



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

MGT666

INDUSTRIAL TRAINING REPORT



PREPARED BY: TEUKU DANIALDI DIDOH

2022859274

BA246

PREPARED FOR : MADAM SITI MUSLIHA

ADMAL AVIATION COLLEGE

SURAT KEBENARAN

Tarikh : 16/1/2025

Kepada :

Penyelaras Latihan Praktikal
Fakulti Pengurusan Perniagaan
UiTM Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196

Email : praktikalfppmelaka@uitm.edu.my

Maklumbalas (/)



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Jawatan :

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ZAWIR ZAKWAN
BUSINESS DEVELOPMENT

Cop jabatan/organisasi:



EXECUTIVE SUMMARY



This report documents my six-month internship at ADMAL AVIATION COLLEGE in Sepang, Selangor, which was part of my MGT 666 course requirements. The internship period ran from August 8, 2024, to January 24, 2025 and was the final component of my Bachelor of Business Administration (Honours) International Business program at University Teknologi Mara, Kampus Bandaraya Melaka.

During the internship, I focused on gaining practical industry experience in marketing and sales under business development department for the education and aviation industry. My primary responsibilities included digital marketing, physical marketing, administrative task and project management where I assisted the business development team.

Additionally, I successfully projected a business idea and was selected for implementation by the CEO. In conclusion, the internship at Admal Aviation College provided a valuable experience, allowing me to apply theoretical knowledge in a practical setting. The responsibilities undertaken, achievements accomplished, and learning outcomes gained have significantly contributed to my personal and professional growth. The experience has reinforced my passion for the aviation industry and laid a solid foundation for future career endeavors.

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Acknowledgement

I would like to express my heartfelt gratitude to all those who have supported me in completing this internship final report.

First and foremost, I thank Allah the Almighty for granting me the strength and ability to successfully complete this report on time. My deepest appreciation goes to my internship advisor, Madam Siti Musliha, whose valuable comments, guidance, ideas, and encouragement have been instrumental in my progress. Your advice has provided me with the knowledge I needed to develop this report, and I'm truly grateful for your kind presence and reminders.

I also want to extend my gratitude to my supervisor, Mr. Badrun, and the entire business development team for their continuous mentorship throughout my internship. Your insights and feedback have played a crucial role in deepening my understanding of the industry and refining my skills.

A special thank you to my classmates as well, for their helpful guidance, ideas, and support. Their encouragement gave me the strength to push forward and complete this internship successfully.

Finally, I am incredibly grateful to my parents and siblings, whose unwavering support and motivation have been a constant source of strength throughout this journey. Your belief in me has kept me focused and driven.

I sincerely hope that the information presented in this report proves valuable to all. Thank you once again to everyone who contributed to my success.

TEUKU DANIALDI DIDOH

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) INTERNATIONAL BUSINESS
SEEKING PERMANENT JOB PLACEMENT

PROFESSIONAL PROFILE

Results-driven student seeking a challenging opportunity to advance my career and contribute to organizational success. Dedicated to gaining practical experience & contributing effectively to team success.

EDUCATION

University Teknologi MARA (UiTM) | October 2022 – Present

Degree in International Business

Relevant Courses: Digital Marketing, Global Business Strategy, E-commerce, Multimedia, Cross-Cultural Management, Business Analytics, International Investment, Operation Management

University Teknologi MARA (UiTM) | June 2019 – May 2022

Diploma in Investment Analysis

LEADERSHIP & VOLUNTEERING/ EXTRA-CURRICULAR EXPERIENCES

Foreign Relation & Gift Bureau | International CSR & Academic Trip in Padang, Indonesia | May 2023

- **Developed and maintained diplomatic relationships:** Engaged with foreign dignitaries and representatives to foster cooperation and understanding.

Cultural Exchange Programs: Organized and managed cultural exchange initiatives to promote cross-cultural understanding and collaboration.

- **Protocol and Etiquette:** Ensured all gifts adhered to diplomatic protocols and cultural sensitivities, enhancing international relations.

- **Gift Management:** Oversaw the procurement, inventory, and distribution of official gifts

- **Fundraising:** Surpassed fundraising goal by 150%, raising nearly RM10,000 for the orphanage.

Facilities and Activities Management Executive Committee | Jawatan Sukan Pelajar (JSP) | Julai 2019 – March 2020

- **Event Management:** Planned, organized, and supervised organizational events, ensuring all logistical details and requirements were met | Rainbow Color Run in Terengganu | October 2019

WORKING EXPERIENCES

Event Crew | Troopers | July 2022

- **Adaptability:** Collected tickets or admission passes, ushered patrons to their seats, examined tickets and passes to verify authenticity, managed crowd and queue at the entrance, assisted in various event positions.

Non-Medical Crew | Selcare | Jun 2021 – August 2021

- **Communication Skills:** Efficiently checked, verified, and collected individuals' details at the registration counter, assisted with the overall registration process, ensured compliance with the vaccination registration protocols, and managed crowd and traffic flow to maintain order and safety.

Sales Attendant and Cashier | Bonzour Home | January 2019

- **Customer Service:** Assisting customers with purchases, processing transactions accurately, managing cash register operations.

INTERNSHIP EXPERIENCE

Business Development | Admal Education Sdn Bhd | August 2024 – January 2025

- **Strategy Development:** Conducted market research, developed strategies, and formed partnerships to support business growth.
- **Marketing Management:** Managed online and physical marketing campaigns, presented proposals, and negotiated deals.
- **Project Management:** Assisted in manpower supply projects, handling staff documentation, airport pass applications, and conducting interviews.
- **Business Ideation:** Proposed a business idea that was selected and implemented by the organization.
- **Event Planning:** Gained expertise in planning and executing events, ensuring logistical and strategic objectives were met.
- **Competitor Analysis & Task Delegation:** Performed competitor benchmarking and delegated tasks effectively.
- **Professional Development:** Enhanced key professional skills through teamwork and mentorship.

AWARDS AND RECOGNITION

- **First Place | Karnival Sukan Negeri Melaka (Football), UiTM Alor Gajah Melaka | 2023**
- **Second Place | International Business Showcase, UiTM Bandaraya Melaka | 2023**
- **Second Place | Sukan Antara Program (Football), UiTM Bandaraya Melaka | 2023 and 2024**
- **Third Place | Sukan Antara Program (Futsal), UiTM Bandaraya Melaka | 2024**
- **Third Place | International Teaching Aid Competition (ITAC), UiTM Bandaraya Melaka | 2023**

ADDITIONAL INFORMATION

- **Language:** Malay, English
- **Competencies:** Project Management, Communication, Market Research, Operation Management, Adaptability, Teamwork, Fundraising & Collaboration Management.
- **Technical Skills:** Microsoft Office, Microsoft Excel, Microsoft PowerPoint, Microsoft Word, Canva.

REFERENCE

Mohd Isham bin Abidin
Lecturer/Coordinator Cultural Unit
Faculty of Business Administration
UiTM Bandaraya Melaka



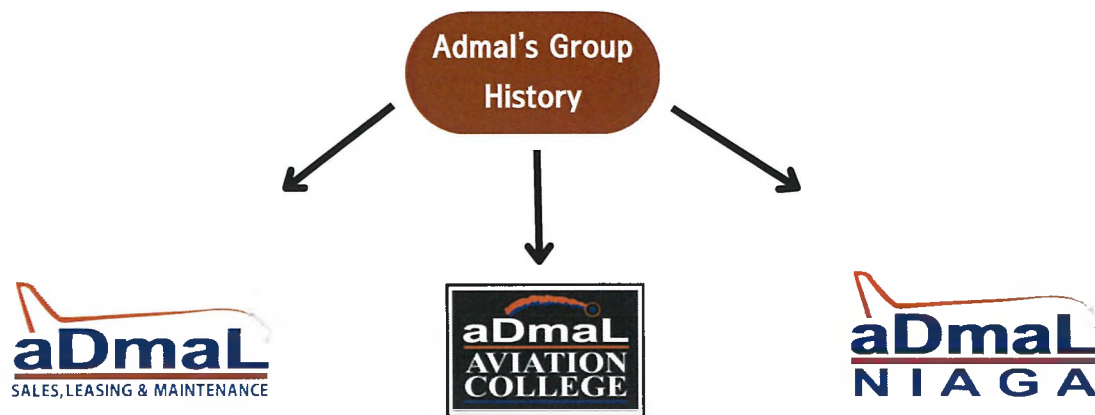
2.0 COMPANY PROFILE

Name, Background & Location of Admal Aviation College

Admal Aviation College was launched in July of 2011 as Malaysia's Dynamic Aviation Engineering College. What makes Admal Aviation College different from the rest is that it's the only aviation college which has its own hangar facility and flying club for live operational aircraft so that students can gain the best experience and knowledge.

Although still a young institution, Admal has spent over a decade making its mark in Malaysia's general aviation scene and across Southeast Asia. Through Admal Sdn Bhd and its subsidiaries, the company has built a strong foundation in the aviation industry.

This deep-rooted experience led to the establishment of Admal Aviation College, driven by the growing need for skilled and dependable professionals in aircraft engineering and maintenance. Committed to accessibility, Admal offers high-quality education at some of the most affordable course fees in the region. This makes it a top choice for students seeking excellent training without the financial burden, reinforcing its reputation as a trusted aviation education provider.



Foundation and Growth:

2001: ADMAL Sdn. Bhd. was founded by Tuan Hj. Malek Packeer, specializing in maintenance, repair, overhaul (MRO) aviation services and aircraft maintenance as an Approved Maintenance Organization (AMO) and Continuous Airworthiness Management Organization (CAMO), responsible for ensuring that aircraft are safe to operate and comply with airworthiness regulations. Located in Light Aircraft Parking Area Post, 2, Sultan Abdul Aziz, Shah Airport, 47200 Subang, Selangor.

Expansion into Education:

2011: ADMAL Education launched, entering aviation training with accreditations by Civil Aviation Authority Malaysia (CAAM) as an Approved Training Organization (ATO) and Malaysian Qualification Agency (MQA) as well as Malaysian Ministry of Higher Education (MOHE). Focused on developing skilled aviation professionals through licenses, diplomas, certifications, and pilot training. Located in Lot 24-34, BBST Business Park Jalan 2, Medan 120 D.E, Bandar Baru Salak Tinggi, 43900 Sepang, Selangor.

Diversification into Talent Resources:

2016: ADMAL Niaga was launched, providing talent resources and manpower supply to Malaysia Airport Niaga (Eraman). Located in Kuala Lumpur International Airport, terminal 1 and terminal 2.

Vision, Mission, Objective



Vision

- To Be A World Class Engineering College In Malaysia And Asia Pacific Region .



Mission

- To Produce Professionals with Excellent Professionalism and Sound Ethical Standing.

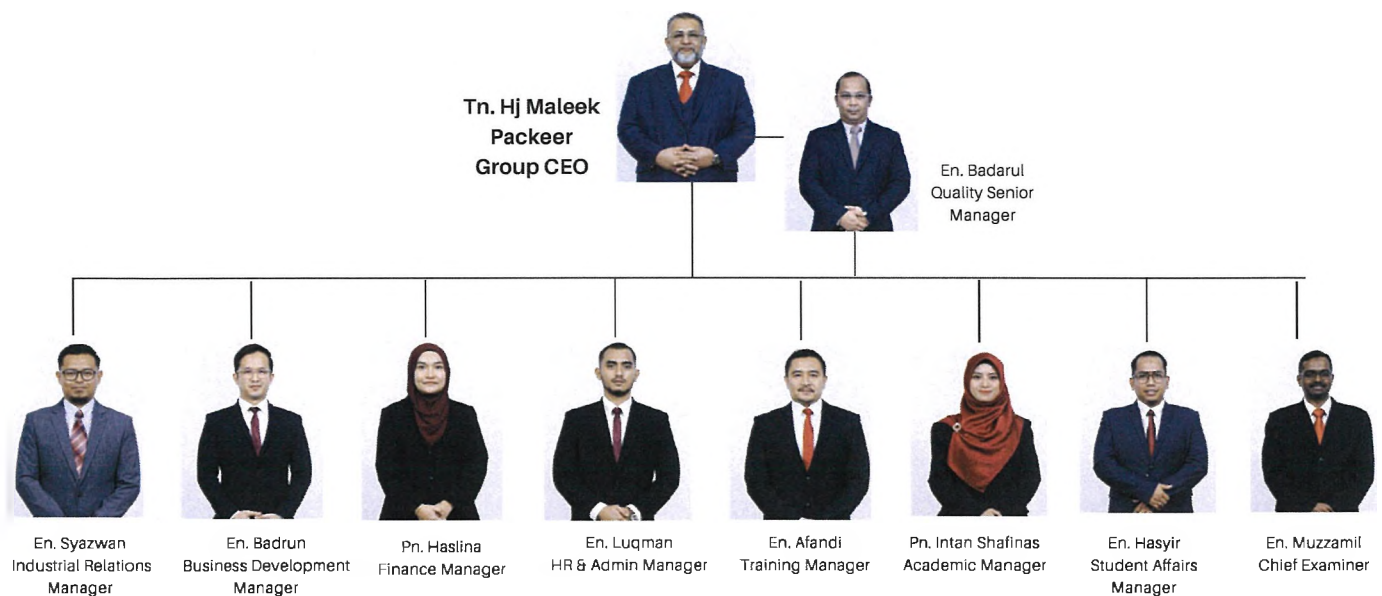
Objective

- ADMAL Education aims to produce skilled aviation professionals by offering quality aircraft maintenance training, diploma programs and pilot training. Continuing education for industry readiness and professional development.

Organizational Structure



Below is the organizational structure for Admal Education Sdn Bhd detailing the key divisions, roles, task delegation and responsibilities within the company.



Organizational Structure of Business Development Department

The Business Development department is headed by Mr. Badrun, who serves as the manager and project manager. This department is organized into specialized teams, each focusing on different aspects of marketing and sales.



Programs and Services Offered



Full-Time Courses:

- Private Pilot License (PPL): A one-year program that provides fundamental flight training for aspiring pilots.
- CAAM Part 66 License (B1.1 Turbine/B2 Avionics & A1 Technician): Engineering programs for aircraft maintenance technicians and engineers, focusing on hands-on training and regulatory compliance.
- Diplomas: Specialized diploma programs in Aviation Business, Aircraft Maintenance, and Aviation Management (with PPL), designed to equip students with industry-relevant knowledge.

These are the educational plus licenses offered by Admal at the current moment, with plans to expand its offerings in the near future to accommodate more specialized aviation programs and certifications.

"FlyAdmal"

Programs and Services Offered



AVIATOR'S CAMP

Introduction to Aircraft
Discover the world of aviation and the role of aircraft in our lives. Understand the importance of flight & explore the technical aspects of aircraft, and gain an insight into the industry.

Flight Experience
Experience the thrill of flight with our professional flight simulator. Gain hands-on experience in a safe and controlled environment, and learn the basics of flight operations.

Exposure Towards Industry
Gain valuable insights into the aviation industry, including career paths, hangar and airport visits, and interact with industry professionals. Gain practical knowledge and take the first step towards a future in aviation.

21 APRIL 2025
6 MAY 2025

Lodging INCLUDED

Early Bird Promo

ENJOY 3 WEEKS OF FUN CAMP WITH US!

AVIATOR'S CAMP is a custom-made programme for SPM/STPM/IGCSE/TVET leavers or those interested. The aim is to expose the students to Aviation industry, career paths, hangar and airports, interactions with real aircrafts experience and a flight simulator experience and finally a chance to fly with our very own aircraft.

admal AVIATION COLLEGE More Information **+60 3-8706 7721**
@admalaviationedu

Effective Trial Programs:

- **Aviator's Camp** : The Aviator's Camp is a specialized program designed for SPM, STPM, IGCSE, and TVET graduates, as well as aviation enthusiasts. It provides participants with an immersive experience in the aviation industry, offering insights into career opportunities, aircraft mechanics, and operational procedures. The program includes hands-on exposure to aircraft and aviation, visits to hangars and airports, flight simulator sessions, and the unique opportunity to fly an actual aircraft as well as fun bonding sessions like camping and hiking. This initiative aims to ignite a passion for aviation while equipping participants with foundational industry knowledge..



CADET PILOT INTRODUCTORY PROGRAMME

"Learn about the Pilot Pathway"

Come join us to explore the aviation industry alongside professional pilots and instructors!

12-15 FEBRUARY 2025

Admal Hangar, SZB
Admal Aviation College,
Sepang

FLIGHT FAMILIARIZATION

FLIGHT SIMULATOR

TRANSPORTATION & HOSTEL PROVIDED

More Information
Dani +60 11-2925 5788 Saiful +60 16-351 0786
Rizal +60 11-6463 7786 Azfar +60 11-5138 5137
Zawir 03-8706 7721 Dina +60 16-352 0786

admal AVIATION COLLEGE
www.admal.edu.my

- **Cadet Pilot Introductory Programme**: This four-day program is tailored for aspiring pilots and aviation enthusiasts, providing an immersive introduction to aviation fundamentals, flight mechanics, basic navigation, phonetic alphabet classes and industry knowledge. This program is ideal for individuals considering a career piloting, offering first-hand exposure to pilot training with experienced pilots and instructors in the industry.

Programs and Services Offered



- AdmaL Education Sdn Bhd is also a hub for specialized collaborative training programs ranging from 3 to 6 months, designed to equip students with industry-relevant skills and certifications for direct employment in the aviation sector.
 Aircraft Technician Program: Conducted in collaboration with Base Maintenance Malaysia and Singapore Airlines Engineering Company. Focuses on aircraft maintenance training with certification and guaranteed employment. Cabin Crew & Airline Services (CCAS) Program sponsored by Khazanah Nasional Berhad. Prepares students for in-flight service careers with airline-standard training. Aircraft Ground Handling Technician (AGHT) Program sponsored by Khazanah. Trains students in essential ground handling operations.
- AdmaL Sdn Bhd's ownership of an approved Maintenance, Repair, and Overhaul (MRO) facility, along with Continuing Airworthiness Management Organization (CAMO) services, is a key strength of the company. AdmaL utilizes MRO and CAMO facilities to offer maintenance services to third-party airlines and charter services
- AdmaL Niaga Sdn Bhd expands AdmaL's operational scope by delivering manpower solutions to duty-free shops such as Eraman at KLIA1 and KLIA2. This initiative enhances aviation-related employment opportunities in key sectors, including retail, food and beverage, and warehouse operations.

3.0 Training Reflection

Duration, Department, Roles & Responsibilities

Duration

I began my internship at Admal Aviation College on August 8, 2024. My supervisor that was in charged during this internship was Mr. Badrun Hisham, the Business Development and project Manager for Admal Education and Admal Niaga Sdn Bhd. The internship lasted for 24 weeks, as required by the UiTM course, approximately six months, from August 8, 2024, to January 24, 2025.



Department

According to the organizational structure of Admal Education Sdn. Bhd., I was assigned to the Business Development department where the team was split into two categories, marketing and sales. Each individual has specialize skills in their respective area either in marketing or in sales but the business development team had to partake in both areas as well as administrative. I worked under the supervision of Mr. Badrun Hisham, which specializes in marketing, project management and branding. He is also the Head of the Department, oversaw the division's operations.



Roles & Responsibilities

As a Business Development Intern at Admal Aviation College, my responsibilities included assisting in the development and execution of marketing campaigns, analyzing campaign performance, closing sales, administrative task for Admal Niaga, managing staff documents, filings, airport passes and conducting interviews. I supported the team platform by assisting to delegate leads from Ads and admissions e-mail, engaging to potential students, parents and international student enquiries. I also assisted in analyzing the campaign ads performance as well as designing posters if needed. Additionally, I volunteered in corporate social responsibility to help the people in need and ensuring positive brand reputation for the company. My role also involved conducting market research, revising promotional materials and ensuring brand consistency and preparing report on grant utilization. This internship allowed me to gain valuable experience in marketing, management and branding within the aviation and education sector.

Responsibilities, Task & Assignment



1 Administrative

As an Intern in the business development team, Mr Badrun is the project manager for Admal Niaga staff recruitment for Eraman. As part of my tasks, I was responsible for processing both permanent and daily airport passes, handling renewals, and ensuring accurate data entry for staff records. My duties also included maintaining staff documentation, organizing filings, and compiling detailed staff information into Excel for tracking and reporting purposes. I also conducted interviews for staff intake. This role required attention to detail and coordination with relevant authorities to ensure compliance with airport security regulations.

2 Grant Report Coordinator

As part of my role, I was responsible for compiling and structuring the Final Report for the MGBAS Grant by MIDF, ensuring all sections were well-documented and aligned with grant requirements. Additionally, I managed compliance and list of approvals, organized supporting documents, and maintained the project timeline, ensuring a comprehensive and well-documented final report submission.



3 Business Ideation

As part of my role in business development, I proposed the Cadet Pilot Introductory Programme, which was successfully selected and implemented by the organization. This program was designed to provide aspiring pilots with foundational aviation knowledge, real flight experience, and industry exposure. By developing this initiative, I contributed to expanding the organization's educational offerings and attracting new aviation enthusiasts using the company resources. The program's success highlights my ability to identify market needs, propose practical solutions, and support the company's growth in the aviation and education sector. The execution process is currently ongoing.

4 Admission Management

As part of my responsibilities, I managed task delegation by distributing leads from multiple sources, including advertising campaigns, email inquiries, and organic admissions leads. I ensured that each lead was assigned efficiently to the right team for follow-up, helping to improve response times and conversion rates. Additionally, I tracked lead performance and engagement to refine the process, making sure every potential student or client received the attention they needed. This role required strong coordination and attention to detail to optimize our lead management system.

5 Marketing Management and Branding

In my role, I was responsible for executing both physical and digital marketing strategies to enhance brand visibility and engagement. My tasks included participating as an exhibitor at events, conducting on-ground promotional activities, and overseeing other physical marketing efforts to increase outreach. Additionally, I managed digital marketing campaigns, including running advertisement campaigns, monitoring performance metrics, and optimizing strategies based on data insights. This combination of traditional and digital marketing initiatives helped maximize audience reach and engagement for the organization. I also contributed to content creation, designing posters and assisting with social media postings.

Gain & Benefits

During my internship at Admal Education Sdn. Bhd., I was fortunate to receive several benefits that supported both my personal and professional development. Each month, I received a RM500 allowance, which was a nice recognition for my contributions. The 5.5 days of annual leave gave me the opportunity to maintain a healthy work-life balance, and the unlimited sick leave made it easier to focus on my health without stress. I also had the benefit of top-up phone claims to cover my communication costs, as well as compensation for any extra hours worked (weekend). One of the most motivating aspects of the internship was the commission structure, where I earned between RM400 and RM1000 per sale, which kept me driven to hit sales targets. Alongside the financial benefits, I gained valuable insights into the aviation education industry and honed various skills in marketing, administration, and technical areas. The internship also allowed me to build meaningful connections within the industry and participate in corporate social responsibility activities, which added a sense of fulfillment to the experience. Overall, these benefits made my time at Admal both rewarding and enriching.

Skill Development

My abilities in administration, strategic management, content creation, customer relationship management improved while working under Mr. Badrun supervision. Additionally, I developed my expertise with digital marketing tools and analytics platforms, Excel, communications which improved my capacity to engage in sales, monitor and assess campaign results.

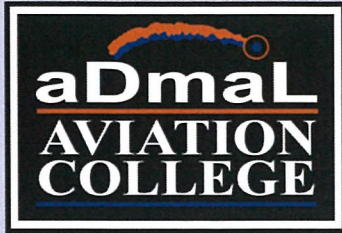
Industry Knowledge

I have a thorough understanding of customer preferences, market trends, and competitive dynamics all achieved to my internship while in the aviation sector. This industry-specific knowledge is crucial for creating tactics that are relevant to the market and for making intelligent marketing choices for my requirements going forward.

Professional Networking

During my internship period, I had the chance to build my network with experts across several divisions within the departments, not only in business development department but the aviation and education itself. Creating these relationships help to increase the size of my professional network and gave me access to a variety of viewpoints and areas of expertise within the company and industry.

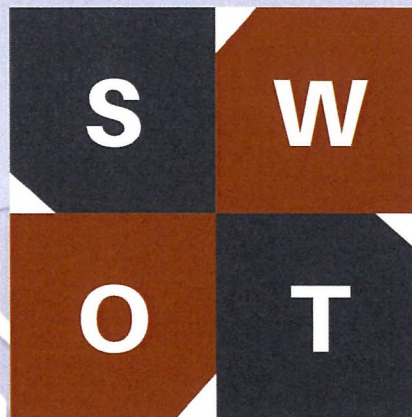
4.0 SWOT Analysis



SWOT ANALYSIS

- Comprehensive Aviation Programs
- Integrated Business Operations

- Rising Demand for Pilots
- Increased Number of Aircraft



- Limited Brand Awareness
- Lagging Technological and Infrastructure Upgrades

- Intense Competition from Local Institutions
- Economic Sensitivity of the Aviation Industry

Strengths

1. Comprehensive Aviation Programs

a) Wide Range of Qualifications

Admal serves as a one-stop center for aviation careers, offering programs from foundational diplomas to specialized certifications such as aircraft maintenance licenses and piloting. These programs are designed to meet industry standards, ensuring graduates are well-equipped for aviation careers. The broad spectrum of programs caters to diverse student demographics, ensuring steady enrollment and establishing Admal as a trusted aviation education provider.

c) Approved Training and Accreditation

Admal is an Approved Training Organization (ATO), recognized and accredited by prominent regulatory bodies, including the Civil Aviation Authority of Malaysia (CAAM), the Malaysian Qualifications Agency (MQA), the Department of Skills Development (JPK), and the Ministry of Higher Education (KPT). Additionally, Admal is in the process of being accredited under Majlis Amanah Rakyat (MARA), which will further enhance its credibility and open additional opportunities for government-backed support and student sponsorships. These accreditations ensure that Admal's programs meet high industry and academic standards, boosting credibility and trust among students, parents, and industry partners.

b) Short-Term and effective trial Programs

Admal offers short-term programs like cabin crew airline services (CCAS), air ground handling technician training (AGHT), aircraft trainee technician (ATT) in collaboration with Base Maintenance Malaysia and Singapore Airline Engineering Company. and effective trial programs such as cadet pilot introductory and aviator camp. These courses range from 1 week until 6 months and are ideal for students seeking immediate entry into the aviation field or exploring specific career paths. These programs enhance accessibility, job opportunities with provided allowances from sponsorship as well as accommodation. This will allow a wider range of students to benefit from Admal's training and contribute to the institution's inclusive approach to education in addition to job placement opportunities. These programs require minimum passing grades and additional requirements to enroll but each program has its own target market and can cater to the majority of individuals in various sectors. Singapore Airlines' engineering arm, SIA Engineering Company Limited (SIAEC) has clarified its recruitment efforts in Malaysia, stating that they are in line with the company's operational manpower requirements and investment strategies.

Since launching its Subang facility in September 2023, SIAEC has collaborated with Malaysian Institutions of Higher Learning (IHL), such as ADMAL Aviation College and APR-Aviation Training Centre.

Through these partnerships, SIAEC has recruited 35 trainees and plans to continue expanding its workforce in the coming years to develop local talent and support its Malaysian subsidiary, Base Maintenance Malaysia Sdn Bhd (BMM) (Bahari, 2024).

Strengths

2. Integrated Business Operations

a) Operational Facilities for MRO and CAMO

Admal Sdn Bhd's ownership of an approved Maintenance, Repair, and Overhaul (MRO) facility, along with Continuing Airworthiness Management Organization (CAMO) services, is a key strength of the company. Admal utilizes MRO and CAMO facilities to offer maintenance services to third-party airlines and charter services. This generates additional revenue and provides students with exposure to diverse operational environments. These facilities provide direct exposure to real-world aviation maintenance and regulatory compliance operations. Students gain hands-on, practical experience aligned with global industry standards, making them highly competitive in the job market.

Furthermore, since Admal operates its own MRO and CAMO facilities, the company does not need to outsource fleet maintenance, significantly reducing operational costs. This enables Admal to offer more affordable education programs without compromising on quality, reinforcing its position as a leading aviation training institution.

b) Workforce Development through Admal Niaga

Admal Niaga expands Admal's operational scope by delivering manpower solutions to duty-free shops such as Eraman at KLIA1 and KLIA2. This initiative enhances aviation-related employment opportunities in key sectors, including retail, food and beverage, and warehouse operations.

Additionally, the company will establish an Aviation Ground in Customer Service (AGCS) program, specifically tailored to train individuals for customer service roles in the aviation industry. Through this program, Admal could provide guaranteed job placements for graduates by directly supplying trained manpower to meet the needs of airport operations and related sectors. This approach not only aligns with industry demands but also strengthens Admal's position as a key player in workforce development and service excellence.

Weakness

1. Limited Brand Awareness

a) Challenges in Competing with Larger Institutions

As a small-medium organization (SMO), Admal competes with well-established, globally recognized aviation schools that have greater marketing budgets, government and international networks. This disparity limits Admal's ability to showcase its unique strengths effectively. Potential students and partners may overlook Admal in favor of more prominent institutions, resulting in reduced enrollment and fewer strategic partnerships.

b) Limited Marketing Resources and Reach

Admal's marketing efforts are constrained by budget and scale, reducing its ability to engage in high-impact advertising or extensive outreach campaigns, both domestically and internationally. This hinders Admal's visibility in the competitive aviation education market, especially among international students and stakeholders seeking high-profile institutions.

2. Lagging Technological and Infrastructure Upgrades

a) Outdated Training Tools and Facilities

Admal's training infrastructure lacks modern simulators, advanced digital tools, and cutting-edge technologies crucial for aviation education. Additionally, facilities like classrooms, workshops, and labs require upgrades to meet international standards. The reliance on traditional teaching methods and aging facilities results in a suboptimal learning environment that affects graduate employability and program competitiveness.

b) Limited Office Management Technology

The institution relies on basic systems for administrative tasks, with outdated software and limited integration across departments. This creates inefficiencies in processes like student record management, scheduling, and interdepartmental communication. These inefficiencies lead to delays and potential errors in operations, affecting both student and staff experiences while hindering the institution's overall productivity and responsiveness.

c) Lack of a Centralized Operating System

Admal does not have a centralized system to integrate all operational, academic, and administrative functions. This results in hidden and manual data management, with critical functions like student enrollment, course scheduling, resource allocation, and financial operations operating on disconnected platforms. The absence of a centralized system and information technology team increases administrative workload, reduces transparency, and makes scaling operations more challenging.

Opportunities

1. Rising Demand for Pilots

a) Pilot Demand

The global aviation sector is experiencing a substantial rise in the demand for pilots stated by Valenta (2018), driven by airline expansions and increased passenger air travel (Lim, 2024). Admal Aviation College is poised to meet this growing need by establishing its own flying academy. The academy would offer comprehensive pilot training programs, catering to aspiring aviators and equipping them with the skills required to thrive in the aviation industry. This initiative strengthens Admal's position as a full-spectrum aviation education provider and enhances its reputation as a leading institution in the field. The flying academy would also attract a broader range of students, contributing to increased enrollment and generating additional revenue streams.

b) Industry-Recognized Pilot Training

Through the establishment of its flying academy, Admal would provide commercial pilot training programs aligned with global standards. Graduates of the program would possess practical skills and certifications that meet the rigorous requirements of the aviation industry, making them highly competitive in the job market. This step further solidifies Admal's reputation as a trusted provider of aviation education.

2. Increased Number of Aircraft

a) Expanding Specialized Training Programs

The steady growth in the number of aircraft according to Airbus (2024), fueled by airline fleet expansions and the introduction of new routes, has created a pressing demand for aviation professionals. Admal Aviation College is addressing this demand by offering specialized training programs in aircraft engineering, Maintenance, Repair, and Overhaul (MRO), ground handling operations and customer service. These programs align with the industry's increasing need for skilled professionals and provide graduates with diverse career opportunities. By equipping students with the expertise required for these roles, Admal enhances its contribution to the aviation sector's workforce development and solidifies its reputation as a leading training institution.

b) Supporting Industry Growth through Workforce Development

Admal plays a vital role in supporting the aviation industry's growth by continuously supplying skilled professionals to meet the increasing demand for workforce expertise. Through its specialized programs in aircraft engineering, MRO, ground handling operations and customer service, Admal not only aligns with the industry's expanding requirements but also strengthens the operational capabilities of aviation companies. This contribution states Admal's position as a key enabler of industry success and sustainability.

Threats

1. Intense Competition from Local Institutions

a) Dominance of Larger Aviation Schools

Established aviation academies like APR, MAVA, MIAT, UNICAM, MAB and international training institutions often have substantial resources, advanced facilities, and global networks, making them highly attractive to prospective students. These institutions can afford large-scale marketing campaign and can benefit financial support as well as provide cutting-edge technologies that Admal currently struggles to match. Admal risks losing potential students to competitors, particularly in regions where established institutions dominate, leading to reduced enrollment and revenue.

b) Difficulty in Differentiation

Admal operates in a highly competitive market where many institutions offer similar programs. Without strong branding or unique value propositions, distinguishing itself becomes a significant challenge. This lack of differentiation could result in limited recognition, affecting partnerships and blocking the institution's ability to attract high-quality faculty and industry collaborations.

2. Economic Sensitivity of the Aviation Industry

a) Fluctuations in Demand for Training Programs

Economic downturns and recessions often lead to reduced investment in training and development as students and organizations cut costs. Demand for aviation-related careers may decline during these periods, impacting enrollment numbers and program sustainability. Admal may face financial strain, making it challenging to maintain operations and invest in improvements during economic slowdowns.

c) Rising Costs in Aviation Training

Increasing costs associated with aviation training equipment, facilities maintenance, and certification compliance can be challenges for Admal to remain competitive in pricing while maintaining quality. Higher fees may stray potential students, especially those seeking more affordable alternatives offered by competitors or subsidized institutions.

b) Impact of Geopolitical Events and Pandemics

External factors like geopolitical instability, international conflicts, or global pandemics can disrupt the aviation industry, reducing job opportunities for graduates and discouraging new enrollments. Prolonged periods of uncertainty could erode trust in aviation education as a viable investment, affecting student satisfaction and retention while limiting growth opportunities.

5.0 Discussion & Recommendation

Strength

Based on the identified strengths, here are some recommendations to gain their advantages:

1. Comprehensive Aviation Programs

a) Strengthen and Diversify Program Offerings

Strengthen and diversify its program offerings, Admal could introduce advanced and niche training modules, such as courses on aviation cybersecurity, to attract a more diverse student demographic and align with emerging industry trends. According to the International Civil Aviation Organization (ICAO), there is a growing need for training in areas like cybersecurity and digital aviation.

2. Integrated Business Operations

a) Targeting Regional Markets:

Offering MRO and CAMO services to more regional airlines and private operators within Malaysia and beyond it to capitalize on Southeast Asia's growing aviation sector. Expanding markets will diversify revenue streams and create additional training opportunities for students.

b) Global Accreditation

Pursuing global accreditations, such as those from the European Union Aviation Safety Agency (EASA) or the Federal Aviation Administration (FAA), would enhance Admal's international recognition and reputation as a world-class aviation training institution, making it more appealing to international students.

b) Customer Relationship Management

According to Alshurideh et al. (2019) building and maintaining strong customer relationships is crucial for Admal Aviation College to ensure continued success. The institution should prioritize excellent customer service, responsiveness, and comprehensive support to ensure student and industry satisfaction. This includes offering technical assistance, specialized training programs, and continuous support throughout students' educational journeys. By maintaining strong relationships with students, industry partners, and alumni, Admal can enhance its reputation and ensure long-term success in aviation education and workforce development.

Discussion & Recommendation

Weakness

Based on the identified weakness, here are some recommendations to overcome:

1. Limited Brand Awareness

a) Create Collaborative Marketing Efforts

Admal could collaborate with airlines, aviation-related companies, or governmental agencies for joint marketing campaigns that highlight their training programs and unique offerings. Such collaborations provide access to a wider, relevant audience without requiring significant financial outlay. It's a strategic alliance in which companies join together to offer a special good or service that they couldn't deliver alone (Nulab, 2024).



2. Lagging Technological and Infrastructure Upgrades

a) Enhancing Office Management Technology

Admal could introduce integrated software solutions for administrative tasks, including student record management, scheduling, and communication. Modern tools such as enterprise resource planning (ERP) systems can automate processes and reduce errors, significantly improving efficiency. Besides that, Admal could also create an online portal for students to manage enrollment, track progress, and access support services, improving their overall experience.

b) Global Accreditation

Pursuing global accreditations, such as those from the European Union Aviation Safety Agency (EASA) or the Federal Aviation Administration (FAA), would enhance Admal's international recognition and reputation as a world-class aviation training institution, making it more appealing to international students.

c) Invest in Brand Building Initiatives

According to Kelwig (2024) engaging in strategic partnership is key in building initiatives. By aviation events, conferences, and trade shows will increase Admal's visibility in the industry and help create brand recognition among potential students and industry leaders. Besides that, launch a public relation campaign to generate media coverage and thought leadership in aviation education. This could include interviews with faculty members, articles on industry trends, and Admal's contributions to the sector, thus enhancing its reputation and visibility.

b) Introducing a Centralized Operating System

Adopt an all-in-one platform to integrate operational, academic, and administrative functions. The system should centralize student enrollment, course scheduling, resource allocation, and financial operations to improve transparency and scalability. Furthermore establishing an IT Team by forming a dedicated information technology team to manage and maintain the centralized system, ensuring continuous improvement and troubleshooting as needed.

Discussion & Recommendation

Opportunities

Based on the identified opportunities, here are some recommendations to gain their advantages:

1. Rising Demand for Pilots

a) Post-Pandemic Recovery of Pilot Demand

The COVID-19 pandemic significantly impacted pilot demand in Malaysia, with airlines adopting cost-cutting measures such as layoffs, furloughs, and reduced recruitment. However, as global air travel gradually recovers, the International Air Transport Association (IATA) projects a return to pre-pandemic levels by 2024, signaling renewed demand for pilot recruitment and training activities.

2. Increased Number of Aircraft

a) Enhancing Specialized Training Programs

Curriculum Alignment with industry trends.
Regularly update training programs to reflect the latest advancements in aircraft technology, ground handling systems, and MRO procedures to ensure graduates are industry-ready. Besides that, enhance the scale of operational airport services for example customer service, airline, ticketing and flight attendants as well as management team services for the aviation industry. Admal can also introduce modular and part-time courses targeting working professionals to upskill the existing workforce and attract diverse learners.

b) Projected Growth in Local Pilot Demand

According to Statista (2025) the aviation industry is experiencing significant growth, leading to an increased demand for pilots globally. For instance, Boeing's 2019 forecast projected a need for 8,000 new pilots in the business aviation sector within the Asia-Pacific region between 2019 and 2038. Malaysia is expected to require substantial amount of pilot requirements by 2038 to accommodate the anticipated growth in air travel. This highlights the need for enhanced domestic pilot training capabilities to meet the rising demand and reduce dependency on foreign-trained pilots.

b) Sustaining Industry Growth through Strategic Initiatives

Establish a placement cell that partners with airlines and ground handling agencies to secure employment opportunities for graduates, emphasizing Admal's role in bridging the talent gap.

Discussion & Recommendation

Threats

Based on the identified threats, here are some recommendations to overcome:

1. Intense Competition from Local Institutions

a) Leveraging Industry Collaborations

Admal has the potential to leverage with MARA accreditation. Once accreditation under Majlis Amanah Rakyat (MARA) is achieved, promote subsidized education programs to economically disadvantaged groups. This initiative would increase accessibility and expand enrollment, as it is a highly demanded financial aid offering from students who want to enroll.

b) Promote Success Stories

Highlight the achievements of Admal's alumni and successful career placements to build trust and inspire confidence in prospective students. Sharing these success stories through various media channels can enhance the college's reputation and draw attention to its quality education.

2. Economic Sensitivity of the Aviation Industry

a) Mitigating Fluctuations in Demand for Training Programs

To make aviation programs more accessible, especially during tough economic times, Admal could offer flexible payment options like installment plans, need-based scholarships, and sponsorship opportunities. This would help ease the financial burden on students while allowing them to pursue their education. At the same time, strengthening partnerships with airlines and aviation organizations to provide guaranteed placements or internships would add significant value to the programs. Not only would this give students hands-on experience, but it would also improve their career prospects, making Admal's training even more appealing.

b) Adapting to Geopolitical Events and Pandemics

To ensure resilience during global disruptions, Admal could invest in digital learning platforms and remote training solutions, allowing students to continue their education without interruptions. Additionally, enhancing its marketing strategy by emphasizing aviation's critical role in global connectivity and the long-term demand for skilled professionals could help address concerns and uncertainty about the industry's stability (Cook et al., 2023). To further strengthen sustainability, Admal could establish financial reserves or explore government funding options to maintain operations and retain staff during challenging periods, ensuring long-term stability and growth.

6.0 Conclusion

Admal Aviation College has shown a lot of promise with its wide range of aviation programs, including specialize in MRO and CAMO operations, and its strong industry-recognized accreditations. The college's ability to develop a skilled workforce through initiatives like Admal Niaga also strengthens its reputation as a top choice for aviation education. However, the college does face some challenges, like outdated infrastructure and limited marketing budget, which are holding it back from reaching its full potential. Additionally, competition from larger, more established institutions is a concern that needs to be addressed constantly.

Despite these obstacles, Admal has some exciting opportunities to grow. With the increasing demand for pilots and the expansion of fleets in the region, the college is in a great position to offer the opening of a new commercial pilot flying academy in Malaysia as well for the industry needs. The establishment of a flying academy and forging new partnerships with airlines and the government could boost its visibility and attract more students. To thrive, Admal will need to invest in modernizing its infrastructure, refining its marketing strategies, and expanding its network of industry collaborators.

In a nutshell, Admal Aviation College is in a strong position to grow and evolve, but it will need to adapt to changing times and make smart investments in technology, infrastructure, and partnerships. This way Admal can continue to provide high-quality education and remain competitive in the local and potentially global aviation sector.

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