

# FACULTY OF BUSINESS ADMINISTRATION BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING ARAU CAMPUS, PERLIS

# MGT666 INTERNSHIP INDUSTRIAL TRAINING REPORT MAJLIS AGAMA ISLAM DAN 'ADAT MELAYU PERAK (TAPAH DISTRICT)



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28 JULY 2023

#### **EXECUTIVE SUMMARY**

According to the plan of study, the internship is the last course for all undergraduate programs in the Faculty of Business Administration. A student is required to undergo internship attachment or on-the-job training in areas related to our academic degree and field of concentration. This internship course serves as a practical training ground for a student to receive practical knowledge and workplace skills that give experience with work and responsibility in carrying out tasks assigned by the company. It would enhance practical skills, knowledge, and attitude in carrying out the tasks.

Therefore, I have successfully completed this Industrial Training Report at a company that I have been working for which is at Majlis Agama Islam dan 'Adat Melayu Perak (MAIPk) in Tapah district. I started to work at this company in March 2023 and from my observation that this company is the best place to start and develop my career and skills. MAIPk offers a comprehensive, market-competitive pay and benefits package to support employees' professional and personal needs. This may vary according to role and location.

To sum up, by evaluating positive and negative factors within and outside the company, the conclusion of the SWOT analysis components helps the reader to understand why the analysis should be relevant.

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#### **COMPANY'S PROFILE**

I did my internship at Majlis Agama Islam dan 'Adat Melayu Perak, Tapah district and I have gained a lot of knowledge and experience. MAIPk is a legal statutory body in Perak with its headquarters in Jalan Panglima Bukit Gantang Wahab, Ipoh, Perak. MAIPk's main activities are the management and promotion of zakat collection and distribution.

MAIPk Tapah used to be in the same building as Pejabat Pentadbiran Agama Islam. However, recently it has moved out to a new location and building located at Lot 569, Jalan Baldwin, 35000 Tapah Perak. It operates from Monday to Friday from 8.00 am until 5.00 pm.



The location of MAIPk Tapah on Google Maps application



The MAIPk Tapah's office building

#### VISION

An Islamic institution that integrates and drives the progress and well-being of the ummah based on the al-Quran and Sunnah

#### **MISSION**

Improve the socioeconomic status of the community through the strengthening of effective and dynamic Baitulmal management by practicing excellent governance based on transparency, integrity, and high professionalism.

# **OBJECTIVES**

- 1. Dignify the institution of zakat through an effective collection and distribution system.
- 2. Administering Baitulmal property and wakaf to develop socioeconomics and deal with the welfare of the community.
- 3. Generate service quality, excellent and dynamic work culture, and systematic management by making maximum use of information and communication technology.

# **MOTO**

Strengthen Syariah, Persevering Custom

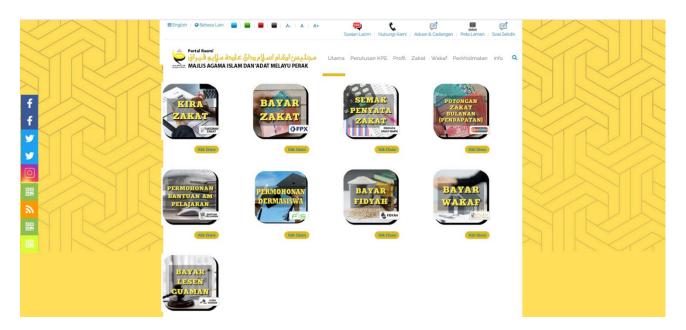
#### PRODUCTS AND SERVICES

MAIPk offers a variety of services related to the zakat. Their main services are the management and promotion of zakat collection and zakat distribution. The zakat funds are disbursed in various forms and the *asnaf* can get it through zakat aid applications. A variety of zakat aids can be applied including:

- Monthly Financial Aid
- Schooling Aid
- Dermasiswa Aid
- General Education Aid
- Home Improvement Aid
- House Building Aid

- Eid Aid
- Hemodialysis Aid
- Capital Assistance
- Debt Settlement Aid
- Medical Aid
- Emergency Aid

However, MAIPk services are not only limited to the office where people can also have access to the services online at MAIPk's official website at <a href="www.maiamp.gov.my">www.maiamp.gov.my</a>. There, people can pay their zakat, fidyah or even wakaf through online transactions. *Asnaf* who didn't have time to come to the office to get zakat aid application forms can also download the form from the website and print it themselves.



Services offered on MAIPk's official website

#### **ORGANIZATIONAL STRUCTURE**

This organization's main headquarters is at Ipoh, Perak while the one I was doing my internship which is MAIPk Tapah, is one of the district offices under MAIPk. Since it is a district office, only a small number of staff are appointed at MAIPk Tapah which is around 6 permanent staffs and two to four internship students from other institutions such as polytechnics and other local universities. MAIPk Tapah is led by one district Baitulmal officer, that handles the overall operations as well as bigger picture aspects.



Organizational Chart of MAIPk Tapah

#### TRAINING REFLECTIONS

# • Duration: Specific Date, Working Days & Time

My internship starts on 2<sup>nd</sup> March 2023 and ended on 16<sup>th</sup> August 2023 which is equivalent to 6 months. I work as an intern at MAIPk Tapah which operates from Monday to Friday from 8.00 am to 5.00 pm with exclusions on public holidays.

# • Department, Roles, Responsibilities, Assignment, and Tasks

Here at MAIPk Tapah, there are a total of 4 departments namely, Administration, Zakat Distribution, Finance, and Real Estate and Property. However, I am not assigned to a specific department, therefore my duties are varied and not solely focused on a department. But most of the time, I would get orders or tasks from the officers of the zakat distribution department. Examples of tasks given to me during my internship are registering the zakat aid application on the iSyura portal (a portal designed specifically for the MAIPk staff), assisting customers that came to the zakat aid counter, answering and transferring phone calls, and arranging the schooling aid sub-voucher files. I'm also given orders to key in the information in the Appendix E Medical Aid Market Research Excel Workbooks.

# • Gains: Intrinsic and Extrinsic Benefits

Over the course of my internship, MAIPk grants me an allowance of RM400 per month. It is a major motivator for me. Even though, the amount seems kind of small, it is enough for a start since I am still trying to learn how to stand on my own feet in working life.

I am also provided with a comfortable, air-conditioned working place including my own space (a desk, an office chair, and a PC). Plus, all the staffs have access to a Wi-fi connection. There are snacks and instant drink mix for the staff to enjoy at the office's pantry.

Although I never got to experience following the officers when they do their inspections at the applicants' houses, I still felt a sense of accomplishment when I was assigned to assist En Syahir, one of the zakat distribution officers, to handle the Program Pemerkasaan Ekonomi Asnaf (PROPER A) 2023. It is my very first experience handling a program by myself which includes promoting it to the target audience.

#### **SWOT ANALYSIS**

SWOT analysis is a technique for assessing the performance, competition, risk, and potential of a business as well as part of a business such as a product line or division, an industry, or other entity. For MAIPk Tapah, I have conducted a SWOT analysis on one of its programs which is the Program Pemerkasaan Ekonomi Asnaf (PROPER A) 2023.

# **SWOT Analysis**

STRENGTHS	WEAKNESSES	
OFFERED FOR FREE SHORT-TERM COURSES	• LACK PROMOTIONAL ACTIVITIES • COURSES OFFERED LACK ATTRACTIVENESS	
OPPORTUNITIES	THREATS	
• MILLENNIAL <i>ASNAF</i> ENTREPRENEURS	HIGH COMPETITION     LACK OF SELF-MOTIVATION	

Figure 1: SWOT Analysis on Program Pemerkasaan Ekonomi Asnaf (PROPER A) 2023

# **STRENGTHS**

#### • Offered for free

The PROPER A is free to join which means no fees are needed for those who want to attend the entrepreneurship classes. This is because the main purpose of this program is to help the *asnaf* groups to build up their skills for them to be more marketable in the job industry.

#### • Short-term courses

The duration of the PROPER A program is only 6 months. The first two months are the classes period and the later four months are the probation period. During the probation period, MAIPk will monitor the participants and give out capital aid for those who need it to expand or start their own businesses.

#### WEAKNESSES

# • Lack of promotional activities

Active promotion of the PROPER A program is not done. The program is only being advertised via telemarketing, which involves making one-on-one phone calls to potential participants. The potential participants are chosen following a thorough analysis of the zakat beneficiary lists. Given the conventional methods of promotion used, the program has been poorly received by *asnaf*. Additionally, only a small portion of them were aware of the availability of the entrepreneurial program, which has an impact on the PROPER A program's participation rate.

#### Lack of attractive courses

There are only six entrepreneurship courses available to *asnaf* in the PROPER A program. Additionally, the courses aren't all that interresing and don't match the current job demands. The courses offered by MAIPk are reflexology and massage therapy for both men and women, midwifery, spa and beauty, gravestone making, pastry and culinary arts, chicken rearing, and basic mushroom cultivation.

# **OPPORTUNITIES**

# • Millennial Asnaf Entrepreneurs

There is a misconception that *asnaf* has stopped operating because it has grown old. The PROPER A program can therefore be broadened to include millennials who are more attracted toward entrepreneurship considering this perception. The *asnaf* community's young millennial generation should receive the technical and vocational skills required to become the backbone of the labour force. By offering pertinent information and support to pursue entrepreneurship as a career option, this training could close the generational gap between millennials and their forebears.

#### **THREATS**

# • High Competition

The PROPER A program also suffers competition from other organizations or agencies that also offers entrepreneurship classes. One of its main competitors is an organization named Empower Ncer which offers more varied and appealing courses for the B40 groups. Another competitor is Pusat Aspirasi Anak Perak (PASAK) which gives its participants RM300.00 as an allowance and a certificate under the industry.





#### • Lack of Self-Motivation

Due to the *asnaf's* lack of desire and reliance on government hand-outs, the PROPER A program receives little attention, especially from *asnaf* entrepreneurs. Low self-confidence and low self-motivation are some reasons why certain entrepreneur development programs fail. Unfortunately, the *asnaf* lack motivation because of their natural shortsightedness, which has led them to believe that business capital aid is a one-time financial gift rather than long-term opportunity to escape poverty.

# **PESTEL ANALYSIS**

A PESTEL analysis is a framework or tool used to analyze and monitor the macro-environment factors that may have a profound impact on an organization's performance. PESTEL is an acronym that stands for Politics, Economy, Social, Technology, Environment, and Legal factors. Figure 2 below shows the PESTEL analysis that I have done on MAIPk's PROPER A Program.

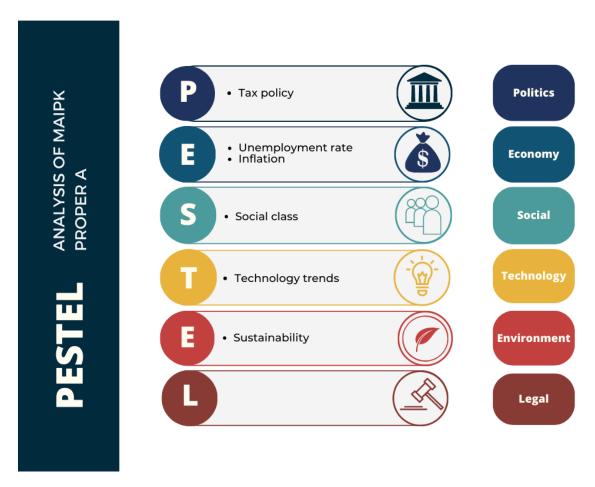


Figure 2: PESTEL Analysis on Program Pemerkasaan Ekonomi Asnaf (PROPER A) 2023.

#### POLITICS FACTOR

#### Tax Policies

No one likes paying taxes. Luckily, being a SME in Malaysia has some advantages such as low corporate tax. This allows small business owners to worry less about corporate taxes when starting a business. Only if the taxable income of the business is less than RM500,000 then the SME business owners will be taxes at the specified rate. These advantages are great motivator for *asnaf* who wants to start his or her own business but lacks entrepreneurial skills. Therefore, they will reach out to organization or agencies who holds free entrepreneurship programs including MAIPk' PROPER A 2023 program.

#### **ECONOMIC FACTORS**

#### • **Unemployment**

Malaysia's unemployment rate stood at 3.5% in May, with 585 000 people still unemployed, most of whom belong to the *asnaf* group. If the *asnaf* group loses its job, it will not be able to improve their income and standard of living of living. Hence, to earn more income and leave the *asnaf* community, they will search for ways to get money including leaning new skills and start a new enterprise and PROPER A is a great platform for them to do so. This will increase the number of participants in MAIPk's PROPER A program.

#### • Inflation

Inflation also affects the PROPER A program because inflation causes the rise in price of goods and services for a long period of time, making it difficult for people, especially the *asnaf* to purchase necessities. The government hand-outs they have received will not be enough to cover their daily expenses causing them to search for alternatives to increase their family's income and one of the alternatives is opening a small business. However, not many of them have the skills or qualifications to do so and MAIPk can help them by offering free entrepreneurship program which the PROPER A program.

#### **SOCIAL FACTORS**

#### • Social or Income Class

Malaysians are categorized into three different income groups: T20, M40, and B40 which are based on the Household Income and Basic Amenities (HIS/BA) Survey conducted by The Department of Statistics (DOSM) in 2019. Most of the *asnaf* belong to the B40 group which represents the bottom-tier households with an income of less than RM4,850. For them to move up the social class or income groups, they need to increase their income. Hence, the PROPER A program is a great platform for them to improve their knowledge and skills to become entrepreneurs and earn more money.

#### TECHNOLOGICAL FACTORS

# • Technology Trends

In recent years, several technology trends have emerged in Malaysia that are changing the way people live, work, and do business. One of the most consequential technology trends in Malaysia is the growth of e-commerce. Widespread internet access and the growing popularity of smartphones are driving more and more Malaysians to online shopping. Plus, e-commerce platforms such as Shopee and Lazada are creating new opportunities for Malaysian entrepreneurs to sell their products online, increasing their reach and revenue potential. Therefore, the *asnaf* who wants to start a business but lack the skills to do so will reach out to free entrepreneurship programs, including the PROPER A program.

#### **ENVIRONMENTAL FACTORS**

#### • Sustainability

Sustainability is increasingly vital to businesses, including small and medium-sized enterprises (SMEs) in Malaysia, due to its advantages. By incorporating sustainability into their operations, SMEs can increase their efficiency enhance their brand's reputation, gain access to new markets, and more. These advantages will drive the *asnaf* to join entrepreneurial courses or programs such as MAIPk's PROPER A program, to upskill themselves and start their own small businesses.

#### **TOWS MATRIX**

TOWS Matrix is a strategic planning tool that helps organizations identify their strengths, weaknesses, opportunities, and threats, and then match them up to create action plans. By analyzing the relationships between these factors, organizations can gain a deeper understanding of their strategic position and make more informed decisions. Figure 3 below shows the TOWS Matrix of MAIPk's PROPER A program.

	STRENGTHS	WEAKNESSES	
	OFFERED FOR FREE     SHORT-TERM COURSES	LACK PROMOTIONAL ACTIVITIES     COURSES OFFERED LACK     ATTRACTIVENESS	
OPPORTUNITIES	S-O STRATEGIES	W-O STRATEGIES	
• MILLENNIAL ASNAF ENTREPRENEURS	PENETRATE THE MILLENNIAL ASNAF ENTREPRENEURS MARKET	INCREASE PROMOTIONAL ACTIVITIES     THROUGH SOCIAL MEDIAS	
THREATS	S-T STRATEGIES	W-T STRATEGIES	
HIGH COMPETITION     LACK OF SELF-MOTIVATION	COLLABORATION WITH OTHER     AGENCIES OR ORGANIZATION	DO EXTENSIVE RESEARCH ON THE ENTREPRENEURSHIP COURSE DEMAND	

Figure 3: TOWS Matrix on Program Pemerkasaan Ekonomi Asnaf (PROPER A) 2023.

# **S-O STRATEGIES**

# • Penetrate the millennial asnaf entrepreneurs market

Instead of only offering the PROPER A program to MAIPk's zakat beneficiary lists, MAIPk should also utilize the opportunity to penetrate the millennial *asnaf* including the zakat beneficiaries' family members, children, or grandchildren. MAIPk can use their huge database system on iSyura portal to analayze these potential millennial *asnaf* entrepreneurs. Since they are the backbone of their family, offering them PROPER A program will help them to increase their skill and knowledge on entrepreneurship. Later, they can utilize those skills to find jobs or start a new business to enhance their status of living.

#### S-T STRATEGIES

# Collaboration with other agencies or organization

MAIPk is acknowledged of having an existing stable networking chain, but there is till opportunity to build a wider extent of networking with other organizations. A more efficient collaboration or joint venture activities with non-government agencies could be explored to diversify the mechanisms to disburse zakat funds, or to conduct educational programmes for the society such as the PROPER A program. In my point of view, MAIPk can collaborate with UiTM campuses around Perak especially UiTM Sri Iskandar Campus to promote the PROPER A program. This is because there are students from the Business Administration Department at the UiTM Sri Iskandar Campus, so it is a great opportunity to do PROPER A program's promotional activities there.

#### W-O STRATEGIES

# • Increase promotional activities using a more modern way

The PROPER A program lacks promotional activities and is inly promoted through telemarketing. Hence, MAIPk should follow the trends nowadays which is social media marketing to widen the range of target audience. MAIPk can utilize their social media accounts including Facebook, Instagram, Twitter, Youtube and Whatsapp to do promotional activities such as posting poster or short reels of the courses offered. The wider the spread of PROPER A advertisements, the more the number of participants who wants to join the program.

#### W-T STRATEGIES

# • Do extensive research on the entrepreneurship courses demand

Due to the courses offered lack attractiveness, MAIPk should change the courses to a more eye-catching courses that suits the trend and job demand today. This is to ensure that more *asnaf* wants to attend the program to increase their skills and qualifications. MAIPk should do extensive research regarding the most demanded entrepreneurship courses and the job demand today before choosing the entrepreneurship course to offer in the program.

#### **CONCLUSION**

In conclusion, I am grateful to the Majlis Agama Islam dan 'Adat Melayu Perak, Tapah District for accepting me as an industrial training intern for 24 weeks giving me the opportunity to experience working in various sector offices. It has been an eye-opening experience to be able to work at a legal statutory body sector. I was able to acquire and hone many skills that I could not acquire in university lectures and assignments. I gained a lot of knowledge about office administration, the management of a program, and every task performed must follow procedures for the task to be of high quality.

Apart from learning the skills to do work systematically, soft skills are also improved. I have learned to be a better person, because before, I had less interaction with people while working, but after undergoing industrial training at MAIPk Tapah, I became more inquisitive and towards a better communicator and a more open-minded person. This is all thanks to my experience of working at zakat aid counter that needs me to communicate with the customers that come to apply for zakat aids. I will consult with the respective administrative assistant if I have any inquiries or uncertainties regarding a matter.

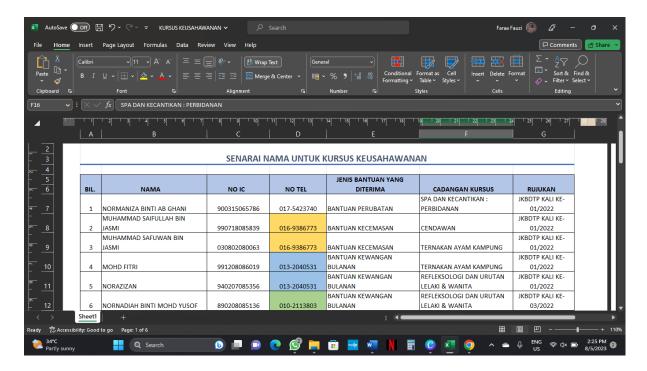
As a marketing student, I was able to apply the core knowledge of my course to my current work. Therefore, I am grateful to be able to experience the reality of working life and gain new knowledge and interests. Working at MAIPk Tapah gave me the opportunity to handle an entrepreneurship program called PROPER A 2023 that utilizes my marketing skills.

Finally, the industrial training at MAIPk Tapah was indeed a great platform for my overall growth thanks to my supportive supervisors and colleagues.

#### REFERENCES

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- 3) https://www.facebook.com/ZakatPerakMAIPk/?fref=ts
- 4) <a href="https://twitter.com/ZakatPerak">https://twitter.com/ZakatPerak</a>
- 5) <a href="https://instagram.com/zakatperakmaipk?igshid=MzRlODBiNWFlZA=="https://instagram.com/zakatperakmaipk?igshid=MzRlODBiNWFlZA=="https://instagram.com/zakatperakmaipk?igshid=MzRlODBiNWFlZA=="https://instagram.com/zakatperakmaipk?igshid=MzRlODBiNWFlZA=="https://instagram.com/zakatperakmaipk?igshid=MzRlODBiNWFlZA=="https://instagram.com/zakatperakmaipk?igshid=MzRlODBiNWFlZA=="https://instagram.com/zakatperakmaipk?igshid=MzRlODBiNWFlZA=="https://instagram.com/zakatperakmaipk?igshid=MzRlODBiNWFlZA=="https://instagram.com/zakatperakmaipk?igshid=MzRlODBiNWFlZA=="https://instagram.com/zakatperakmaipk?igshid=MzRlODBiNWFlZA=="https://instagram.com/zakatperakmaipk?igshid=MzRlODBiNWFlZA=="https://instagram.com/zakatperakmaipk?igshid=MzRlODBiNWFlZA=="https://instagram.com/zakatperakmaipk?igshid=MzRlODBiNWFlZA=="https://instagram.com/zakatperakmaipk?igshid=MzRlODBiNWFlZA=="https://instagram.com/zakatperakmaipk?igshid=MzRlODBiNWFlZA=="https://instagram.com/zakatperakmaipk."https://instagram.com/zakatperakmaipk.
- 6) https://youtube.com/@maipkofficial9892
- 7) https://www.tiktok.com/@majlisagamaislamperak? t=8eKItsNDHRy& r=1
- 8) <a href="https://www.maiamp.gov.my/">https://www.maiamp.gov.my/</a>
- 9) https://www.facebook.com/empowerNCERNegeriPerak/
- 10) https://perakpasak.org/

#### **APPENDIX**



Appendix 1: The Microsoft Excel I have created for the PROPER A 2023 Program

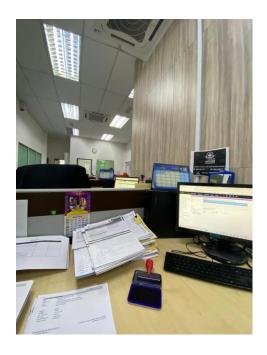


Appendix 2: The PROPER A 2023 program's poster

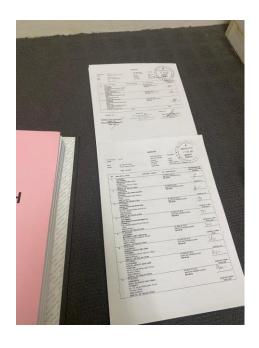


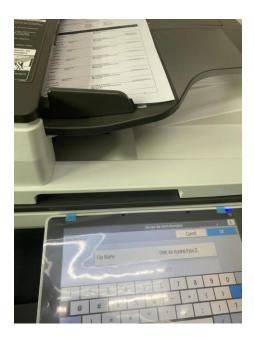


Appendix 3: Pictures taken during the PROPER A Program in Ipoh

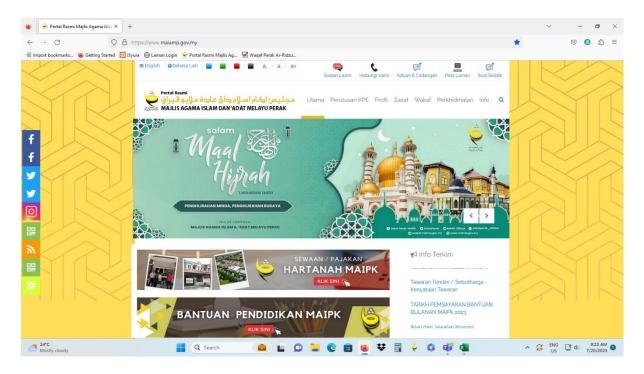




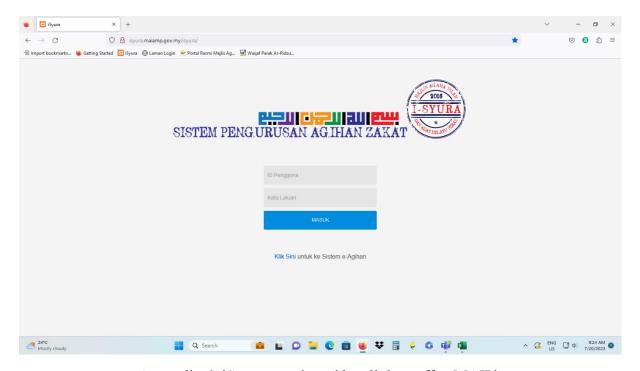




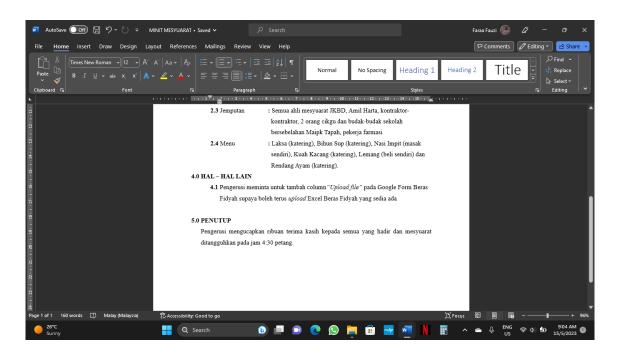
Appendix 4: Pictures of some tasks given to me during my internship at MAIPk Tapah



Appendix 5: MAIPk's Main Website



Appendix 6: iSyura portal used by all the staff at MAIPk



Appendix 7: The minutes of meeting that I have done for MAIPk Tapah's Hari Raya Feast



Appendix 8: Pictures taken during MAIPk Tapah's Hari Raya Feast