

# INDUSTRIAL TRAINING REPORT

1 MARCH 2023 – 15 AUGUST 2023



**COMPANY:**

THE RESEARCH, INDUSTRY, COMMUNITY, ALUMNI, ENTREPRENEURSHIP,  
AND NETWORK (RICAEN)

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## **EXECUTIVE SUMMARY**

This report outlines my experience during the industrial training at RICAEN, the Research, Industry, Community, Alumni, Entrepreneurship, and Network unit at Universiti Teknologi MARA, Perlis Branch. The internship spanned 6 months, encompassing 24 weeks, starting from March 1st, 2023, and concluding on August 15th, 2023. During this period, I was assigned to the MASMED unit, representing the Malaysian Academy of SME & Entrepreneurship Development, with Miss Siti Sarina Sulaiman as my supervisor, who serves as the MASMED coordinator. Assisting me in my tasks was Madam Nur Jazillah Mohamad, also a member of the MASMED team. RICAEN plays a crucial role at UiTM, managing industrial collaborations between UiTM Perlis and other local or international universities. Moreover, it actively engages with the community, students, and alumni, conducts research and publications, and fosters a spirit of entrepreneurship among students. This experience provided me with invaluable skills, knowledge, and insights that will undoubtedly prove beneficial in my future endeavors.

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## 2.0 COMPANY'S PROFILE



Figure 1: RICAEN Building

RICAEN is located at UiTM Arau, 02600 Arau, Perlis, in front of the complex star. RICAEN is responsible for servers and help all faculty members in research grant applications, publications, intellectual properties, consultation services as well as commercialization, develop new linkages and strengthen existing partnerships with industries, communities, alumni and other universities.

### RICAEN OBJECTIVES

1. Manage, coordinate and provide services related to research, consulting, and publishing.
2. Helping the development of new fields in line with campus program priorities.
3. Disseminate and provide research, consultation and writing training to UiTM Perlis residents.
4. Ensuring that the culture of innovation, research, consultation and publication is always fertile among UiTM Perlis citizens.
5. Help strengthen the quality of teaching and learning of UiTM Perlis academic staff.
6. Strengthen the marketability of prospective UiTM Perlis graduates.

## **RICAEN MISSION**

1. Strengthen UiTM's scholarship and innovation capabilities through quality services.
2. Establish a good, harmonious and effective relationship between UiTM Perlis and industry, government, private sector and community.
3. Distribute and provide research training, consultation and writing to UiTM Perlis residents.
4. Focus on strategic relationships with stakeholders that will bring positive results to UiTM Perlis and the stakeholders.
5. To ensure the relationship between industry, government, private sector and community will bring a positive impact on UiTM Perlis's image.

## **RICAEN VISION**

To become a world-class researcher, innovation, consulting, and publication management centre and to establish a relationship between UiTM Perlis and industry, government, private sector and society for mutual benefit.

## **MASMED UNIT OBJECTIVES**

1. Encourage entrepreneurial activities among students and staff of UiTM Perlis as well as the local community through MASMED by providing entrepreneurial training.
2. Giving UiTM Perlis students the opportunity to venture into entrepreneurship through the Student Entrepreneur Kiosk Program.
3. Encourage students to attend entrepreneurship seminars organized by UiTM and external institutions.
4. Provide TOT training to entrepreneurship lecturers for the purpose of strengthening the teaching and learning of the ENT course.
5. Holding entrepreneurship conferences at the national and international level for the purpose of encouraging the involvement of UiTM Perlis lecturers in the field of entrepreneurship research and entrepreneurial innovation.

## **MASMED VISION**

1. To establish UiTM as a premier university of outstanding scholarship and academic excellence capable of providing leadership to Bumiputera's dynamic involvement in all professional fields of world-class standards in order to produce globally competitive graduates of sound ethical standing.
2. World aminent entrepreneurship academy.

## **MASMED MISSION**

1. To enhance the knowledge and expertise of Bumiputera's in all fields of study through professional programmes, research work and community service based on moral values and professional ethics.
2. Transforming lives through entrepreneurship.

### 3.0 ORGANIZATIONAL CHART

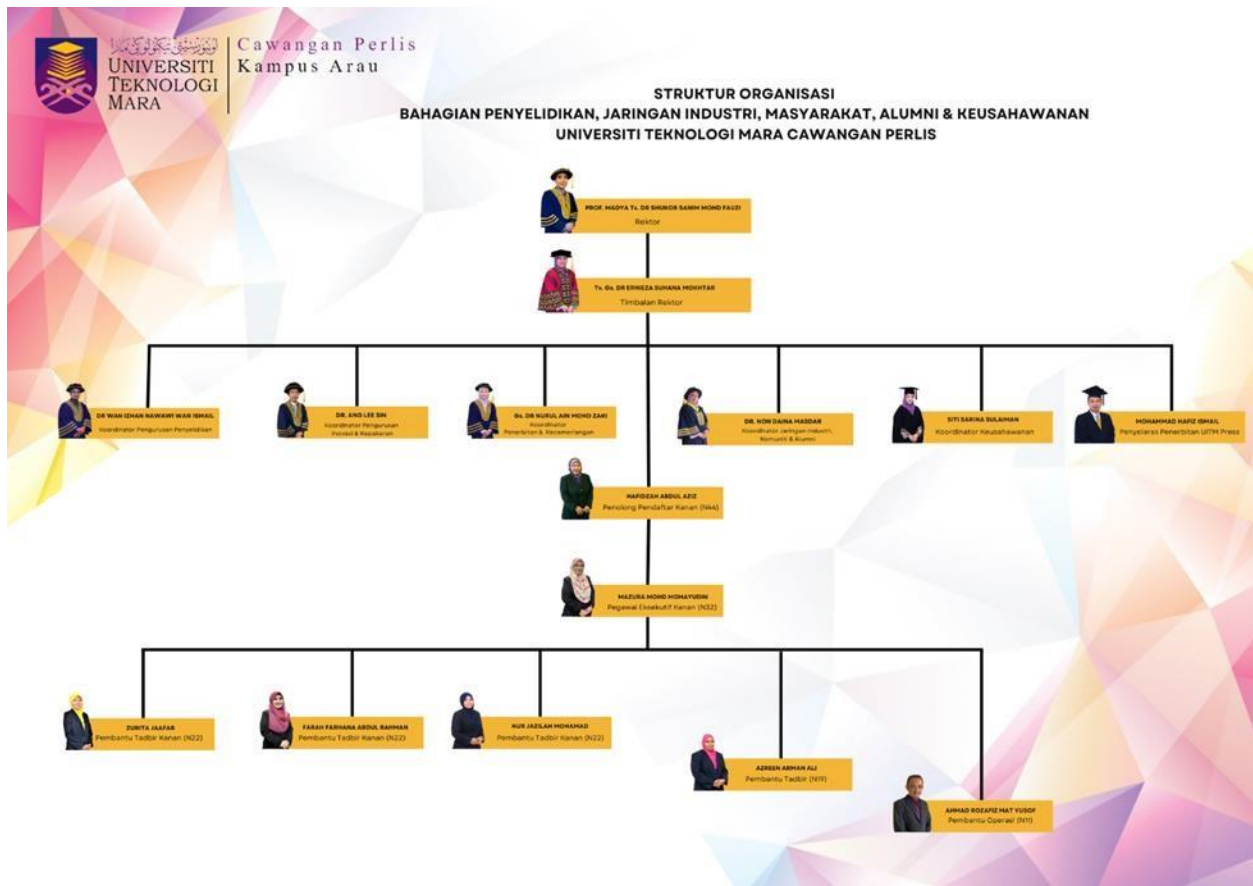


Figure 2: RICAEN Organizational Chart

RICAEN is composed of six distinct units, namely the Research Management Unit, Publishing & Excellence Unit, Innovation Management & Expertise Unit, Industry, Community, Alumni & Network (ICAN) Unit, Malaysian Academy of SME & Entrepreneurship Development (MASMED), and UiTM Press. Each unit operates with its own specific function and purpose.

## MASMED ORGANIZATION

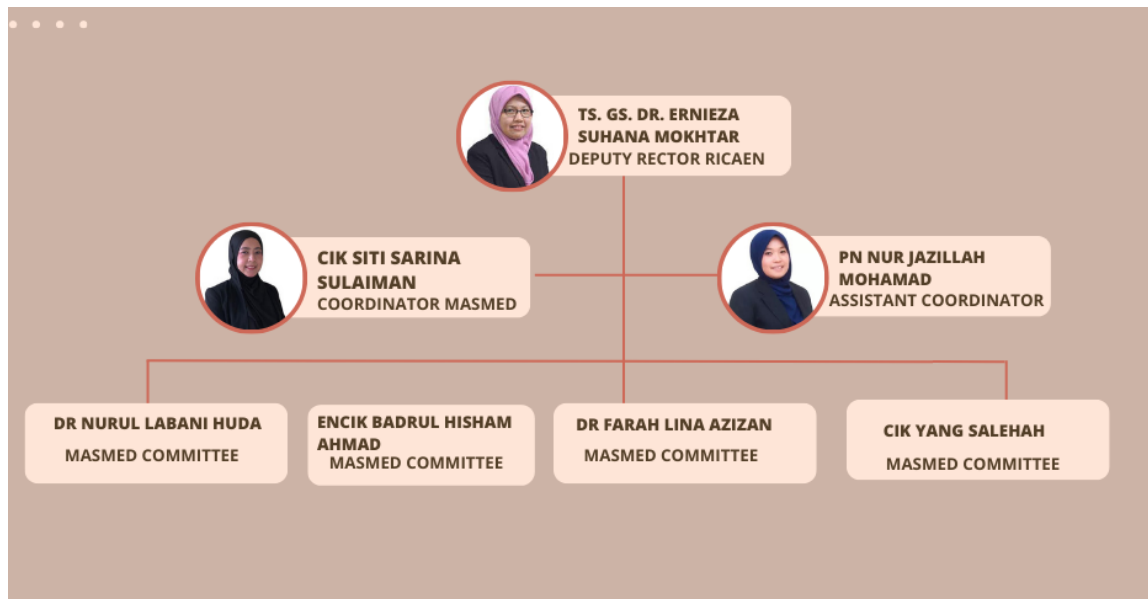


Figure 3: MASMED Organizational chart

The Malaysian Academy of SME and Entrepreneurship Development (MASMED) is responsible for coordinating entrepreneurship activities among students and staffs in UiTM Cawangan Perlis.



#### **4.0 TRAINING REFLECTION**

My internship at RICAEN UiTM Perlis lasted 6 months which from March 1, 2023 to August 15, 2023. I worked during standard working hour which is from 8.00am to 5.00pm. During my time as an intern, I was assigned to the Malaysian Academy of SME & Entrepreneurship Development (MASMED), which was managed by Miss Siti Sarina Sulaiman and assisted by a member of the UiTM faculty named Mrs. Nur Jazillah Mohamad. During the course of my internship, I have gathered up a wide variety of new experiences and abilities.

My responsibilities within that department are I had been given the chance to handle and participate in various programs that the department already arranged such as Nescafé Youth Entrepreneurship Programme, I-idea Programme, Semarak Sanjung Award and many more. Besides that, I have learned to take minutes meeting for various meetings with my department, in supervision of my supervisor. Other than that, creating and editing posters for a variety of programmes under RICAEN. I also have been given the opportunity to properly document and record the details accordingly for MASMED. For example, all the receipts from the vendors in Anjung Siswa. Furthermore, I have been tasked to do a proper documentation of the gross profit, net profit, and also the expenditures for every entrepreneurship carnival that had been held in the campus and so on and then I had been tasked to upload the videos and handled the RICAEN TikTok account.

Overall, even though there is no allowance during my internship at RICAEN, I gain many other benefits such as medical facilities, residential college, experiences and new skills. What I got during the practical in RICAEN, through all the programmes, I have learned a lot on how to manage a programme for the students and it builds my interpersonal characteristic for me. Other than that, I learn how to be a better listener. Taking part in a minute meeting its help me to be a better listener and determine the type of information that may be missing out on during your normal minute taking routine. I learn how to prepare minutes more efficiently, be reminded of how to take minutes more productively. I also developed my creative marketing skills in order to finish the task given involving designing a poster for the department. I also know how to manage a Tiktok account, as one of the purposes of this was to introduce the department to the students and the people about the existence of this department that really plays a vital role in UiTM.

## 5.0 SWOT ANALYSIS

SWOT analysis is a strategic planning tool utilized by businesses and organizations to evaluate their internal strengths and weaknesses, along with external opportunities and threats. By conducting a SWOT analysis, businesses can identify areas where they excel and areas that require improvement, while also gaining insights into potential opportunities and potential challenges they may face. This comprehensive assessment enables businesses to overcome obstacles and make informed decisions about the most promising avenues for growth and development.

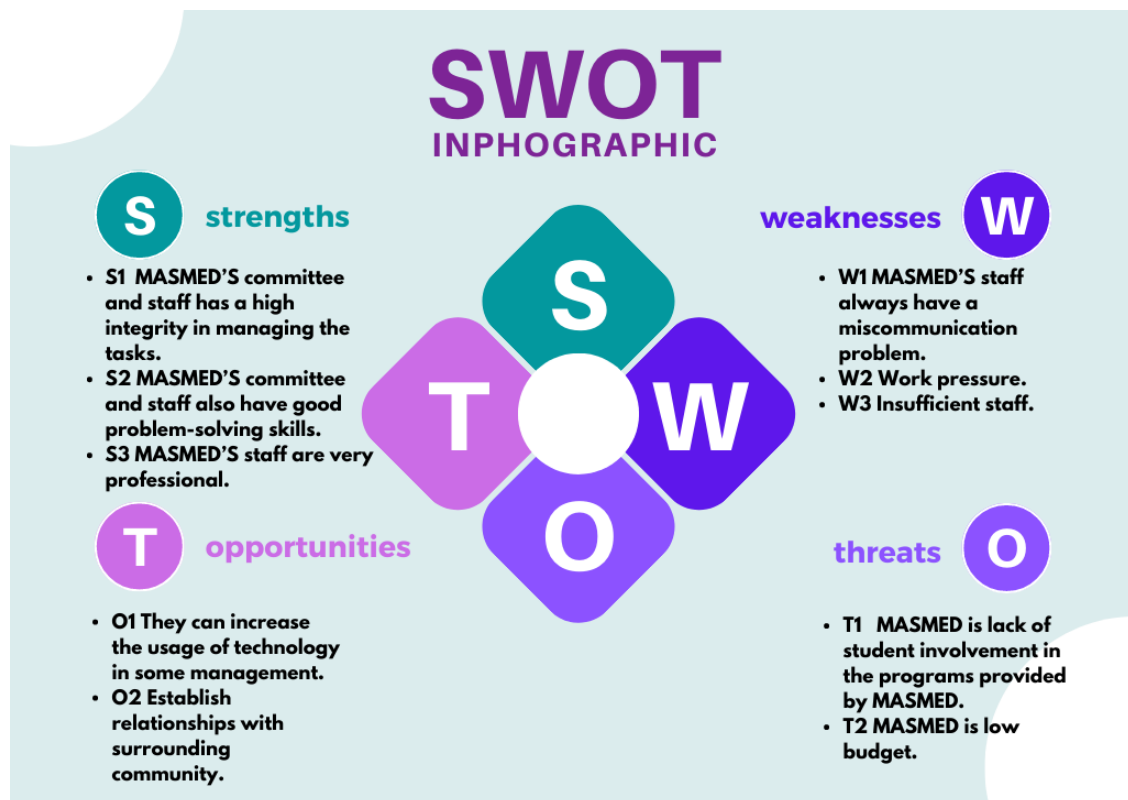


Figure 4: MASMED unit analysis

### STRENGTHS

Firstly, MASMED'S committee and staff has a high integrity in managing the tasks. Every staff member has their own responsibility at the company based on their position. For example, when MASMED committee plans or carries out programs, all members of the MASMED committee will fulfill their respective responsibilities and tasks, such as creating and establishing linkages with outside organizations, arranging participants, planning the

venue, and so on. As an intern, I also assist the MASMED committee coordinators in ensuring the success of the programs under MASMED unit. That is why having high-integrity staff is crucial to ensure that every program conducted runs smoothly. Integrity is absolutely necessary to produce a noble society that is professionally advanced (Puteh, A., Osman, K., Don, A. G., & Ali, N. A. M., 2023).

Secondly, MASMED'S committee and staff also have good problem-solving skills. For example, the TikTok in entrepreneurship program, which was originally scheduled to take place on the designated date, encountered issues and had to be postponed to the following semester due to a lack of student participation. In response, MASMED took the initiative to hold several meetings with all committee members and staff to find the best and most efficient solution.

Last but not least, MASMED'S staff are very professional. This is because, even though sometimes misunderstandings happen among the committee and staff while working or handling programs, they still can maintain a harmonious environment in the workplace and do not frown with each other. It means that they are being professional because they can separate the work and private problems.

## **WEAKNESSES**

Firstly, MASMED'S staff always have a miscommunication problem. Due to the fact that MASMED committee members consist of lecturers from various faculties, there are constraints in terms of time commitment and availability. The staff members assigned under MASMED also hold several other responsibilities under the RICAEN department. Because they have multiple positions and responsibilities, misunderstandings and miscommunications often occur among them.

Secondly, is the work pressure. Due to the posts and responsibilities held by the coordinator and the committee, it becomes challenging to execute various entrepreneurship programs. In addition, sometimes the tasks require the committee to work after office hours due to the workload. As an intern, I also have to work overtime to assist the MASMED unit in carrying out the programs.

Third weakness is insufficient staff. Every program conducted under the MASMED unit requires staff and interns from other units in RICAEN to assist in its execution, as the MASMED committee members are committed to their roles as lecturers in their respective

departments. For example, in a workshop program with students, the coordinators, staff, and interns have to take turns to manage their shifts. Some staff members may need to leave their designated tasks to purchase souvenirs, record participant attendance, or take photos, even if these tasks are beyond their job scope.

## **OPPORTUNITIES**

Firstly, MASMED opportunity is they can increase the usage of technology in some management. For example, MASMED can utilize technology-based platforms for collecting, filtering, and managing the required information. MASMED can also provide materials and disseminate program-related information through more efficient online platforms such as posting on the website and social media.

Secondly, Establish relationships with surrounding community. MASMED can establish relationships with the surrounding community by creating a program to support small entrepreneurs (SMEs) in advertising their businesses. This can be done through various initiatives such as organizing workshops or seminars on marketing strategies, providing mentorship programs, or even offering promotional platforms for SMEs to showcase their products or services. Additionally, MASMED can collaborate with local schools to develop programs aimed at training and encouraging future entrepreneurs. This can involve conducting entrepreneurship workshops, inviting guest speakers to share their experiences, or facilitating internships or apprenticeships for students interested in entrepreneurship. These efforts can help foster a stronger connection between MASMED and the community while supporting the growth and development of local entrepreneurs.

## **THREATS**

The first threat for MASMED is lack of student involvement in the programs provided by MASMED. The lack of student involvement is due to students facing an overwhelming workload assigned by lecturers and other activities. For example, the TikTok program in entrepreneurship and the CNI Foundation program are still pending due to this issue. The success and impact of MASMED programs heavily rely on student participation and engagement. Without active student involvement, the programs may not achieve their intended objectives and may fall short in delivering value to the target audience.

The second threat for MASMED is low budget. MASMED is experiencing a budget shortage due to the budget allocation policies set by UiTM. For instance, there are often challenges with the food and beverage budget for each program. As a result, coordinators and committee members sometimes have to contribute their own personal funds to ensure the smooth execution of the programs.

## 6.0 SWOT ANALYSIS MATRIX

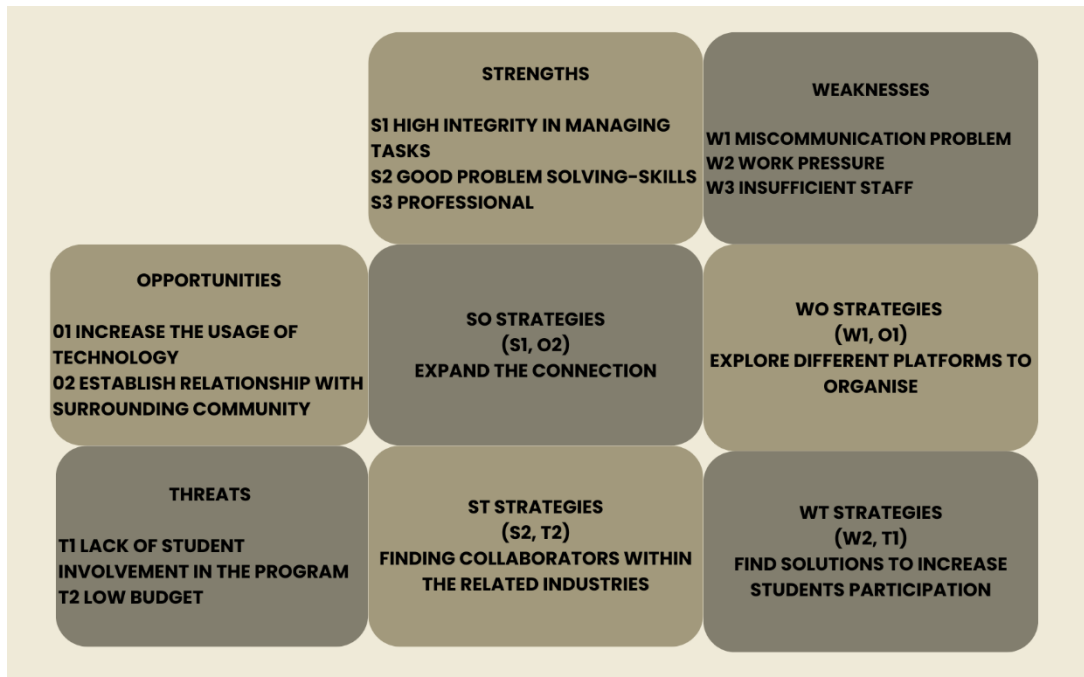


Figure 5: SWOT analysis matrix

### SO STRATEGIES (S1, O2)

MASMED, the Malaysian Academy of SME & Entrepreneurship Development, can use a variety of techniques to increase its connections in order to foster growth and development within the SME and entrepreneurship ecosystem.

Making Partnerships first. MASMED can actively look for relationships with businesses both domestically and internationally. MASMED will be able to access their resources, knowledge, and networks by forming strategic relationships with universities, business organisations, governmental organisations, and other pertinent bodies. This will increase its reach and influence.

Secondly, MASMED can organise networking events, conferences, and seminars centred on SMEs and entrepreneurship. It can also host these events or take part in them. These events give MASMED important chances to network with business owners, financiers, decision-makers, and sector specialists, promoting the sharing of ideas and the forming of new contacts.

## **ST STRATEGIES (S2, T2)**

MASMED can take a proactive and strategic approach to finding partners in relevant businesses. First, carrying out market research for the purpose of finding potential partners in adjacent businesses, in-depth market research is necessary. The SME and entrepreneurial landscape should be examined by MASMED, along with the sectors that best fit its goals and areas of expertise.

Making Contact with Industry Associations is the second step. It can be quite beneficial to establish connections with industry organisations that are pertinent to SMEs and entrepreneurship. These organisations frequently act as centres for businesses in the industry, so working with them might give access to a larger network of possible partners.

Thirdly, Utilizing Online Platforms. MASMED can utilize online platforms, such as professional networking websites or industry-specific forums, to search for potential collaborators. These platforms facilitate direct communication with interested parties, thereby initiating collaboration discussions.

## **WO STRATEGIES (W1, O1)**

To enhance communication efficiency and effectiveness among staff in MASMED, there are some strategies MASMED can adopt. First, Internal Communication Tools. This can embrace internal communication tools, such as instant messaging platforms or collaboration software, to facilitate swift and direct communication among staff members. Utilizing platforms like Slack, Microsoft Teams, or Google Workspace streamlines interactions, minimizing delays and misunderstandings.

Next, Virtual Meetings. This can emphasize the use of virtual meeting tools like Zoom or Microsoft Teams, enabling face-to-face communication regardless of staff members' physical locations. Regular virtual meetings bolster team cohesion, foster clearer communication, and allow staff to seek clarifications and ask questions.

Other than that, Document Collaboration Platforms. This can integrate document collaboration platforms like Google Drive or Microsoft SharePoint, enabling simultaneous work on documents and ensuring access to the latest versions for all staff members, minimizing information discrepancies.

By adopting these strategies and leveraging the power of modern technologies, MASMED can establish a robust communication framework that fosters seamless collaboration and reduces the likelihood of miscommunication among its staff.

### **WT STRATEGIES (W2, T1)**

To enhance student participation in programs organized by MASMED and alleviate work pressure among MASMED staff, the academy can employ a range of effective strategies. Firstly, MASMED can develop engaging marketing campaigns to create awareness about their programs among students. Utilizing diverse communication channels, such as social media, posters, emails, and campus announcements, will effectively reach a broader student audience.

Secondly, collaborating with student organizations on campus will boost program visibility and attract a more diverse group of students. This collaborative approach fosters a sense of ownership and excitement among students, leading to increased participation.

Lastly, considering students' academic schedules is crucial in planning program timings. Scheduling programs at times when students are more likely to be available and free from academic commitments can significantly encourage higher attendance rates. By implementing these strategies, MASMED can create an inclusive and inviting environment for student participation, reducing work pressure on MASMED staff through a well-distributed workload and ensuring successful program execution.



## **7.0 PESTEL ANALYSIS**

PESTEL, also known as PESTLE analysis, is a strategic framework employed by marketers to examine and assess the macro-environmental factors affecting an organization. This tool helps in monitoring the external marketing environment, allowing marketers to identify and understand the various elements that can influence the organization's operations. The insights gained from the PESTEL analysis are then utilized to identify potential threats and weaknesses, which play a crucial role in conducting a comprehensive SWOT analysis.

### **POLITIC (P)**

MASMED, the Malaysian Academy of SME & Entrepreneurship Development, is significantly influenced by government policies as a government-funded institution. Operating within the broader framework of national policies and regulations related to education, entrepreneurship, and SME development, MASMED's functions and activities are subject to these policies.

One major area of impact is Funding and Budget Allocation. MASMED's financial resources are determined by government policies and decisions. Any changes in government priorities or budget constraints can directly affect the resources available to MASMED, potentially impacting its ability to conduct various programs and initiatives.

Additionally, Employment and Immigration Policies also play a crucial role. Changes in government policies concerning employment and immigration can have implications for MASMED's recruitment and retention of staff, including academic and administrative personnel.

### **ECONOMIC (E)**

MASMED can be influenced by economic growth as it operates within UiTM and is impacted by economic conditions in Malaysia. One area affected is Funding and Resources. Economic growth can have consequences for the university's budget and funding. During periods of economic expansion, educational institutions like UiTM may receive increased funding, which can positively impact MASMED's resources and initiatives.

Additionally, economic growth can also influence student Career Choices. As the job market improves, some students may prefer traditional employment over entrepreneurship, potentially affecting the number of participants in MASMED's entrepreneurship programs.

## **SOCIAL (S)**

The career attitudes of students and staff can significantly influence MASMED's activities, initiatives, and overall success in promoting entrepreneurship and SME development. Firstly, student participation in MASMED's programs and courses can be affected by their career attitudes. Students with a positive outlook towards entrepreneurship and SME development are more inclined to actively engage with MASMED's offerings. Secondly, career choices may also be influenced by students' career attitudes. Those with an entrepreneurial mindset are more likely to consider entrepreneurship as a viable career path, leading them to seek guidance and support from MASMED.

## **TECHNOLOGY (T)**

Technology incentives can have an impact on MASMED. Firstly, through enhanced resources, these incentives can provide MASMED with additional funding or access to advanced technological tools and equipment, strengthening its ability to deliver high-quality programs and services to students and entrepreneurs. Secondly, technology incentives may prompt MASMED to embrace innovative technological solutions in its programs, such as offering online courses, virtual mentoring sessions, or utilizing digital platforms for networking and collaboration.

## **8.0 CONCLUSION**

In conclusion, my 6-month industrial practical training at the MASMED unit in RICAEN has been a tremendously enriching experience. I am grateful for the valuable knowledge, skills, and hands-on experience I have acquired, which have significantly contributed to both my personal and professional development. Throughout this period, I actively participated in various programs and tasks organized by RICAEN, MASMED, and other units, deepening my understanding of the industry and its management practices.

Engaging in these activities has honed my soft and hard skills, including communication, time management, and teamwork. Moreover, I have become proficient in utilizing various computer applications and office equipment. The learning process has been enjoyable and fulfilling, and I cherish the friendships and connections I made during my internship at RICAEN.

As I move forward in my career, I am confident that the knowledge and experiences gained at RICAEN will prove invaluable. I am eager to apply these newfound skills and insights to excel in my future endeavors. Overall, my time at RICAEN has been truly rewarding, and I am grateful for the growth, experience, and knowledge I have gained.

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## APPENDICES



Program i-idea



Program Semarak Raya





Anugerah Semarak Sanjung



Program Ceo@Fakulti: Peluang Kerjaya Bersama Al-Ikhsan Sports Sdn Bhd



Program Bubuq during Ramadhan



Entrepreneurial Carnival





Program i-Explore



Program Sekolah Rehat

**OPEN TENDER**  
LOT PERNIAGAAN & KEUSAHAWANAN PELAJAR

**TENDER FOR**

- SERVICES
- FOOD & BEVERAGES  
\*terms condition applied

**LOCATION AVAILABLE**

- LOT service only  
- Anjung siswa (Unit 5 & 11)
- KIOSK  
- Al-farabi 2, Blok A, Anjung Siswa

**FINAL PROPOSAL SUBMISSION**

4 AUGUST 2023 (FRIDAY)  
SUBMIT TO RICAEN/PJIMBA/IPN NUR JAZILLAH

**FURTHER INFORMATION:**  
PN NUR JAZILLAH (011-55138468)  
CIK SITI SARINA (019-6649282)

**LIVE WEBINAR**  
**ENT600 SPECIAL LECTURE ON CTC: DEVELOPING CONSUMER-FACING PRODUCT INNOVATION**

**SPEAKER**  
**EN MOHD FAZLY MOHD RAZALI**

**DR FARAH LINA AZIZAN**  
MODERATOR

SUNDAY, 21 MAY 2023  
2:45PM-4:45PM

SCAN THE QR CODE TO JOIN THE MEETING

PLATFORM: WEBEX  
MEETING NUMBER: 2511 868 6410  
PASSWORD: 059209v0373

Anugerah  
**Semarak Sanjung**

**2 HARI LAGI**

**BILANGAN ALUMNI MENJADI USAHAWAN (GRADUAN UITM PERLIS)**

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Harap mendapat sokongan dari semua graduan/alumni UITM Cawangan Perlis.  
#AlumniUITMHebat

SILA IMBAS KOD QR UNTUK MENGIKHLAMAT ANDA  
<https://forms.gle/9T1Y120uaywv8AB8>

[pjimaperlis@uitm.edu.my](mailto:pjimaperlis@uitm.edu.my) | @bahagian\_penyelidikan\_jaringan\_industri\_masyarakat\_alumni\_&\_keusahawanan | @pjimaperlis

**TABUNG ALUMNI PRIHATIN RM5**  
UITM Cawangan Perlis

**OBJEKTIF:**

- Memberi peluang kepada alumni UITM menyumbang kepada pembangunan pembelajaran pelajar UITM.
- Membantu menampung pemberian insentif kepada para pelajar UITM.
- Memastikan kelangsungan pengajian mahasiswa UITM Cawangan Perlis.
- Membina projek laluan berbungus pejalan kaki UITM Cawangan Perlis.

Jom Bantu Sumbangan anda amat dihargai.  
#alumniUITMprihatin

Sumbangan melalui kod QR atau pautan:  
<https://uitmpay.uitm.edu.my/giving/products/AAR1/02/220>

**HANDHOLDING 2 SERIES 2 MENTOR MENTEE WRITING PROGRAM**

**PROF TS DR MOHD NAZIP SURATMAN**

- Prof Ts Dr Mohd Nazip Suratman is a Professor of Forestry at the Faculty of Applied Sciences, and a Principal Fellow at the Institute for Biodiversity and Sustainable Development, Universiti Teknologi MARA (UITM), Malaysia.
- He earned a B. Sc in Forestry from Universiti Putra Malaysia (UPM) and an M. S from the University of Nebraska-Lincoln (UNL), USA.
- He was then honored with a prestigious fellowship from the Canadian Commonwealth to pursue a Ph.D. degree at the University of British Columbia (UBC), Canada, where he worked on the application of remote sensing for forest resources management.
- He has been involved in numerous collaborative international research projects that led to publications in reputable journals. Altogether, he has published a total of 16 books and more than 200 research publications.
- His research interests cover several aspects of forestry, mainly forest modeling, forest ecology, and biodiversity.
- He received the UITM's Best Researcher and Top Talent Awards in 2016 and 2021, respectively. He served as the Deputy Vice-Chancellor (Research and Innovation) from 2018 to 2021.

BILIK INOVASI, PJIMBA UITM PERLIS  
15-16 MAY 2023

[pjimachannel](https://www.youtube.com/channel/UCjIma)  
[@pjimauitmperlis](https://www.facebook.com/pjimauitmperlis)

Create poster for variety programs