



**THE STATE UNIVERSITY OF ZANZIBAR (SUZA)**  
**SCHOOL OF NATURAL AND SOCIAL SCIENCES (SNSS)**  
**DEPARTMENT OF COMPUTER SCIENCE AND INFORMATION TECHNOLOGY**  
**FIRST YEAR INDUSTRIAL TRAINING REPORT**

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<b>ACADEMIC YEAR:</b>	<b>2019/2020</b>
<b>VENUE:</b>	<b>SUZA</b>
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<b>SUBMISSION DATE:</b>	<b>24-10-2020</b>

## ACKNOWLEDGEMENT

The whole season of Practical Training from the beginning to the end was a remember able historical activity. With some of the contribution and support of those people who were my intimacy, I have been able to bring this knowledge where it reached.

First and foremost, I am going forward give my sincere thanks to the Almighty Allah, he has guided me from the very first day that I had started, and I thank him for wishing me strength, knowledge and power. Thank you Allah.

My special and innermost gratitude goes to my Project supervisor Dr. Yahya H. Sheikh. For accepting being my supervisor for the time that I was working in my Practical Training. I thank him for being ready to give his time and efforts. You were king to me, ready to advise, encourage and motivate the moment of the Practical Training. Your supervision guides were remarkable and nothing to pay you but little payment is to say thank you so much.

Final my gratefully thanks to my fellow partners of practical training for their support to solve different problems that we face during practical training.

## ABSTRACT

The industrial training enables the student to gain experience at implementation of various system and measure their understanding to those area they have studied at the class room. It means that student retrieve real world experience to those looking to explore or gain the relevant knowledge and skills required entering into a particular career field.

This report is divided into five (5) main chapter one describe my own information, chapter two Concern with the introductory part and general impression as well as background information about an organization, chapter three describe an activities performed during industrial training , chapter four describe lesson learned during my field training and chapter five describe the challenges, recommendation and conclusions that discovered during the whole period of studies.

The methodology used to address and solve the problems is Object Oriented (OO) Methodology was really helpful and easy to me to address and solve the problems. During the implementation questions and answers techniques I used them often, and my aims were successful even though I was not satisfied with some answers and this is because of the level of technology in organisation. The main achievement during PT, is that now I have a self confidence that I can work in any other company associate with IT solution and I can do better. Here are my recommendations and suggestions to the organization, they have to buy more tools and equipment only for doing works.

## Table of Contents

<b>ACKNOWLEDGEMENT</b> .....	i
<b>ABSTRACT</b> .....	ii
<b>LIST OF FIGURES</b> .....	v
<b>LIST OF ABBREVIATIONS</b> .....	vi
<b>CHAPTER ONE</b> .....	1
<b>1.0 Introduction to practical training</b> .....	1
<b>1.1 Student background</b> .....	2
<b>1.2 General objective of practical training</b> .....	2
<b>CHAPTER TWO</b> .....	3
<b>2.0 Company Background</b> .....	3
<b>2.1 Type of business/ organization</b> .....	3
<b>2.2 Location of business/organization</b> .....	4
<b>2.3 Organizational structure:</b> .....	5
<b>2.4 Number of employees:</b> .....	5
<b>2.5 Activities</b> .....	5
<b>2.6 Customer’s relationship:</b> .....	6
<b>2.7 Our Strategy: Professional Video Editing and Social Media Marketing</b> .....	6
<b>2.8 Mission:</b> .....	6
<b>2.9 Vision:</b> .....	7
<b>CHAPTER THREE</b> .....	8
<b>3.0 Activities Performance</b> .....	8
<b>3.0.1 Task and duties performance</b> .....	8
<b>3.0.2 Work environments</b> .....	17
<b>3.0.3 Task interesting</b> .....	17
<b>3.0.4 The measure up to the demand of the assigned/task</b> .....	18
<b>3.0.5 Expectation before training</b> .....	18
<b>3.0.6 Attachment relevant</b> .....	18
<b>CHAPTER FOUR</b> .....	19
<b>4.0 Lesson Learned and Challenges faced</b> .....	19
<b>4.0.1 Lesson learned</b> .....	19
<b>4.0.2 New thing learned</b> .....	19

<b>4.0.3 Problem faced in executing the tasks .....</b>	<b>19</b>
<b>4.0.4 Solution of the problems.....</b>	<b>20</b>
<b>4.0.5 Employment prospects .....</b>	<b>20</b>
<b>4.1 Conclusion and Recommendation .....</b>	<b>20</b>
<b>4.1.1 Challenges occurred while in the field study. ....</b>	<b>20</b>
<b>4.1.2 Conclusion of the report. ....</b>	<b>20</b>
<b>4.1.3 Recommendations. ....</b>	<b>21</b>
<b>References.....</b>	<b>22</b>

## LIST OF FIGURES

Figure 1: XAMPP SOFTWARE.....	9
Figure 2: DATABASE.....	10
Figure 3: HOME .....	11
Figure 4: FASHION.....	11
Figure 5:FASHION2.....	12
Figure 6: LOGO .....	13
Figure 7: BUSINESS CARD .....	13
Figure 8: BUSINESS CARD2 .....	14
Figure 9: ADIVERTIZE .....	15
Figure 10: ADIVERTIZE NO2 .....	16
Figure 11: ADIVERTIZE NO3 .....	17

## LIST OF ABBREVIATIONS

<b>PT:</b>	Practical training
<b>CPT:</b>	Curricular practical training
<b>OPT:</b>	Optional practical training
<b>ISC:</b>	International Student Centre
<b>PBZ:</b>	People of Bank Zanzibar
<b>CEO:</b>	chief executive officer
<b>HTML:</b>	Hyper Text Markup Language
<b>PHP:</b>	PHP Hypertext Preprocessor
<b>SUZA:</b>	The State University of Zanzibar
<b>MYSQL:</b>	My structural Query Language
<b>IT:</b>	Information Technology
<b>TV:</b>	Television
<b>PDO:</b>	PHP Data Objects

## CHAPTER ONE

### 1.0 Introduction to practical training

Practical Training (PT) is the short period where students go to different organization to gain their knowledge by working as normal workers and the main reason for this Practical Training is to prepare the students to be ready to work anywhere in the world once when they finish their study, the main purpose of PT to let students to apply the knowledge which they study theoretical and the them for actual practical. There are many types of PT this s due to the field study of a particular student but in computer science, you may take PT in Web Design, Programming and System Analysis.

#### **Types of practical training**

There are two types of practical training:

❖ Curricular practical training(CPT)

Curricular practical training requires that the training must be related to your major and part of your academic program of study while you are enrolled in school.CPT is authorized by the international Student Centre (ISC).

❖ Optional practical training(OPT)

Optical practical training allows more flexibility. The training must still be related to your major, but it does not need to be part of your academic program of study. You can take the training either during or after your course of study. OPT must be approved by (USCIS).

#### **Important of practical training**

The aim of **practical training** is to help **students** develop skills and abilities that support professional studies and prepare them for work later on. ... For the **student** the **practical**

**training** provides an opportunity to learn **important** skills which will help in becoming a professional of the future.

To inspire students to love what they are doing and make them to believe themselves that they can apply their knowledge in any field from anywhere only they have to do exactly as what they have to do and from that they might be their source of income and not only depend on to be employed from the Government or any big organization.

### **1.1 Student background**

My name is Hamisa Y. Salim., I am current student at The State University of Zanzibar taking course in bachelor of computer science(BCS), I started to study in November 2019, and this is my first year of study, the whole semester was very wonderful with a lot of challenges in both semesters but in second semester was really cumbersome due to the most of the subjects needed more practically and as a student you need to make extra efforts on your own so as to make you perfect on your subjects.

### **1.2 General objective of practical training**

The main objectives of this PT were to make and prepare students to have a little knowledge and experience on how things are done in a really world, because this helped many students who done it before because made them perfect suit in their job post and others solved many problems in the society.

But that were not only the objectives of PT, to inspire students to love what they are Doing and make them to believe themselves that they can apply their knowledge in any field from anywhere only they have to do exactly as what they have to do and from that they might be their source of income and not only depend on to be employed from the Government or any big organization.

## CHAPTER TWO

### 2.0 Company Background

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

### 2.1 Type of business/ organization

The type of this Organisation is a Private organization.

## **2.2 Location of business/organization**

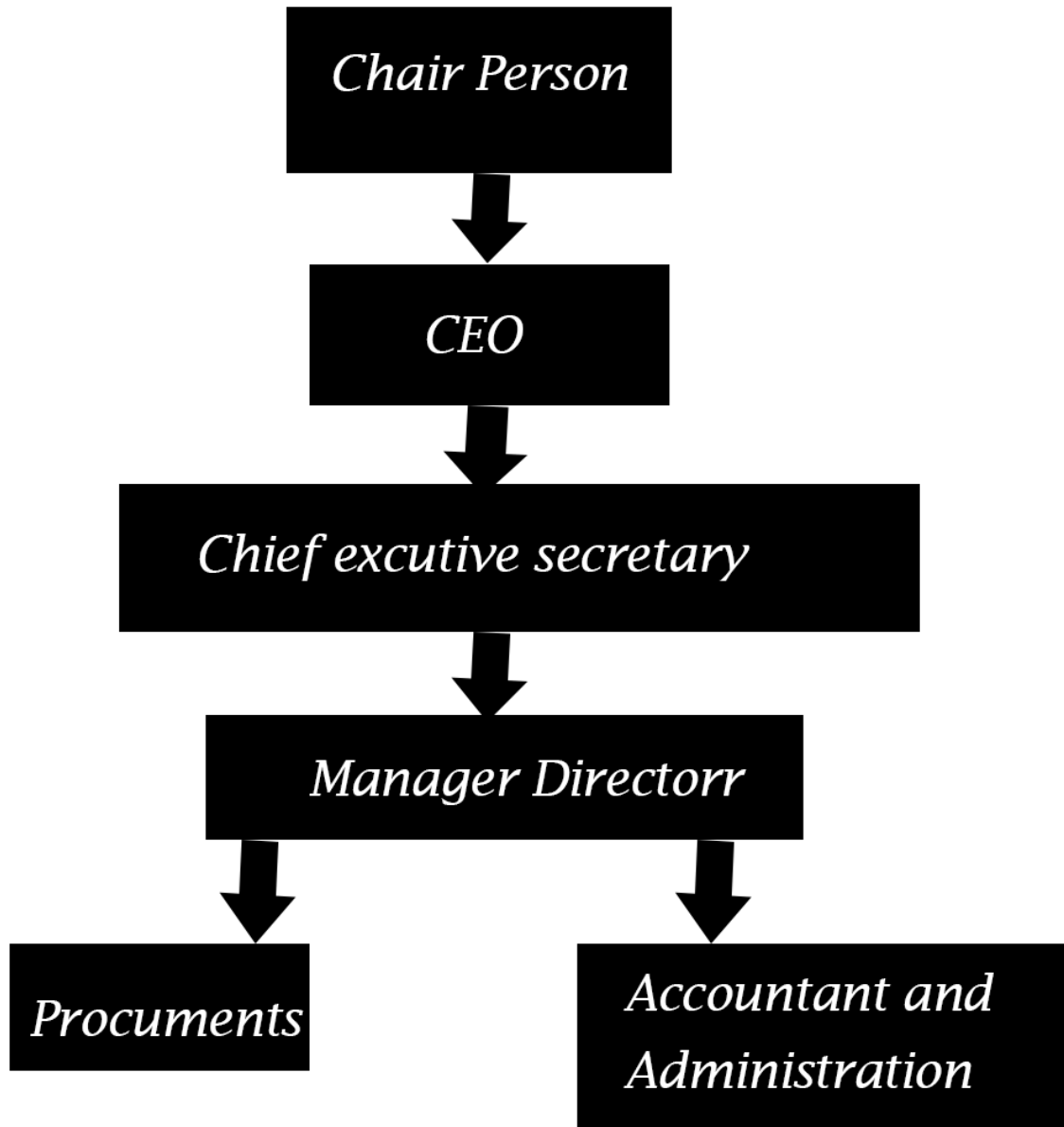
Physical address – Mwanakwerekwe Zanzibar,

Call/WhatsApp +255 658 538 646

Email: [haminasstz@gmail.com](mailto:haminasstz@gmail.com)

Website: [www.haminass.com](http://www.haminass.com)

### 2.3 Organizational structure:



### 2.4 Number of employees:

There are five (5) number of employee.

### 2.5 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 fashion shows, wedding ceremonies, seminars and others).
7. Graphic design
8. SEO

## **2.6 Customer's relationship:**

- Evergreen Zanzibar limited
- Zanzibar insurance corporation
- Micro teach institute of technology
- Time to Time Travel agent
- Feza School Zanzibar
- Tropical Air
- Yasser Provision Store
- Mapoozi Classic Barber shop

## **2.7 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

## **2.8 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.

### **2.9 Vision:**

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

## CHAPTER THREE

### 3.0 Activities Performance

#### 3.0.1 Task and duties performance.

During the field training fortunately I worked under the incubation team located at the Haminass media and Entertainment limited and perform the following task:-

#### **Software installation (XAMPP)**

Xampp is software that helps website designers and programmers to test their work on their own computer without any access to the internet, provides support for Creating database using MySQL and also creating web application using Apache sever.

The figure below shows the home of Xampp software.

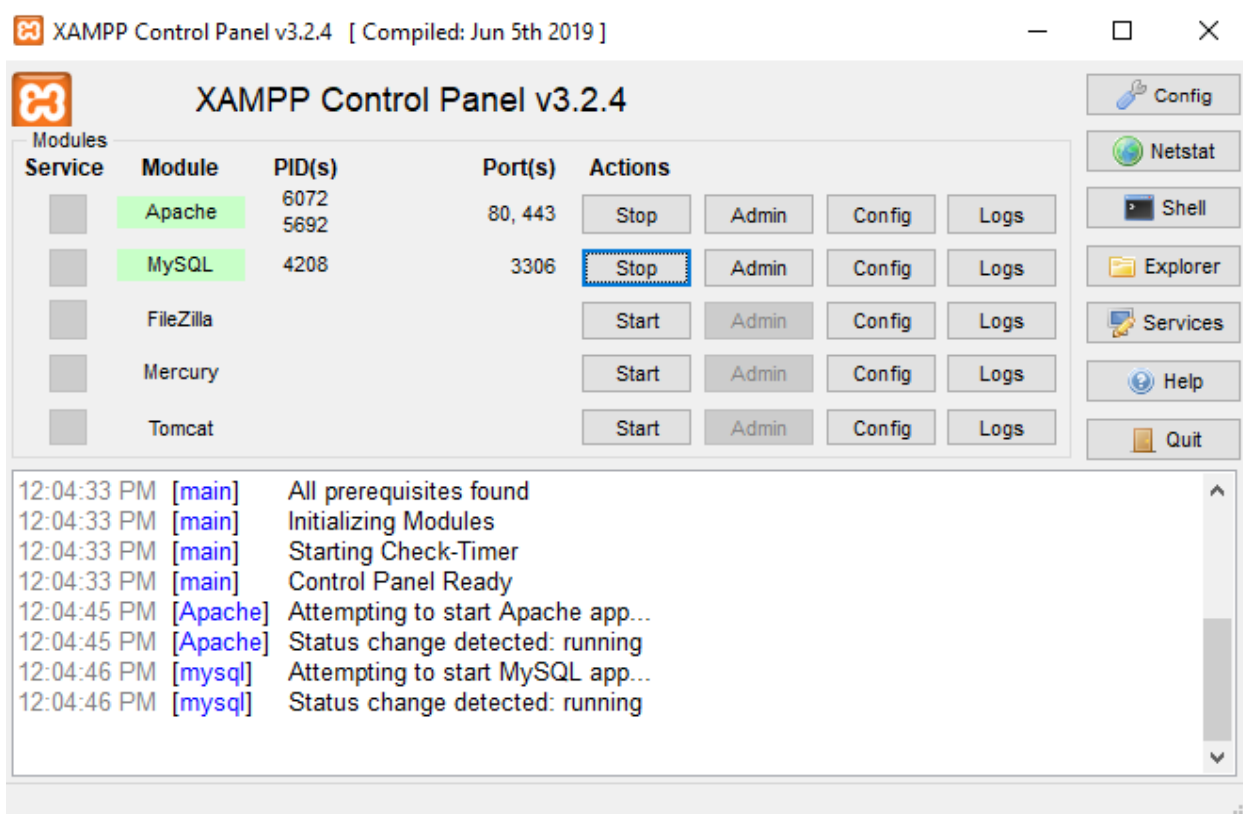


Figure 1: XAMPP SOFTWARE

## Creating database

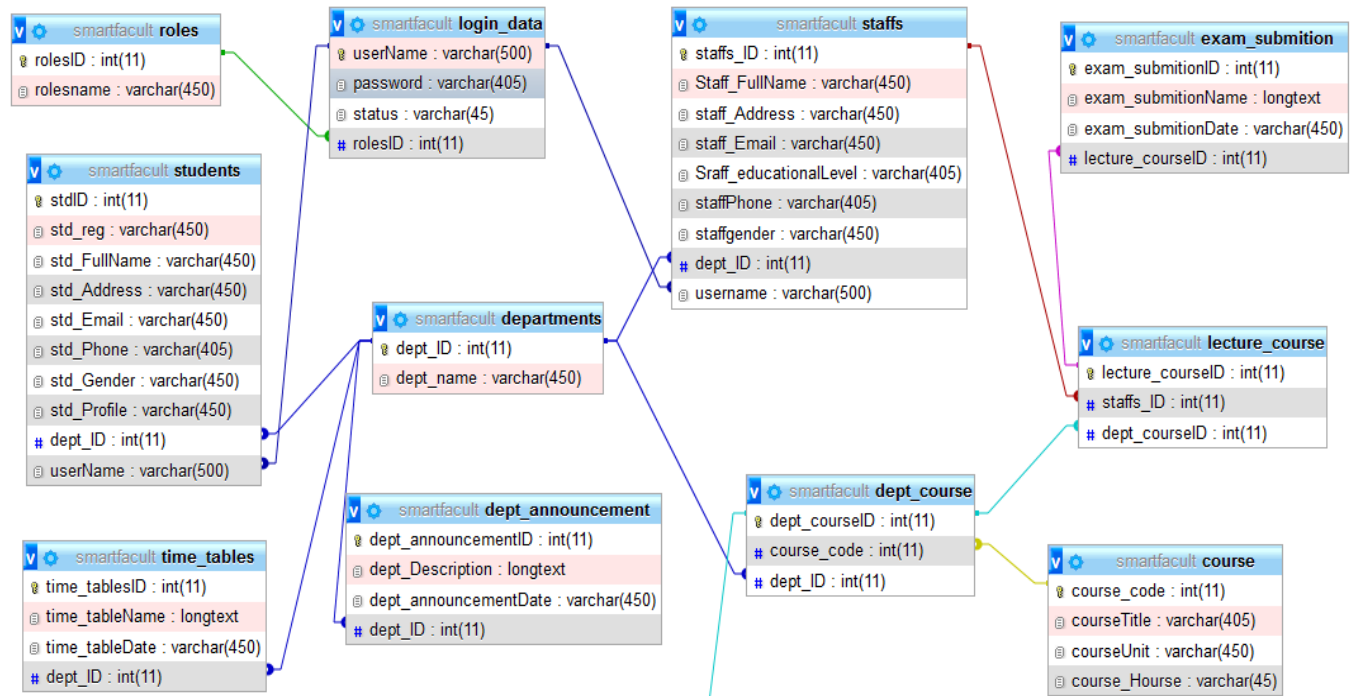


Figure 2: DATABASE

## Develop web application

During my field, most of time I spend to develop a web application which known as “Order clothes Online”. The function of this system to allow customers to buy online clothes and make order and to choose any clothes he/she want. The following are tools that I used to develop this website:-

- ❖ Xampp
- ❖ Php
- ❖ Css
- ❖ Bootstrap
- ❖ Html 5:Hyper Text Markup Language

The following are some layout of the web application that I develop.

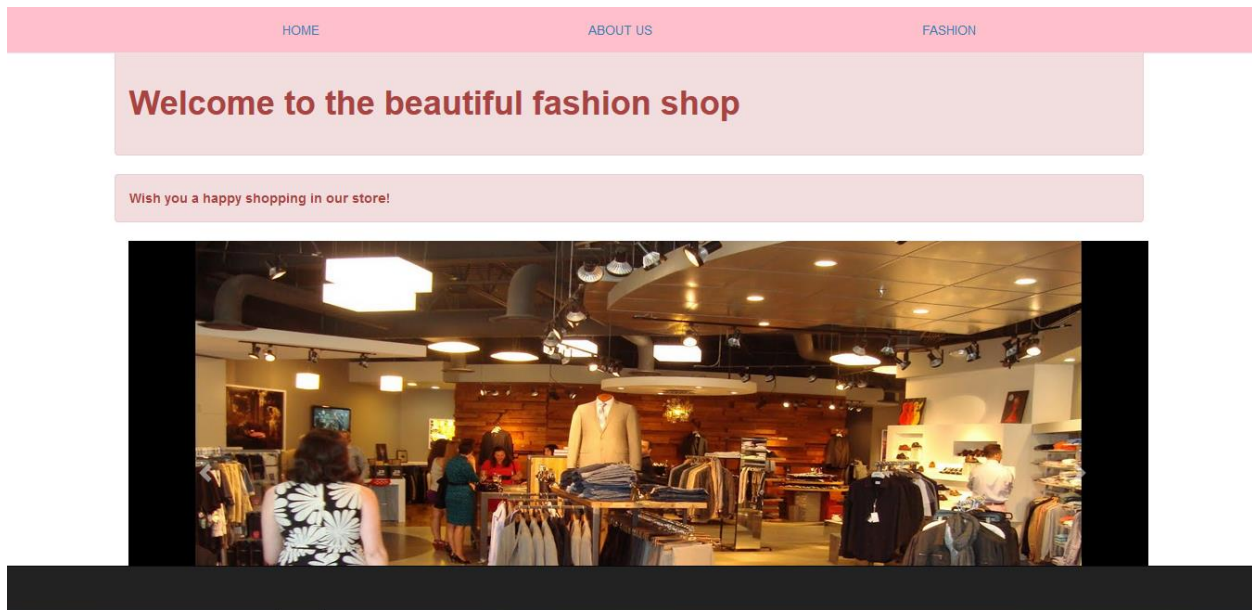


Figure 3: HOME

This is the first page of website.

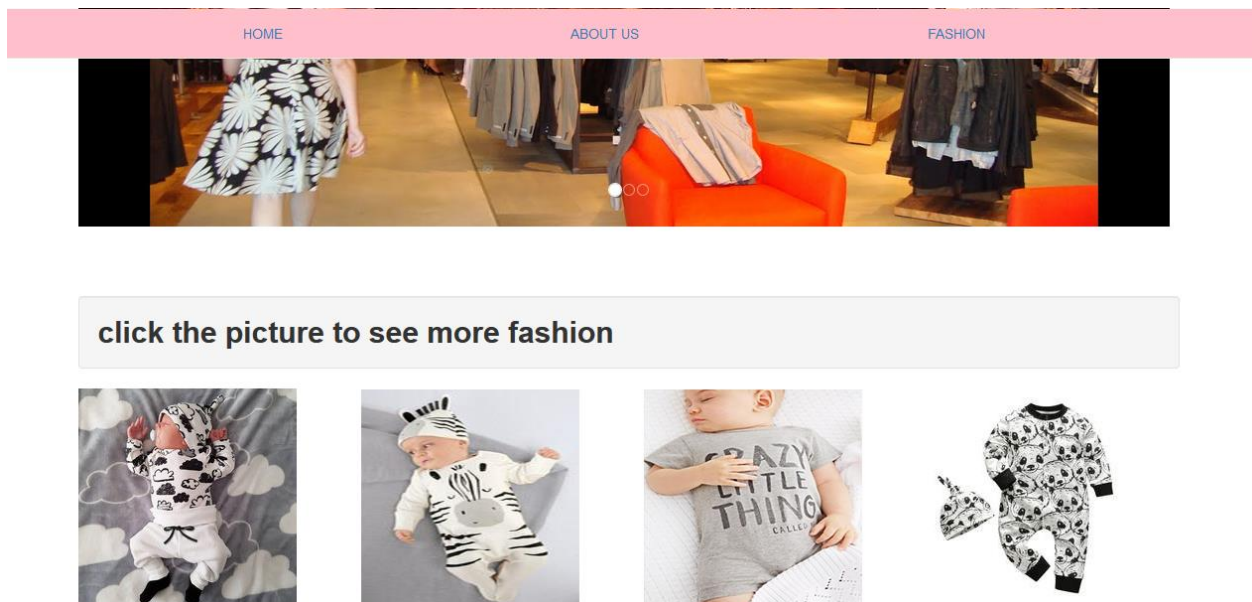


Figure 4: FASHION

When the customer click the picture has seen more fashion of clothes.

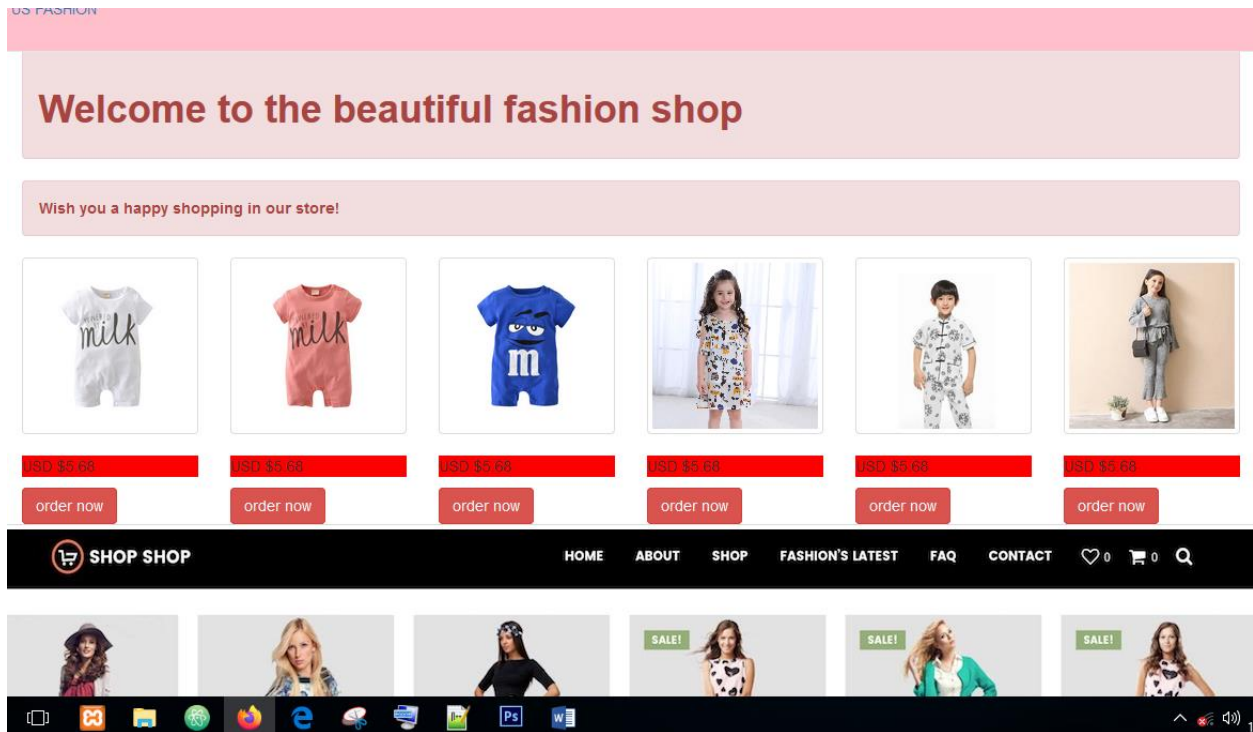


Figure 5:FASHION2

## Adobe Photoshop

### Logo.

Logo is any symbol that represent company or organization.

When it comes to actual designing your logo, you may need to start thinking about brand identity and style for more inspiration, head to our pro guide to logo design which tell you everything you need to know about the world of logo.

The logo must consist at least three color no more.

The followings are example of logo that I was design:-

The tittle of logo is Ikram Resort and Spar Hotel



*Figure 6: LOGO*

### **Business card**

Business card is card that contain information include name, company or affiliation (usually with logo) and contact information such as street address, telephone, Email address and website.

The below is example of business card that I create by using adobe application.



*Figure 7: BUSINESS CARD*



*Figure 8: BUSINESS CARD2*

### **Poster/banner**

I learn how do I make a poster in Photoshop, how to put multiple picture on a poster, how to make a size poster/banner.

The stapes to make a poster in Photoshop

1. Create the Photoshop document.
2. Create the blue gradient background.
3. Add texture to the blue background.
4. Add photo guide.
5. Add some text to the poster.
6. Create the circles design element

The bellow is examples of banner/poster that I was create it.

**www.haminass.com**

**TANGAZO LA KUONEKANA KWÁ MTOTO**

**haminass**  
media And Entertainment Limited

**KAUTHAR HUMUD SALUM**

**AMEONEKANA BAADA YA KUPOTEA**

**KWÁ SIKU CHACHE ZILIZOPITA.**

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*Figure 9: ADIVERTIZE*

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Figure 10: ADIVERTIZE NO2



*Figure 11: ADIVERTIZE NO3*

### 3.0.2 Work environments

All task that I mentioned above, some of them I did in my own such as installation of Program, to create poster/banner, to create business card and other I did with my friends such as create website and create database I did with my fellows as a team work.

### 3.0.3 Task interesting

In all task that I did, I am interested on them, that task are adobe Photoshop and web application, such as to create banner/poster, to create business card and logo. And the most things that make me proud are all tasks I am involved on creating.

### **3.0.4 The measure up to the demand of the assigned/task**

I am student in the first year, rarely assigned work without supervision. If given work is hard to follow supervisor for further instruction or making self-reading books or more in internet .the end of the day you finish work efficiently without the pain and enjoy more.

### **3.0.5 Expectation before training**

My expectation to be web developer and I thanks God on this, now I can develop any type of web application. And to know how to create video by using adobe Photoshop but I did not get a chance to create that.

### **3.0.6 Attachment relevant**

During my field training the most of activities that was assigned to me was relevant to the program that I study. Also I gain more skills that will help me in my studies.

## CHAPTER FOUR

### 4.0 Lesson Learned and Challenges faced

**4.0.1 Lesson learned:** During my field training, the following are the things that I learned:-

❖ Bootstrap and CSS

I learned how to use bootstrap and CSS and their function. They are used in HTML and their uses are to style (formatting) the display of the webpage to look so beautiful.

❖ Create forms

I learned how to create HTML forms with the aid of Bootstrap use those forms to insert data into MySQL database.

❖ Create tables

I learned how to create HTML tables with the aid of Bootstrap use those tables to insert data into MySQL database.

❖ Database

I learned how to create database by using MySQL from Xampp and I aid of use those that database to connect with the application that I created.

❖ Photoshop

I learn how to create logo, banner, poster and business card by using adobe Photoshop application.

### 4.0.2 New thing learned

The new thing that I learn during my field training is how to style a Webpage by using Bootstrap. And to know how to create banner/poster, to Create business card and logo.

### 4.0.3 Problem faced in executing the tasks

There are some problem that I faced during the execution of task. Some of them are:-

- Error while installing Xampp software

#### **4.0.4 Solution of the problems**

- I try to use free sources.
- To do activities in team in order to learn new things other team members.

#### **4.0.5 Employment prospects**

- a) Yes, I would like to be employed by the organization
- b) For 100% they would like to have an employee like me
- c) No, because I did not request to be employed that organization.

### **4.1 Conclusion and Recommendation.**

#### **4.1.1 Challenges occurred while in the field study.**

During my field study I have no any challenges I face.

#### **4.1.2 Conclusion of the report.**

In our common life, working experience is more valuable rather than theoretical knowledge so that practical knowledge it enable student to cope with working environment once after graduated in their studies. This gives more ability of solving problem related in computer services especially in software development and Photoshop.

In generally, I am continuous to say that those theories and ideas that have learned in a classroom is applied well practically during my field training, and that is mainly objective of the field industrial training.

#### **4.1.3 Recommendations.**

Strongly I recommend that, establishment of this field industrial training purposely enable student to gain experience ,work efficient and speed up their task assigned by internal supervisor. Also I recommend for our university to facilitate the communication between student and the companies or governmental institution where by the student need support and studies over there. Also, the duration for industrial training for studies must be exceed, due to the current scheduled time is not enough to fulfil our objectives.

## References

[www.haminass.com](http://www.haminass.com)

<https://www.kamk.fi>

<https://newscenter.sdsu.edu>