



**BA243 – BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) HUMAN RESOURCES MANAGEMENT**

HRM666

INTERNSHIP REPORT

AT NASKEN INTERNATIONAL SDN BHD

**ADVISOR NAME :
MISS NIK AZLINA NIK ABDULLAH**

**EXAMINER NAME :
DR NURWAHIDA FUAD**

**STUDENT NAME :
NUR ATHIRAH BINTI MOHD KHAIRULANUWA**

**MATRIC NUMBER :
2022910359**

**GROUP :
RBA2436C**

**EMAIL :
2022910359@STUDENT.UITM.EDU.MY**



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1.0 EXECUTIVE SUMMARY

This internship report presents a comprehensive overview of my internship experience at Nasken International Sdn Bhd, which was undertaken to meet the requirements of my degree program at Universiti Teknologi MARA (UiTM) Arau.

During my internship, I was involved in various tasks and projects that provided valuable insight into the operations and management of Nasken International. This summary outlines key aspects of my training, including SWOT and PESTEL analysis of the company.

During my internship, I was assigned to the human resources department, where my main responsibilities included managing employees and interviewing new job candidates. This practical experience allowed me to apply theoretical knowledge in a practical setting, thereby improving my professional skills and competence.

3.0 COMPANY'S PROFILE

3.1 Company's Background



Nasken Coffee, a subsidiary of Nasken International Sdn Bhd, is a leading coffee company that has made significant progress in the specialty coffee industry. Established in December 2019, Nasken Coffee has grown from a coffee shop into a well-known brand known for its commitment to quality, sustainability and innovation.

Nasken Coffee started its journey with a branch in Pasir Tumboh, founded by Mr Mohd Nazif Bin Ab Aziz. Driven by his passion for coffee and commitment to deliver an exceptional coffee experience, Mr. Mohd Nazif quickly differentiated Nasken Coffee in a competitive market. The initial success of the Pasir Tumboh branch, due to its high quality coffee and exceptional customer service, paved the way for rapid expansion. Realizing the growing demand for specialty coffee, Nasken Coffee strategically opened additional branches in the state of Kelantan, around Terengganu, Pahang and even Kuala Lumpur.

Each new branch has been carefully selected to ensure it can serve a diverse and growing customer base, while maintaining the high standards that have become synonymous with the Nasken Coffee brand. This thoughtful approach to expansion helped Nasken Coffee build a loyal following and establish itself as a leader in the Malaysian coffee world.

As Nasken Coffee expanded its physical presence, it also diversified its product offerings to meet the growing tastes of coffee enthusiasts.

In addition to traditional coffee drinks, Nasken Coffee embraces innovation by developing unique coffee-based drinks that combine classic flavors with modern twists. This innovative approach not only attracts new customers but also keeps existing customers excited about the brand.

3.2 Vision, mission and motto

VISION

"We are a chain of coffee and food cafes. We offer affordable, competitive prices and have a wide market. Customers will be satisfied with the products and services provided. Opening career opportunities and benefiting people."

MISSION

"To be among the best in the coffee and food industry with reasonable prices in Malaysia."

MOTTO

N - NECESSITY
A - ACCOUNTABILITY
S – SUSTAINABILITY
K - KNOWLEDGEABLE
E - ENJOYMENT
N – NOTABLE