



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka

FACULTY OF BUSINESS AND MANAGEMENT

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) INTERNATIONAL
BUSINESS - BA246**

**Puteri
Specialist Hospital**

INDUSTRIAL TRAINING REPORT AT PUTERI SPECIALIST HOSPITAL

4TH MARCH 2025 – 16TH AUGUST 2025

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DATE OF SUBMISSION: JULY 2025

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EXECUTIVE SUMMARY

The purpose of this report is to provide an overview of the six-month industrial training experience that was completed at Puteri Specialist Hospital, which is a reputable private hospital in Malaysia that operates under the umbrella of Johor Corporation Berhad, a distinguished company. During the training that took place between March 4, 2025 and August 16, 2025, I was given the opportunity to gain practical experience in the Marketing and Communication Department. During this time, I was responsible for a variety of tasks, including the preparation of content for social media, the management of corporate events and CSR, the assistance of corporate visits and visits to general practitioners, the entry of information into databases for general practitioners, and the provision of health tourism services to patients from other countries.

A brief introduction of the company's history, vision, and mission, as well as its organizational structure, is presented at the beginning of the report. The professional health treatment services, accident and emergency services, anaesthesiology and critical care, rehabilitation services, laboratory services, diagnostics and imaging services, and special diagnostic services that Puteri Specialist Hospital offers have earned it a reputation for excellence. The company has issues in the rising cost of equipment and machine, which are outlined in the SWOT analysis part of the study. Despite its strong presence in the healthcare industry and the devotion of its customers, the company faces these challenges.

I improved both my technical and soft skills during the course of the training. Some of the abilities that I improved include sales and promotion of health packages, management of social media, communication, and event organizing. In addition to that, I gained knowledge regarding business methods in the actual world, corporate operations, and teamwork. I was not only able to acquire practical information that was pertinent to my topic of study through my internship, but I was also able to prepare myself for the demands that are present in the working world.

In its conclusion, the research provides critical reflections on the company's strengths and places for improvement, particularly in the areas of staff training and technological innovation. Additionally, the analysis provides proposals for future growth plans in the healthcare market, which is very competitive.

ACKNOWLEDGEMENT

I would like to begin by expressing my profoundest gratitude to Allah S.W.T for providing me with the strength, patience, and perseverance necessary to successfully complete my industrial training and this report.

My sincere gratitude to Puteri Specialist Hospital for providing me with the opportunity to complete my internship at their esteemed organization. I am deeply grateful to Mrs. Norashikin Mohd Salleh, the Head of the Marketing and Communication Department, for her invaluable guidance, unwavering support, and constructive feedback during the internship. I am also grateful to the staff at Puteri Specialist Hospital for their cooperation, kindness, and willingness to share knowledge, which made my internship experience both enjoyable and meaningful.

Additionally, I would like to express my gratitude to Dr. Fazreena bt Mansur, my esteemed lecturer and supervisor, for her unwavering support, invaluable contributions, and encouragement in guaranteeing that this report adhered to academic standards. The quality and direction of this project have been significantly influenced by her mentorship.

Finally, I am profoundly appreciative of the unwavering moral support and encouragement that my family and friends have provided me with during this journey. Without their unwavering confidence in me, this accomplishment would not have been feasible.

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