysis-factsheet/>. Asana: <https://asana.com/resources/swot-analysis>
- Raeburn, A. (2022, July 22). *What is demand management, and do you need it?* Asana: <https://asana.com/resources/demand-management>
- Schooley, S. (2023, June 6). *What is a SWOT Analysis? (And When To Use It)*. Business News Daily: <https://www.businessnewsdaily.com/4245-swot-analysis.html>
- Yayasan Kelantan Darulnaim. (2019, January 28). *Sejarah Penubuhan*. <https://yakin.kelantan.gov.my/index.php/ms/info-korporat/sejarah-penubuhan>



**PART 9: APPENDICES**



