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UNIVERSITI
TEKNOLOGI
MARA



INDUSTRIAL TRAINING REPORT AT MH MILK SDN. BHD 1 MARCH - 8 AUGUST 2024

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1.0 EXECUTIVE SUMMARY

My memorable and enlightening 6-month industrial training began here at MH Milk Sdn Bhd from March 1, 2024, to August 9, 2024, I worked in the Sales and Marketing department from 8 am to 6 pm, Monday to Friday. My role involved coordinating with kindergartens to organize programs and find events. I was responsible for ensuring all program and event requirements were met and running smoothly. My tasks included serving as a mascot during kindergarten programs and as a salesperson during events. This experience brought intrinsic benefits such as personal satisfaction and fulfillment from successfully planning and executing programs, skill development in communication, event planning, and marketing, and enhanced creativity and problem-solving abilities. Extrinsic benefits included a monthly allowance of RM 800, which provided financial compensation, enrichment of my resume with hands-on experience, and valuable networking opportunities with professionals in the marketing and education sectors, potentially aiding my future career advancement.

MH Milk Sdn Bhd has strengthened its brand through diverse marketing, community engagement, and knowledgeable staff, enhancing visibility, trust, and customer satisfaction. To sustain growth, it should continue content creation, expand community programs, and promote staff knowledge sharing. However, weaknesses like an insufficient workforce, limited transportation, and inconsistent deadline management reduce efficiency and service quality. Addressing these through strategic hiring, fleet expansion, and improved deadline management is crucial. Opportunities include expanding digital presence, community partnerships, and health event participation, which can boost visibility, engagement, and sales. To counter threats like competition, economic downturns, and seasonal demand fluctuations, MH Milk should implement customer feedback systems, offer affordable products, and use just-in-time inventory management for long-term success.

3.0 COMPANY PROFILE

3.1 NAME, LOCATION AND BACKGROUND

MH Milk Sdn. Bhd is located at No. 2A, Lorong Perda Timur 6, Bandar Perda, 14000 Bukit Mertajam, Pulau Pinang. MH Milk proudly serves as the premier distributor of Farm Fresh Products in Pulau Pinang. Specializing in the distribution of Farm Fresh Milk, MH Milk has established a robust network, supplying to 21 homedealers, over 100 retailers, numerous events, and various online channels. With a commitment to quality and reliability, MH Milk ensures that Farm Fresh products reach customers across the region.



Image 1: MH Milk SDN. BHD Logo

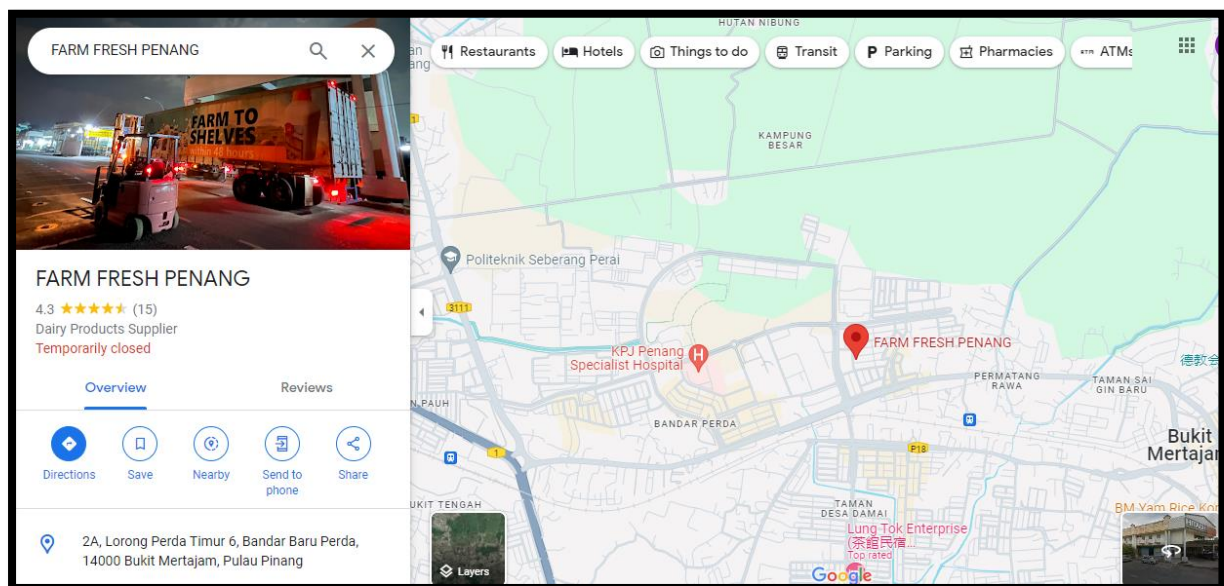


Image 2: Location MH Milk from Google Maps

3.2 VISION AND MISSION

Vision

To ensure Malaysians drink milk fresh and drives Farm Fresh to become No.1 dairy product in Malaysia.

Mission

Further expanding the Farm Fresh brand and promoting Farm Fresh products.

3.3 ORGANIZATIONAL STRUCTURE

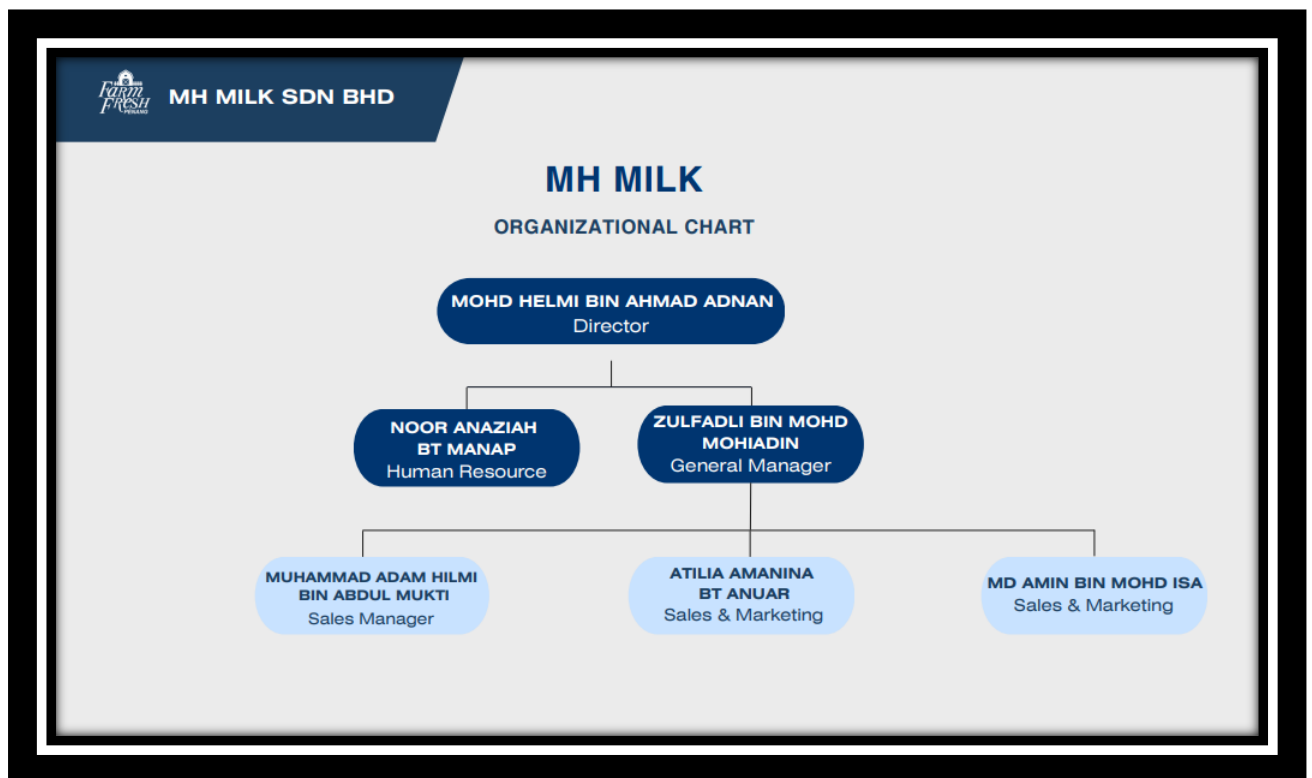


Chart 1: MH Milk Organizational Chart