



## **EXERCUTIVE SUMMARY**

Industrial training is a mandatory thing to do as a university student. This industrial training is basic training for students before entering the real world of work. I have been training myself for six months. This 6-month industrial training has provided a variety of knowledge and experience about the world of work. I did my industrial training at the Farm Unit at UITM Perlis Branch. The farm unit is one of the organizations that plays an important role in the education system at UITM Perlis Campus Arau. In the Farm Unit there are various sectors such as agriculture and animal husbandry. I did industrial training not only assisted by the workers in the Farm Unit office but also together with lecturers and faculty students.

In addition, I have identified the SWOT Analysis of UITM Farm Unit Perlis Branch Arau Campus in this study. I also delved into the issue of business sales for products from Farm Unit. As a result of this introduction, I can learn about the strengths, weaknesses, opportunities, and threats of this Farm Unit. It allowed me to conduct my own analysis of the organization and broaden my understanding of business operations and their management.

Furthermore, these observations allowed me to delve deeper into how the firm was doing organize and plan their administration, especially in the education industry. Furthermore, my training experience during the past six months has been so gratifying that it is difficult to describe. This is because all the employees and management of the Farm Unit are very helpful and eager to share their knowledge. I felt very happy when they showed their trust in me by entrusting me with a big task during my internship. I'm also so happy because it's easy for me to delve into the world of work and can ask them any question without being shy. So, on this occasion, to UITM Farm Unit Perlis Branch Arau Campus, I would like to say a thousand thanks for accepting me into your new family.

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### 3.0 COMPANY PROFILE



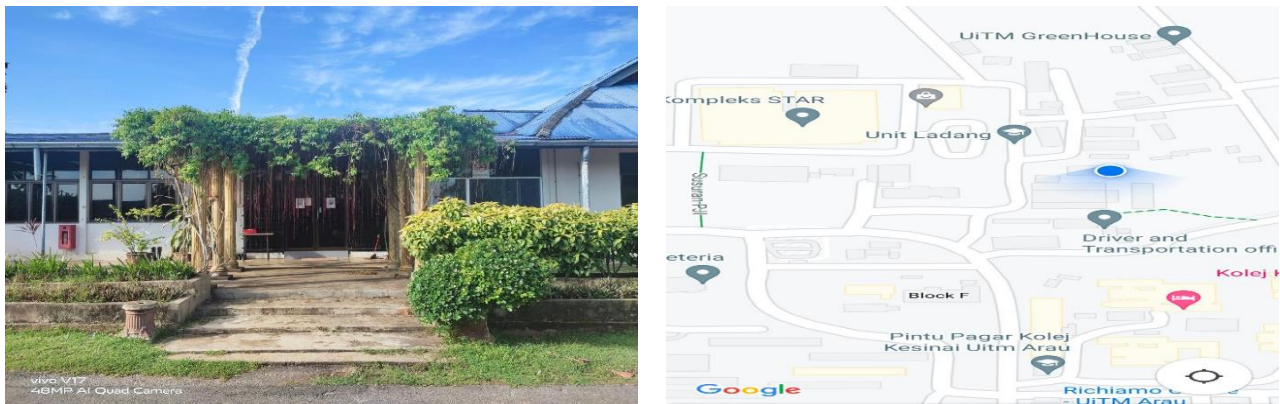
*Figure 2: Company Logo and Farm Unit Department.*

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UiTM Background Universiti Teknologi MARA (UiTM) is the largest public higher education institution in Malaysia in terms of size and population where services focus on providing quality education services to bumiputera. Now, its main campus is located in Shah Alam, Selangor. On October 14, 1967, MARA College became MARA Institute of Technology. It was founded in response to the critical shortage of skilled professionals and semi-professionals in the nation, particularly among bumiputera. The government and the United Nations collaborated to perform a labour force assessment in 1965, which revealed this deficiency. UiTM was founded in response to Malaysia's need for qualified professionals, particularly among Bumiputera. UiTM Perlis is one of the UiTM branches located in Arau. UiTM Perlis Branch is a prominent public higher education institution in Perlis. It was officially established on 5 July 1974. The institution has seven faculties and offers 34 different programmes, including 17 degree-granting and 16 diploma-granting options. There is also a variety of infrastructure and facilities available. There are 15 gender-specific residential colleges, 67 science labs, 22 computer labs, 3 language labs, a sizable

auditorium, a mosque, a small stadium, and a gymnasium. Some amenities, including dorms, halls, and gyms, are available for public rental.

The Farm Management Unit can be found near the Kompleks STAR. The full address, as well as directions, can be found below. This establishment is known as “Unit Ladang”. This place is filled with plantation students who are doing their learning process here.



**Figure 3: Farm Unit Office Location**

The Farm Management Unit office is open Monday through Friday from 8 a.m. to 5 p.m. The office currently has 9 staff members. There are also some other staff who work outside the farm office, especially in the farm area. The Farm Unit is under the Academic Affairs Division. This Farm Unit is a place of study and research for farm students starting from Diploma students, Degree students, Masters students and PHD students. UITM's management has prepared a 197-hectare farm in which there are trees and plants such as rubber trees, oil palm trees, rice, Harumanis trees, Chokanan trees and others. Not only that, a green house is also provided to be used as a place of reference and research for students. Moreover, every Thursday, farm students together with lecturers will gather in the open area in front of the farm unit office to carry out joint efforts to clean the area of The Farm Management Unit.

### 3.1 VISION AND MISSION OF FARM UNIT



**Vission:** Our goal is to make UITM a world-leading university in the fields of Science, Technology, Humanities and Entrepreneurship. We want to make UITM an institution recognized as the most prominent university in Malaysia for our dedication to the quality and excellence of students in the field of plantation.



**Mission:** We want to champion the development of agile professional bumiputera through advanced curriculum and impactful research. In order to provide truly quality research in plantation affairs, we are committed to providing research areas and good crops specifically for students to study.

### 3.2 FARM UNIT'S PRODUCT/SERIVES OFFER

#### i. Producing fruit crops.



*Figure 4 : Harumanis*

The Farm Unit are to make sure student to be able to fully gain knowledges and practical skills that will help them in their high paced future careers. In the farm area, UITM has prepared an area for planting trees, each type of plant is separated according to the type of plant. UiTM cultivates a farm of approximately 81 hectares with various crops, most of which are aromatic plants of 1,500 trees. Among these plants are Harumanis mango trees. Therefore, several staff members are assigned to take care of all the plants so that the area is preserved, safe and in good condition for safe purposes for students to conduct research and practical training. Farm products such as fruits, rice, palm oil and rubber sold through sales at the Sales Center and clients from villagers and it were among the Farm Unit's sources of income. The Farm Unit also produces products such as Harumanis juices and cordials. The products produced are of high quality. UITM farm products are made from real fruit and recognized by HALAL JAKIM. Products sold reach tens of thousands of ringgit a year. We also provide reviews in the form of Qr codes online for buyers to rate UITM farm products and receive positive feedback from customers.



ii. Provide truly quality research in plantation affairs



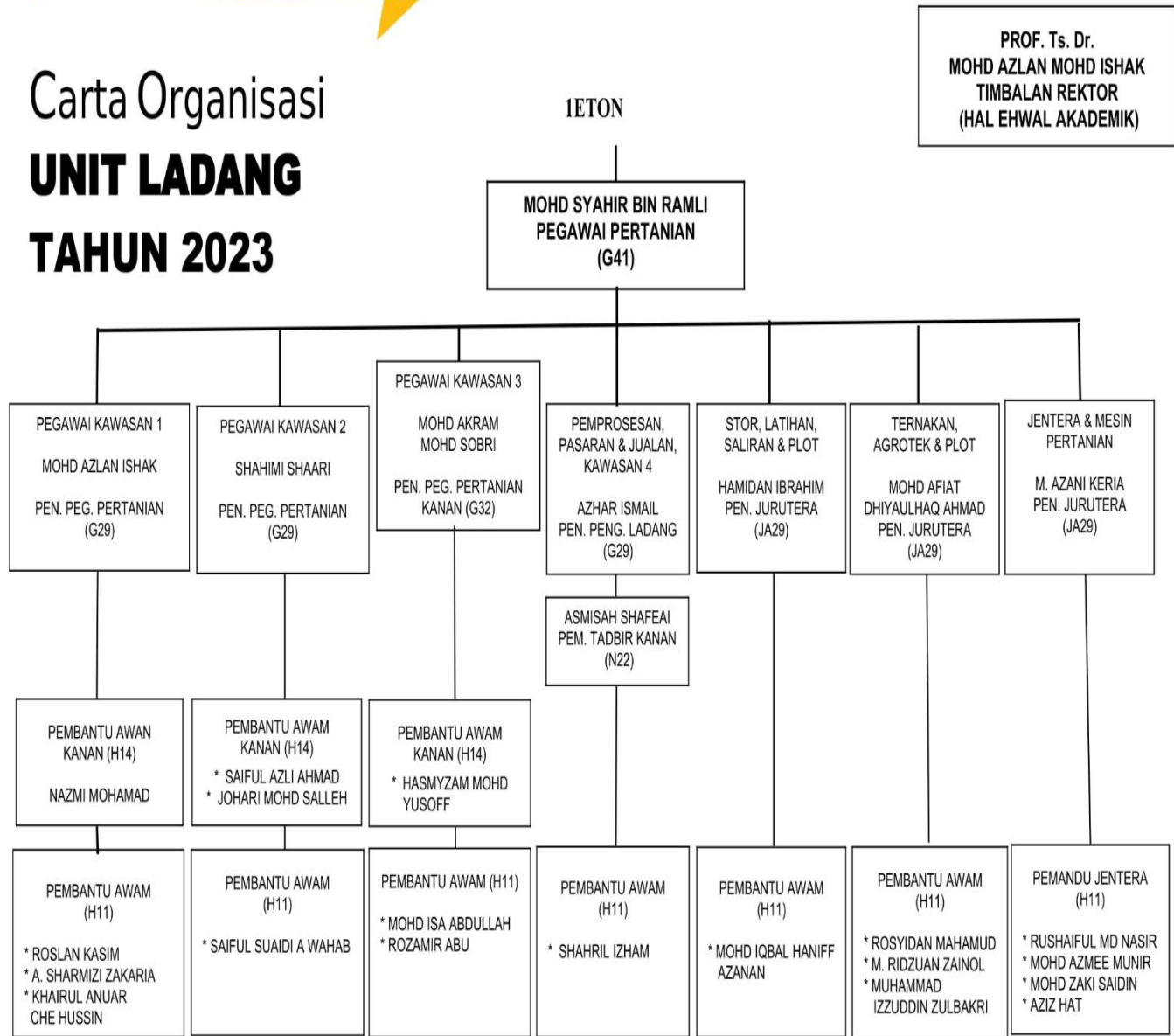
***Figure 5: Student Doing Research at Ladang UITM Perlis***

Uitm Perlis provides a 197-hectare farm as a place to study and learn for students, especially students of the Faculty of Plantation and Agrotechnology. A new department, the department of Plantation and Agrotechnology, has been created with the goal of contributing significantly to the nation's ability to produce skilled workers in all areas of agriculture and related industries. It was founded in July 2010 and is making progress in providing a range of plantation and agriculture-related programmes at the diploma, bachelor's, master's, and doctoral levels. Farm Management and Agribusiness, Horticultural Technology, Agricultural Engineering, Agricultural Biotechnology, Crop Protection, Crop Science, and Soil Science are some of the specialisations given by the faculty. To fulfil the demands of the shifting plantation and agricultural industries, the faculty is highly committed to encouraging intellectual growth and research. Future offerings of new programmes will be made in response to the government's need for the development of highly educated professionals and businesspeople with proficiency and skills in the field of plantations.

### 3.3 ORGANIZATIONAL'S STRUCTURE



## Carta Organisasi UNIT LADANG TAHUN 2023



*Figure 6: Organizational Structure*

### 3.4 ORGANIZATION'S LAYOUT

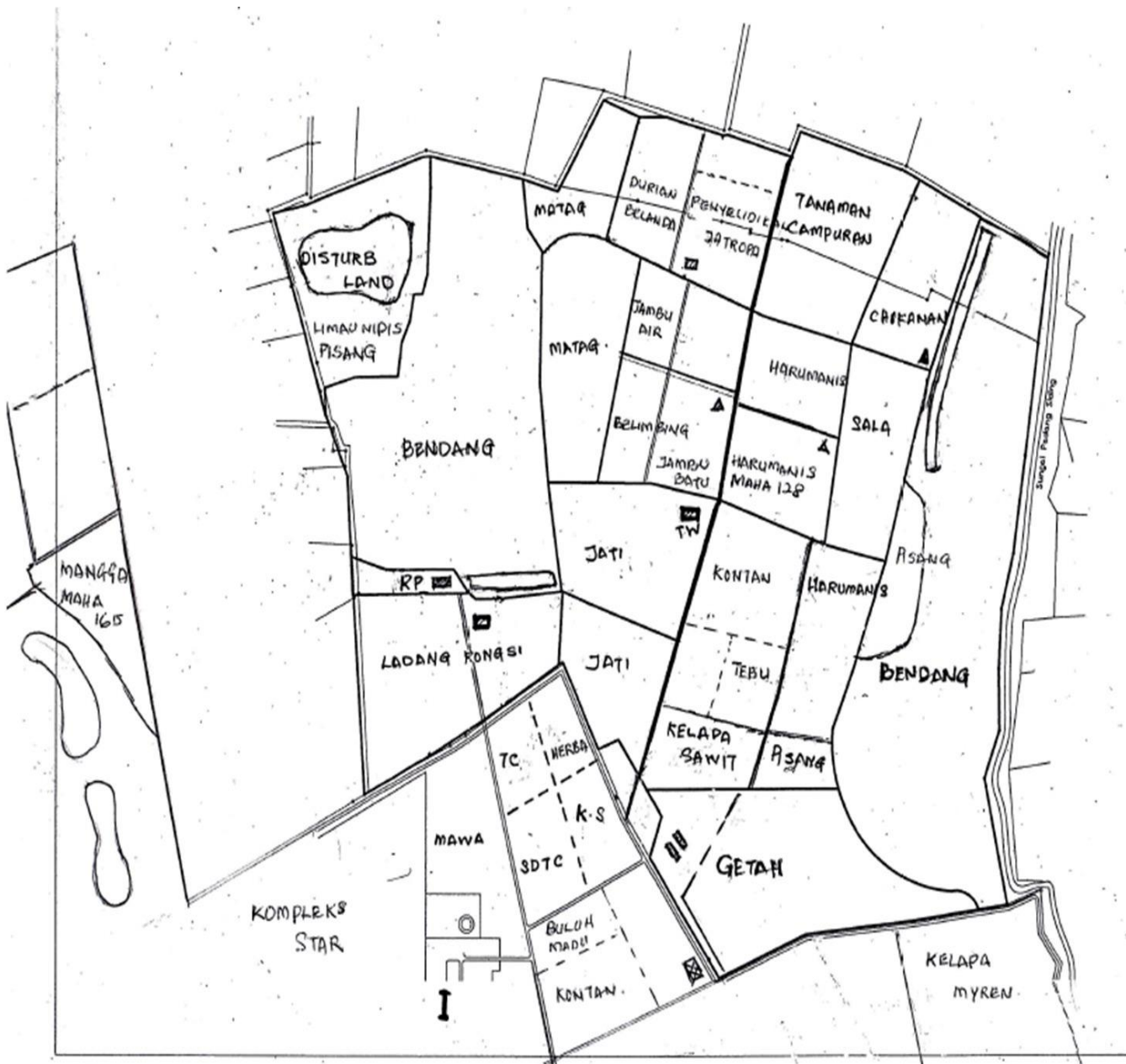


Figure 7: Organization Layout

## 4.0 TRAINING REFLECTION

### I. Specific Date

The training program will last for 6 months and is divided into 24 weeks. Internship begins on March 1, 2023 and ends on August 15, 2023. The Farm Unit is open Monday through Friday from 8:00 a.m. to 5:00 p.m., operating 5 days a week. All employees use the E-Clock system except trainees, therefore every working day, trainees must use the Punch Card system every time they enter work hours and when they return home manually.

### ii. Working Days and Hours

DAYS	TIME
Monday	8.00 AM – 5.00 PM
Tuesday	8.00 AM – 5.00 PM
Wednesday	8.00 AM – 5.00 PM
Thursday	8.00 AM – 5.00 PM
Friday	8.00 AM – 5.00 PM

*Table 1: Working Days and Hour*

## **4.1 EXPERIENCE**

The experience was rewarding as a practical student at the farm unit office, even though it was occasionally enjoyable and other times challenging. I must fulfil my obligations as a practical student while assisting the farm unit employees. Although I do not have a specific educational background in the field of agriculture, I gave my best effort to give the best during this practical training. Additionally, I learn more about agriculture. Everything was made simpler by the workers at the agricultural unit's cooperation.

Basically, a farm unit is a unit that deals with the sale and purchase of UITM products. Here, I promote and sell UITM Perlis farm unit products using my knowledge of business and marketing. I was given the responsibility of promoting several UITM farm unit products, like the Harumanis cordial beverage. Making posters and social media ads and distributing them to the public are some of my efforts. There is a time limit assigned to each task. Once completed, I must give a copy to my supervisor to review and correct. After being approved by my supervisor, I was only allowed to distribute.

As a student, I have to dedicate myself to the task at hand in whatever setting it may be. To provide prompt, high-quality, and efficient services, this is important. In order to give exceptional service, it is crucial for me to be able to communicate well with those around me. I must be able to comprehend the demands of their work and provide them with the information and assistance they require as you are willing to learn.

## **4.2 ROLES AND RESPONSIBILITIES**

Knowing the vision and mission of the UITM Perlis farm unit is a priority in becoming a practical student in the farm unit. A deep understanding of each task given by the supervisor is mandatory. I need to gain knowledge about the task by asking questions to the people around me. I don't need to be shy in the goal of completing the task. Mostly, I handle fruit and juice sales at the Pusat Jualan UITM Perlis when fruit is in stock. During these 6 months, I studied whether the UiTM Perlis Farm Unit Harumanis business is a profitable business entity or not and this is one of my objectives in this report.

Selling juices and fruits, especially Harumanis fruit is another important task. The staff here must have the ability to explain the fruit sales. They explained the specifications about the

fruit and its price. Every complaint must also be accepted to increase product sales in the Pusat Jualan. It is a responsibility to ensure that the customer is happy with the purchase.

Good customer feedback and a friendly approach are also important to provide users with a satisfying UITM product purchasing experience. Service personnel staff should be thorough, friendly, and gentle to provide excellent and distinguished customer service. Maintaining a professional image also requires proper etiquette along with neatness of self-image.

### **4.3 SALARY**

Since we are making internship in a government sector, so we get no allowance within 6 months.

## 5.0 SWOT ANALYSIS

STRENGTH	WEAKNESSES
<p><b>S1-</b> Various technology and motors</p> <p><b>S2-</b> Professional in handlings things</p> <p><b>S3-</b> Many skilled workers in master in plantation</p>	<p><b>W1-</b> Lack of marketing</p> <p><b>W2-</b> Employees unwillingness to make big changes</p> <p><b>W3-</b> Lack of recognition by the public.</p>
OPPORTUNITIES	THREATS
<p><b>O1-</b> Technology Opportunity: Rapid technology innovations</p> <p><b>O2-</b> Economy Opportunity: A good economic situation can increase product demand</p> <p><b>O3-</b> Environmental Opportunity: Geographical factors in Perlis</p>	<p><b>T1-</b> Environment Threats: Weather disturbances and disease attacks</p> <p><b>T2-</b> Market Threats: High competition in the local market</p> <p><b>T3-</b> Law and Regulations Threats: The economy determines the fluctuation of product prices</p>

*Table 2: SWOT Analysis Table*

## **5.1 EXPLANATION**

### **i. FARM UNIT'S STRENGTHS.**

#### **S1- Various technology and motors.**

The pace, scope, and productivity of agricultural activities have all increased as a result of technological and equipment advancements. This has caused many businesses to adopt more refined, effective, and contemporary methods that generate larger revenues. Technology today such as artificial intelligence (AI), networked sensors, analytics, and robotics have increased yields even further while improving sustainability and resilience in food production, agricultural cultivation, and animal husbandry. Most importantly, it increased customer service and retention in the farming unit with the aid of the technology and motors offered. Analysing client preferences, enhancing services, and addressing customer pain areas are all done using the data and analytics that have been collected. Additionally, using software tools has improved consumer relations and automated corporate processes. Next, the development of motors and vehicles that facilitate quicker job turnaround. Agricultural practises have grown more streamlined and less manual as a result, producing quick job turnarounds. For instance, in order to cultivate and produce more in a short amount of time, farmers or farming unit personnel today use contemporary farm equipment, such as tractors and planters, which are considerably larger and more efficient. Additionally, to ensure that animals produce more while requiring less work, livestock barns milk animals using robotic milking equipment and automated feeders.

#### **S2- Professional in handlings things.**

At the Farm unit, workers conduct themselves in a professional manner. This professional behaviour is a collection of actions and traits that people exhibit in the workplace to show that they can be trustworthy, respectful, diligent, sensible, and have integrity. Farming units are renowned for their professionalism and have a solidly favourable image.



### S3- Many skilled workers master in plantation.

In the Farm unit, there are various layers of professionals in plantation and agrotechnology in particular, lecturers in the field of plantations, farm heads, farm assistants, mechanical engineers, mechanical engineer assistants, skilled workers in animal husbandry and others. These people work while sharing their knowledge and skills at the Farming unit. These people look after and protect the facilities, trees and livestock at the UITM Perlis farm. They are also assigned to help farm students carry out their learning and research on the farm.

### ii. FARM UNIT'S WEAKNESSES.

#### W1- Lack of marketing.

There are many advantages in this Farm unit, however, the marketing of their products is less focused. This is said because Farm unit products are less heard by the community, even the community may not know about the existence of Farm unit products. All organisations should strive to retain high visibility, but it's especially crucial for startups. Farming unit goods must struggle for a share of voice in an increasingly crowded digital market, in addition to competing with bigger and more well-known brands. Harumanis are less commercialized on social media or in newspapers or on TV. A marked team such as creating a Farm unit marketing team should intensify the sales promotion of Farm unit products wherever the marketing branch is.



Figure 8: Farming unit's Facebook Page

## **W2- Employees unwillingness to make big changes.**

What can be seen, the workers in the farm unit are less enthusiastic in meeting the challenge of producing farm products that are competitive in the existing market. This is because strong enthusiasm and cooperation is needed by employees to increase sales. There are several factors that cause work morale to decrease among employees. Among them is a stressful work environment. High-pressure environments such as small office rooms, air conditioners that are constantly broken and no pantry cause work-related stress that affects performance. Lack of variation in the work environment results in low levels of motivation. The repetition of daily chores can get monotonous, drive workers away from their work, and sap their motivation.

## **W3- Lack of recognition by the public.**

UITM Perlis farm unit products are very less popular. The majority of the community has never heard of the brands of Harumanis cordial juice and Harumanis fruits that are often sold by farm unit. This is closely related to the lack of marketing carried out by the farm unit team. Farm units are less focused on introducing farm products to a higher level such as exporting to other states or to Thailand. Although the competition for sales like Harumanis is fierce in the state of Perlis, the Farm unit brand name continues to sink in the Perlis market.

### **iii. FARM UNIT'S OPPORTUNITIES.**

#### **O1- Technology Opportunity: Rapid technology innovations.**

Over the past 50 years, the agriculture industry has seen significant development. Over time, improvements in technology and equipment have increased the size, speed, and productivity of farm equipment, allowing for the more effective cultivation of larger areas of land. Improvements in fertilisers, irrigation, and seeds have also helped farmers raise yields. The agricultural industry du UITM is now at the start of another revolution, with financial sources from the government, and data and connection at its core. Every UITM branch, but especially the Perlis branch, can improve yields, water and other input efficiency, sustainability, and resilience across agricultural cultivation and animal husbandry by utilising artificial intelligence, analytics, networked sensors, and other new technologies.



*Figure 9: Example Of Technology And Modern Tractor Used In Farm Unit.*

### **O2- Economy Opportunity: A good economic situation can increase product demand**

In general, as the economy that creates those things expands, so does the demand for consumer goods. Demand for products and services typically rises in tandem with an economy that exhibits strong overall growth and ongoing expectations for sustained growth. It is clear that if the economic situation improves it can affect the sales of Farming unit products. When the consumer's income increases, the consumer's power also increases and directly the sale of Farm products also increases. Therefore, Farm unit income of Harumanis increases.

### **O3- Environmental Opportunity: Geographical factors in Perlis.**

The state of Perlis is a unique state compared to other states in Malaysia. The state of Perlis is a flat terrain with hot weather. These geographical features are very suitable for the cultivation of mangoes such as Harumanis. For this reason, Perlis is the best Harumanis fruit producing state in Malaysia. The scorching hot weather with low rainfall makes Harumanis fruit sweet, large and tasty. Harumanis fruit cultivation has been carried out since the beginning of the UITM Perlis farm opening. The sale of Harumanis fruit, which is usually held twice a year, always brings a good profit because of its high price and is always in high demand.

#### **iv. FARM UNIT'S THREATS.**

##### **T1- Environment Threats: Weather disturbances and disease attacks.**

The production of agricultural unit goods is somewhat impacted by unreliable weather, new diseases that damage trees and farm animals, and other factors. Future climates will place a greater emphasis on abiotic pressures as the frequency of extreme weather events rises. Regarding biotic stress, numerous studies have been done on how tropical and field plant diseases are affected by climate change. Climate change could alter how plant diseases are currently managed in a few decades. Productivity will undoubtedly be impacted by these changes.

##### **T2- Market Threats: High competition in the local market.**

The Perlis State Federal Agricultural Marketing Board (FAMA) aims to market 10 metric tons of sweet mangoes this year. Its director Mohd Sharizan Mansor said however the amount depends on the fruit production capacity this year which is expected to increase. The amount of Harumanis production increased in line with the advancement of technology and better cultivation systems. Farm units must compete in the domestic and foreign markets of Malaysia, Farming units must develop to a higher level to ensure that they have the resources, expertise and experience to implement. The majority of these external Harumanis developers handle construction and data systems using their digital marketing tactics and other technologies from the Farming unit, which offers a technical challenge to the Harumanis UITM Perlis business.

##### **T3- Law and Regulations Threats: The economy determines the fluctuation of product prices.**

The selling price of premium Harumanis mangoes this year is anticipated to rise in comparison to previous year due to the current price development of the fruit and the rise in the cost of agricultural inputs for the fruit. According to Datuk Hashim Suboh, chairman of the Harumanis Association, the rise in agricultural inputs including fertilisers, pesticides, and stimulants only increased the selling price of mangoes by about RM1 to RM2 per kilogramme (kg). The availability and desirability of a product and its price are related, according to the law of supply and demand. Stock prices and other financial market prices are governed by supply

and demand. High expenses raise the selling price and reduce consumer interest in the goods. Losses for farming units result from issues like these.

## 6.0 SWOT ANALYSIS MATRIX

S+O Strategies	W+O Strategies
<p>(S1+O1) Employees up-to-date on new technologies to increase sales</p> <p>(S2+O2) More customer reach by leveraging marketing</p> <p>(S3+O3) Cooperation among professionals in cultivating the farm for optimal production</p>	<p>(W1+O1) Utilize technology and social media to develop product brands</p> <p>(W2+O2) Train and developed employees</p> <p>(W3+O3) Introducing the product to the neighbouring country, Thailand</p>
S+T Strategies	W+T Strategies
<p>(S1+T1) Practice the best technology in the face of weather disturbances and killer insects.</p> <p>(S2+T2) Be professional by competing healthily</p> <p>(S3+T3) Using expertise to set reasonable prices on products</p>	<p>(W1+T2) Promoting on a large scale and becoming top in the market</p> <p>(W2+T1) Planning on field trip</p> <p>(W3+T3) Product promotion into various channels and become the top 1 brand</p>

*Table 3: SWOT Matrix Analysis Table*

## **6.1 EXPLANATION**

### **i. Strength+Opportunity Strategies**

#### **(S1+O1) - Employees up-to-date on new technologies to increase sales**

With the advancement of numerous technological trends, businesses can continue to boost their sales by using mobile technology. An excellent opportunity to obtain a competitive advantage is now more accessible because to the explosion in mobile usage. In addition to using the platform, salespeople have quick access and can share information about a product right away. Salespeople may instantly access product descriptions and other resources thanks to mobile technology, which improves the efficacy of their sales promotion. Farm units can therefore use mobile technology to promote Harumanis UITM Perlis and boost sales. UITM Perlis students been used as models for Harumanis promotional videos before to increase the number of viewers in Tiktok and Instagram. Appointing great ambassadors like Iman Troye or Haqiem Rusli can further increase Harumanis sales.

#### **(S2+O2) More customer reach by leveraging marketing**

Among the special features of this unit farm is that they always run promotions on the sale of Harumanis products. Marketing is conducted several weeks before Harumanis is ready for sale. Among the efforts carried out is that they display Harumanis fruit sales posters on social media and in the WhatsApp group of UITM Perlis staff. In addition, they also promote the sale of Harumanis through e-mails and finally through phone calls. Every marketing effort carried out is well received by customers. Every customer feels happy when the Harumanis sale is about to take place. Some of these customers have already made an advance order for Harumanis to take back to the village. Harumanis sales were limited to sales centers before, but if they are sold outside UITM Perlis, they will surely get an encouraging response from the public.

#### **(S3+O3) Cooperation among professionals in cultivating the farm for optimal production**

The cooperation of experts in the formation and sale of Harumanis should be emphasized and improved. Indeed, there are already some staff who specialize in producing high quality Harumanis. However, it would be better if more experts were added to come up

with ideas to further increase the production of Harumanis. It is already known that Harumanis production has declined since last year due to bad weather factors such as non-stop rain. This unexpected matter can be overcome if the experts from within UITM Perlis or from outside are invited to think together how to prevent this problem from happening again. Holding special programs on Harumanis, campaigns and inviting speakers can help farm unit to improve their weaknesses and find ways to increase their profits.

## **ii. Weakness+Opportunity Strategies**

### **(W1+O1) Utilize technology and social media to develop product brands**

The use of social media is a priority for many companies in developing their products. This is because promotions in newspapers and television are no longer relevant. This is because people now spend a lot of time on their phones. Women and men prefer to see or find products they like on social media or their product website. Therefore, farm units should take advantage of this opportunity by promoting Harumanis on social media. Farm units can use the UITM Perlis Farm Unit Facebook page to promote Harumanis. Harumanis should be beautifully placed in the poster to attract customers to buy Harumanis to distinguish Harumanis produced by UITM Perlis is different from other Harumanis brands. The farm unit can also include important information about Harumanis such as the speciality of Harumanis UITM Perlis and also the health benefits of Harumanis.

### **(W2+O2) Train and developed employees**

The most valuable asset in any company is probably its employees. Employee development is the process of assisting people in enhancing and strengthening their abilities in accordance with personal and organisational objectives. Employee development results in a knowledgeable and driven team, which can enhance business success. Establishing performance measures is a wise move. To provide staff members measurable objectives to achieve, farm units might define particular performance objectives. A sense of accomplishment when they complete each goal inspires them to perform at higher levels. Performance reviews, when done properly, can point up areas that require additional training. Training programmes can also strengthen shortcomings and uncover fresh solutions.



### **(W3+03) Introducing the product to the neighbouring country, Thailand.**

Introducing the Harumanis fruit is a good step to further develop the Harumanis brand from the UITM Perlis farm to a higher market. The shipment of Harumanis fruit to the other country, Thailand must be carried out carefully. All actions are full of responsibility and do not violate the law. Therefore, the promotion of Harumanis should be upgraded from time to time so that the demand for Harumanis continues to increase.

### **iii. Strength+Threat Strategies**

#### **(S1+T1) Practice the best technology in the face of weather disturbances and killer insects**

UITM Perlis can increase allocations to help farm units to improve the production of farm products. With additional allocations, more new technologies are introduced into the farm sector. Among them are more efficient tractors, the latest model lawn machines, better quality weed and insect killers and many others. The use of drones can also be applied in farms for the purpose of surveying farm conditions from a distance in the future. For example, if the MCO is implemented again, the farm staff can see and monitor the condition of the farm from home only using drones.

#### **(S2+T2) Be professional by competing healthily**

The longer the competition in the market becomes fiercer. Harumanis has been on the market since the early 2000s. Therefore, there are many types of Harumanis have been marketed by local people and outsiders. UITM Perlis should join hands against existing competitors and become the number 1 choice of customers to buy Harumanis fruit. Among the efforts that can be intensified further by providing solid service to customers. Farm staff can give special treatment to their regular customers by giving them discounts or coupons. In addition, putting a special UITM Perlis farm label on Harumanis fruit can also distinguish between Harumanis UITM Perlis and other Harumanis, and even customers feel excited if the fruit is neatly wrapped and has a UITM logo sticker.

### **(S3+T3) Using expertise to set reasonable prices on products**

The state government recommended selling premium grade A Harumanis for RM35 per kilogramme (kg), premium grade B for RM30 kg, and grade C for RM25 to RM15 kg, according to EXCO Basic Agriculture and Farming's Nurulhisham Yaakob. The price of Harumanis mangoes increased by 10% from the previous season due to uncertain weather conditions and rising agricultural costs. Setting the most competitive price for your good or service is the goal of a pricing strategy. Among the ways that are frequently used in businesses to determine the price of a product are value-based pricing techniques and cost-plus pricing techniques. Due to its bearing on the sale's loss or gain, price plays a crucial role.

#### **iv. Weakness+Threat Strategies**

##### **(W1+T2) Promoting on a large scale and becoming top in the market**

In this mainstream, Harumanis competition is getting fiercer in Perlis because the demand for Harumanis is getting higher from outside. This, in turn, means that the farm unit business can increase its operations and opportunities for greater profits. To gain market share should be a serious business goal. There are several strategies UITM Perlis farm units can do to increase market share. These include increasing innovation, improving and strengthening customer loyalty, improving an honest and trustworthy workforce, expanding marketing, using advertising products and services efficiently and effective pricing. These are all strategies that can increase Harumanis sales profit of the farm unit.

##### **(W2+T1) Planning on field trip**

In general, a business trip is a very good idea. It has great advantages and shows high appreciation for the efforts of its employees. Depending on budget, quantity of staff and availability, some people may prefer shorter tours. Beach vacations, city tours and wildlife tours are highly recommended as they help everyone see things from a bigger perspective. It can strengthen the bond between employees and management and help them get to know each other better. A trip to a strawberry or vineyard farm, in particular for farm units, will produce an experience that is unmatched. Everyone benefits from new perspectives and information. A

successful company trip will have an impact on decision-making, new ideas, and more efficient work methods.

**(W3+T3) Product promotion into various channels and become the top 1 brand**

Evidently, farm units are less interested in promoting their Harumanis sales on any platform. As a result, the UITM Perlis farm's Harumanis fruit is less well recognised. Media like radio, television, print ads, and direct mail are examples of traditional marketing methods. Aside from Perlis inhabitants and UITM Perlis residents, digital marketing channels such as email marketing, social media influencer marketing, and pay-per-click (PPC) advertising campaigns can be used to promote Harumanis fruit and further publicise Harumanis fruit. The demand for Harumanis fruit rises as its popularity grows, and the farm unit makes more money as a result.

## **7.0 DISCUSSION AND RECOMMENDATION**

Farm units should have easier access to new digital marketing strategies for promoting agricultural products. The quickest way to promote farm products is by utilising social media sites like Instagram and TikTok as well as current trends that can aid farming units in building a strong online presence. Through digital marketing, farming units can broaden their social network and enhance their brand image. People use their cell phones constantly these days, so using social media to advertise the sale of Harumanis, which is a great method to get people's attention. Since the majority of the marketing staff is young, they can always update the website with the most recent content and keep up with the most recent trends in internet marketing.

It is better if the Farm unit creates a marketing team for the purpose of maintaining the Farm unit's social accounts. This marketing team can teach like a trainee how to edit, create ideas, create Tiktok content and manage various digital platforms, such as Instagram, Facebook, Twitter, YouTube, LinkedIn and others. For example, the marketing team should try to create a creative video that shows the deliciousness of UITM Perlis farm Harumanis fruit and also expose potential buyers to the benefits they will be able to enjoy if they buy UITM farm product which is Harumanis and at the same time introduce UITM Perlis farm products to the community.

Next, building brand awareness is like making a product known to many people behind a logo or brand. To create a brand is difficult and requires effective steps. It is important for Farming units to create a logo or brand for their products so that their products are better known than competitors in the market. Make UITM Perlis farm products chosen by consumers over competitors. For example, UITM Perlis is the product of choice because the Harumanis of good quality, beautiful, placed in a high-quality container and makes anyone who receives it feel happy and satisfied.

## **8.0 CONCLUSION**

To summarize everything stated so far, I have undergone training at UITM Perlis Farm Unit for six months, or 24 weeks, starting on 1 March 2023, and ending on 15 August 2023. Throughout the industrial training period, I have gained various valuable experiences and skills that are demanded by the industry especially in the field of sales and marketing. I am happy because I was given the opportunity to gain experience in various editing programs and was given the responsibility to manage especially Harumanis sales, upload farm program photos on Farm Unit Facebook and some other things. I am familiar with the office work environment and can perform my duties as a marketing intern as much as possible. In addition, I had the opportunity to gain knowledge about plantation matters such as planting Harumanis, the method of wrapping Harumanis, distributing Harumanis according to categories as well as the experience of surveying the entire UITM Perlis farm area which is so beautiful in my eyes. The various trainings I have undergone lately have helped me connect with many people from different backgrounds and have prepared me for the future. My ability to sell Harumanis and other fruits at the Pusat Jualan and receive appreciation from everyone, including the Farm Unit Head, was the highlight of my training. Furthermore, I am very grateful to have been given the opportunity to complete my training here. The adventure, education, friendship and kindness in the time I enjoyed during my practical training at the Farm Unit will always have a special place in my heart. Big thanks to everyone including my beloved parents for their kind words, good service and being my strongest supporters as I continue my marketing efforts in the industry.

## 9.0 REFERENCES

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## 10.0 APPENDICES





