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UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING REPORT

COMPANY : ISHAK BIN ISMAIL

FACULTY OF BUSINESS AND MANAGEMENT

MGT666 : INTERNSHIP

STUDENT'S NAME : MUHAMMAD FAIZ BIN ISHAK

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1. EXECUTIVE SUMMARY

This report summarizes my internship experience at ISHAK BIN ISMAIL, where I gained practical exposure to marketing operations and business administration. During the five-month internship, I assisted in various marketing functions, including market research, digital marketing, customer relationship management, and promotional campaign execution.

Key responsibilities included conducting competitor analysis, managing social media content, supporting sales strategies, and analysing consumer behaviour trends. I also participated in business development initiatives, enhancing my skills in strategic planning and communication.

Through this internship, I developed a deeper understanding of real-world marketing challenges and applied theoretical knowledge from my academic studies. The experience improved my analytical, teamwork, and problem-solving abilities while providing valuable industry insights.

Overall, the internship at ISHAK BIN ISMAIL was a rewarding opportunity that strengthened my professional competencies and prepared me for a future career in marketing.

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VISION

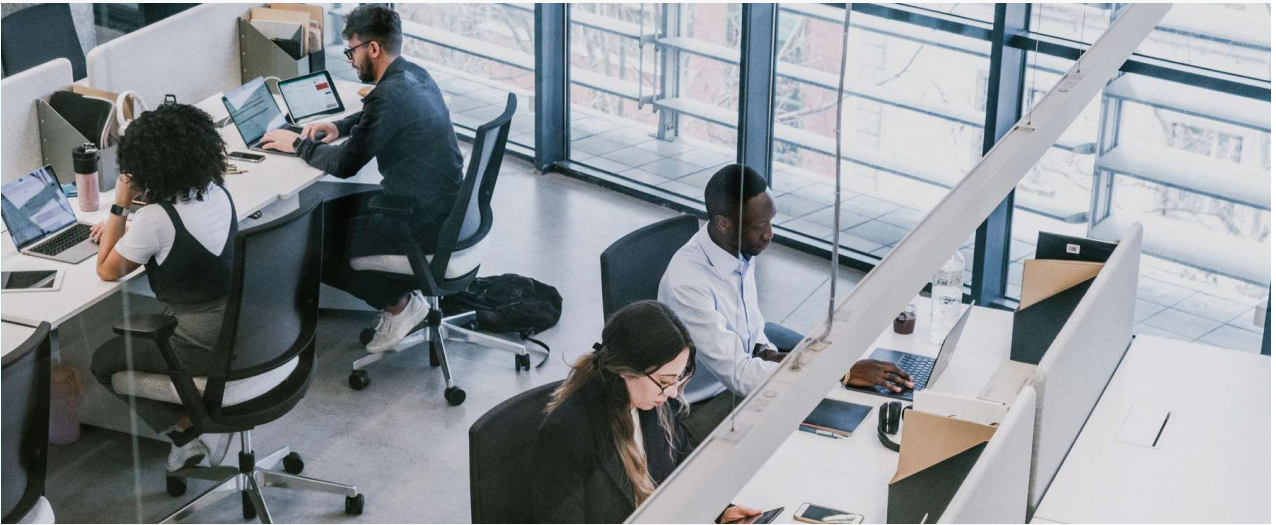
"Building Malaysia's future with quality and trust"

MISSION

"To deliver reliable construction and electrical services through skilled workmanship, safety quality, and customer satisfaction"



OBJECTIVES



01 Client Satisfaction

Deliver projects on time
and within budget

02 Quality Work

Use proper materials and
skilled workmanship

03 Safety Compliance

Follow regulations and
best practices

04 Resource Allocation

Sustainable Growth