



UNIVERSITI  
TEKNOLOGI  
MARA



Universiti Teknologi MARA (UiTM) Arau,  
Perlis.

# **INDUSTRIAL TRAINING REPORT**

## **SWOT ANALYSIS FOR UITM ARAU, PERLIS**

**Prepared By :**

NURUL AIN BINTI AMIR HAMZAH  
2021477852

**Advisor :**

DR. NURUL LABANIHUDA BINTI ABDULL  
RAHMAN

**Examiner :**

PN. NOOR HAFIZHA BINTI MUHAMAD YUSUF

# EXECUTIVE SUMMARY

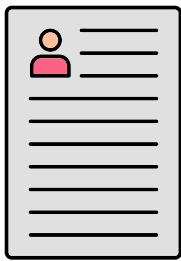
Throughout the 24-week internship period, I have had the privilege to undergo training at University Teknologi MARA (UiTM) Arau, Perlis. I am Nurul Ain binti Amir Hamzah, a senior student at UiTM Arau, specializing in Business Administration (Hons) Finance.

Reflecting on my internship experience, I can affirm that it has been a rewarding and educational journey for me. I was placed in the Unit Pengurusan Ruang Niaga under the Hal Ehwal Pelajar (HEP) department, overseen by Mr. Ahmad Muaz bin Mahzair. Through this placement, I gained valuable insights into the rental system for commercial spaces, guest houses, and the overall management of dormitories within UiTM Arau, Perlis.

This study contains a SWOT analysis, SWOT Matrix, and Pestel to provide a comprehensive evaluation of the institution's internal and external aspects to assess its overall performance. The SWOT Matrix and Pestel analysis are techniques that help to identify the company's strengths and weaknesses, throwing light on good and bad factors that I witnessed during my internship at the institution. These strategic studies provide a more in-depth knowledge of the institution's internal capabilities as well as external elements that may affect its operations, providing significant insights for future strategic planning and decision-making.



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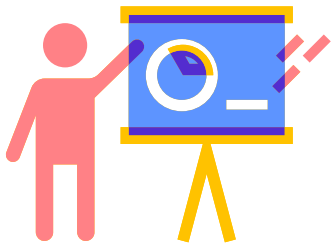
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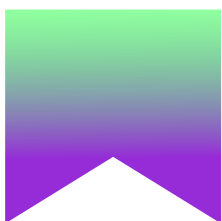
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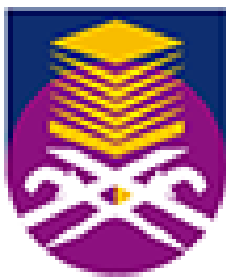
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# ABOUT US



UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Perlis  
Kampus Arau

## UNIVERSITI TEKNOLOGI MARA (UITM) CAWANGAN PERLIS KAMPUS ARAU

Company's Name : Universiti Teknologi Mara (UiTM)  
Cawangan Perlis Kampus Arau

Company's Type : Public University

Established : 5th July 1974

Registration Address : Uitm Arau, 02600 Arau, Perlis

Industry : Education

Phone Number : +604-9882000 / +604-9882019



UiTM Perlis Branch has grown into a premier public higher education institution by physical infrastructure, staff organisation and student enrolment. The university is made up of 7 faculties, with a total of 34 programmes offered which include 17 degree programmes and 16 diploma programmes. In addition, various infrastructure and facilities are also provided. There are 15 residential colleges which are segregated by gender, 67 science laboratories, 22 computer laboratories, 3 language laboratories, a large hall, a mosque, a mini stadium and a gymnasium. Some facilities such as hostels, halls and gyms are offered to the public for rental.

# OBJECTIVES, VISION, MISSION

## INSTITUTION'S OBJECTIVES

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 internationalisation 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

## INSTITUTION'S VISION

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

## INSTITUTION'S MISSION

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