



اَوْنُوْرُ تِكْنُوْلُوْجِيْ مَآرَا
UNIVERSITI
TEKNOLOGI
MARA



INDUSTRIAL TRAINING REPORT AT FARM FRESH MILK PERAK



Rakan Dagang Resources
No.44 Block a Pusat
Transformasi Luar
Bandar RTC Perak
Kawasan Perindustrian
Gopeng 2.

Presented To

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EXECUTIVE SUMMARY

I have completed my industrial training at Rakan Dagang Resources, which is a stockist Perak under Farm Fresh Milk Perak. My industrial training starts on March 1, 2024, and ends on August 9, 2024 (a total of 24 weeks). Industrial training is crucial as the foundation for students enrolled in specialized programmes at all levels of higher education in higher educational institutions. The industrial training programme strategically designed to strengthen the skills and competencies needed to enhance.

Major trading partner Rakan Dagang Resources is crucial to the company's growth in sales services and serves as the primary provider of dairy goods to agents and distributors in Perak. In addition to establishing itself as a dependable supplier, the organization has significantly impacted the entrepreneurial scene by supporting forty small business owners in different parts of Perak, such as Kuala Kangsar, Ipoh, Batu Gajah, and Tanjung Malim. Its broad market position is further demonstrated by the fact that the corporation is a significant supplier of milk to supermarkets, schools and even petrol stations.

I took an active part in all of the organization's everyday activities when I was employed at Rakan Dagang Resources. This covers crucial duties like assisting with warehouse management, putting cash sales into effect, and meticulously tracking sales invoices. I was also tasked with the crucial responsibility of monitoring and controlling company spending, which allowed me to have a deep comprehension of the financial processes involved in running a corporation.

In addition, part of my responsibilities included taking an active part in marketing campaigns. This includes marketing initiatives that showcase the company's dedication to market expansion and social engagement in Perak's kindergartens and schools. I have perfected my technical skills through these varied responsibilities, but I have also developed a new understanding of more intricate company strategies and processes.

2.0 COMPANY PROFILE

2.1 INTRODUCTION OF ORGANIZATION

Company Name : Farm Fresh Perak (Rakan Dagang Resources)

Stockist : Teraju Azdy Perak

Location : Rakan Dagang Resources No.44 Block a Pusat Transformasi Luar Bandar RTC Perak Kawasan Perindustrian Gopeng 2.



Diagram 1: Logo Rakan Dagang Resources.

Rakan Dagang Resources is a dairy products company that produces and distributes Farm Fresh branded dairy products to 'home dealers' and 'agents' throughout Perak. This company was founded in January 2019 at RTC Gopeng, Perak. It serves as a supplier base for branded dairy products, mainly Farm Fresh. Rakan Dagang Resources is one of the Perak stockists under Farm Fresh Milk.

The company's primary focus is on providing services and managing supply operations. Mr. Mohd Azrol Bin Ahmad Nasuradin created the company and serves as CEO and COO. The company has engaged in substantial business activities and collaborations with a variety of entities, including corporations and government organisations, both public and private. Rakan Dagang Resources has successfully created 40 registered 'homedealers' and 'agents' around the state of Perak. Beyond this distribution network, the company has expanded its reach by supplying dairy products to a variety of outlets such as grocery stores, supermarkets, petrol stations, schools and government buildings across the country. The company's notable achievement is its strong financial performance, with sales revenue exceeding RM7 million, cementing its position as a formidable and growing commercial concern.

2.2 VISION, MISSION, OBJECTIVE, GOAL

MISSION: The company objective is to provide high-quality dairy products worldwide while prioritising customer happiness and environmental sustainability. The company want to be the premier provider of all-natural dairy, while also developing a healthy workplace culture and upholding values such as ethics and hospitality.

VISSION: "Just as nature intended," Farm Fresh is dedicated to delivering dairy directly from our farms to consumers, devoid of preservatives and additives, for a natural and refreshing experience.

OBJECTIVE: The company objective is to enhance awareness of our brand promise and product variety, cultivating consumer trust and loyalty by building a strong connection between our brand and the values we uphold.

GOALS:

1. To establish and maintain its position as the largest locally owned dairy company in Malaysia.
2. Prioritize sustainability by producing nutrient-rich, preservative-free food.
3. Ensuring freshness by optimizing the supply chain from farm to retail.
4. Incorporating local knowledge and labour at every stage of the production process.
5. Recognize and contributing to overall environmental and social well-being.