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**FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL
BUSINESS**

**MGT 666
INDUSTRIAL TRAINING**

**INDUSTRIAL TRAINING REPORT
ORANG KAMPUNG CORPORATION SDN BHD**



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SUBMISSION DATE:

19th July 2025

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EXECUTIVE SUMMARY

This report outlines the six-month industrial training experience undertaken at Orang Kampung Corporation Sdn Bhd, a reputable Malaysian SME specializing in traditional herbal and wellness products. The training, conducted from March 3, 2025, to August 15, 2025, provided me with the opportunity to gain hands-on experience in the Human Resource Department, where I was involved in tasks such as preparing internal documents, handling official letters, assisting with event planning, and contributing to social media content.

The report begins with an overview of the company's background, vision, mission, and organizational structure. Orang Kampung is known for its extensive product range, including energy beverages, internal and external wellness remedies, and weight management products. Despite its strong retail presence and brand loyalty, the company faces challenges in digital marketing and innovation, which are detailed in the SWOT analysis section of the report.

Throughout the training, I enhanced both my technical and soft skills, such as document handling, social media management, communication, and event coordination. I also learned about corporate operations, teamwork, and real-world business practices. This internship not only equipped me with practical knowledge relevant to my field of study but also prepared me for the demands of the professional world.

The report concludes with critical reflections on the company's strengths and areas for improvement, particularly in marketing and product innovation, and offers suggestions for potential growth strategies in a highly competitive herbal wellness industry.

ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest gratitude to Allah S.W.T for granting me the strength, patience, and perseverance to complete my industrial training and this report successfully.

I would like to extend my heartfelt appreciation to Orang Kampung Corporation Sdn Bhd for giving me the opportunity to undergo my internship at their esteemed organization. My sincere thanks go to Mrs. Razilah binti Rashid, Head of the Human Resource Department, for her invaluable guidance, continuous support, and constructive feedback throughout the internship period. I am also thankful to all the staff at Orang Kampung for their kindness, cooperation, and willingness to share knowledge, which made my internship experience meaningful and enjoyable.

I would also like to thank my respected lecturer and supervisor, Ms. Munirah binti Mohamed, for her consistent encouragement, valuable input, and assistance in ensuring this report met academic standards. Her mentorship has been instrumental in shaping the quality and direction of this project.

Lastly, I am deeply grateful to my family and friends for their continuous encouragement and moral support throughout this journey. This achievement would not have been possible without their unwavering belief in me.

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