



اَوْنِبُوْرَسِيْتِي تِي كِنُوْلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
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**FACULTY BUSINESS AND MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
PERLIS KAMPUS ARAU**

**DEGREE BUSINESS ADMINISTRATION (HONS) MARKETING  
BA240**

**INTERNSHIP  
MGT666**

**INDUSTRIAL TRAINING REPORT  
WCT HOLDINGS BERHAD**

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## **Executive Summary**

The primary goal of this industrial training is to expose individuals to real-world work environments within their field of study. It functions as a mandatory component for this degree, bridging the gap between theoretical knowledge and practical skills. This training facilitates the application of academic concepts, the development of essential skills, and the enhancement of workforce readiness. This report will consolidate and present the knowledge acquired from the industrial placement, encompassing insights about the company and department, as well as reflections on the training duration, tasks, roles, and benefits obtained. Additionally, the knowledge obtained from the organization will be utilized in conducting SWOT and PESTEL analysis, encompassing both internal and external factors, along with discussions and recommendations concerning related this industrial training program.

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## 2.0 Company's Profile



Figure 1: WCT Holdings Berhad Logo & Headquarter Office

WCT Group, initially known as WCT Earthworks & Building Contractors Sdn Bhd since its establishment on January 14, 1981, later adopted the name WCT Berhad (WCTB). The company debuted on the Second Board of the Kuala Lumpur Stock Exchange, now Bursa Malaysia Securities Berhad, on February 16, 1995, and was subsequently elevated to the Main Market of Bursa Securities on January 7, 1999. On July 8, 2013, an internal reorganization led to the transfer of its diverse business operations under the newly listed entity, WCT Holdings Berhad ("WCT Group" or "Company").

Headquartered in Petaling Jaya, Selangor, WCT Holdings Berhad functions as an investment holding company providing management services to its subsidiaries and joint ventures. With core businesses encompassing Engineering and Construction, Property Development, and Property Investment and Malls Management, WCT Group has evolved into a globally recognized brand for delivering excellence in engineering, construction, and property development since its humble beginnings as an earthworks company in 1981.

The company's engineering and construction expertise extend to diverse projects, including Formula 1 racing circuits, mass rapid transit (MRT), airports, dams, expressways, and specialized buildings. In the property development realm, WCT Group's portfolio includes townships, luxury homes, commercial developments, office towers, hotels, and shopping malls, with a substantial land bank of around 816 acres in Malaysia.