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GROUP:
BA246

COMPANY:
SYARIKAT PEMBENAAN YEOH TIONG LAY (SPYTL)



YTL Construction
YTL GROUP
YTL CONSTRUCTION

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EXECUTIVE SUMMARY

My memorable and enlightening six-month industrial training journey took place at YTL Construction (Syarikat Pembinaan Yeoh Tiong Lay Sdn. Bhd.), one of Malaysia's leading infrastructure and construction companies. As a Bachelor of International Business student from Universiti Teknologi MARA (UiTM), I was attached to the Stakeholder Management & Strategic Communications Department, under the Digital Communications unit, from 3rd March to 15th August 2025. Throughout the internship, I had the opportunity to contribute to digital content creation, manage social media updates, and assist in the coordination of internal and public events.

Key highlights of my training included assisting in the ASEAN-Japan Young Business Leaders' Mid-Year Summit Dinner notably, the Women in Rail Malaysia Conference 2025, and participating in a public engagement program in Johor, where I gained hands-on experience in stakeholder interaction. These assignments allowed me to develop strong communication, teamwork, and digital media skills, including content design and event photography.

A detailed SWOT analysis of YTL Construction was conducted, identifying strengths such as its strong industry reputation, integrated project model, financial backing, and experience in mega-projects. However, the company also faces weaknesses, particularly in talent retention and project delay risks. Opportunities like the demand for sustainable infrastructure and regional PPP growth were highlighted, along with threats such as market competition and regulatory uncertainty.

From these findings, several recommendations were proposed, including introducing employee retention incentives, adopting agile project management, and enhancing sustainability branding. These strategies aim to strengthen YTL's position in a competitive market. In conclusion, this internship provided me with valuable industry exposure, sharpened my practical skills, and strengthened my readiness to step confidently into the professional world.

ACKNOWLEDGEMENT



“...And when ye are told to rise up, rise up. Allah will raise up, to (suitable) ranks (and degrees), those of you who believe and who have been granted (mystic) Knowledge. And Allah is well-acquainted with all ye do” [Quran, 58:11].

I would like to thank Allah, The Merciful and The Provider, who has lent His help for us to finish this report. He guided me and answered my prayers in my pursuit of knowledge and a brighter future. May Allah continue to rain His blessings upon us.

I express my sincere appreciation to my advisor, Pn. Roslina Binti Ali, a lecturer at Universiti Teknologi MARA, Raub Campus, Pahang Branch, for her outstanding advice, mentorship, and unwavering commitment throughout the course of this report. Pn. Roslina's profound knowledge and passion for the subject matter have been genuinely motivating and have greatly enhanced my understanding throughout my internship process.

In addition, I am grateful for the support and resources provided by Universiti Teknologi MARA, such as access to library facilities, research databases, and other academic tools. These resources have been essential in assisting my research and the overall development of this report.

Finally, I extend my heartfelt thanks once again to Pn. Roslina Binti Ali, my fellow classmates, and Universiti Teknologi MARA for their continuous support and valuable contributions, all of which have played a crucial role in the successful completion of this internship report.

Thank you.

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