



SCHOOL OF NATURAL SCIENCE AND SOCIAL SCIENCE

**DEPARTMENT OF COMPUTER SCIENCE AND INFORMATION
TECHNOLOGY**

PRACTICAL TRAINING REPORT

STUDENT NAME

KAUTHAR HUMUD SALUM

PRACTICAL TRAINING YEAR

PT 01

COMPANY'S NAME

HAMINASS LIMITED COMPANY

OFFICER'S NAME

MR. HAMID M. ALI

SUPERVISOR'S NAME

DR. YAHYA H. SHEIKH

SUBMISION DATE:

26/10/2020

ACKNOWLEDGEMENT

First of all, I am sending my grateful thanks to the creator, the almighty Allah (S.W) for granting me the opportunity to do my PT in Haminass Limited Company, it was so pleasure to do so. Before forgetting my dear parents for being understanding, helpful and kind to all the trouble I have caused during my PT period.

These pleasures also go to my supervisor at Haminass Limited Company Mr. Hamid M. Ali for allowing me to do my PT in this company, his supports, advices and the teachings, he has given me during my PT period. Also, I am so grateful to all the workers here, they all show all the supports for me to learn what I supposed.

However, I would like to thanks my supervisor from university, Dr. Yahya H. Sheikh for his supports as well as my friends from The State University of Zanzibr (SUZA) and others from different universities for being kinder and helpful the whole time this practical training was conducted.

ABSTRACT

This report based on Practical Training (PT) that I have done within one month and two weeks (6 weeks). It concerns with my activities that I performed such as developing website, developing web application and also using adobe to design logos and posters that includes all about developing the system and designing some of announcements.

This report consists of five chapters.

The first and second chapters talks about the organization where my PT was done. So, it talks about Haminass Limited history and all the works it does as well as the job descriptions of the workers together with the policies and rules of the company.

The third and fourth chapter's talks about the main task of this report as the topic said above, developing website, developing web application and also using adobe to design logos and posters. As well as challenges that I faced and lesson learned during my PT.

This fifth chapter talks about the conclusion, recommendation as well as the references of this report.

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LIST OF ABBRAVIATION

SUZA	State University of Zanzibar
IT	Information Technology
PDO	PHP Data Object
PHP	Hypertext Processor
OOP	Object Oriented Programming
OPT	Optional Practical Training
CPT	Curricular Practical Training

CHAPTER ONE: INTRODUCTION

Introduction about Practical Training

Practical Training: Is the short period of studying which takes place in company, Organization or Business where students make their practice for what they have studied, actually there a lots of Organizations that help students to increase their knowledge and this make students to have self-confidence, to understand to communicate with different Organization when they work together. This opportunity helps students to adopt what they learnt in practice and develop professionally.

So this Practical training takes one month and two weeks at Organization to experience and apply their knowledge in the professional employment.

The Student Must

- Reflect on what type of practical training helps her or him to develop professionally and is suitable for the student's own career plans.
- Find a place where she or he completes the practical training.
- Be aware of how the practical training process works and adhere to it.

Ending Of Practical Training

A feedback discussion is arranged between the student and the employer in the organization at the end of the practical training, based on the principles of developmental discussion. In addition, the student writes a practical training report.

Types of Practical Training

Optional Practical Training (OPT)

Is temporary employment that is directly related to an F-1 student's major area of study. Eligible students can apply to receive up to 12 months of OPT employment authorization before completing their academic studies (pre-completion) and/or after completing their academic studies (post-completion).

Curricular Practical Training CPT

Is an alternative work or study, internship, cooperative education or other type of required internship or practicum that a sponsoring employer offers through agreements with a student's school.

Student Background Information:

My full name is Kauthar Humud Salum, I'm student at The State University Of Zanzibar, I stated there since 2019, I'm the 1st year student, And I decided to learn about computers because everything now use computers that why I prefer to take BITAM course which is Bachelor of Information Technology Application and Management. In 1st year I studied two semesters which are the first semester and second semester, In the first semester there is no Practical Training (PT) but in second it has because it's the last semester in the first year so we need to use our knowledge of what we learnt I n the first year. So normally after finishing the second semester there free time on three months so we use that time on field but we take two months for Practical Training. The date that I start the Practical Training at 07th September 2020 up to 16th October 2020.

General Objectives of Practical Training

- Prepare university graduate to able to exercise the administrative, leadership and specialized skills in the different fields of work.
- Provide the student with skills to deal with data and write the various reports.
- Build bridge of communication between the university and student on the other hand between the governmental and private institutions
- Stabilize the values and concepts related to the knowledge and work.
- Obtain feedback to develop the educational plans and courses which suit with local reality.

CHAPTER TWO: COMPANY BACKGROUND

Introduction of the company:

HamiNass Media and Entertainment Limited is the service business dedicated to creating and design a Television (TV), RADIO commercial advertisements (Videos & audio), developing a rich message content of the brand, designing planning and handling advertising and other promotional activities for our clients, providing an outside point of view to the effort of selling the client's products or services and also handle overall marketing, communication, sales promotions oriented, branding strategies and producing a complete overall advertising campaign and promotional activities to build awareness and fulfill your company's advertising goals and objectives for our clients.

We believe in serving clients with strategically sound creative ideas. Our expertise drives us to deliver the best marketing solution to our clients across Tanzania.

HamiNass Media started as a Digital Marketing and video commercial production in Zanzibar 3 years ago but ended up into being a fully-fledged 360 Marketing and Advertising Agency by offering all Marketing & Advertising solutions falling into the company as Departments of Digital Marketing, Media Buying, Experiential Events and Consultancy under one roof within Zanzibar, Tanzania and East Africa at large.

Since the merger, HamiNass Media prides itself in offering the cutting-edge marketing & advertising services by making it easier for both local and international clients to have a single/direct contact for their solutions.

In a short time, HamiNass Media has been showing a massive growth both on client's base and industry

Type of Business/ Organization

This is a Private Organization.

Location of Business/Organization

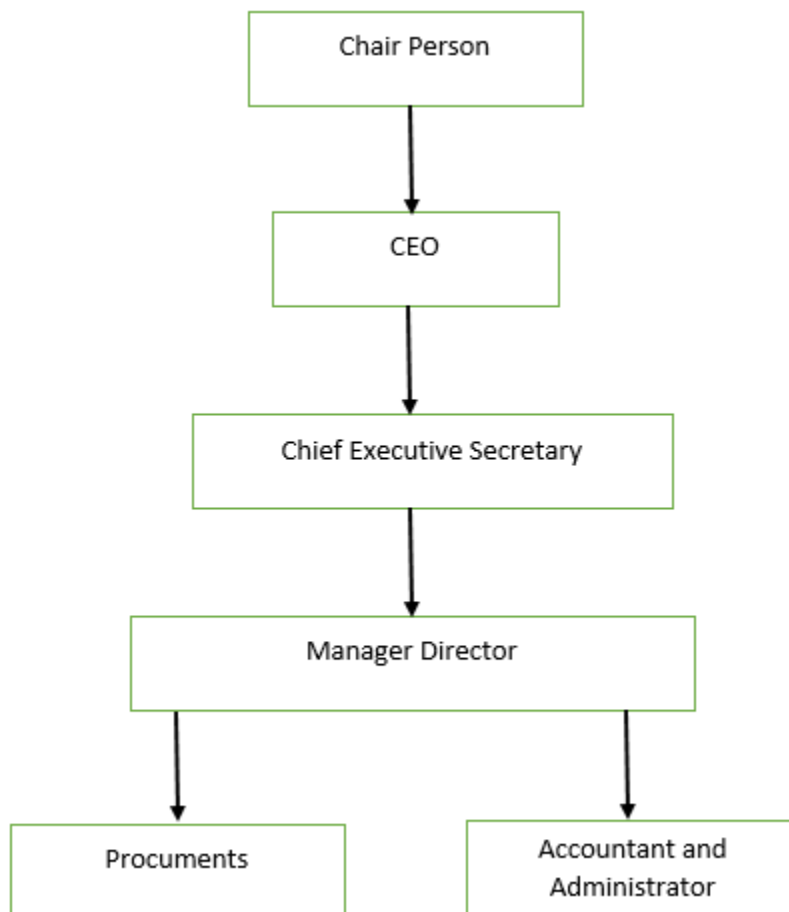
Physical address – Mwanakwerekwe Zanzibar,

Call/WhatsApp +255 658 538 646

Email: haminasztz@gmail.com

Website: www.haminass.com

Organizational Structure:



Number of Employees:

There are five (5) number of employees

Activities

1. Marketing consultancy
2. Social & digital marketing
3. Video and audio production (commercial advertisement)
4. Media buying
5. Website design and development.
6. Event management (live, open festival and concerts, music and fashios shows, weeding ceremonies, seminners and others).
7. Graphic design
8. SEO

Customer's Relationship:

1. Evergreen Zanzibar limited
2. Zanzibar insurance corporation
3. Micro teach institute of technology
4. Time to Time Travel agent
5. Feza School Zanzibar
6. Tropical Air
7. Yasser Provision Store
8. Mapoozi Classic Barber shop

Our Strategy:

Professional Video Editing and Social Media Marketing.

Complicated marketing strategies are becoming a thing of the past. But that doesn't mean strategy isn't important. There needs to be a purpose to the media your company puts out, and we can help with that. HamiNass Marketing Consultant has a fresh approach to being a video production studio: We combine professional video editing techniques with clever social media marketing to target your audience with your message. Creating content for the sake of content doesn't work anymore. Content is important but Connection is king

Mission:

Our mission is to deliver the best Digital & Integrated Marketing services globally, by helping all clients reach the right target audience as well as both the marketers and consumers experience the value of technology in marketing & advertising sector.

Offering services that our clients to leverage that create everlasting memories to enthrall the spectators in Tanzania presence works in all forms of entertainment shows and advertising media.

Well-established by formal education, training, competence, experience, professionalism, uniqueness and happy disposition of each team member to give the best services for every client also making every entertainment event filled with wonders and adventures by designing the unique program for every event that will surely last forever in our clients' lives.

Vision:

Our vision is to transform Marketing & Advertising through latest technology which is easily adopted by everyone to help achieve measured results.

CHAPTER THREE: ACTIVITIES PERFORMED

Activities Performed:

Installing of Adobe Photoshop: First before doing anything I start to install Adobe Photoshop CS6 so as to design different things such as Posters, business card, burner.



Figure 1: Adobe

Designing of logos: Among of the activities that I have done is to create logos, as we know that there a lot of importance of logo. When you want to establish your business or start an Organization/ company you must have a logo, this logo identify who are you and what are you doing in your business. Moreover good logo doesn't take more than three colors. So I use Adobe Photoshop CS6 to create those kind of logos.



Figure 2: Logo

Designing of Business Card: When you create business card you must match the color that concern with its logo, because every business has own logo. Business card contain specific/important information such as logo, company name, location, mobile number, phone number, and email. Also I understand that business card must has a logo. If you didn't put a logo that will be not a business card it will be just an ID card.

When you want to create business card you must to know the color of the logo first, this will help you to understand which color you can use in the business card.



Figure 3: Business Card

Designing of Poster: When you create Poster you must understand how you can know the elements of creating Poster such as logo, picture, message, location, mixing of color and designing. Also when you want to create Poster you must know the environment about that Poster you want to create because it must relate with environment.

SAFARI ITAKUW
TAREHE: 18/10/2020
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TAREHE: 10/10/2020
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SAA 2:30 ASBUHI.
**NA KURUDI NI
SAA 12 : 00 USIKU**

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Figure 4: Poster

Designing of Burner: In creating of Burner there some of elements that you can use it, such as logo, picture, message, location, mixing of color and designing. Also these burner takes some of slogans that an organization or company use about his/her business.



Figure 5: Burner

Installation of XAMPP

Before starting designing website or system you must install XAMPP software that helps website designers and programmers to test their work without using of internet. This also help you to create database on MySQL and web application by using apache server.

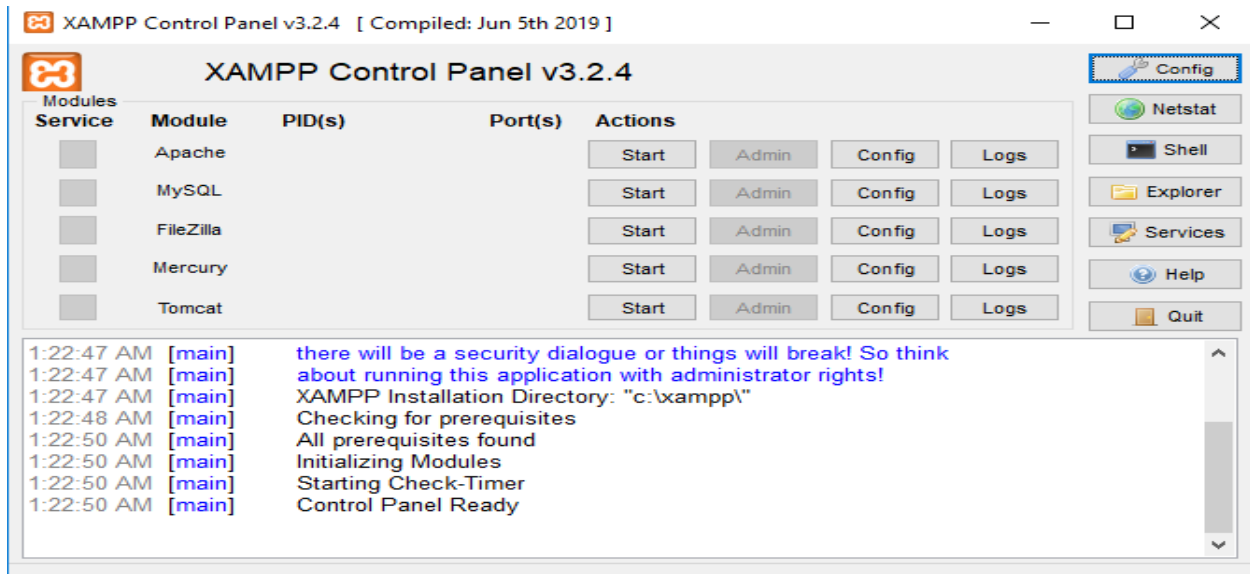


Figure 6: XAMPP

Designing of website

After installing XAMPP I tried to develop a website and put it in a local server (apache). I design a web page by using bootstrap, and creating different pages, using of link that can enable you to go from one page to another. Also I design website with creating more than one page with a link by using html and bootstrap. In other hand my website contain different things such as button, modal, logo, link pages, slider images, etc.

This is show modal through button, I mean you click button than it will appear modal.

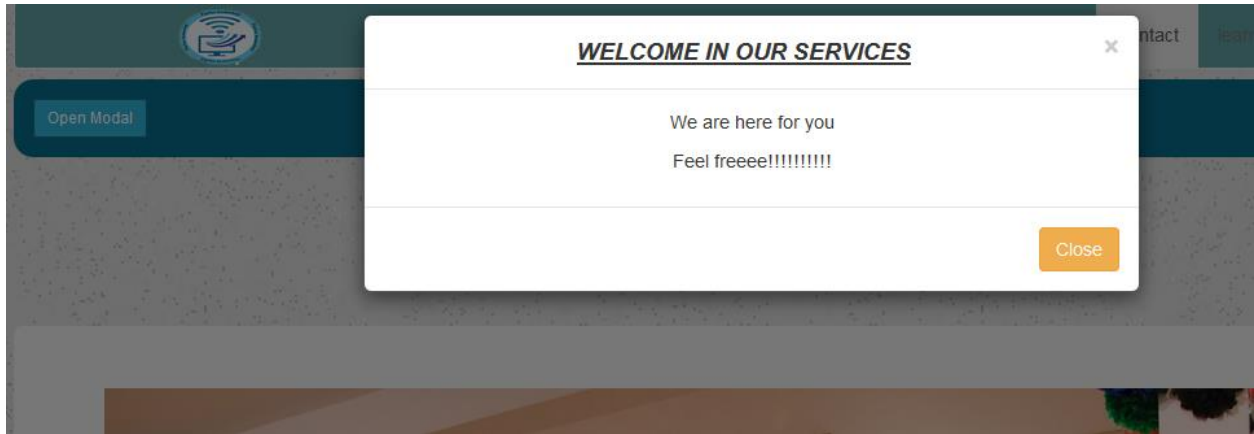


Figure 7: Modal one

And this is also modal but this you click image link and go to modal and you will see image in that modal.

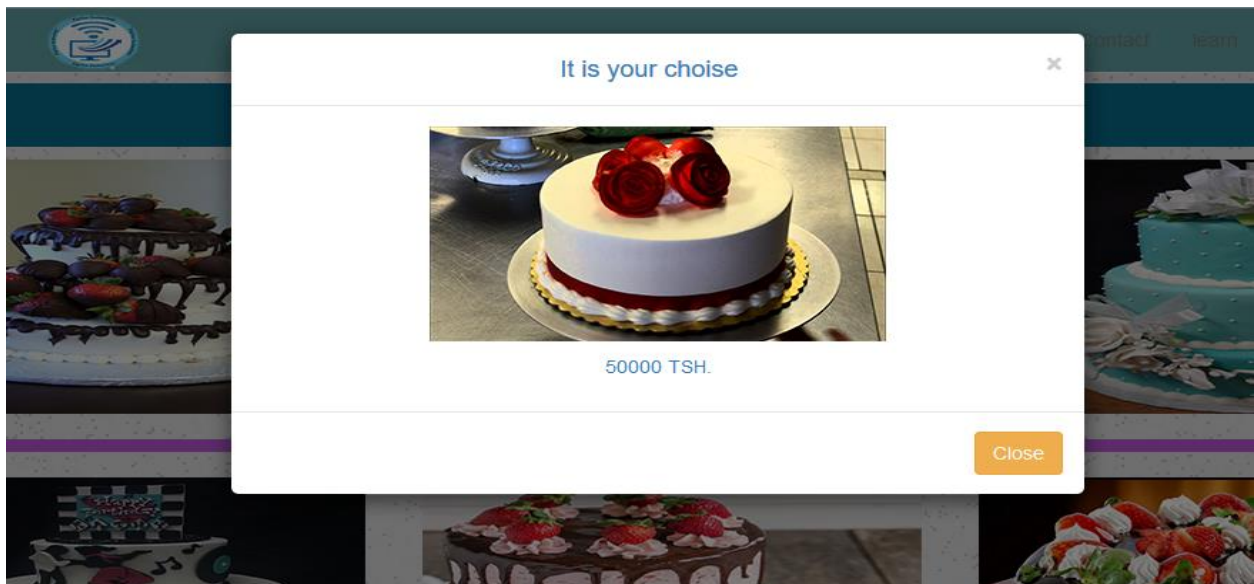


Figure 8: Modal two

And this is show how different pages works, also there are modal that has a picture inside.

Also there are modal title, modal body and modal footer.

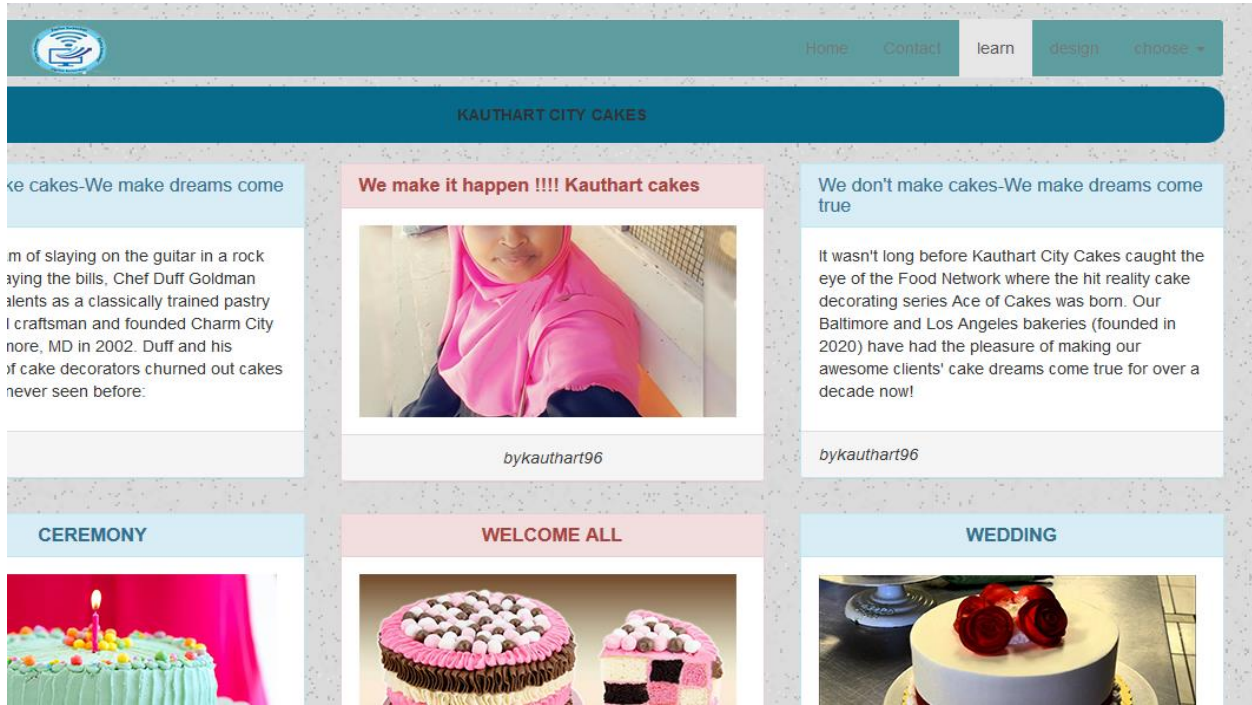


Figure 9: modal three

Creating of Database: Before develop your application first you must have database so as to connect between database and PHP code so as to complete your system.

Here is the database that I create and use in my web application. My database called smartfucult.

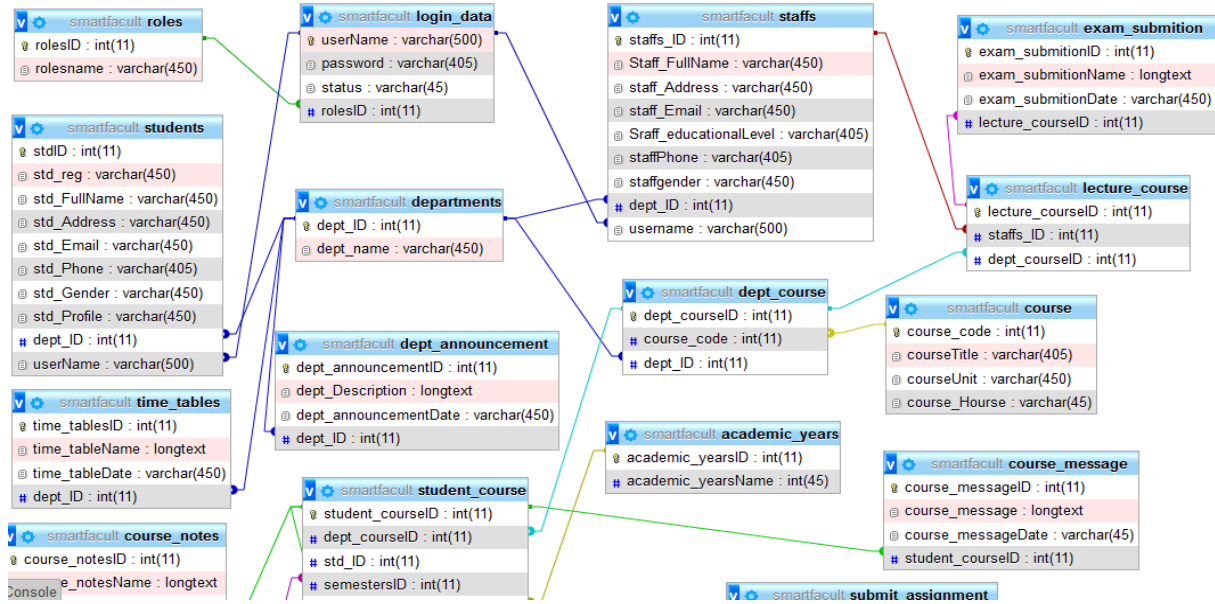


Figure 10: database one

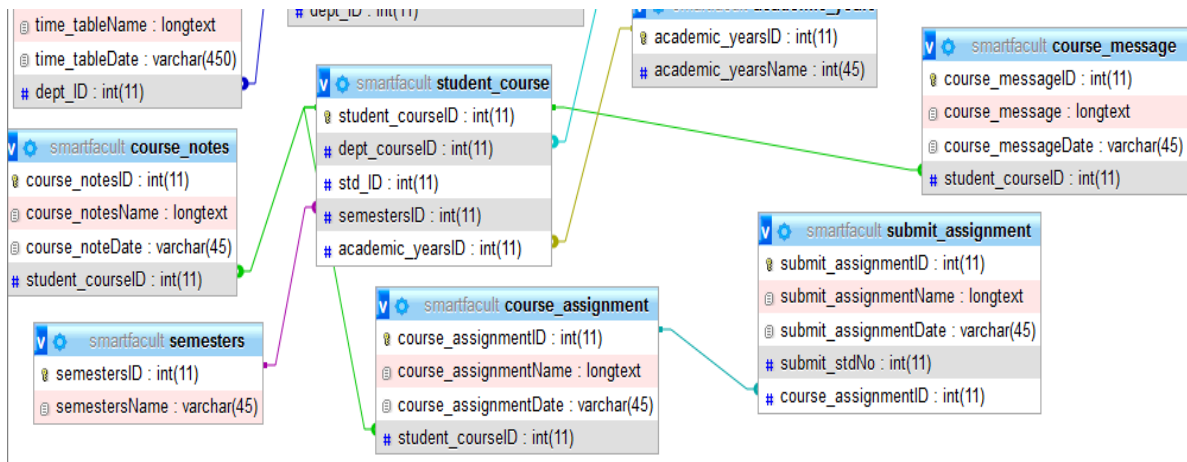


Figure 11: database two

Design web application from the scratch: Show how system (web application) works (what is going on behind the user interface) and also how to connect web application and MYSQL database by using PHP and PDO.

In other hand I create different query and different function such as insert data in a system there is a query that you can use in your backend and make user to insert data as a frontend. As well as select, update and delete all are the queries.

This is user login form where by user enter his username and password then the system takes query to check if that information is in the database or not, if yes the user will be direct to home page otherwise he/she will receive an error message which says incorrect username or password.

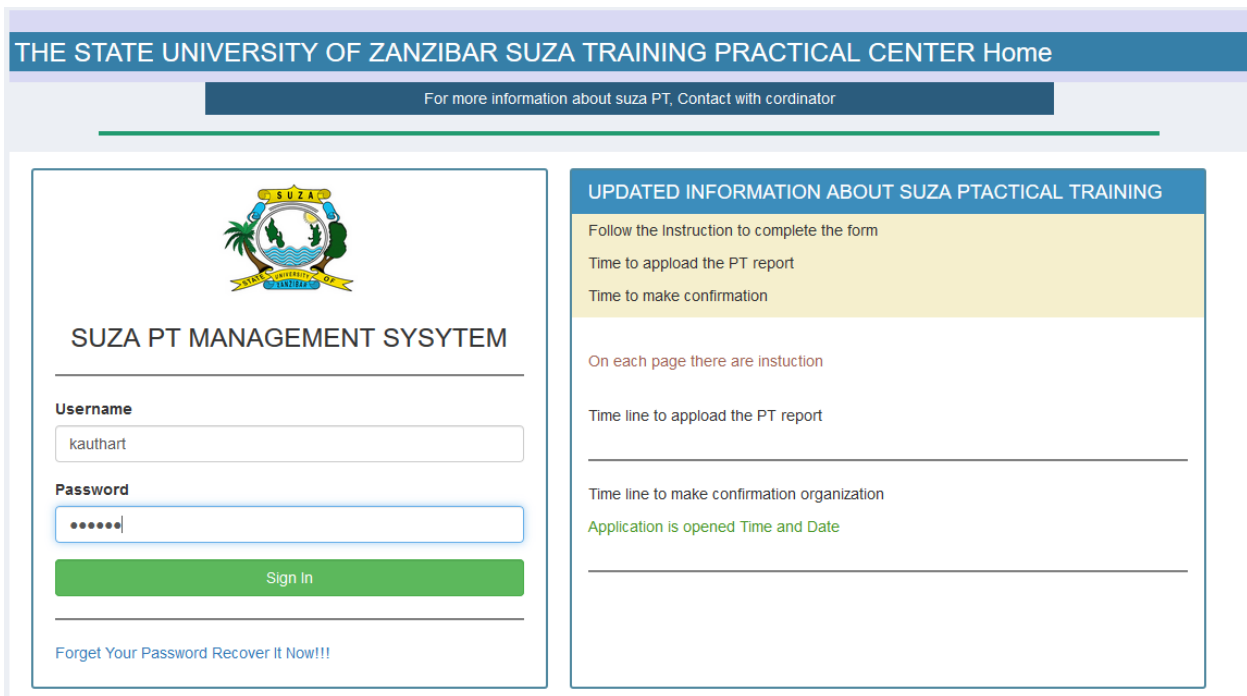


Figure 12: login

Designing home page: After user login direct go to his/her user interface according to role. If student go to own interface and admin go to own interface.

But this is Admin user interface can do all function to the all user.

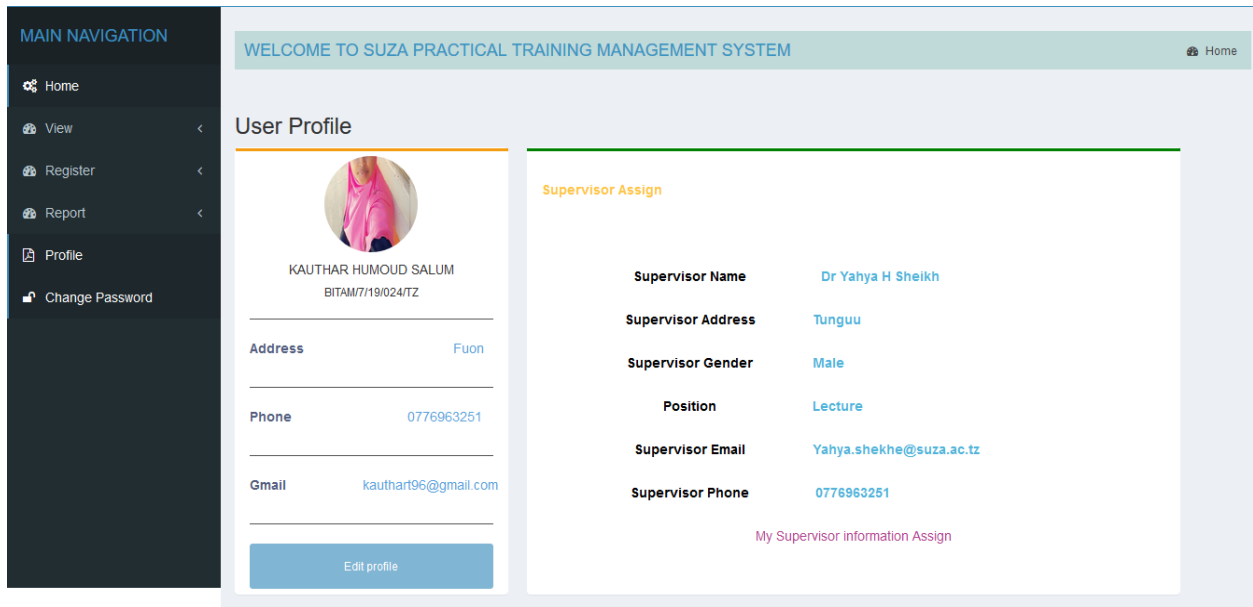


Figure 13: home page

This is registration form and all information direct save in database.

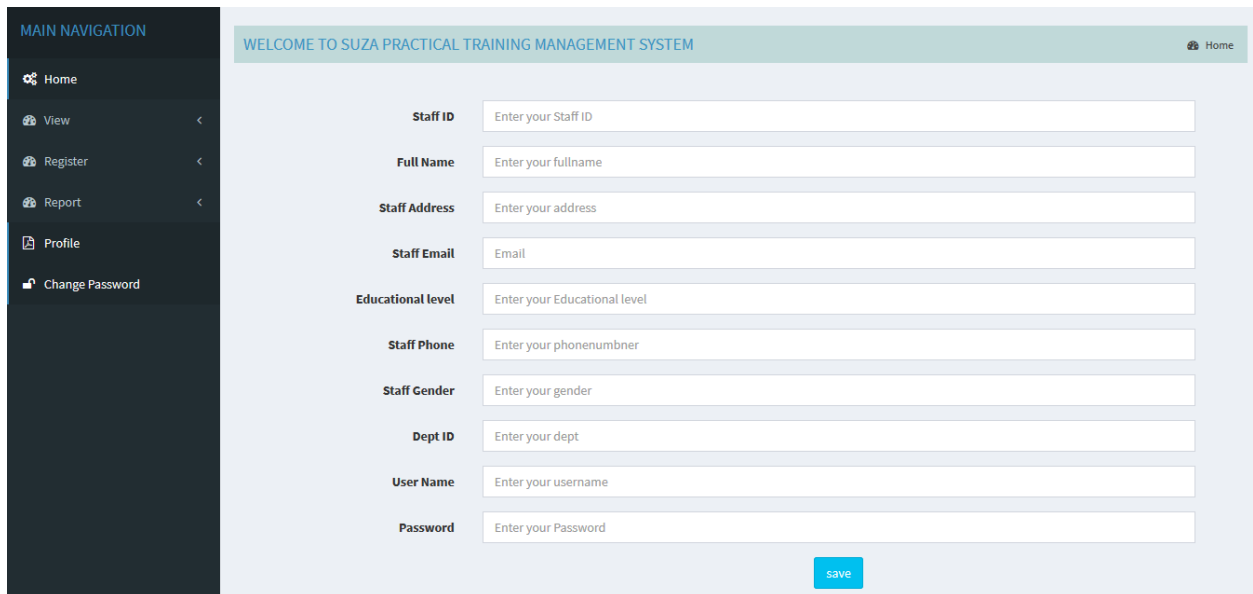


Figure 14: register staff

And this is information that stored in a database and here you will view information

Number	FullName	Address	Email	Education Level	Staff Phone	Gender	Department	Status	Role	Edit	Delete
1	kau	mwera	kau@gmail.com	Master	07775544433	Female	IT	active	Admin		

Figure 15: View Staff

Work environment:

As matter of fact it was very fantastic because was full supervised, friendly and as well as was a team work.

Tasks Performed Interested:

All activities that I have done was interested to me because those are the key values for my course. So I'm so happy from now for somehow I can call myself I'm a website designer, software developer as well as graphic designer.

Demands of the Assigned Duties/ Tasks:

Due to the assigned task, I manage to complete some of them, but web application I didn't finish that because the system is big compare to time period of Practical Training (PT).

Expectations before Going for the Training:

My expectation was know how to develop a web application and designing by using adobe Photoshop.

Process of Executing the Duties/ Tasks:

Yes there is a gap between teaching and practical because all assigned duties and activities were supposed to learn by me in my second year of study.

Attachment Relevant:

Yes all attachment was relevant to my course since I'm IT student so I'm supposed to know how to develop system and graphic as well.

CHAPTER FOUR: LESSON LEARNED AND CHALLENGES FACED

Lesson Learned:

At the end of my practical training there a lots of things that I have learned:

- a) I learned how to use adobe Photoshop to create different things like designing pictures, logos, posters, business cards, burners as well as creating anything that I want.
- b) In other hand I learned how to develop website and web application in different languages such as PDO, HTML and PHP.
- c) Also I learned how to create database by using MySQL server.
- d) Moreover I learned how to use bootstrap and I to understand there different version and its using.

New Things Did I Learn:

- The new thing that I learned was to design Posters, business card, burners and logos in Adobe Photoshop.
- In other hand new thing that I learned was how to use bootstrap and CSS.

Problem that I faced in executing tasks:

- ❖ The first problem that I faced was in adobe Photoshop, there some of tools was a difficult to use and understand easy when I want to design anything, so this was a problem to me because it take time to know that tools.
- ❖ The second problem was to customize the template.

Solving of Problems:

- ✓ I have just make more practice.
- ✓ I have shared ideas with staffs and my fellow students so as to get more skills.

Employment Prospects:

- a) Yes, I would like to be employed by the organization because this office deals with developing the web application and designing and my future ambition is to be designer and develop the system. So it's my pleasure if I will be the one among of the employee in this Organization.

- b)** Yes, They would like to have me as an employee because I was fully participate in everything like to do task in right time, to reach early in the morning every day at the office, I don't miss to go at the office as well as full respect to all people and to have good communication with others.
- c)** Actually I didn't get any promises because I still go there as an internship.

CHAPTER FIVE: CONCLUSION AND RECOMMENDATION

Challenges

- The works we were doing was not that difficult but each day new things were appeared so it was a bit difficult to remember and do best.
- Unavailable of internet so it was difficult to me to search some of materials.
- There is no enough space of staying field students.
- There is no computers in the office because some of students have no computers to do their works.

Conclusion:

Truly speaking, this PT was a wonderful and there were a lot to learn. So, the aim of conducting PT I can say was achieved even not that much but I really learned a lot concerning my professionalism and the environment of working as well as the workers and their works. I learned not only those but also the principles of a worker in his/her work place and how to behave one another. So, it was really a great opportunity to me and I am really appreciating that.

Recommendation:

Firstly, I would like to tell my fellow students to be well commitment, willingly and excellently on participating in every activity during our PT. This is the only way to achieve the aims of conducting PT.

Also, I would like the college supervisors to give information of their arrival to the company first before coming to meet us. Well if it is possible then it has to be as a principle to do so, this is to avoid some misunderstandings with the company.

References

History of the Haminass Limited Company

www.haminass.com

Introduction to practical training retrieve from:

<http://www.wikipedia.org/wiki/practical-training>