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MELAKA
SENTRAL
SDN. BHD. 1342177-V

INDUSTRIAL TRAINING REPORT 2025 AT MELAKA SENTRAL SDN BHD

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) FINANCE
BA242**

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ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

I would like to express my sincerest gratitude to myself for unwavering dedication and perseverance in carrying out this report. Credit of this achievement for the countless hours of hard work, including eternal blood, sweat, and tears. Continuous dedication to learning and self-improvement has greatly helped me attain this major milestone.

Most importantly, I am thankful to all those who indirectly contributed and supported me throughout the process of completing this project. I am especially thankful to my dear parents for their unconditional love, encouragement, and sacrifices. Their full belief in my capabilities has been driving me hard, especially during my internship.

My utmost gratefulness also goes to Madam Maymunah Binti Ismail, whose guidance has been invaluable, whose observations and wise advice whenever I sought her opinion really uplifted the quality of this report. I am also profoundly thankful to my friends for their understanding, encouragement, and moral support. Their belief in me and our shared moments of inspiration kept me motivated throughout this journey. Many of the ideas reflected in this report were inspired by the thoughtful discussions and observations shared by them.

Furthermore, I would like to sincerely thank Mr. Mohd Zulhafni, General Manager and Director of Melaka Sentral, as well as Mrs. Siti Zaharah, Human Resource Manager of Melaka Sentral, for granting me the opportunity to gain invaluable real-world working experience during my six-month internship. I am also grateful to respected Mrs. Nurdiyanah for her excellent leadership, guidance, and support from my very first day of work until the end of my internship.

Finally, I cannot thank enough all those colleagues in Melaka Sentral who have cooperated with me and have been involved in various discussions, assisted in various ways, and given their constructive criticisms. Their input has really helped in forging the ideas and content in this report. Each of you has been an incredibly important part in making this endeavour work, so I am grateful from the bottom of my heart for your support and encouragement along this journey.

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EXECUTIVE SUMMARY

This report indicates the basic financial functions and operational tasks performed at Melaka Sentral Sdn Bhd, involved transaction checking, revenue recording and documentation and tenants file maintenance. The above activities were performed in accordance with the company's internal policies to ensure that daily operations were functioning properly with accuracy, transparency, and compliance.

A SWOT analysis to study the organization's present position, strengths such as using an easy to use cloud accounting system (Bukku), good rapport with tenants, and responding quickly to grievances were noted. Weaknesses to the organization included reliant on steady internet connection to receive and track financial transactions (this is a common standard of practice if using a cloud-based system), poor marketing effort and lack of building maintenance. Moreover, the organization has several key opportunities that would benefit it, including collaboration with tourism agencies and vendors, its strategic location, and support from the government. The organization is dealing with threats that include local community perception, delayed redevelopment, and ineffective stakeholder engagement.

From these findings, several strategies have been recommended. These include improvements to superior infrastructure maintenance, developing an improved marketing and promotion strategy, enhancing communications with stakeholders, and developing a crisis management plan. These strategies will enhance operational performance, restore public trust, and create operational sustainability and growth for Melaka Sentral in the long term.