



FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

MGT 666 – INTERNSHIP
INDUSTRIAL TRAINING REPORT
(FARM FRESH BY MILK & MOKA MARKETING)

PREPARED BY:

| NAME | STUDENT ID |
|---|-------------------|
| NUR AQILAH HUMAIRA BINTI NOOR AZHARI | 2022923909 |

GROUP:

RBA2406A

PREPARED FOR:

ADVISOR: PUAN NURUL FARIHIN BINTI MHD NASIR

EXAMINER: DR SHAMSUL ANAZ BIN KASSIM

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EXECUTIVE SUMMARY

Participating in an internship with Farm Fresh by Milk and Moka Marketing is an opportunity that I am grateful for experiencing. As a trainee here, I am responsible for three primary responsibilities, which are the management of marketing, the management of warehouse and distribution, and the acquisition of new customers. This report has been divided up into five different parts. The student's profile, which includes my resume, is the first chapter. This chapter is also the first chapter. The company profile is presented in the second chapter. The Milk and Moka Marketing profile is discussed in this chapter. This profile includes information on the company's history, location, vision and mission, organisational structure, and products or services to be offered. For the third chapter, which is about the reflection on training activities. What I have gained, done, seen, and learned is what I have reflected on during the course. A SWOT analysis is presented in the fourth chapter. Within the scope of this research, the company's strengths, weaknesses, opportunities, and threats are taken into consideration. What follows is a discussion and a recommendation in the fifth chapter. The recommendation is on how the company can improve their strengths, reduce their weaknesses, seize the opportunity, and deal with the potential threats. The discussion is the details from the SWOT analysis, and the recommendation is on how the company can improve their strengths. The conclusion of the internship programme at Milk and Moka Marketing comes as the final step, although it is certainly not the least important. Furthermore, there are appendices and references included with the project.

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2.0 COMPANY'S PROFILE

2.1 Name and Location

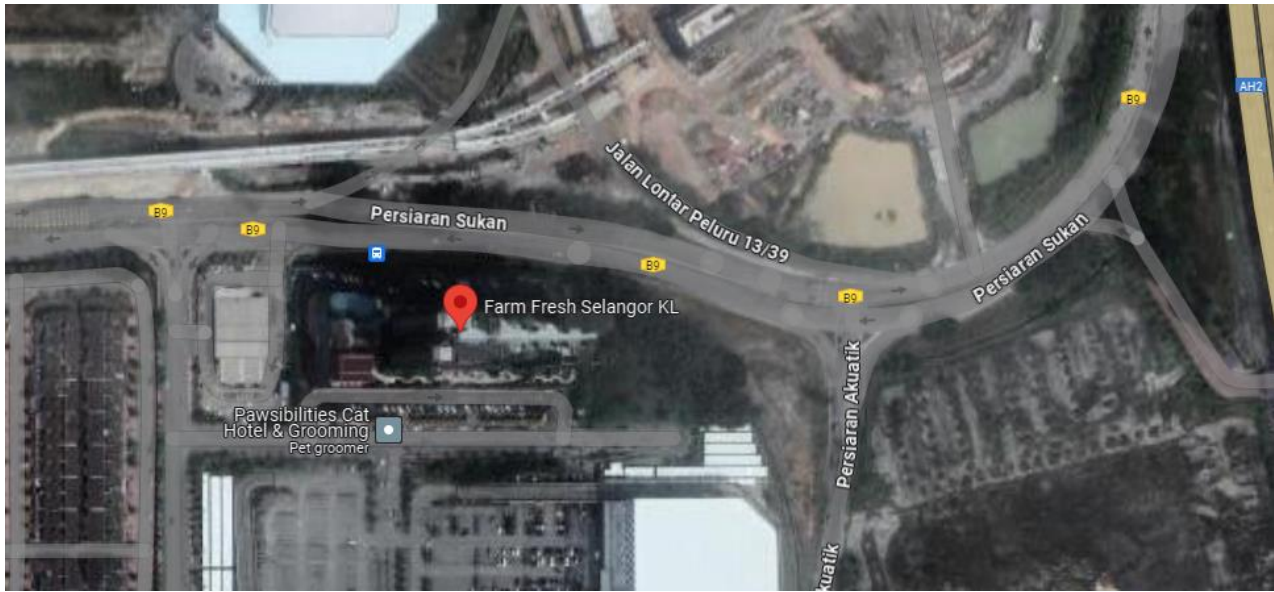


Figure 2: Milk & Moka Location

Company's Name: Milk and Moka Marketing

Address: R-01-07, Emira Residences Urban Retail, Jalan Akuatik 13/64a, Seksyen 13, 40100 Shah Alam, Selangor

Email: managementff@farmfreshshahalam.com

Contact: 019 - 7203767