

INDUSTRIAL TRAINING REPORT

AERO MALAYSIAN ENGINEERING CENTRE



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan



aero malaysian
engineering centre

Duration: 4 March – 1 September 2025

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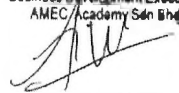
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EXECUTIVE SUMMARY

This report reflects my internship journey at AMEC Academy Sdn. Bhd., where I was able to gain real – world experience while learning more about aviation training industry. It covers the goals of the program, my main responsibilities, and the key takeaways from my time there. AMEC Academy is a well – known aviation training centre in Johor, focused on developing skilled aviation professionals and promoting aviation as a promising career choice for future generations.

The internship aimed to help grow by exposing them to work in corporate communication, marketing, and business development. It also offered a closer look into how the aviation training sector works, especially in areas like attracting new students, saying compliant with regulations, and keeping up with industry trends.

During the internship, I was involved in range of task such as helping with marketing campaigns, supporting event planning, conducting research related to the industry, and creating content for social media. These activities helped me sharpen my skills in strategy, communication, and creativity. I also had the chance to work with my colleagues from other department, attend meetings, and be part of group projects. This not only boosted my confidence but also taught me how to work better with others and gave me a deeper understanding of the aviation education landscape.

The internship ran from 4 march 2025 to 1 September 2025. It was valuable and eye- opening experience that allowed me to put what I have learned in the classroom into practice. In this report, I have included my personal profile, an overview of AMEC Academy, a full SWOT analysis, and a detailed Swot matrix with strategic suggestions based on that analysis. I also summarized my responsibilities, contributions and the experiences I gained throughout the internship

ACKNOWLEDGEMENT

I am thankful to Aero Malaysian Engineering Centre Sdn. Bhd. For giving me the chance to complete my internship in the corporate & business development department. It was meaningful experience that helps me connect what I have learned in class to real working life.

I would like to give my deepest gratitude to my advisor, Dr. Halim bin Mahphoth, for his constant encouragement, timely feedback, and unwavering support throughout my academic journey. His advice and mentorship have played a significant role in preparing me for this internship.

A big thank you to my supervisor for constant support and guidance, and to everyone at AMEC for welcoming me and generous with their knowledge. I have learned a lot from working alongside you.

Lastly, thank you to my family and friends for always being there for me during my hardship. This internship has been a meaningful part of my learning experience, and I truly appreciate who has supported me along the way

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