



اَوْنِيُوْرَسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَآرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**

**BACHELOR OF BUSINESS AND ADMINISTRATION (HONS.) MARKETING**

**MGT666 INDUSTRIAL TRAINING REPORT**

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## TABLE OF CONTENTS

ACKNOWLEDGEMENT.....	2
EXECUTIVE SUMMARY.....	4
STUDENT'S PROFILE.....	5
COMPANY'S PROFILE.....	6
VISION AND MISSION .....	7
ORGANIZATIONAL CHART.....	8
TRAINING REFLECTION.....	9
PESTEL ANALYSIS.....	11
SWOT ANALYSIS.....	16
CONCLUSION.....	20
REFERENCES.....	21
APPENDICES.....	23
OUR ORIGINAL REPORT.....	26

## **1.0 EXECUTIVE SUMMARY**

This industrial training program in the final year of my university aims to provide students with real-world experience in their subject of study before graduation. Students must finish industrial training in order to earn a bachelor degree from Universiti Teknologi Mara (UiTM). This course of study will help students swiftly 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 program. The training location undergoes a SWOT analysis to assess the company's overall performance in the marketing field, both domestically and globally. In order to complete my bachelor's degree, I am delighted to be working as an intern in the marketing team at Selangor Islamic University. Founded in 1996 under the IPTS Act, Selangor Islamic Religious Council (MAIS) is the sole owner of this Islamic higher education institution. Besides, I performed a wide range of tasks as an intern, helping the business manage and gather insights about contemporary consumers and their consumption patterns and behavior through a multi-disciplinary approach by building relationships and connections with target audiences like vendors, clientele, and students. Aside from roles and tasks, my internship's goal is to analyze the strengths, weaknesses, opportunities, and threats across a range of topics, including the company's political, economic, social, technological, and environmental factors.

## 2.0 COMPANY'S PROFILE



Selangor Islamic University (UIS) is an Islamic higher education institution completely owned by the Selangor Islamic Religious Council (MAIS), which was formed under the IPTS Act 1996. It is located at Bandar Seri Putra, Kajang, Selangor. Besides, its official formation on February 15, 1995 demonstrates the Selangor state government's commitment to creating an education and knowledge excellence agenda. As an educational legacy of DYMM Sultan of Selangor that is always protected and handled as a catalyst for the tradition of knowledge and the unification of Muslims in the state of Selangor, UIS seeks to create Dai, Ulama, and Umarak. As an educational institution, UIS has moved based on the vision and mission to face all challenges and changes aggressively and proactively in order to achieve an academic program based on monotheism and appropriate for today's needs as well as physical needs in line with the Islamic "nich." This is based on the motto "Leaders of the Knowledge Tradition" as well as the beauty of the campus, which is characterized by the architectural history of the glory of Islamic Andalusia. Supporting this endeavor are a group of instructors and employees known by the names mudarris, mu'allim, muaddib, murabbi, and mursyid. UIS provides study programs in a variety of subjects, such as Islamic studies, business studies, Islamic banking, education, communication, and information technology, at the Foundation, Diploma, Bachelor, Master, and Doctor of Philosophy levels. These programs adhere to the requirements of the Malaysian Qualifications Agency (MQA).

## **VISION**

To become a superior Islamic university that satisfies religious requirements.

## **MISSION**

Determined to achieve excellence in administration, academics, and student personality by utilizing cutting-edge technology and providing high-quality services based on the Quran and Sunnah.

## **OBJECTIVES**

Provide and ensure a competitive 'integral' (tawheed) education curriculum. Provide teaching and learning (P&P) services that are effective, efficient, and systematic. Utilizing ongoing quality improvement to guarantee the caliber of teaching and learning (P&P) services. Dedicated to maintaining a high standard of service, graduate quality, and system quality.

## **GOALS**

Creating a balanced generation of professionals to meet the problems of the modern world by molding and teaching the ummah generation to become ethical individuals via an education based on naqli knowledge (revealed knowledge) and aqli knowledge (earned knowledge) centered on monotheism.