

Kota Seriemas Golf & Country Club



UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING REPORT



KOTA
SERIEMAS
GOLF &
COUNTRY
CLUB



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3RD MARCH - 15TH AUGUST 2025

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Kota Seriemas Golf & Country Club
No 1, Persiaran Seriemas Utama, Kota
Seriemas,
71800 Nilai, Negeri Sembilan

SURAT KEBENARAN

Tarikh : 20/8/2025

Kepada :

Penyelaras Latihan Praktikal
Fakulti Pengurusan Perniagaan
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Maklumbalas (/)



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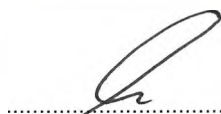
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Nama Pelajar	122 ZAFIRAH BINTI ZAINURIN	Nama Program	Bachelor of Business Administration (Hons) Finance
No. Matriks	2023387597	Nama Syarikat	ATTANA GOLF SDN BHD
Tajuk Laporan	INDUSTRIAL TRAINING REPORT		

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Yang Benar



Nama Pegawai :
Jawatan :
No. Tel :
No. Faks :
Ahmad Warah Binti Ku Abdul Rahman
Purchasing Executive
Kota Seriemas Golf & Country Club

Cop jabatan/organisasi:

KOTA SERIEMAS GOLF & COUNTRY CLUB
Managed by Attana Golf Sdn. Bhd.
Reg. No. 201601028506 (1199505-K)
No. 1 Persiaran Seriemas Golf,
Kota Seriemas, 71800 Nilai, Negeri Sembilan
Tel: 06-790 9339 Fax: 06-790 9393





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Executive Summary



This report presents a comprehensive overview of the internship experience at Kota Seriemas Golf & Country Club (KSGCC), a public golf facility in Nilai, Negeri Sembilan, managed by Seriemas Development Sdn. Bhd., a subsidiary of Permodalan Nasional Berhad (PNB). The internship took place from 3rd March to 15th August 2025, covering assignments in both the Finance and Purchasing departments. The report includes operational tasks such as revenue reporting, payment reconciliation, and purchase order processing, as well as involvement in on-ground activities during events like Ramadan buffets and ASNBB briefings.

A key component of the report is the SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of KSGCC. This section highlights the club's strategic location, public accessibility, and potential for junior golf development, while also identifying weaknesses such as the absence of digital booking systems and a passive sales approach. Supporting data and real observations from the internship period have been used to back up these findings.

Based on the analysis, the report proposes several strategic recommendations to improve KSGCC's market positioning and customer engagement. These include developing a more proactive sales strategy, investing in digital platforms, and introducing youth golf programs to drive long-term brand loyalty. The report aims to provide valuable insights for future planning and marketing improvements within the club's operations.



IZZ ZAFIRAH ZAINURIN

PROFILE

A dedicated Bachelor of Business Administration (Hons) Finance student with a solid academic background and practical experience in administrative tasks and customer service. Skilled in managing financial tasks, assisting with operations to drive efficiency and results. Strong organizational and teamwork abilities, with a focus on meeting deadlines and delivering quality work. Grabbing an opportunity to learn from industrial training at Kota Seriemas Golf and Country Club that start from 3rd March until 15th August 2025.

EDUCATION

Bachelor of Business Administration (Hons) Finance **2023 - 2025**

Universiti Teknologi MARA (UiTM), Kampus Bandaraya Melaka

- 2023 – 2025 | CGPA: 3.31

Diploma in Business Studies **2020 - 2023**

Universiti Teknologi MARA (UiTM), Mukan, Sarawak

- 2020 – 2023 | CGPA: 3.51

WORK EXPERIENCE

Cashier, Ayam Gepuk (M) SDN BHD **July- Sept 2023**

- Handled customer transactions efficiently, ensuring accurate cash handling and balancing daily sales records.
- Built customer relationships to increase sales and revenue.

Agent, NZ Crunchies **Oct 2020 - Apr 2021**

- Acted as a liaison between producers and customers, ensuring timely product delivery and effective communication.
- Built strong customer relationships to promote products and boost sales.

Admin and Operation Assistant, PremierAgro Trading **Mar 2020 - Jan 2021**

- Processed customer orders, prepared invoices, and coordinated delivery schedules to ensure seamless operations.
- Performed administrative tasks, including data entry and document management, to support daily business activities.