



Industrial Training Report

SWOT Analysis

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EXECUTIVE SUMMARY

It is an honor to complete my internship as a Marketing development intern at MARDEC Berhad, a bachelor's degree applicant. The purpose of this industrial training program, which I am participating in during my last year of education, is to prepare students for the working world by exposing them to it prior to their graduation. To graduate with a bachelor's degree from Universiti Teknologi Mara (UITM), students must finish industrial training.

I had given the opportunity to undergo my internship in Marketing department at MARDEC Berhad. All the experiences during my internship include customer engagement, marketing analysis, market study and also brand engagement. Other than that, these kind of experiences and knowledges can only get by the internship programme by University Teknologi Malaysia (UITM).

This curriculum will help students quickly adjust to a new work environment and get ready to enter a new stage or level of life. In addition, students will be able to apply what they have learned in the classroom to real-world situations. This report served as a means of gathering input from students regarding the training location, assessing their comprehension of the industry, and encouraging reflection on the work completed over the 24-week industrial training program. The training location undergoes a SWOT analysis to assess the company's overall performance in the business, both domestically and globally. Therefore, the findings from SWOT for MARDEC Berhad shows that every company no matter big or small have their own strengths, weaknesses, opportunity and also threat.

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PART 3: COMPANY'S PROFILE

Since its founding in 1969, MARDEC Berhad has expanded to rank among Malaysia's biggest processors of rubber. Since it was established, MARDEC has upheld its promise to meet the requirements of 250,000 smallholders in South East Asia as well as those of clients worldwide. MARDEC Berhad located at Ground Floor, Block A, Lot 6875, Jalan Kerja Ayer Lama, 68000 Ampang, Selangor.

MARDEC primary business operations involve the manufacturing and distribution of Technically Specified Rubber (TSR), Latex Concentrate (LC), specialised, and downstream rubber products. We procure natural rubber from smallholders, plantation corporations, and cooperatives both domestically and internationally. With nine rubber processing factories spread over three nations Malaysia, Indonesia, and Vietnam and an annual processing capacity of 300,000 MT, we employ over 1,300 people.

As the industry leader in rubber, MARDEC serves a wide range of industrial users in four continents: North America, Europe, Australia, and Asia. Major global brand tyre producers, glove manufacturers, and other manufacturers are among its clients. In contrast, MARDEC's downstream sector manufactures a range of moulded, extruded, and assembled parts for the building material, automotive, healthcare, and agricultural industries.

Company Background

Midstream



The rich milk of this golden crop has never flowed from beneath the bark of the rubber trees since the first rubber plantations were planted in Malaysia in the late 1900s. Malaysia continues to be one of the top five nations in the world for natural rubber exports measured in US dollars.

Rubber is processed by our midstream team into semi-finished products in both block and liquid form. With rubber processing facilities spread across 12 locations in Southeast Asia, MARDEC produces various grades of high-quality Technically Specified Rubber (TSR) and Latex products, including Standard Malaysian Rubber; SMR20, SMR10, SMR5, SMR20CV, SMR10CV, High Ammonia, Medium Ammonia, and Low Ammonia of 60% DRC, PA80, SP40/50, and ML231, in accordance with international specifications and customer-specific requirements. These products are used in the production of healthcare and variable lifestyle products, such as tyres, gloves, condoms, catheters, breathing bags, balloons, swimming fins, CI tubings, tank pads, industrial hoses, and automotive parts.