



اَوْنُوْرَسِيْتِيْ تِيْكُوْلُوْمِيْ فَايَزَا
UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING FINAL REPORT

ATLANTIC PROJECT MANAGEMENT SDN BHD

NO 3, JALAN ANGGERIK VANILLA 31/97

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CHAPTER 1

INTRODUCTION

1.1 Company Profile

Atlantic Project Management Sdn. Bhd., established on February 6, 2020, is a private limited company based in Petaling Jaya, Selangor, Malaysia. The company specializes in providing high-quality human resource solutions tailored to meet the specific needs of client businesses. With its registered address at Third Floor, No. 77, 79 & 81, Jalan SS21/60, Damansara Utama, Petaling Jaya, and its business address at 10-2, Suasana 1, No.3, Jalan Anggerik Vanilla 31/97, Kota Kemuning, Shah Alam, Selangor, the company is well-positioned to serve its clients. Atlantic Project Management Sdn. Bhd. is managed by two directors and has two shareholders, ensuring a focused and dedicated approach to its operations.

The company's mission is to deliver exceptional human resource solutions that enhance client productivity and efficiency. Its vision is to become a leading provider of human resource services in Malaysia and beyond. Since its inception, Atlantic Project Management has achieved several key milestones, including expanding its client base across various industries and establishing a reputation for reliability and excellence in service delivery.

The organizational structure of Atlantic Project Management Sdn. Bhd. is designed to support its strategic goals. The company is divided into several key departments, including Human Resources, Talent Management, Consultancy Services, Training and Development, and Project Management. Each department is headed by experienced professionals who ensure that the company's operations run smoothly and efficiently.

1.2 Objectives and Scope of the Atlantic Project Management Sdn. Bhd.

1.2.1 Objectives

The primary objective of Atlantic Project Management Sdn. Bhd. is to provide high-quality human resource solutions tailored to meet the specific needs of client businesses. The company aims to enhance the operational efficiency and productivity of its clients by supplying skilled and competent personnel. Specific objectives include improving client satisfaction through personalized service, increasing market share by expanding its client base, and enhancing employee skills through continuous training and development. These objectives align with the company's mission to deliver exceptional human resource solutions and its vision to become a leading provider in the industry.

To achieve these objectives, Atlantic Project Management Sdn. Bhd. focuses on several strategic goals. These include developing long-term relationships with clients, continuously improving service quality, and staying ahead of industry trends and developments. The company also aims to foster a positive and supportive work environment for its employees, encouraging professional growth and development.

1.2.2 Scope

The scope of Atlantic Project Management Sdn. Bhd. includes supplying qualified and experienced personnel to various industries, identifying, recruiting, and managing talent to ensure clients have access to the best human resources, offering expert advice on human resource management and organizational development, providing training programs to enhance the skills and capabilities of the workforce, and assisting clients in managing and executing projects efficiently by providing the necessary human resources and expertise.

The company serves a wide range of industries, including manufacturing, construction, and information technology, and operates primarily in Malaysia with plans for regional expansion. By focusing on these areas, Atlantic Project Management Sdn. Bhd. ensures that it can meet the diverse needs of its clients and provide comprehensive human resource solutions.

Client testimonials highlight the company's ability to deliver reliable and effective human resource solutions, contributing to its reputation as a trusted partner in the industry.

In addition to its core services, Atlantic Project Management Sdn. Bhd. also offers specialized consultancy services to help clients optimize their human resource strategies. This includes advising on best practices for talent management, organizational development, and employee engagement. The company's training and development programs are designed to equip employees with the skills and knowledge they need to excel in their roles and contribute to the success of their organizations.