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# **INDUSTRIAL TRAINING REPORT AT AZIATEX GLOBAL SDN BHD**

1st MARCH 2023 - 15th AUGUST 2023

**NURFARZANA IZZATI BINTI RUSNAYAZI**

**STUDENT ID: 2020845094**

**PROGRAM: HUMAN RESOURCE  
MANAGEMENT (BA243)**

**ADVISOR: PUAN NAJIHAH ABDUL RAHIM**

**SUBMISSION DATE: 26 JULY 2023**

## **1.0 EXECUTIVE SUMMARY**

Industrial training (HRM666) is a course that can give students early exposure and help them be prepared for the real-world working phase after graduating from their educational pursuits. This course aims to expose students to the real workplace environment. Moreover, students can also integrate practical methods outside the place of work and theory during academic lectures. Students have the chance to enhance the knowledge and abilities acquired during their industrial training through this course.

My amazing 6-month industrial training experience was at Aziatex Global Sdn.Bhd in Indera Mahkota 9, Kuantan, Pahang. I was given the opportunity to work as an intern at the company for 24 weeks starting on March 1 and ending on August 15, 2023. I was assigned to the Human Resources Department. The main aim of this training report is to assess the performance of the business and offer advice on how to strengthen its weaknesses. Important factors contributed to Aziatex Global's growth from a small company established in 2018 to one of the well-known business providers helping their clients grow their businesses effectively. Aziatex Global has an effective internal framework to help the company achieve its goals.

This report will discuss the background of Aziatex Global Sdn Bhd. This will provide a general overview of the company's founding members, location, vision and mission, core values, products, and services. In addition, SWOT analysis will also be discussed and it can help Aziatex Global avoid problems in the future. Therefore, the recommendation also includes improving Aziatex's strengths, weaknesses, opportunities, and threats.

Table of Contents

<b>1.0 EXECUTIVE SUMMARY .....</b>	<b>1</b>
<b>TABLE OF CONTENTS .....</b>	<b>2</b>
<b>ACKNOWLEDGEMENT.....</b>	<b>3</b>
<b>2.0 STUDENT’S PROFILE .....</b>	<b>4-5</b>
<b>3.0 COMPANY PROFILE.....</b>	<b>6-14</b>
<b>4.0 TRAINING REFLECTION.....</b>	<b>15-16</b>
<b>5.0 SWOT ANALYSIS &amp; PESTLE.....</b>	<b>17-18</b>
<b>6.0 DISCUSSION &amp; RECOMMENDATION .....</b>	<b>.....</b>
6.1 STRENGTH.....	19-21
6.2 WEAKNESSES.....	22-23
6.3 OPPORTUNITIES.....	24-25
6.4 THREATS.....	26-27
<b>7.0 CONCLUSION .....</b>	<b>28</b>
<b>8.0 REFERENCES.....</b>	<b>29-30</b>
<b>9.0 APPENDICES .....</b>	<b>31-34</b>

## ACKNOWLEDGEMENT

First and foremost, praises and thanks to God, the Almighty, for His showers of blessings throughout my industrial training, I was also able to complete this report successfully. I would like to express sincere gratitude to my industrial training advisor, Madam Najihah Abdul Rahim for sharing invaluable guidance throughout the project. In order to complete my report according to the conditions set by my advisor and with all my efforts for the last year of my studies, I apply and improve every suggestion and recommendation presented by Mrs. Najihah Abdul Rahim. It was a great privilege and opportunity to work under the direction of my advisor. Also, I would like to thank her for teaching and guiding me throughout my industrial training with compassion and sensitivity.

Besides that, I would like to thank Aziatex Global Sdn.Bhd in Indera Mahkota 9, Kuantan, Pahang for choosing me to complete my internship at the company. I cannot do all the tasks given carried out without good cooperation from all Aziatex Global Sdn.Bhd company staff.

In addition, I also owe gratitude to my devoted family for always being there for me. They greatly aided me in completing this task successfully by providing the best support. I'm incredibly appreciative of my parents' prayers, love, and selfless sacrifices made in order to secure the best possible future for me. When I am feeling unmotivated while completing my industrial training, my parents significantly assist me in keeping me motivated. My sincere gratitude to my pals for some of the suggestions we exchanged regarding our industrial training report.

## 2.0 STUDENT'S PROFILE



### CONTACT



### ABOUT ME

Name: NurFarzana Izzati Binti Rusnayazi

Age: 23 years old

Date of birth: 22 February 2000

Race: Malay

Religion : Islam

### CAREER OBJECTIVE

Goal-oriented Human Resources will graduate with experience as a Human Resources intern in the local company and have the knowledge to assist in the recruitment and hiring process. Highly adept in working on a wide variety of HR projects, gaining exposure to a fast-paced, collaborative office environment and learning to organize and attend company meetings and networking events.

I am also extremely motivated to constantly develop my skills and grow professionally. I am confident in my ability to come up with interesting ideas in managing a job.

# NURFARZANA IZZATI

## HUMAN RESOURCE

### EDUCATION

- **UITM CAMPUS BANDARAYA MELAKA, MELAKA**  
| 2020 - CURRENT
  - Bachelor of Business Administration (Hons.)  
Human Resource Management
  - Department of Human Resource
  - Members of Sukarelawan Zakat Club (SUZA)
  - Estimate of Graduation - November 2025
- **PRE-UNIVERSITY SMK (LKTP) CHINI, PEKAN, PAHANG**  
| 2018 - 2019
  - Exco of Spirituality and Virtue
  - STPM 3.75
  - MUET Band 3
- **SMK (LKTP) CHINI, PEKAN, PAHANG**  
| 2013 - 2017
  - School Prefects for 4 years
  - PT3 6A
  - SPM 3A

### SKILLS AND ABILITIES

#### SOFT SKILLS

- Critical Thinking
- Active Listening
- Can work in team
- Project Management

#### TECHNICAL SKILLS

##### BUSINESS, RESEARCH AND DATA ANALYSIS

- Proficient user in Microsoft Word, Excel and Powerpoint

##### DIGITAL MARKETING

- Facebook for business (Entrepreneur)

##### EDITING

- Canva, Capcut, Photoshop, Adobe Illustration

## ACHIEVEMENT AND RESPONSIBILITIES

- Excellent Student Award STPM 2019
- Exco of External Relation, Sukarelawan Zakat (SUZA), 2021
- Bureau of Registration for Webinar Challenges & Opportunities in Industrial Relations: Perspective from Trade Union & Employer | Januari 2023
- Bureau of Activity and Gift for Webinar Inclusivity in the Workplace; People with Disabilities | Januari 2023
- Secretary of the 'Seminar Pengurusan Etika Terhadap Alam Sekitar' at SK Padang Temu, Melaka | Januari 2023

## WORK AND VOLUNTEER EXPERIENCE

Join a business with charity under student organization, 2018

- Preparing food Items.
- Handling sales booths

Join Charity Week 2022 with SUZA UiTM KBM and Islamic Relief Malaysia

- Responsible as Bureau of Registration and Gift.
- Handling registration for participants

Online Dropship for Mellow Crunch, 2022

- Selling the cookies and crispy balls coating with the premium chocolate at online platform.

Intern at Aziatex Global Sdn. Bhd, Kuantan Pahang | 01 March - 15 August 2023

- Assist in the Administration and Human Resource Department.
- The main duties include updating employees attendance, briefing session, posting job advertisements on social media and do the FB Billing report.

## LANGUAGE

### MALAY

Native or Bilingual Proficiency

### ENGLISH

Working Proficiency

## REFERENCES

**PUAN NORRAEFFA MD TAIB**  
Senior Lecturer  
Faculty of Business & Management,  
Kampus Bandaraya Melaka  
Program Advisor (PA)

**MISS MAIZATUL AKHMAR BINTI JAFRIDIN**  
Human Resource & Administrative Executive,  
Aziatex Global Sdn Bhd, Kuantan Pahang  
Industrial Training Supervisor

### 3.0 COMPANY PROFILE

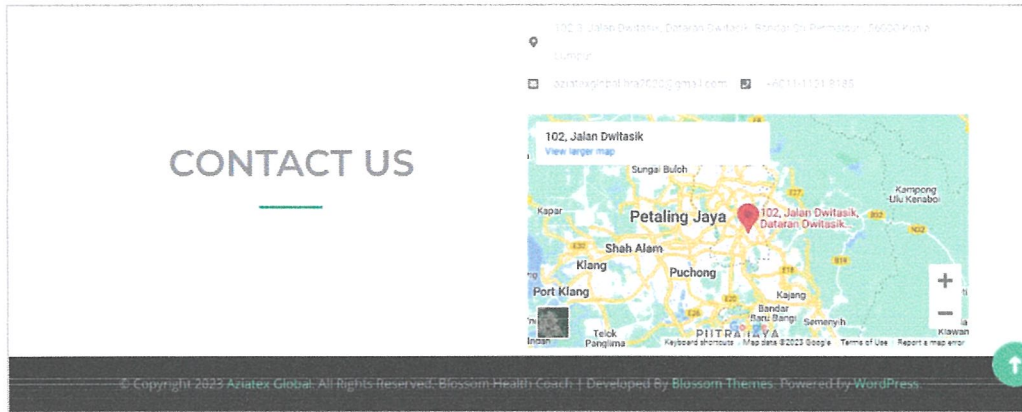


**Figure 1: Aziatex Global Sdn Bhd's Logo**

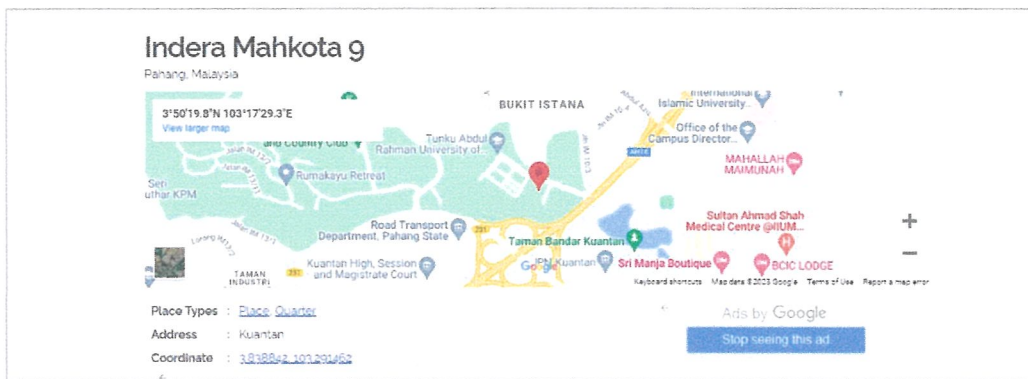
Aziatex Global Sdn Bhd is a leading management company providing marketing, administrative, human resources, operation, and finance division services. The company was established in Cheras, Kuala Lumpur in 2018, holding commercial registration no 1234567-W with the Suruhanjaya Syarikat Malaysia (SSM).

Started their business in Kuantan, Pahang, and in 5 years they are now managing twenty (20) beautysalons across West Malaysia and keep growing. They have helped their client to gain a total of more than 1 million worth of revenue annually with a constant improvement to increase their profit significantly as they established, the company secured, and consolidated a diversified shareholding portfolio. The holding now plays an active role in stimulating and guiding the development of its constituent companies.

Focused investment is made directly or through subsidiaries in a variety of businesses, including spas, beauty salons, real estate, and medicine. The company has an investment plan for the future and seeks to expand organically by acquiring in a field in which the management has extensive knowledge.

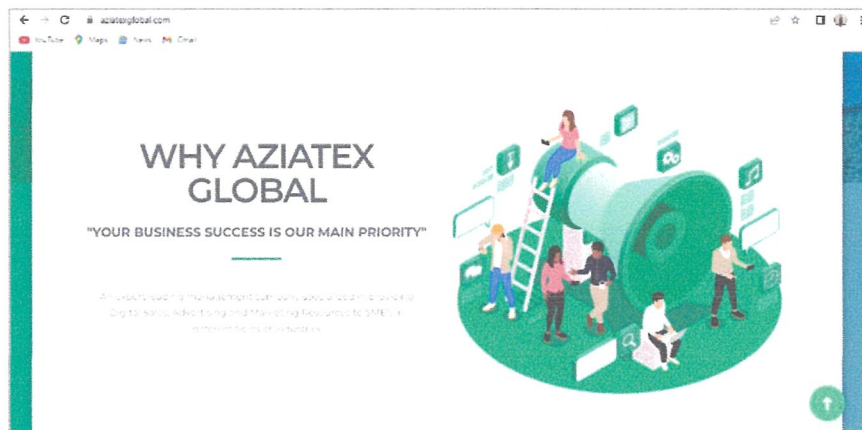


**Figure 2: Aziatex Global Sdn.Bhd Business Location  
Cheras, Kuala Lumpur (HQ Base)**



**Figure 3: Aziatex Global Sdn.Bhd Business Location  
Indera Mahkota, Kuantan Pahang (Marketing Base)**

Aziatex Global Sdn Bhd also has its own official website which is <https://aziatexglobal.com/>. Through this website, Aziatex Global can share and update the company's history, achievements and announce their job vacancies there.



**Figure 4: Aziatex Global Sdn.Bhd's Official Website**



## **VISION AND MISSION**

### **Progression**

Nothing happens unless something moves and this is important to grow our business. There is always something to do to move forward. We believe when we can do something to make progress in our business, we can always move ourselves toward greater success, together.

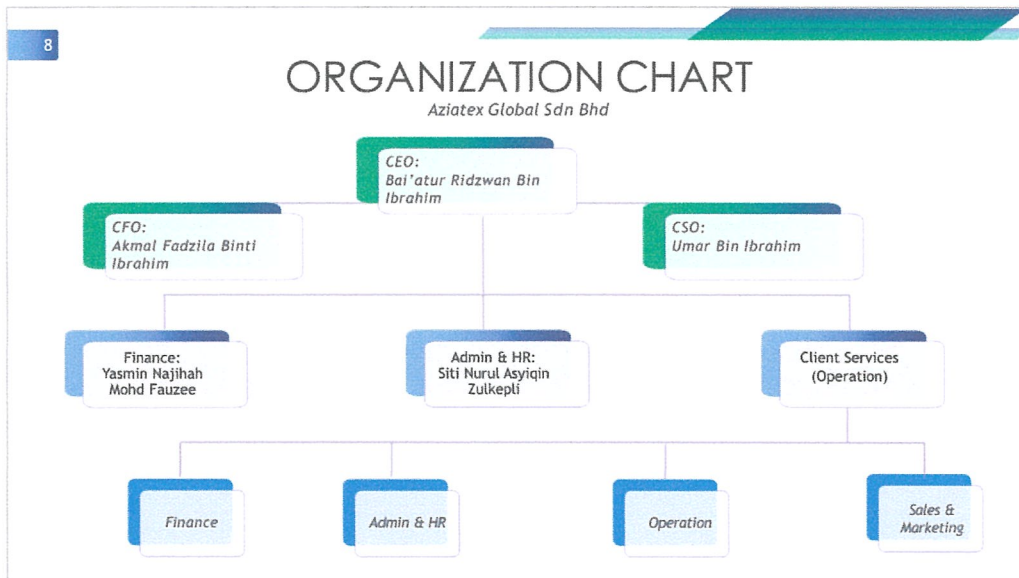
### **Helping People**

Our vision is to help our people and our clients with their challenges, to achieve success. No matter where you are in your life, we are committed to helping you be a better you.

## **CORE VALUES**

- **Goal Oriented**  
Every delivery of progress and results is according to your agreement.
- **Growth**  
Our passion to improve and innovate the business should come to life.
- **Integrity**  
Your trust in our service is what we strongly hold onto.
- **Teamwork**  
We work together in the most effective and efficient way.
- **Humanize**  
Our service to you is sincere with every touch of support.

## ORGANIZATION CHART



**Figure 5: Aziatex Global Organizational Chart**



**Figure 6: Client Services Chart**

## **PRODUCTS AND SERVICES OFFERED**

### **CORE SERVICES IN AZIATEX GLOBAL SDN. BHD'S COMPANY**

There are the services that the company served to its clients:

#### **1. Sales and Marketing**

The company offers its customers a wide search of customers through an effective sales and marketing department to spread awareness, care, and attraction to the customer's business model. Marketing services encompass a wide range of actions and strategies designed to promote products, services, or brands to a specific audience. Here are some common marketing services:

##### **i. Social Media Manager**

Social Media Manager is responsible for managing an organization's social media presence and online interactions. The social media manager develops and implements a comprehensive social media strategy aligned with the overall marketing goals and objectives of the business. They identify the target audience, choose the best social media platforms, and set key performance indicators (KPIs) to track progress. As Aziatex Global has many clients under them, our team has provided good social networks and work media to engage the customers. Social media platforms are effective marketing channels for promoting companies, services, events, and campaigns. To reach certain audience segments and produce leads, businesses can communicate with their clients directly and easily using social networks. Companies can respond to inquiries, address customer concerns, provide support, and gather feedback in real-time, enhancing positive customer experiences and building brand loyalty. In addition, as a social media manager, responding quickly and giving up-to-date content is essential to sustain an active and engaging social media presence. They need regularly monitor notifications on social media platforms to promptly respond to comments, messages, and mentions.

## ii. Advertising

Advertising in this company is planning and executing advertising campaigns across various channels, such as online platforms, and social media, to reach the target audience and increase brand visibility. They must develop and execute sponsored social media advertising campaigns in order to attract a larger audience, promote products or services, and generate conversions. To achieve the best results, they must select targeting criteria, set budgets, create ad creatives, and evaluate campaign effectiveness. The advertiser must collaborate with creative teams, such as copywriters, designers, and social media managers, to develop compelling and engaging ad concepts. They ensure that the creative elements align with the campaign strategy and effectively communicate the desired message to the target audience. Moreover, they must also publish on social media to advertise their client's products and services. This posting is an efficient approach for us to communicate with our customers and promote the client's brand. Furthermore, product awareness is an important part of marketing that focuses on making the target audience aware of the presence, features, benefits, and value proposition of the client's product. As a result, they encourage satisfied consumers to share their positive experiences and product reviews with their clientele.

## iii. Website Management

Aziatex Global also provide website management services to their clients whereas they need to the ongoing process of maintaining and operating a website effectively. It includes a variety of responsibilities targeted at keeping the website functioning, up-to-date, secure, and aligned with the organization's goals. They create an online digital platform to enable direct and individualized communication with their clientele in order to promote client engagement. They can communicate via live chat, email, or social media, boosting engagement, developing positive relationships, and giving prompt support. Besides, they also implement Search Engine Optimization (SEO) strategies that help improve the website's visibility in search engine results. Monitoring website analytics provides information on visitor behavior, traffic sources, and other metrics that can be used to influence choices and improve performance. Therefore, they must frequently update the website's software, plugins, and designs to guarantee security and protect against vulnerabilities.

iv. Customer Service

Customer service plays a critical role in building and maintaining positive relationships with customers. As a customer service, they must examine their client journey and strategy. Customer interaction is also vital because it helps clients trust our products and services. As we know, the company's clients have many branches that need to be managed, causing customer service to find effective initiatives to facilitate the affairs of every customer who wants to use our products and services. They need to ensure that social media businesses are monitored for inquiries, complaints, and messages from customers. Therefore, customer service must respond quickly and provide useful and accurate information to them. Customer service must work actively to resolve customer issues or complaints and accept responsibility for any problems that arise, examine the situation, and recommend solutions or alternatives that are suitable for the customer. Therefore, get feedback from customers about their experience with customer service for improvement and implement changes as needed to improve the overall customer service experience.

v. Graphic Designer

A graphic designer helps create a visual identity for a brand or business. Graphic design is essential for designing marketing collateral such as brochures, flyers, posters, banners, and advertisements. Eye-catching images and appealing layouts can dramatically boost the effect of a marketing campaign. Therefore, graphic design plays a crucial role in packaging design for products. It requires creating a visually appealing packaging design that reflects the brand's identity, showcases product characteristics, and encourages customers to use the products and services offered. Designing creative packaging that is effective can influence purchasing decisions and create an unforgettable brand experience.

## **2. Administration & Human Resources**

The company offers its clients outsourcing solutions to meet administrative and human resource needs. Administration & Human Resources services are responsible for managing the internal operations and human capital of a company. Effective administrative and human resource services contribute to efficient operations, a positive work environment, and the development and retention of a talented workforce. They also ensure compliance with legal requirements, support employee engagement, and align HR practices with company goals and values. They also conduct the recruitment and hiring process, including job postings, candidate screening, interviews, reference checks, and coordinating the onboarding of new hires. Especially, the recruitment of employees in spas and beauty salons that require precise criteria along with specialized expertise in the field of health and beauty. Next, HR will also plan and organize employee engagement activities, recognition programs, team-building events, and employee well-being initiatives to foster a positive work culture and improve employee morale. In addition, HR also manages employee data by maintaining employee records, managing the HR system, processing employee payroll, and ensuring the confidentiality and security of each employee's data is guaranteed.

## **3. Finance Division Services**

The company provides complete control services to ensure cash in the business is sustainable and prepared for any future risks and possibilities for their clients. Effective financial management is essential to ensure a company's financial health, maximize profits, and support strategic decision-making. The finance department plays an essential role in delivering accurate financial information, controlling risk, and contributing to the company's overall financial strategy and success. The finance department is responsible for creating and implementing the company's financial plans and budgets. This includes forecasting revenue, expenses, and cash flow to guide decision-making and ensure financial stability. They also need to evaluate financial data, monitor trends, and provide management with insights to help them make strategic decisions. Thus, finance establishes and maintains the company's budgeting process, collaborating with other departments to efficiently allocate resources.

#### **4. Operation**

The company also ensures the productivity of the operational team in the most efficient manner by using Standard Operating Procedures (SOP) and minimizing operational expenses. Operational services play a role in the successful functioning of a company. The operations department is responsible for managing the daily activities that ensure the smoothness and efficiency of the business. A closer role in marketing refers to the individual or team responsible for closing sales and converting leads to customers. They play an important role in the sales process by actively engaging with prospects, addressing their concerns, and persuading them to make a purchase. Operations departments such as salespersons in the company need to ensure that the sales made can attract the interest of customers to buy our products. This indirectly helps increase sales and achieve the objectives of the company and the client to obtain high profits. Next, the salesperson has in-depth knowledge about the product or service they sell. They understand the features, benefits, and competitive advantages to effectively communicate the value proposition to prospects. Thus, they can handle objections, compare offers, and position products as the best solution.

## **4.0 TRAINING REFLECTION**

### **4.1 Duration**

First and foremost, Grateful to the Almighty, God, for His blessings, I finally nearly completed a 6-month internship, which began on Wednesday, 01 March 2023. The company that I have done my internship is Aziatex Global Sdn. Bhd, Kuantan Pahang. The working hour for the company started at 9:00 a.m. and ended at 6:00 p.m. Their working days are from Monday to Friday for the Marketing department, with Saturday and Sunday off. Meanwhile, for the Sales department, their working days are flexible. The experience of working for Aziatex Global Sdn. Bhd, Kuantan Pahang has been so fascinating and I have had the experience to make my career progress. This report was developed to discover the occurrences that occurred at this organization while I was employed as a Human Resources intern. It is a reflection that shows the experiences of the period.

### **4.2 Specific Department**

Aziatex Global Sdn Bhd company has three departments in the Kuantan branch such as the Human Resource Management Department, Marketing Department, and Sales Department. I have been placed in the Human Resources Department as a human resources intern since it is aligned with my course.

### **4.3 Roles, Responsibilities, Tasks, and Assignments Given**

As an intern in this company enabled me to understand some aspects of being successful in Human Resources. The first thing I realized was that alerts are generally an important aspect of success. I have several responsibilities in the administration and human resources department. One of my primary responsibilities is that I have to update employee attendance every day via telegram and also update it in Excel. This attendance record is very important to ensure keep track of each employee's time and attendance and calculate the meal allowance in their salary. After updating the employee's attendance, at 9.30 am I will do the briefing session with the employees such as reciting the Duas with 'Asmaul Husna', and Dhuha Dzikir. It is a good start to work, and build self-motivation and communication in the morning because a daily team briefing is a perfect opportunity to motivate team members and improve performance (Schatz M et al., 2022).

Furthermore, I also organize interviews with shortlisted candidates and screening potential employees' resumes and application forms to identify suitable candidates to fill company job vacancies. Next, I will update and do listing candidates' databases by inputting



new employee contact information and employment details. Another task that has been given is posting job advertisements on social media platforms to attract more candidates to apply for the job at this company. Besides, I also provide administrative support including organizing and scheduling appointments, writing the opening bank letter to the new employees and interns, and assisting in the preparation of regularly scheduled reports such as FB Billing reports, Tiktok Report, and Google Ads report. Moreover, every Wednesday I will remind the cleaner to come to clean the office every Thursday and every Friday I will manage the Usrah and contact Ustaz for 'Usrah' twice a week.

#### **4.4 Benefits Received and Gained**

##### **4.4.1 Allowance, and Rewards**

The company provides benefits such as a monthly allowance of RM 500 which is the company will provide an internship allowance of RM 250.00 per month and a meal allowance of RM 150.00 as well as an attendance allowance of RM100.00. For me, this is an affordable allowance made by this company that offers monthly allowances according to performance and work for industrial performance training students. This is because to some extent it can add motivation to students to improve their current performance in a better direction and can prove their ability to face challenges at work with enthusiasm to learn new things.

##### **4.4.2 Knowledge and Technical Skills Related to Work**

Finally, this internship training taught me to face real work situations, especially in the field of Human Resources Department. The company also gave me a lot of experience and knowledge working on a wide variety of HR projects, gaining exposure to a fast-paced, collaborative office environment, and learning to organize and attend company meetings and networking events. Therefore, I also learn new things from my supervisor while working together with her. Although I made many mistakes at work, my supervisor never gave up on reprimanding me and always advised me, especially in communication at the workplace. Therefore, the company also provides online training for its trainees in collaboration with UCYP College on May 24, 2023. The training conducted is related to communication in the workplace. What I have learned from the training is the importance of effective communication in the workplace and how to improve communication well.



Figure 7: Aziatex Global SWOT Analysis

# PESTLE



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Figure 8: PESTLE Analysis

## **6.0 DISCUSSION AND RECOMMENDATION**

### **6.1 STRENGTH**

#### **6.1.1 Service Variety**

Service variety refers to the availability of multiple services or offerings within a business or organization. Since Aziatex Global Sdn. Bhd managing more than 20 Branches of their client, the company provides various services to help their client gain a total of more than 1 million worth of revenue annually with constant improvement to increase their profit. The core services include marketing, administrative and human resources, operation, and finance division services.

These services will bring several benefits to the company, its customers, and other stakeholders. Besides, by offering various services, a business can attract a broader customer base and it also allows businesses to better meet their customers' specific needs and preferences. Overall, structured services provide a frame for various service interactions (Mashhady et al., 2021). The company believes that every customer interaction is an opportunity to build a positive relationship and create a loyal customer.

To improve service in the company, employers need to focus on expanding their product and service offerings to meet the diverse needs and preferences of their customers. The company can collaborate with other businesses to offer joint services or packages. This is because partnering with complementary businesses can help companies expand the diversity of business services without taking on all the costs and risks alone. Other than that, the company can develop training and skill development. They can invest in training and development to equip their employees with the expertise required to meet customer needs. Thus, this will ensure that their team has the necessary skills and knowledge to deliver the new services effectively.

### **6.1.2 Rewarding Employees for Performance**

Rewarding employees for good performance is important to motivating and retaining talent. It also makes employees feel more valued and improves employee productivity. Aziatex Global Sdn Bhd also provides monthly rewards to staff who successfully achieve their sales targets. This reward is based on how well they meet or exceed their sales targets for each branch. Furthermore, the company also celebrates staff and intern birthdays every month to ensure employees feel welcome and appreciated. According to Great Place to Work, research found that 37% of employees say that more personal recognition would encourage them to be more productive at work. Recognizing employees on their birthdays shows them that the company cares about them and appreciates their contributions.

Rewards and recognition are important resources that can motivate employees to accomplish organizational goals and play a key role in employee retention. To guarantee not only the retention of but also optimum performance from, its employees, an organization must offer a range of diverse means of rewarding its employees (Madhani, Pankaj M., 2020). Besides, recognizing and appreciating employee contributions can boost morale, foster a positive work culture, and increase employee retention.

Strengthening employee relationships in the workplace is essential for fostering a positive and productive work environment. I recommend that companies must organize team-building activities and events that encourage cooperation and positive relationships among employees. For instance, this could include team lunches, off-site retreats, or fun team-building games. Therefore, building strong employee relations is an ongoing effort that requires consistency and genuine care for employee well-being. Next, the company can implement effective communication in the workplace. They can encourage open and transparent communication between employees and management. This includes actively listening to employees' concerns, ideas, and feedback. Regularly share company updates and important information to keep everyone informed and engaged. By investing in these relationships, the company creates a more harmonious and motivated workforce, leading to increased productivity and overall success for the organization.



**Figure 9: Staff Reward**



**Figure 10: Staff Birthday Celebration**

### **6.1.3 Good Promotional Marketing**

Aziatex Global Sdn Bhd is the business provider to their client such as Seri Wajah Muslimah Aesthetic, Nieza Salon Muslimah, Mak Cik Urut Muslimah Spa, Pen and Pepper Café, and many more. As a business service, the company is good at blasting products with great marketing promotions. They have website management to monitor their customers and have an online digital platform to move forward in generating profits. Types of promotional marketing that Aziatex Global always use are advertising direct marketing, and sales promotion.

Aziatex Global always uses advertising methods to make promotions offered by their clients' businesses. They build digital platforms such as websites, and meta businesses on Facebook, Tiktok, and Instagram to attract customers to use their products and services. It aims to create awareness, generate interest, and persuade users to take action. The company not only advertises to promote products and services to customers but also attracts a wide range of job opportunities to work at this company. Besides, the company also uses direct marketing, which includes communicating with specific individuals or groups via emails, direct mail, or telemarketing. It enables customized communication and prompt response from customers. Furthermore, other promotional marketing is sales promotions that involve short-term incentives to encourage immediate purchases or sales. This includes discounts, coupons, contests, and special offers. For example, Seri Wajah Muslimah Aesthetic has promoted its products and services by giving lucky draw vouchers in conjunction with the month of independence and giving customers who use their services a chance to win prizes worth RM200,000. Overall, these can significantly increase their promotional marketing plan.

## **6.2 WEAKNESS**

### **6.2.1 Company Policy on Employee Safety**

This section describes workplace policies that apply to everyone at our company. The company practices a flexible concept for rest time and does not have a record of the start and end of employee rest time. This causes the company to have no records when accidents involving employees occur during breaks. Besides, the company lacks disclosure related to the claims of employees who have accidents while working. Therefore, the company has sought guidance from SOCSO officials regarding employee protection and claims covering accidents.

I would like to recommend Aziatex Global Sdn Bhd implement a logging and monitoring system to track data access and user activity. This helps in identifying the employee having a record of going in and out of the workplace. This will help management build safety for their employees. On the other hand, the company can also create a workplace culture of safety. Creating a culture of safety in the workplace will show how seriously the organization takes safety in the workplace (Donny Hamilton, 2019). Comprehensive training is also necessary to prevent workplace injuries. The company needs to be responsible for promoting this safety culture by maintaining employee knowledge and understanding regarding employee safety culture while working. Thus, without a proper security plan in place, businesses can end up with huge costs that can impact the health, productivity, and outcomes of employees. Companies with a safety culture show a strong concern for the safety and well-being of their employees.

### **6.2.2 Lack of Expertise**

Facing a lack of expertise within a company can present several challenges and potential drawbacks. Finding an expert who can quickly create value for the company is not easy and it will take some time to evaluate them. Aziatex Global company needs strong expertise to achieve the ability to provide quality products or services, meet customer expectations, and develop the company's brand. Especially in beauty treatment centers that require many experts in the field of beauty and health. For example, the Seri Wajah Muslimah Aesthetic requires beauticians trained in treating facial skin problems. While Mak Cik Urut Muslimah Spa also needs the best massage therapists to guarantee quality and provide the best service to customers. Other clients such as Nieza Salon Muslimah also require professional hair stylists in the client's hair care.

As the company works for its clients, its teams especially the Human Resources teams need to recruit the right talents who not only have the required skills but also align with the company's values and goals. Getting the best people into the most important roles requires a disciplined look at where the organization really creates value and how top talent contributes (Asmus Komm, et al., 2021). Thus, the ability to attract and retain skilled and motivated employees is vital for the success and growth of any business. Besides, the company's reputation and culture are important factors in hiring outstanding employees. Therefore, companies should ensure that the organization has a positive employer brand, emphasizing company values, a productive work environment, growth opportunities, and employee benefits. More importantly, finding the right culture to work for can increase the level of purpose employees find in their work and positively impact employee well-being (Shanna Hocking, 2021).



## **6.3 OPPORTUNITIES**

### **6.3.1 Changes in Technology**

Currently, the company replacing manual customer services with BOT (Chatbot) systems to reach customers. It makes a business more efficient and profitable. It will also change the way they operate by modifying or creating new processes and customer experiences. Bots may process requests and respond in real-time, greatly reducing client wait times. As a result, customers have a better experience and are more engaged with our business products. Besides, Bots are able to initiate conversations with customers by informing them about new items, discounts, or upcoming events. This proactive interaction keeps customers updated and connected to the brand. For me, implementing chatbot technology shows an attachment to modernity and customer service development. This can favorably impact a company's brand image and reputation as an innovative business. While chatbots offer numerous advantages, it's essential to strike a balance between automation and the human touch. Some consumer concerns may still need human intervention, particularly in circumstances requiring sensitivity and emotional understanding. Implementing a hybrid model that incorporates the right balance of chatbots and human support can optimize the advantages of both approaches.

In addition, technology transformation makes the organization agile, fast, and helps to cut costs by optimizing the time to output. According to McKinsey's research in 2020, approximately 50 percent of companies surveyed reported a moderate to significant impact on realizing the latest technology trends, nearly 70 percent reported an impact on increased use of technology within the company, and 76 percent reported an impact on cost reduction when investing in systems. This indicates that companies must seek profit by utilizing technology to boost sales, optimize processes, and sustain competitiveness in an increasingly digital market. Businesses may enhance efficiency, save capital, and access extra revenue by investing in accurate technology, which will ultimately increase profitability.

### 6.3.2 Opening New Branches

Expanding a business can offer numerous advantages that can lead to growth, increased revenue, and enhanced market presence. The collaboration between the Aziatex Global company and their clients has brought a new initiative to expand their business by opening a new branch. The company has worked hard in managing various things to achieve the client's objective to raise their business brand to a wider network smoothly. For instance, Grand Opening Nieza Salon Kuantan Branch was held on 3 March 2023 and the Grand Opening of Seri Wajah Muslimah Aesthetic on 23 June 2023 in Iskandar Puteri is the 13th Branch in Malaysia. Opening new branches can expand their business and allow businesses to enter new markets, geographically and demographically. This can help capture a larger market share and reach a wider customer base. Besides, a faster way to improve a business brand is through a social media presence that instills trust in customers and can help a company develop its credibility and reputation while showcasing its brand (Matt Allen, 2022). In addition, expanding a business can increase the visibility and reputation of a business brand. Establishing a presence in new markets can also increase business brand recognition and attract more customers.



Figure 11: Grand Opening Nieza Salon Muslimah



Figure 12: Grand Opening Seri Wajah Aesthetic

## **6.4 THREATS**

### **6.4.1 High Market Competition**

Competitors can have a significant impact on an organization's business model, product development, and pricing structure. This threat can come from new competitors or existing competitors may release new products or updates that improve their company in some way. Aziatex Global Sdn. Bhd has many competitors among its clients. As we know, Aziatex has many clients under them, so they need to control their client's reputations and make more profits. One of the company's clients is Seri Wajah Muslimah Aesthetics. The Seri Wajah Muslimah Aesthetic is an exclusive, comfortable, and easily accessible beauty center established especially for Malaysian Muslimah and has 13 branches throughout Malaysia. This spa has an effective treatment for all facial skin problems and is cared for by experienced doctors and beauticians.

The closest rival for Seri Wajah Muslimah Aesthetics is Hanan Medispa which provides facial beauty care services. Their products or services offered have almost similar value propositions. Due to the variety of choices available, customers may switch between competitors more frequently, which leads to decreased customer loyalty. In order to maintain the reputation of their clients, they need to do an effective strategy to increase profits in the company. Businesses may need to invest in building strong customer relationships and loyalty programs.

Therefore, Aziatex Global must develop a marketing strategy by finding brand ambassadors who are advocates who promote a brand to people who are in their online and offline networks. Brand ambassadors frequently use social media to boost a brand's visibility, generate more sales leads, and increase sales (Jennifer Dublino, 2023). In the digital age, brand ambassadors are essential in promoting a brand on social media platforms. They share brand-related content, interact with followers, and assist spread the word about new items or campaigns. Thus, this can help to build and sustain positive interactions between the brand and its customers.

## 6.4.2 Data Security

Any organization that collects or handles customer data may be exposed to threats related to data security. A database breach can result in the loss or compromise of sensitive information, causing customers to lose belief in the businesses that have been entrusted with their data. Furthermore, this company has many customers that they handle on a daily basis and store their information in the company's system. It can be a company's biggest threat when it is possible that all customer data will be lost or hacked.

The best way to keep this threat from becoming a reality is to invest heavily in a secure IT infrastructure that can prevent breaches and respond quickly to attacks. Moreover, companies can manage data backup and recovery by regularly backing up website data, and implementing a recovery plan helps reduce the potential for data loss or website downtime. It is important to back up data frequently, including offline backups, as part of an up-to-date, regularly assessed, multi-layered cybersecurity approach, and to often simulate processes for data recovery from those backups (Kurt Markley, 2022). An effective cyber security plan can ensure the safety of business data. Therefore, everyone in the organization has to play an important role in keeping the organization and customers' confidential information safe. The more secure and proactive companies are in preparing for security risks, the better able they are to deal with them.

## 7.0 CONCLUSION

To summarize, while undergoing industrial training at Aziatex Global Sdn Bhd, Kuantan Pahang, there are various things I have gained, especially valuable experience and knowledge for my future use. Not only that, I also got excellent guidance from the company, especially in the field of Human Resources. Industrial training is the best platform for university students to gain more knowledge and experience in industry. Industrial training exposes students to new experiences and helps them gain confidence when faced with problems and a better understanding of project management, which is difficult to find at institutions. In addition to helping students prepare for their careers and earning money, training programs also help students build up a relationship with the industry, acquire industry work culture, develop self-confidence, execute problem-solving activities, develop social interaction skills, and aspire to future education and career. (Karunaratne, Kingsley and Perera, Niroshani, 2019). When students gain work experience, it is easier for them to be confident, strengthen their communication skills, and be able to face problems sensibly in the future.

Furthermore, all of the company's staff are employee-friendly despite their diverse educational background. Therefore, I was able to build a good relationship with them. They gave me a lot of new information that I never had before. I believe that the knowledge and soft skills I gained from this industrial training will benefit my career. In conclusion, 24 weeks of industrial training has been the best platform for me to learn and acquire technical skills and communication skills. I was also exposed to responsibility as it appeared in the real world of work. When I have questions, they are always willing to assist and carefully explain them. Moreover, punctuality and arriving at work on time helped me become more disciplined and dedicated as a worker. Indeed, industrial training can increase the marketability of students afterward graduation.

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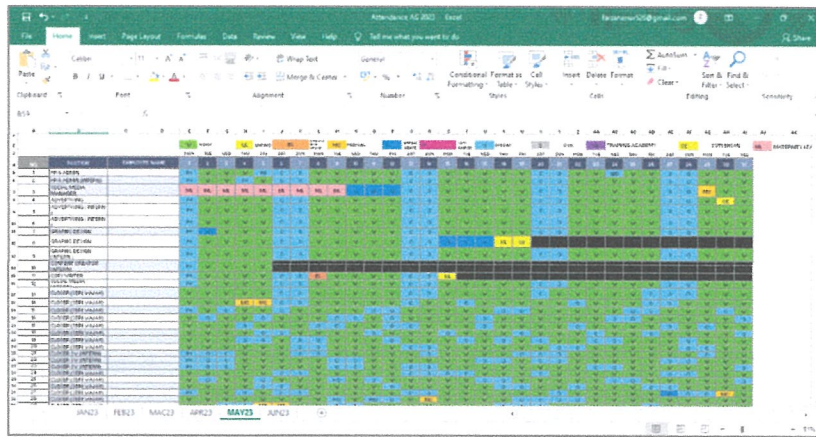
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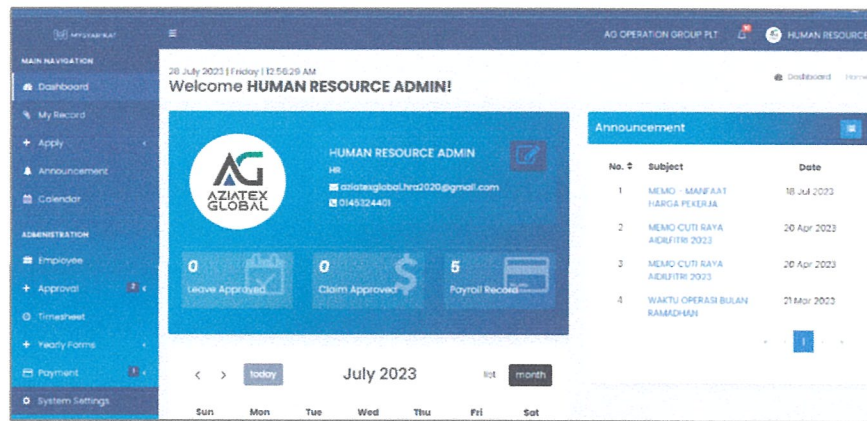
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## 9.0 APPENDICES



	JAN23	FEB23	MAR23	APR23	MAY23	JUN23
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**Attendance Record Aziatex Global Sdn Bhd**



20 July 2023 | Friday | 12:58:29 AM  
Welcome HUMAN RESOURCE ADMIN!

**HUMAN RESOURCE ADMIN**  
HR  
aziatexglobal.hrs2020@gmail.com  
0148324491

0 Leave Approved | 0 Claim Approved | 5 Payroll Records

No.	Subject	Date
1	MEMO - MAMPAI HARGA PEKERJA	18 Jul 2023
2	MEMO CUTI RAYA ADELFITHI 2023	20 Apr 2023
3	MEMO CUTI RAYA ADELFITHI 2023	20 Apr 2023
4	WAKTU OPERASI BULAN RAMADHAN	21 Mar 2023

July 2023

**HR Tools: MySvarikat System**



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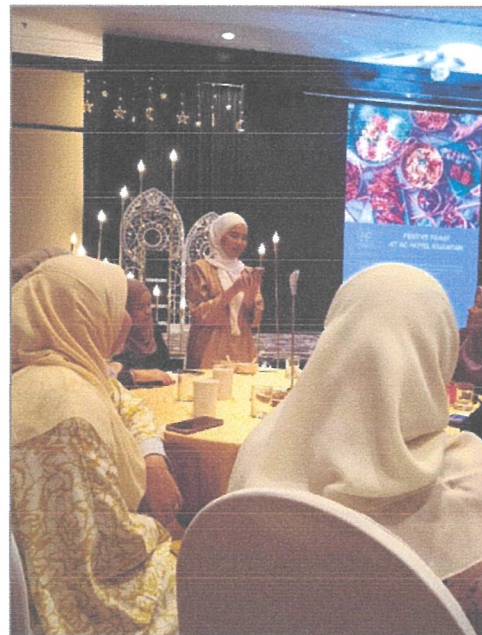




**Briefing Session with Staff**




**Usrah on Friday with Ustaz Ariff**



**Ramadan Iftar with Aziatex Global Staff  
at Hotel AC Kuantan**

**HIGHLIGHT ON AMENDMENT  
EMPLOYMENT  
ACT 1955**




**SPEAKER  
ENCIK ABD RAHIM  
AHMAD**  
CHIEF EXECUTIVE OFFICER  
PAHANG CORPORATE  
MANAGEMENT SERVICES

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- A summary of the Malaysian labour laws.
- Emphasis on the numerous provisions of the Act that is affected by the amendment.
- The financial and non-financial effects of the amendment on the employer and employee.
- Ensuring compliance to avoid penalty.

**23 MAY 2023**  
**8.00 AM - 1.00 PM**  
**CATHAYANA HOTEL,  
KUANTAN**

**REGISTER NOW!**



PCMS Logo

**CERTIFICATE  
OF PARTICIPATION**

**NURFAZANA IZZATI  
BINTI RUSNAYAZI**  
has successfully completed the

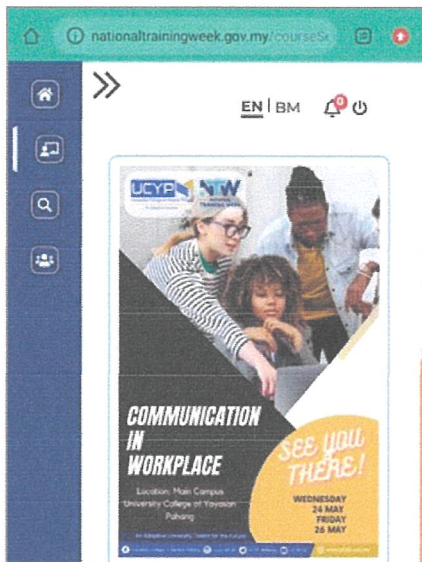
**HIGHLIGHT ON AMENDMENT:  
EMPLOYMENT  
ACT 1955**

by **Abd Rahim Bin Ahmad**  
PCMS Facilitator

**Cathayana Hotel, Kuantan, Pahang**  
**23 May 2023**

*Abd Rahim Bin Ahmad*  
**Abd Rahim Bin Ahmad**  
Chief Executive Director  
Pahang Corporate Management Services Sdn. Bhd.

**Joined Physical Training at Cathayana Hotel, Kuantan**



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FRIDAY  
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Participants: MAZLINA, JABATAN PEMANGKALAN PERINDUSTRIAN, Muhammad Iqbal, Hanjiez

12:15

**Joined Online Training Communication In Workplace**

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**04 JULAI 2023 (SELASA)**  
 9.00 PAGI - 5.00 PETANG

**SENARAI SAWATAN KOSONG**

AJAH (K, S, G, M, B, H, S)	CIKIM (COMMUNICATIONS CONSTRUCTION) (S, G, B, B, S, H, M, M, M)
<ul style="list-style-type: none"> <li>SOCIAL MEDIA PLANNER</li> <li>CONTENT CREATOR</li> <li>CREATIVE DIRECTOR</li> <li>COPYWRITER</li> <li>CUSTOMER SERVICE EXECUTIVE</li> <li>ADVERTISING EXECUTIVE</li> <li>AUTOMATION SPECIALIST</li> <li>GRAPHIC DESIGNER</li> <li>BEAUTICIAN / THERAPIST</li> <li>HAIRSTYLIST</li> </ul>	<ul style="list-style-type: none"> <li>SITE ENGINEER</li> <li>QA/QC ENGINEER</li> <li>SITE SAFETY SUPERVISOR</li> <li>QUANTITY SURVEYOR</li> <li>MECHANIC</li> <li>EXCAVATOR OPERATOR</li> <li>CRANE OPERATOR</li> <li>LOBBY CRANE OPERATOR</li> <li>WHEEL LOADER OPERATOR</li> <li>BULLDOZER OPERATOR</li> <li>ROLLER CONTRACTOR OPERATOR</li> <li>HILLER DRIVER</li> </ul>

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