

INDUSTRIAL TRAINING REPORT



Ematic Solutions

Prepared By :

MOHAMAD SUFI BIN MOHAMAD
SHAIFUL BAHRI 2022612352

Presented To :

PN. WAN NURASHIKIN BINTI
MAHMOOD (ADVISOR)
MADAM ROSLINA ALI (Examiner)

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS | BA246
INTERNSHIP



SURAT KEBENARAN

Tarikh : 18 August 2025

Kepada :

Penyelaras Latihan Praktikal

Fakulti Pengurusan Perniagaan
UiTM Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196

Email : praktikalfppmelaka@uitm.edu.my

Maklumbalas (/)



Setuju



Tidak Bersetuju

Tuan/Puan

**KEBENARAN UNTUK MEMUAT NAIK HASIL LAPORAN PELAJAR LATIHAN INDUSTRI
SEBAGAI “PUBLIC ACCESS” DI REPOSITORI UITM**

1. Merujuk perkara di atas, pihak organisasi bersetuju / tidak bersetuju pihak universiti memuat naik hasil laporan pelajar latihan industri sebagai “public access” di repositori UiTM.

Nama Pelajar	MOHAMAD SUFI BIN MOHAMAD SHAIFUL BAHRI		
No. Matriks	2022612352	Nama Program	International Business
Tajuk Laporan	Industrial Training Report	Nama Syarikat	Ematic Solutions

2. Tindakan ini adalah di bawah tanggungjawab dan kesedaran penuh oleh pihak organisasi.

3. Sekiranya terdapat sebarang masalah atau kebocoran maklumat sulit pihak organisasi tidak boleh mengenakan sebarang tindakan undang-undang kepada pihak universiti.

Yang Benar

Daniel Khong

Nama Pegawai : Daniel Andrew Khong

Jawatan : Consulting Team Lead

No. Tel. : 010-222-8121

No. Faks : -

Cop jabatan/organisasi:

**Ematic Solutions Sdn. Bhd.
(f.k.a. Emailmagic Sdn. Bhd.)
201601018753 (1189689-A)**

EXECUTIVE SUMMARY

My insightful and rewarding Six-month industrial training experience began at Ematic Solutions, a leading digital solution suite in Malaysia that connects clients with flexible job opportunities. As an intern in the Business Development Department, I was directly involved in operational tasks and strategic outreach, particularly focusing on the company's growing presence in Southeast Asia. Ematic operates as an innovative tech-based staffing solution, with notable achievements in workforce mobilization and digital transformation.

Throughout my internship, I had the opportunity to observe core aspects of its internal processes, client interactions, and solution suite functionality, which shaped the foundation of my SWOT analysis. The analysis revealed key strengths such as Ematic position as a market leader and its agile technology system, while also uncovering weaknesses including regional job concentration and internal employee burnout. Externally, opportunities for expansion into second-tier cities and growing demand among youth for gig work were evident, alongside threats such as regulatory shifts and gig worker quality control. From these findings, I provided targeted recommendations including operational decentralization, compliance reinforcement, and talent development strategies. Concluding this report, it is clear that Ematic holds strong growth potential if it addresses its internal gaps and adapts to external pressures with strategic agility and innovation.



ACKNOWLEDGEMENT

First and foremost, I would like to express my sincere gratitude to Ematic Solutions for granting me the valuable opportunity to undergo my industrial training as a Growth Intern with such an innovative and data-driven organization. Being part of Ematic Solutions has provided me with invaluable hands-on experience, deep industry exposure, and significant personal development that I will carry forward into my future career.

A special thank you goes to my supervisor, Mr. Daniel Andrew Khong, for his unwavering guidance, patience, and continuous support throughout my internship. His tutelage did not only not only allowed me to understand the technicalities of growth strategy and client relationship, but it also made me learn the manner in which they should be able to tackle real world business issues in a professional and resilient manner.

I would like to express the biggest gratitude to my academic advisor, who gave me feedback and supervised my activities. have played crucial roles in developing this report and mentoring me all along in my internship experience.

Finally, I would like to thank my lovely family because of their support, prayers. and support. You have always been my stablest support and this is when there is the greatest difficulty moments. To my friends, I would like to thank you all because of your continuous support and presenceto inspire me. Having this kind of support is a blessing in disguise.

TABLE OF CONTENT

Acknowledgement	1
1.0 Student's Profile	2
2.0 Company's Profile	3
2.1 Company's Background	4
2.2 Vision, Mission, Objective and Goal	5
2.3 Objective & Goals	7
2.4 Core Offerings	8
2.5 Organizational Structure	10
3.0 Training Reflection	11
3.1 Departments & Duration of Engagement	11
3.2 Role and Responsibilities	11
3.3 Benefits and Gains	13
4.0 SWOT Analysis	14
5.0 Discussion And Recommendations	14
5.1 Strengths	14
5.2 Weaknesses	16
5.3 Opportunities	18
5.4 Threats	20
6.0 Conclusion	22
References	23
Appendices	24
Figure 5: Team Bonding	25
Figure 6: Ematic Solutions Content	26
Figure 7: MDEC Raya Celebration	27