



UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA

KAMPUS BANDARAYA MELAKA

FACULTY OF BUSINESS AND MANAGEMENT

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL
BUSINESS**

INDUSTRIAL TRAINING (MGT666)

HANURIS FOOD INDUSTRY SDN BHD



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EXECUTIVE SUMMARY

This report is developed on a brief about my industrial training involving Hanuris Food Industry Sdn. Bhd., a Halal company concerned with the manufacture and distribution of regional products. The company was established on 4 March 2017. It is managed and run by Mr. Azizul Hakim and Mrs. Atirah, who comprise a husband-and-wife team. The purpose for this industrial training is to complete my degree program. I have also got an opportunity to participate in various marketing activities to support the daily operations of the company during my internship in the sales and marketing department.

A SWOT analysis was carried out to identify external and internal factors. The company's internal strengths include halal certification and established market entry; and its weaknesses include high personnel turnover and lack of technology. Lastly, shifting domestic taste profiles and shortages of raw materials pose threats to this company, while opportunities lie in government and institutional support.

Further strengthening of its realities could be achieved by the company if it collaborates with FAMA or MATRADE. To lessen the weaknesses, I recommended getting machinery subsidy assistance to reduce bottlenecks and enhance output consistency. I then recommended redesigning the packaging to promote its market among the youths. Finally, I recommended for the business to work on the quality of its products, so that they have great relationship with a handful of suppliers to lessen the risk of depending on the principal supplier and to reduce external threats.

All things considered; I have learned a lot from my internship that will help me in my future marketing job. My industrial training was enjoyable and helpful because of the excellent environment at this organization.

ACKNOWLEDGEMENT

First and foremost, I would like to extend my deepest appreciation to Allah S.W.T. for granting all his blessings and guidance throughout this experience. Second, I would thank all those people who have helped me throughout my industrial training.

During my industrial training, Puan Nur Atikah Binti Ismail Zoawe acted as my supervisor, and I am genuinely grateful for her support. Her constructive feedback, guidance, and patience played a vital role in shaping my experience and growth throughout the programme. She went beyond the typical responsibilities of a supervisor, offering thoughtful advice and treating me with genuine care and respect. I sincerely appreciate her efforts and believe that, without her guidance, successful completion of this training would have been far more challenging.

I would like to extend my sincere gratitude to my friends and family for their unwavering guidance and encouragement. Their steadfast belief in my abilities has been a constant source of motivation, enabling me to remain focused and dedicated throughout my industrial training.

I would like to extend my sincere appreciation to Hanuris Food Industry Sdn. Bhd. for granting me the opportunity to undertake my industrial training with them. This experience has been invaluable, providing practical knowledge and skills that simply cannot be acquired in the classroom. Without this chance, I genuinely doubt I would have been able to complete my degree journey as successfully. The insights and guidance offered during my training will undoubtedly serve me well as I transition into the professional world.

In conclusion, I would like to express my sincere gratitude to all those who contributed to my industrial training experience, whether through direct guidance, constructive criticism, or emotional encouragement. Your support has been truly significant, and I deeply appreciate the role each of you played in my development.

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