



UNIVERSITI  
TEKNOLOGI  
MARA



BERTAM PROPERTIES SDN BHD

# **INDUSTRIAL TRAINING REPORT**

## **: SWOT & PESTEL ANALYSIS**

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# EXECUTIVE SUMMARY

An internship provides a valuable educational opportunity by offering practical work experience aligned with a student's academic or career focus. I successfully completed a 24-week internship at Bertam Properties Sdn Bhd from March 1, 2024, to August 9, 2024. Through this internship, I was able to challenge myself in the various aspects of the company's operations. This internship report highlights my six-month experience at Bertam Properties Sdn Bhd, a leading property development company in North Malaysia. During my internship, I worked under the Finance Department, gaining hands-on experience in various aspects of financial operations. I also assisted in the preparation of monthly financial review, including trade debtor movements, cost property expenses and property management revenue. This allowed me to understand the company operations in property industries. In this report, I have done SWOT analysis which consists of strength, weakness, opportunities and threats. I also include SWOT Matrix in this report. Based on SWOT Matrix, I recommend a few strategies which are Develop affordable housing projects in strategic urban locations to meet the growing demand for housing while leveraging the company's diverse product offerings for SO Strategy, Enhance Team Efficiency to Capitalize on Urban Development, housing demand and Affordable Housing Opportunities for WO Strategy, Establish Strategic Partnerships and Durable Infrastructure to Reduce Risks for ST Strategy and Enhance teamwork and efficiency to reduce the risk of natural disasters and local competition for WT Strategy. Moreover, I also include PESTLE Analysis in this report, which consist of Political, Environment, Social, Technological, Legal and Economic. Based on this analysis, it gives an overview of the key external factors that can affect company operations and strategies. My internship experience at the Finance Department of Bertam Properties Sdn Bhd has provided me with a valuable insight of the company's financial operations and management.





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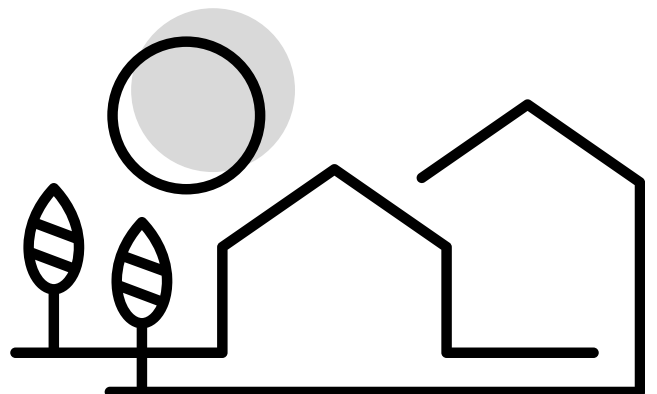
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# COMPANY'S PROFILE

:ABOUT COMPANY



# COMPANY'S PROFILE

'To develop A Self-Sustaining Township In A  
Choice Location Which Offers Reputable  
Quality Homes At Affordable Price'

## VISION

## MISSION

- Craft well-integrated living spaces
- Instill "new lifestyle" and "new attitude"  
among Malaysians

- Become a High Quality Developer  
Company
- Build a House at a Reasonable Price

## OBJECTIVE

## COMPANY ADDRESS

No.1, Jalan Dagangan 1, Pusat Bandar Bertam,  
Bertam Perdana 1, 13200 Kepala Batas, Pulau  
Pinang, Malaysia

