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UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

**INDUSTRIAL TRAINING REPORT AT UNIVERSITI
TEKNOLOGI MARA KAMPUS ARAU PERLIS**

29 August 2022 – 10 February 2023

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1.0 EXECUTIVE SUMMARY

A marketing audit is a methodical, unbiased examination of the marketing function inside an organisation to determine whether marketing systems are accurate, pertinent, trustworthy, and in line with established procedures and best practises. It is to identify whether the strategy marketing is feasible to achieve by the organisations or not. It must be observed from the objective, mission and vision of the UiTM Arau whether the strategy is fit to be apply on their management. UiTM Arau consist of various units that works for the university to achieve their targeted performance index. The swot analysis in this discussion will help to identify the problems that UiTM Arau is facing in internal and external scope. There are also several strategies that had been identify in this research for solving and improving the university system.

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4.0 COMPANY'S PROFILE



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4.1 Name

Universiti Teknologi MARA Kampus Arau, Perlis

4.2 Location

Universiti Teknologi MARA Cawangan Perlis, Kampus Arau, 02600 Arau, Perlis

4.3 Background

The UiTM Perlis Branch is a well-known public university in Perlis. As on July 5, 1974, it was formally created with 258 pioneer students enrolled in 5 diploma programs and 1 preparatory course. It commenced operations with 15 academic faculty and 31 administrative and support workers at the Scout House's temporary location at Jalan Padang Katong, Kangar. The campus relocated to its current location in 1980, taking up a 335-acre parcel in Arau.

Furthermore, based on the physical infrastructure, personnel organization and student enrolment, UiTM Perlis Branch has developed into a prominent public higher education institution. The institution has seven faculty and offers 34 different programs, including 17 degree-granting and 16 diploma-granting options. It is home to about 7869 full-time students and is the largest branch campus.

There are now 779 employees, including 390 academic and 389 non-academic personnel. There is also a variety of infrastructure and facilities available. In addition to 67 science labs, 22 computer labs, 3 language labs, a huge hall, a mosque, a mini stadium, and a gymnasium, there are 15 residential colleges that are gender-segregated. Some amenities, like hostels, halls, and gyms, are available for rent to the general public.

4.4 Vision

To establish UiTM as Globally Renowned University of Science, Technology, Humanities and Entrepreneurship

4.5 Mission

To lead the development of agile, professional bumiputras through state-of-the-art curricula and impactful research

4.6 Objectives of the company

1. To expedite accessibility to higher education
2. To provide world-class education
3. To offer competitive academic programmes that fulfil market needs, spearhead national development and promote global prosperity
4. To produce well-balanced, entrepreneurial graduates who are globally competent
5. To strengthen the internalisation of values via enhancement programmes
6. To sustain organisational excellence through effective and efficient governance
7. To champion impactful research through stronger research ecosystem
8. To strengthen strategic alliance with alumni and industries
9. To provide cutting edge ecosystem conducive for academic advancements
10. To regulate cost-effective financial practices towards organisational sustainability

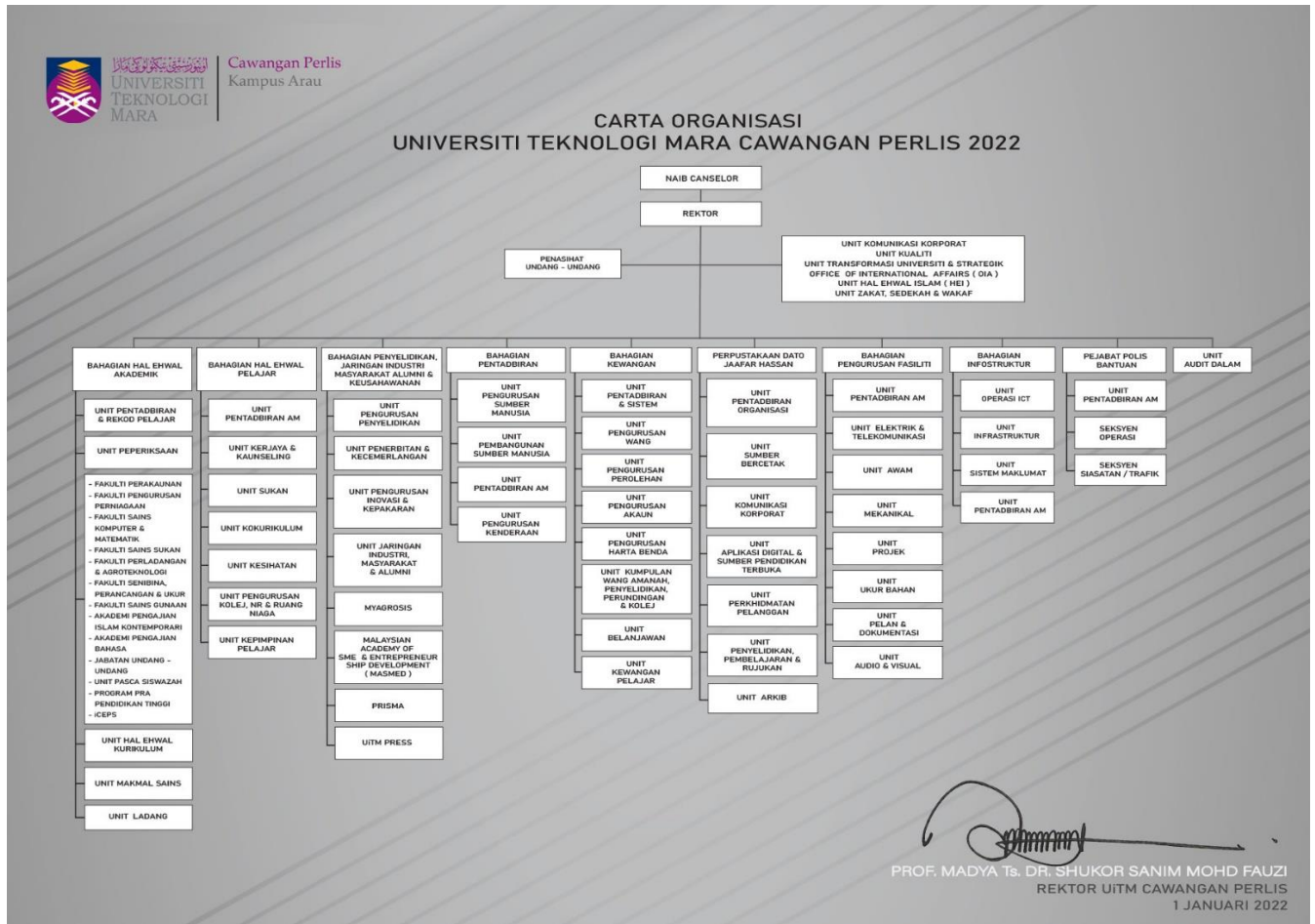
4.7 Tagline

Unleashing Potentials, Shaping the Future

4.8 Motto

Usaha, Taqwa, Mulia

4.9 Organizational Structure of UiTM Arau



5.0 TRAINING'S REFLECTION

5.1 Duration of working

The working day at UiTM Arau Perlis is from Monday to Friday, Saturday and Sunday are stated for not a working day. As the working hours, staff will start working from 8.00am until 5.00pm. UiTM provide a break hour which every Monday to Thursday, the break time is from 1.00pm to 2.00pm while as for Friday, the break time is from 12.15pm until 2.45pm.

5.2 The department

I was appointed to work in the Rector Office which is the highest Office in UiTM Arau Perlis. Rector Office is placed inside the Administrations Building besides The Library of UiTM Arau. Every letter that needs to be endorse by the Rector, Prof. Madya Ts. Dr. Shukor Sanim Bin Mohd Fauzi, must be sent to Rector Office. There are other units that also under Rector office which are Unit Communication Cooperate and Unit Audit In.

5.3 Roles and Responsibilities

5.3.1 The Assistant of the Secretary of Rector Office

I was given the role of an assistant for the Secretary of Rector Office. My supervisor is Puan Azmira Sharina and she is the Secretary of Rector Office. I was appointed to help her work by managing any letters that came in and out. There are also other few works I did such as printing, scanning and setting up for a Rector's meeting.

Some of the time, I help to replace Puan Azmira works where I handle all the letter, document, certificate, and so on. Furthermore, I recorded every letter that came into the Rector officed in order to make sure the data is saved and easy to do research. Every letter that came into the office need to be stamp as 'DITERIMA' except for the letter that have a place for Rector to sign. As an assistant for the secretary, I am also responsible to help sending the letter out to the pigeon box in administrations units. The Pigeon box in administration unit is where every office assistant will collect their

letter and drop off other unit's letter. Most of the time when all letter, document or any other paper that Rector has sign, Puan Azmira will call me to help her in settling the letters. I usually help her to stamp out and slip a small note where it tells which to send the letter to.

As the secretary of rector office, every email needs to be check because it is another platform for anyone or other university to send in their letter as they are far away to send it by hand. I usually help Puan Azmira to print out letters from various platform for instance, WhatsApp and Gmail whenever she is not well to come in for work. There is various type of letter came in the office, for instance, Minutes meeting, financial letter, Certificate, Letters from Mufti Perlis, Letter from other University, Letter of invitation, Letter of funding, Letter of complaint from student and so on.

5.4 Assignment and Tasks

5.4.1 As the Assistant of the Secretary Rector Office

As an assistant for the Secretary of Rector Office, I help to work as the secretary office work for instance I do scanning, printing and sending every letter that has approved by the Rector, YBhg Prof. Madya Ts. Dr. Shukor Sanim Bin Mohd Fauzi. I have also participated in multiple programs under UiTM such as Majlis Perasmian Penutup Bulan Kebangsaan, Majlis Perasmian Start-up Pertama, Athanliz Innovations Sdn Bhd, and Hari Inovasi & Penghargaan Staf 2022. I was being appointed as the secretariat of the programs. Furthermore, I have also help in other work such as wrapping gift for any program that was under Unit Communication Cooperate.

Other than that, while working as the assistant of the secretary in Rector Office, I was given other marketing task by my advisor, Sir Fazly Mohd Razali. The assignment given is to do a marketing audit, research and investigate regarding the strategic planning of UiTM Arau Perlis. I need to undergo the current academic strategy that UiTM provided for their students.

5.4.2 Program Penutupan Hari Kemerdekaan

Program Penutupan Hari Kemerdekaan was held on 15th September 2022 at Dewan Seri Semarak UiTM Arau Perlis. I was given the task to handle the backstage of the program where I help team cooperate to organized the program. I was placed to handle the prize-winning part for every participate that wins the competition and every candidate that join the program. The attire theme for the program was the colour of the Jalur Gemilang flag.

5.4.3 Majlis Perasmian Pelancaran Start-Up Pertama Athanliz Innovations Sdn Bhd.

The Majlis Perasmian Pelancaran Start-Up Pertama Athanliz Innovations Sdn Bhd was held on 4th October 2022 at Bilik Latihan Bangunan Pentadbiran. The Start-up Program also was appeared to be in RTM News where they shared about UiTM Arau achievement in starting up a new company by UiTM itself (Baharu, 2022). Without having a great communication skills and focus, it would be hard to achieve the program goals.

5.4.4 Majlis Apresiasi Pejabat Rektor

The program was held on 5th January 2023 in front of Pentadbiran Building. All staff under Pejabat Rektor are involve in the program. The program intention was to appreciate the Rektor and staff for their team works and successful in carrying out their duties. I was given a recognition award which is a bright beginner award from Rektor for having met the highest standards of excellence in carrying my duties as an internship student.

5.5 Gains (Intrinsic & Extrinsic benefits such as allowance, compensation, experiences, knowledge, skills)

1. Technical Skills

Throughout the internship, I have learned record keeping skills where it is one of the crucial skills to have in being the secretary of the office. It is essential to take notes and ensure that a proper record of workplace activities is kept. Every letter, documents, file, claims, certificate or any other invitations must be recorded in an excel file for future references and to be acknowledge of any upcoming events in the UiTM. Furthermore, it aids in reminding the prior occurrences that may have contributed to current ones.

The excel file was divided into four categories in it which are Surat untuk tandatangan rektor, Surat masuk, Borang bertugas luar pejabat and Borang PB. This task helps me to gain new knowledge about the type of letter and which to record in.

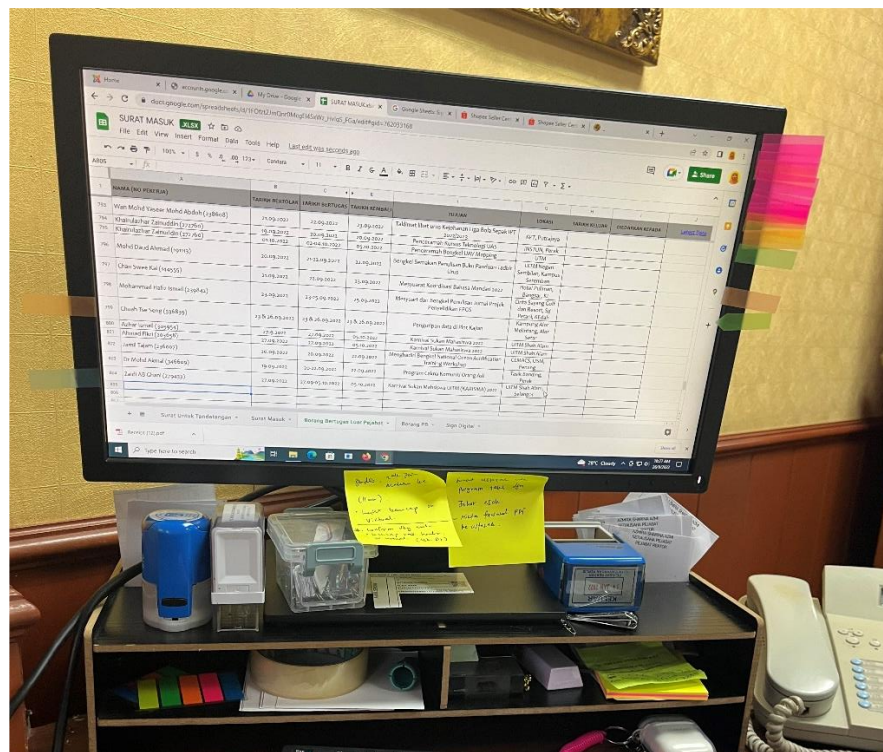


Figure 1: Excel file for record keeping activity.

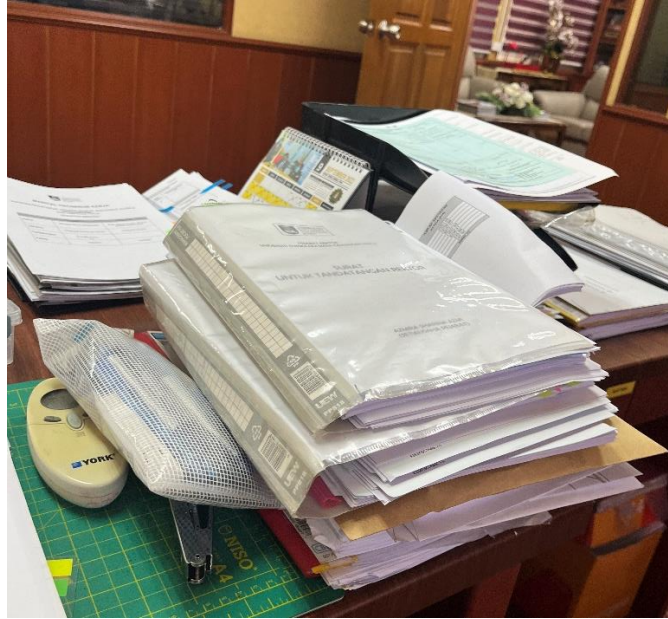


Figure 2: Documents and letters that have been record.

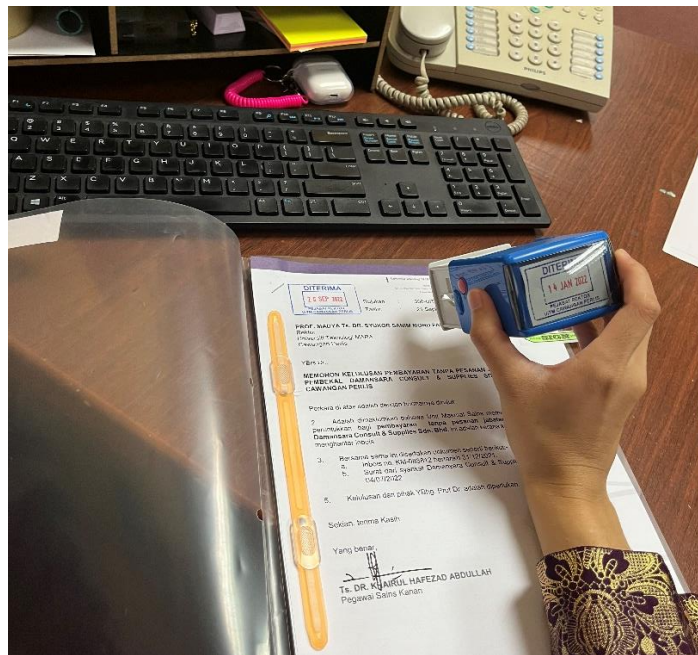


Figure 3: Stamp cop for any letters or documents comes in.

2. Communication Skills

Next, this job has help me to improve my communication skill where most of the time I communicate with other worker thru a phone call. Besides, excellent communication skills are essential. It can define how effectively knowledge is transferred within a workplace, making sure that the information is delivered correctly. Every time a call came in, I prepared a small note in order to write the information or questions that they might ask regarding their letters or any other occasion. Other than that, I have also learned a great communication skill in any program that I joined which involving communication thru walkie talkie with other staff.

3. Creative Thinking Skills

Creative thinking skills is where I create my own creative ways or solution to a problem. For example, whenever any staff from other units send their letter to my office, I will directly ask them their name and where should the letter be sent to. Whether they wanted to send to other units or take the letter by themselves after it is completed with rector's signature. Besides, these abilities help me to improve my skills by creating a unique way, plans and procedures by utilising my ability to think more creatively and my capacity for abstract thought.

6.0 PESTEL ANALYSIS OF UiTM ARAU MARKETING STRATEGY PLANNING

6.1 POLITICS

The first analysis is politics. The educational system is significantly impacted by politics (Engine, n.d.). By having the MoU and MoA relationship, it can increase more networking connection system of UiTM with other communities. As the MoU and MoA strengthen the organisation of UiTM Arau, it also helps in connecting with other community, universities, national industry and also international industry. UiTM is also the largest University in Malaysia where they have a lot of campuses in every states of Malaysia.

6.2 ECONOMICS

Economic forces often have a financial focus and are linked to the larger economy. As for education system, we can see that in some university for example UniMap and UUM, higher education can be highly expensive. Many students cannot afford the amount of money that required to attend a private institution each year. Even public universities can be incredibly pricey at times. Unlike UiTM Arau has the cheapest fee of university compared to UniMap and UUM. UiTM Arau also has provided unique course which is Marine course for their students.

6.3 SOCIAL/CULTURE/DEMOGRAPHIC

Social analysis is one of the key factors in pestel analysis and crucial one. Current pandemic has given big impact toward education system has the students must go through online education instead of face-to-face sessions. The online distance learning creates more difficulties for UiTM to produce a skilful student as they only communicate through online session. The pandemic has given big struggle for university to increase the enrolment of students into university which because the struggle of facing online distance learning.

6.4 TECHNOLOGY

Technology has had a significant impact on the entire education sector. Due to pandemic in 2019 until now, Schools, colleges, universities, and other institutions provided education online particularly using Telegram, Google Classroom, WhatsApp, Zoom, and MS Teams. Furthermore, online platform can also help in doing business and build student's skills in handling technology. Besides, as we can see that UiTM Arau has provided various type of online program that students can participate in to enhance their skills knowledge. For example, the Entrepreneurship Program "Creating A Small Business Financial Plan" which UiTM used Webex to perform the program. Technology has helped a lot in conducting any program and also help students to easily find information and other resources because most of the time student spend their days more on technology than social interactive.

6.5 ENVIRONMENT/COMPETITIVE/NATURAL

This analysis is referred to the aspects of the physical environment, such as the Earth's climate. Public health, climate change, energy availability, or any direct effects of these things can be included in this. In UiTM Arau, they discard plastic straw, plastic bag in order to help and provide a smart, green, safe and sustainable campus. This smart ecosystem care will help to reduce the pollution and nature disaster effect on the university environment. In addition, in the natural scope, one of the unique parts that UiTM Arau has is one big Harum Manis field which under the Faculty of Plantation and Agrotechnology. It is the largest Harum Manis field in Perlis which is one of the Perlis's signatures.

6.6 LEGAL

A legal analysis is where one that results from changes in the regulatory environment and may have an impact on the overall economy, a particular industry or even a single business within a given sector. The legal that might face by UiTM Arau is the changes of the regulation's intake of non-bumiputras students into UiTM. It will give such an impact for UiTM to accept the new regulations and it will cost more on preparing the facilities for student's intake.

7.0 SWOT ANALYSIS OF THE MAREKTING STRATEGY AUDIT UITM ARAU

STRENGTH	WEAKNESS
<ul style="list-style-type: none"> • The only campus of UiTM that offered Marine course under faculty applied science. • The number one listed for most high grant accusation in 2022. • The intensity of visibility entrepreneurship program. • UiTM Arau has the largest Harum Manis Field in Perlis. 	<ul style="list-style-type: none"> • Lack of academic programme choices. • Poor UiTM internet connection • Shortage equipment and student's facilities. • Labour shortage for plantation and agrotechnology scope.
OPPORTUNITY	THREATS
<ul style="list-style-type: none"> • Graduate employability. • Enlarging UiTM Farm field. • Alumni UiTM continue start up personal business company. • International entrepreneurship company collaboration. 	<ul style="list-style-type: none"> • Various academic programmed offer in UUM and UniMap. • Weak relationship with international MoU and MoA. • More cost needed for university resources.

8.0 DISCUSSION AND RECOMMENDATION OF THE SWOT ANALYSIS

8.1 Strength

1. The only campus of UiTM that offered Marine course under faculty applied science.

The first strength of UiTM Arau is that UiTM Arau is the only campus of UiTM that provide Marine course. Marine course encompasses fundamental science, technology and marine science, as well as commerce, marketing, and legislation. This curriculum offers students a special chance to acquire a broad-based foundation in a variety of fields, including navigation, sea survival, marine living resources, scuba diving, fisheries technologies, marine instrumentation, oceanography, and post-harvest technology. As UiTM Arau has also provided a special place for their marine students to do research or any physical training which is at Pulau Tuba Langkawi, Kedah. Furthermore, UiTM has prepared their own laboratory and 2 boat located in Pulau Tuba which specifically for marine research purposes. There are a lot of physical activities that has been organized by Marine Research Centre team for their students. This course gives a lot of benefits for students who want to improve their swimming skills and survival skills.

2. The number one listed for most high grant accusation in 2022.

Every year UiTM will get their research grant for supporting any activities or education purposes that they want to organized. There are four type of resources that UiTM Arau get their research grant from which are international, national, industry or private community and other universities. As for the year of 2022, UiTM Arau earned RM 2,907,637.00 which is the highest rate of research grant for universities fund. A research grant is money that they will use for any UiTM purposes.

3. The intensity of visibility entrepreneurship program

Most of the program that UiTM Arau organized is under Malaysian Academy of SME & Entrepreneurship Development (MASMED) (Mara, 2022). This group of society will focus on giving UiTM students a big chance to participate in business management. There is various type of program face to face and online that they organized for students which specifically talk about entrepreneurship for example Kursus Teknik Penjurian Inovasi Keusahawanan and Entrepreneurship “Creating A Small Business Financial Plan” and Bazar Ramadhan for students to participate in. The program was to open up students mind about

what will they gain in doing business and how will they start their small business. Based on the latest program that UiTM Arau organized is The Good Campaign. Besides introducing their products, The Good Campaign is a bit different campaign where they encourage students to join an innovation program where they can share an innovative idea which may help community in doing business. Some of the ideas are a real entrepreneurship concept. UiTM Arau has also make a great collaboration with Nescafe company. Based on my previous interview with Miss Sarina from MASMED group, the Nescafe company only do a collaboration with 5 campuses of UiTM which one of them is UiTM Arau. This collaboration gives a big opportunity for student to show their skills and learn how to manage a business plan. As collaboration can help in expanding students' professional skills.

4. UiTM Arau has the largest Harum Manis Field in Perlis.

UiTM Arau also strive for their own gross sales. They organized their farm field where they cultivate Harum Manis which one of the famous fruits in Malaysia. Harum Manis only located in Perlis and UiTM Arau has the largest Harum Manis field in Perlis. The harum manis product are being sell out to increase the gross sales of UiTM. It will also help to achieve their targeted performance indicator. This business might lead to a bigger project for instance, UiTM can organized a free visit ride in Harum Manis field. They can set up like a train where usually being used in a zoo farm. Then, they will have chance to see the beautiful and unique side of UiTM Arau has preserve. This activity will show people how Harum Manis works, and also help to create more connection with new people. Furthermore, it also helps people to get to know UiTM Arau more, their history, their current operation and how they do their business.

8.2 Weakness

1. Lack of academic programme choices.

The first weaknesses of UiTM Arau are lack of academic programme choices. If any university want to increase their student's enrolment in education, they need to prefer a lot more choices of courses in university. Lack of course choices will make the students loose interest in applying at UiTM Arau because they cannot choose their own specific passion instead of general one. When UiTM Arau introducing new courses of education, it will give the students wide variety of choices which help them to pursued what they really want and skills in. by having to choose their own major, it will help to generate more quality students with different kind of expertise.

2. Poor UiTM internet connection.

Next, the second weaknesses of UiTM Arau are having a poor internet connection. Internet is a very important resources that every university must have. This is because internet are the sources that will help students to solve any problems that they faced, a good communication platform and help to connect to any media social such as Telegram, WhatsApp, and Webex. If university fails to give the best internet connection for students, it will give a bad feedback and make them hard to perform the best quality of their study session or any assignments because they are facing with the difficulties of web connection. This is why it is important for university to provide the best internet connection because in this era, people will more depends on internet other than readings books.

3. Shortage equipment and student's facilities.

UiTM Arau also has problem in providing equipment and student's facilities. As you can see, this problem can be observed in a computer lab at Star Complex where not all of the computer are function well and enough for students to use. Although they had provided the best type of computer which is Mac computer for students, it is still not enough to support the needs of students. In addition, UiTM Arau also did not provided enough space of college for students in university. If they wanted to attract more students to enrol in their university, they must have an enough space to fit all of them. It become more difficult when in Arau community, they don't have enough rent house for students to apply. This will make UiTM Arau to put some limitation of student's enrolment where they cannot freely take students in as they don't have enough equipment and facilities to support their students.

4. Labour shortage for plantation and agrotechnology scope.

Next, lack of field worker for plantation and agrotechnology scope. Although, it seems easy to perform business by farming, UiTM Arau is still lack of farm worker where they don't have enough hand to help them in farming session. UiTM Arau has make a good sales in their plantation and agrotechnology work as they don't only sells harum manis, they also sells other things such as a deer, chicken, ducks and cow for their own income. This is because UiTM Arau has a big farm field to cattle the animals beside performing plantation work. As plantation and agrotechnology scope in UiTM Arau is important for their own income, UiTM Arau must improve in preserving their harum manis and teak tree in a good and fresh condition. But for an advancing UiTM Arau farm field attraction, they are facing a labour shortage to help them in organizing more interesting program. That is why it is important to have more farm field worker which the person must have the expertise and familiar with plantation work. Furthermore, having more farm worker will help to improve the quality products of the farm field.

8.3 Opportunity

1. Graduate employability.

The first opportunity that UiTM Arau might have in future is that their students are graduated employability. This means that it is easy for any company to accept any offer from UiTM fresh graduate based on their personal skills. Employability can be seen from both the prospective employers and employee's viewpoints. Employability is determined by the calibre and applicability of the knowledge, skills, and competences that an individual possesses and brings to the relevant labour market, in the eyes of a potential employee. While from the employer's perspective, employability is based on perceived qualities, job compatibility, and ongoing need for the graduate candidate's demonstrated work-related knowledge, abilities, and competences. That is why having a great quality of education in universities are very important in order to shape the future of their graduated students.

2. Enlarging UiTM Farm field.

Next opportunity is enlarging UiTM farm field. By gaining more income in farming, it gives chances for this university to enlarge their farm field. Enlarging a farm field can give opportunity for the farmer to sell other type of local fruit besides harum manis and it give much more spaces to perform the faming activities. These activities can increase the gross sales of the farming production as they have a lot more choices of fruit to be sell out. This university also sell other farm production like animals such as chicken, duck, cow and deer for their income sales. As for the worker, it is not the number one concern as UiTM Arau has plantation students to help in handling the farm field activity.

3. Alumni UiTM continue start up personal business company.

After that, alumni of UiTM also can continue to start up their personal business company based on the knowledge and experience that they gained in university. UiTM has open up a lot of chances for students to enhance their skills and give the opportunities for them to start up a small business in the university. For example, the Nescafe collaboration. From having this knowledge and experience, students will have the courage and skills to further their business after they graduated. By having a strong basic of business management, it can lead to a strategical business success.

4. International entrepreneurship company collaboration.

Other than that, UiTM Arau also may have a big chance to create a collaboration with international entrepreneurship company such as Costa Coffee. The achievement and successful on making a great collaboration with Nescafe team, it attract more international company to work with UiTM Arau. By having various collabrotaion with international company, it strengthens the international relationship of MoU and MoA.

8.4 Threats

1. Various academic programmed offered in UUM and UniMap.

The first threats of UiTM Arau are various programmed offered in UUM and UniMap. UUM offered more than 60 courses for their students as same goes to UniMap. When university offer more courses for their students, it will produce a lot more qualities students with various skills and major. Students can also easily choose their own interest in pursuing their studies. Various academic programmed offered will also increase the amount of student's enrolment in university.

2. Weak Relationship MoU and MoA with international.

MoU and MoA are very important part of universities education system. As in 2022, UiTM Arau has a weak relationship MoU and MoA with international. This is because it can be observed on the performance index of UiTM Arau. Weak relationship meaning that the collaboration and interaction between UiTM and international company are weak. MoU and MoA literally an agreement that need to be done between two parties. It is important to create a relationship between the international communities as it will give them strength to achieve their targeted goals and also to create a strong bond between university and internationals communities.

3. More cost needed for university resources.

In order to improve the facilities and resources of UiTM Arau, the university will need more extra cost to undergo the improvement of the resources. It cannot only depend on the fund that they received from other communities, they must come out with any new solutions such as organized an activities which can collect a bit fund from it. It cost them thousands of moneys to buy their equipment for their student's facilities. Furthermore, it become quite difficult when there is an increasing of products price regarding the current economics situations.

<p style="text-align: center;">INTERNAL FACTORS (IFAS)</p> <p style="text-align: center;">EXTERNAL FACTORS (EFAS)</p>	<p style="text-align: center;"><u>STRENGTHS</u></p> <ol style="list-style-type: none"> 1. The only campus of UiTM that offered Marine course under faculty applied science. 2. The number one listed for most high grant accusation in 2022. 3. The intensity of visibility entrepreneurship program. 4. UiTM Arau has the largest Harum Manis Field in Perlis. 	<p style="text-align: center;"><u>WEAKNESSES</u></p> <ol style="list-style-type: none"> 1. Lack of academic programme choices. 2. Poor UiTM internet connection 3. Shortage equipment and student's facilities. 4. Labour shortage for plantation and agrotechnology scope.
<p style="text-align: center;"><u>OPPORTUNITIES</u></p> <ol style="list-style-type: none"> 1. Graduate employability. 2. Enlarging UiTM Farm field. 3. Alumni UiTM continue start up personal business company. 4. International entrepreneurship company collaboration. 	<p style="text-align: center;"><u>S/O STRATEGIES</u></p> <p>S3, O3) Make a new MoU and MoA relationship with Alumni of UiTM by collaboration with their business.</p>	<p style="text-align: center;"><u>W/O STRATEGIES</u></p> <p>W4, O1) Offering fresh graduate students of UiTM to work with UiTM under plantation and agrotechnology.</p> <p>W3, O3) Getting fund resource from alumni of UiTM Arau.</p>
<p style="text-align: center;"><u>THREATS</u></p> <ol style="list-style-type: none"> 1. Various academic programmed offer in UUM and UniMap. 2. Weak relationship MoU and MoA with international 3. More cost needed for university resources. 	<p style="text-align: center;"><u>S/T STRATEGIES</u></p> <p>S1, T2) Create a collaboration with international marine company for supporting marine activities.</p>	<p style="text-align: center;"><u>W/T STRATEGIES</u></p> <p>W1, T1) Introduce new courses in UiTM Arau.</p>

9.0 TOWS MATRIX ANALYSIS

Strength + Opportunity Strategies

- 1. Make a new MoU and MoA relationship with Alumni of UiTM by collaboration with their business. (S3, O3)**

S3: The intensity of visibility entrepreneurship program.

O3: Alumni UiTM continue start up personal business company.

Focusing on the intensity of visibility entrepreneurship program and alumni UiTM continue start up personal business company, UiTM can create a new strategy by making a new MoU and MoA relationship with alumni of UiTM by collaboration with their business. This will give more opportunity for their students to enhance their business bigger and help UiTM to achieve their targeted goals of performance.

Strength + Threats Strategies

- 1. Create a collaboration with international marine company for supporting marine activities. (S1, T2)**

S1: The only campus of UiTM that offered Marine course under faculty applied science.

T2: Weak relationship MoU and MoA with international.

UiTM Arau can create a collaboration with international marine company in order to support marine activities. This collaboration will provide a great experience of learning how international marine company handle their activities and challenges. This strategies also can help UiTM to improve their relationship of MoU and MoA international scope. As international may provide different kind of marine teaching courses and activities for their students. This way they can also exchange information about the courses that they are learning and create more bond with international company.

Weaknesses + Opportunity Strategies

1. Offering fresh graduate students of UiTM to work with UiTM plantation and agrotechnology. (W4, O3)

W4: Labour shortage for plantation and agrotechnology scope.

O1: Graduate employability.

As UiTM are facing the labour shortage for plantation and agrotechnology scope, and having a graduate employability student, UiTM can offer their alumni to enrol in their plantation business. This will save more cost and time to find worker for solving their problem. This strategy is a lot more easier as they don't need to find new worker to work for them as they already has a graduated skills students to help them in performing their activities. Less cost needed to find worker as they do not need to advertise anything regarding to search new worker as they already have the information of their alumni students.

2. Getting fund resource from alumni of UiTM Arau. (W3, O3)

W3: Shortage equipment and student's facilities

O3: Alumni UiTM continue start up personal business company.

Instead of making an agreement of funding from other universities or community or government, UiTM Arau can try to get fund from their alumni students. Because of shortage equipment and student's facilities, the university can suggest to work together with the alumni's business to gain fund for UiTM necessities. This will also help to strengthen the relationship between the alumni students and UiTM Arau.

Weaknesses + Threats Strategies

1. Introduce new courses in UiTM Arau. (W1, T1)

W1: Lack of academic programmed choices.

T1: Various academic programmed offer in UUM and UniMap.

Introduce new courses in UiTM Arau is a great strategy to fulfil the requirement from students regarding the academic offered in UiTM Arau. New courses can give more opportunity for students to further their study based on their skills. For example, mass communication course which is not currently available yet in UiTM Arau.

9.0 ANALYSIS OF THE MARKETING STRATEGI AUDIT



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UiTM2025 Strategic Plan Performance Indicator (PI) Achievement November 2022

PI No	Performance Indicator	Target	Achievement	Indicator	% Achievement	Remarks	Owner Remarks
UITM CAWANGAN PERLIS							
PI001	Number of new High-End TVET and TVET programmes.	2.00	2.00	●	100		
PI006	Percentage of GOT students (Undergraduate).	91.00	95.43	●	100		
PI007	Number of inbound students (minimum 1 day)	70.00	82.00	●	100		
PI008	Number of outbound students (minimum 1 day)	71.00	94.00	●	100		
PI009	Number of inbound students (2 weeks).	5.00	0.00	●	0		
PI010	Number of outbound students (2 weeks).	5.00	0.00	●	0		
PI013	Number of new Massive Open Online Course (MOOC).	4.00	4.00	●	100		
PI019	Number of alumni successfully became entrepreneurs.	90.00	136.00	●	100		
PI020	Number of official partnership activities.	120.00	1,549.00	●	100		
PI021	Number of IPT student entrepreneurs conducting business on campus during their study period.	356.00	1,331.00	●	100		
PI022	Number of companies, enterprises or business projects funded by start-up investors, venture investors, public funding entities, government agency grants and entrepreneurship-related pitching competition prizes.	1.00		●	0		
PI023	Number of collaboration with agencies, industry, NGOs, IPT (local and international).	1.00	3.00	●	100		

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PI024	Number of educators with entrepreneurial expertise.	60.00	60.00	●	100		
PI025	Number of digitally driven innovation and technology -based student start-up companies.	5.00	5.00	●	100		
PI026	The number of students involved in IPT's Innovation and Technology-based programmes.	100.00	217.00	●	100		
PI027	Number of new SULAM's programmes with industry involvement in relation to service learning activities.	1.00	12.00	●	100		
PI028	Number of volunteerism programmes.	1.00	3.00	●	100		
PI029	Number of leadership programmes.	2.00	4.00	●	100		
PI030	Number of companies involved in career activities.	15.00	30.00	●	100		
PI031	Number of international communication skill related programmes.	1.00	3.00	●	100		
PI032	Number of students participated in international programme organised by partner university / industry/ institution.	37.00	69.00	●	100		
PI033	Numbers of students involved in the e-sport industry.	120.00	751.00	●	100		
PI034	Number of value-added programmes with certification by an authorised organisation organised by residential colleges.	2.00	2.00	●	100		
PI037	Number of students involved in invention and innovation activities.	133.00	197.00	●	100		
PI038	Number of programme/module related to patriotism & ESI-IDART initiatives.	5.00	5.00	●	100		
PI039	Number of programme related to emotional well-being.	5.00	6.00	●	100		
PI049	Number of indexed publication: Conference proceedings in SCOPUS/WoS.	207.00	34.00	●	16.43		
PI050	Number of indexed publication: Journal in SCOPUS/WoS/ERA.	101.00	113.00	●	100		








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PI051	Number of high impact publications.	10.00	37.00	●	100		
PI053	Number of indexed joint publication with National collaborators.	16.00	80.00	●	100		
PI054	Number of indexed joint publication with Industry Collaborators.	1.00	5.00	●	100		
PI055	Number of indexed joint publication with International Collaborators.	20.00	41.00	●	100		
PI056	Number of indexed publication: Journal in MyCite.	30.00	107.00	●	100		
PI057	Number of publication published by UITM Press and other publishers.	5.00	29.00	●	100		
PI061	Number of principal investigators (PI) for research grants: National funded.	45.00	82.00	●	100		
PI062	Number of principal investigators (PI) for research grants: Industrial funded.	2.00	0.00	●	0		
PI063	Number of principal investigators (PI) for research grants: International funded.	1.00	9.00	●	100		
PI064	Total amount of research grants: National funded.	1,000,000.00	2,742,937.00	●	100		
PI065	Total amount of research grants: Industrial funded.	100,000.00	91,000.00	●	91		
PI066	Total amount of research grants: International funded.	110,000.00	30,000.00	●	27.27		
PI072	Number of new MoU and MoA with International Industries.	1.00	0.00	●	0		
PI073	Number of new MoA with local partners.	1.00	0.00	●	0		
PI074	Number of activities under MoA/ MoU with International Industries.	4.00	0.00	●	0		
PI075	Number of University Social Responsibility programmes (USR).	25.00	22.00	●	88		

PI076	Number of Knowledge Transfer Programmes (KTP).	1.00	0.00	●	0		
PI077	Total amount received (from external) for USR and KTP programmes.	33,000.00	25,717.00	●	77.93		
PI078	Total amount spent (from own funds) for USR and KTP programmes.	3,300.00	6,416.00	●	100		
PI079	Number of communities receiving/ benefiting from the knowledge/ technology diffusion projects.	2.00	25.00	●	100		
PI080	Number of alumni expert service programme.	7.00	8.00	●	100		
PI081	Number of new MoU/ MoA with international universities.	10.00	11.00	●	100		
PI082	Number of MoU/ MoA with Top 300 QS World University Ranking (international universities).	1.00	1.00	●	100		
PI083	Number of MoU/ MoA with Top 300 QS Ranked by Subject (International Universities).	1.00	1.00	●	100		
PI084	Number of international programmes/ activities for active MoU/ MoA for the current year	6.00	8.00	●	100		
PI085	Number of staff with 6 years industry experience.	13.00	14.00	●	100		
PI086	Number of activity related to ESI-IDART.	2.00	2.00	●	100		
PI088	Number of staff with professional qualifications.	30.00	30.00	●	100		
PI089	Number of staff attached with top global 2000 companies or top 300 universities.	2.00	3.00	●	100		
PI090	Number of staff as members in international and national academic/ professional bodies/ associations/ NGO.	26.00	30.00	●	100		
PI094	Number of OE Project.	2.00	2.00	●	100		
PI095	Number of KIK Project.	2.00	3.00	●	100		

PI096	Number of activity related to Happiness Index.	2.00	3.00		100		
PI105	Water conservation program and implementation.	1.00	1.00		100		
PI107	Recycling program for university's waste.	1.00	1.00		100		
PI108	Program to reduce the use of paper and plastic on campus.	1.00	1.00		100		
PI112	Income generation from asset monetisation including rental or leasing of university assets.	443,939.00	380,879.00		85.8		
PI117	Income generation for Kumpulan Wang Amanah from education/ training programmes/ academic programmes/ competition.	150,000.00	51,762.46		34.51		
PI120f	Gross income generated from agro plantation & agro farm	100,000.00	407,429.80		100		

I hereby declare that all the above-mentioned information given is true and correct to the best of my knowledge and belief.

Prepared By :

Approved By :

.....
Name:
Designation:
Date:

.....
Name:
Designation:
Date:

10.0 DISCUSSION AND RECOMMENDATION

Marketing strategy audit is basically will refer back to the company's mission and vision and also its objectives and goals (Preston, 2023). This is because marketing strategy audit is to discover whether the company's strategies are feasible, proper and appropriate or not. By determining the marketing strategy of UiTM Arau, we can observe any problems areas and opportunities that can be done to make improvement in the company's marketing performance. First of all, UiTM Arau has stated that their current vision is to establish UiTM as a Globally Renowned University of Science, Technology, Humanities and Entrepreneurship while their mission is to lead the development of agile, professional Bumiputeras through state-of-the-art curricula and impactful research. UiTM Arau has a great potential to build a quality and integrity students for future entrepreneurs.

Based on the above performance indicator achievement statistics, it is the latest statistic shows that most of the business program that UiTM Arau organized are feasible to their goals. Which mean that the strategic planning that UiTM create are possible to do and possible to achieve their business mission. Accepting fund from various other community are one of the strengths that UiTM has. We can observe that UiTM Arau gain a lot of research grants from other community based on the statistics in HRU2 in UiTM website (Ricaen, 2022). Approximate of RM 2,907,637.00 they gain as for the year of 2022.

As UiTM Arau want to improve their strategy management, they need to look back on their product life cycle as to maintain the product of their own. Product life cycle can be describing as a period of time between when a product is released onto the market and when it is taken off the shelves (M.Kopp, 2022). As for UiTM Arau, the product is basically the subject courses that they provide for students. There are four stage of product life cycle which are introduction stage, growth stage, maturity stage and decline stage. Besides organizing entrepreneurship program for students, UiTM Arau also need to focus on the quality of the education topics to create an educated students with a good qualification form so that it will lead to a professional entrepreneurship student in future ahead. Most of the highlighted point in the performance indicator are feasible except for performance index number 1022, 1072, 1073 and 1074.

11.0 CONCLUSION

In conclusion, UiTM Arau has a good strategic planning to achieve their goals which one of it is creating a well-balanced graduate with educated and entrepreneurial mindset. The strategic and unique academic offer is very suitable for their students to enrol in and the environment that they provided for the education is comfortable for studies. The marketing strategy audit has successfully identified the capability and system of this university in performing their education system. UiTM Arau has a big opportunity to enhance their capability in becoming the top ranked university in Malaysia. In addition, the plantation and agrotechnology has created a lot of gross sales regarding this university income. It can be observed that UiTM Arau has perform well in 2022 based on their performance index. Besides developing their students' skills and interest, technology has help UiTM to perform online educational program and connection between other communities. Furthermore, they stabilize their business offer by engaging students to join in the plantation and agrotechnology courses where they can learn the other type of business can be done.

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13.0 APPENDICES



UNIVERSITI TEKNOLOGI MARA Cawangan Perlis
Kampus Arau

Program yang ditawarkan di **UiTM Cawangan Perlis**

Diploma	Sarjana Muda
<ul style="list-style-type: none"> Diploma Sistem Maklumat Perakaunan Diploma Teknologi Polimer Diploma Kimia Perindustrian Diploma Sains Diploma Pengurusan Ladang Diploma Sains Komputer Diploma Sains Matematik Diploma Pengurusan Sukan Dan Rekreasi Diploma Pengajian Sukan Diploma Sains Geomatik 	<ul style="list-style-type: none"> Sarjana Muda Sains (Kepujian) Biologi Sarjana Muda Sains (Kepujian) Fizik Sarjana Muda Sains (Kepujian) Kimia Dengan Pengurusan Sarjana Muda Sains (Kepujian) Teknologi Polimer Sarjana Muda Sains (Kepujian) Kimia Gunaan Sarjana Muda Sains (Kepujian) Teknologi Marin Lestari Sarjana Muda Teknologi Maklumat (Kepujian) Sarjana Muda Sains Komputer (Kepujian) Rangkaian Komputer Sarjana Muda Sains (Kepujian) Matematik Pengurusan Sarjana Muda Sains Komputer (Kepujian) Pengkomputeran Netsentrik Sarjana Muda Kesihatan dan Kecergasan (Kepujian) Sarjana Muda Pengurusan Sukan (Kepujian) Sarjana Muda Sains Sukan (Kepujian) Sarjana Muda Pentadbiran Perniagaan (Kepujian) Pemasaran Sarjana Muda Pentadbiran Perniagaan (kepujian) Kewangan Sarjana Muda Pentadbiran Perniagaan (Kepujian) Pengurusan Sumber Manusia Sarjana Muda Sains Agroteknologi (Kepujian) Teknologi Hortikultur Sarjana Muda Sains Ukur dan Geomatik (Kepujian)

Ingin maklumat lanjut?

Sila layari:

<https://perlis.uitm.edu.my/index.php/academic/faculty>

atau



Dapatkan info-info terkini **Misi Akademik UiTM Cawangan Perlis** di:

<https://t.me/misiakademikuitmperlis>

atau





Figure: Programmed offered in UiTM Arau

Ekspo Selangkah ke UiTM 

Sila bawa bersama-sama salinan berikut:
 • Slip SPM / STPM / Diploma
 • Semakan syarat kelayakan di Sistem SemakSyarat @ <https://selangkah.uitm.edu.my>

25 dan 26 Jun 2022
 9.00 pagi hingga 5.00 petang
 Dewan Seri Semarak,
 UiTM Cawangan Perlis

<https://selangkah.uitm.edu.my>

**BAKAL MAHASISWA DAN ORANG RAMAI
 DIJEMPUT HADIR!**



Figure: Ekspo Selangkah ke UiTM for students' enrolment preference



Figure: Program Penutupan Hari Kemerdekaan



Figure: RTM News promoting Lindifera products



Figure: Athanliz premiered in RTM News



Figure: Majlis Perasmian Pelancaran Start-Up Pertama Athanliz Innovations Sdn Bhd



Figure: Majlis Apresiasi Pejabat Rektor



Figure: Recognition Award from Rector of UiTM Arau Perlis

**KURSUS TEKNIK
PENJURIAN INOVASI
KEUSAHAWANAN**

TEMA : BASIC APPROACH TO EVALUATE
INNOVATIVE IDEAS

IDEA: JURY101

**EN MOHD FAZLY BIN
MOHD RAZALI**
PENYARAH KAMAR FAKULTI PENGURUSAN
DAN PERNIAGAAN, UITM CAWANGAN PERLIS

JAM LATIHAN AKAN
DIREKODKAN BACI STAF UITM

**28 SEPT, 2022
9:00 PAGI -
1 TENGAHARI**

**BILIK MAKMAL
KOMPUTER, PDJH2**




ENTREPRENEURSHIP
"CREATING A SMALL
BUSINESS FINANCIAL PLAN"

DATE: 24 JUNE 2022 FRIDAY
TIME: 2.45 PM - 4.45 PM
PLATFORM: WEBEX

MOHAMAD NIZA MD NOR
Moderator

MOHD FAZLY MOHD RAZALI - Speaker

E-Certificate
will be provided

Organized by:
MASMED (Research, Industry, Community, Alumni, Entrepreneurship (RICAEN))
UITM Perlis Branch












Figure: Kursus Teknik Penjurian Inovasi Keusahawanan and Entrepreneurship "Creating A Small Business Financial Plan".

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MAISARAH BINTI AHMAD SAZLI 2020971427 | BA240

Figure: Ouriginal report