



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

**INDUSTRIAL TRAINING REPORT AT
AMEC ACADEMY SDN BHD**

4th March – 18th August 2025

**ANIS IZZATY BINTI MOHD
TARMIZI**

2023393529

**Bachelor of Business Administration
(Hons.) International Business (BA246)**



SURAT KEBENARAN

Tarikh : 1 / 8 / 2025

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Tajuk Laporan	Industrial Training Report (MGT666)	Nama Syarikat	Aero Malaysian Engineering Centre (AMEC)

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EXECUTIVE SUMMARY

As a part of Bachelor of Business Administration (Hons.) in International Business in Universiti Teknologi Mara (UiTM), every student is mandated to undergo an industrial training programme. This internship is a platform for students to build practical work skills, enhance their marketability in the employment market, and instil strong accountability towards their career. It is mandatory that students complete their internship in a connected area of study to ensure the acquired knowledge is within their academic background.

This Industrial Training Report is a comprehensive report of my internship experience, which was carried out at Aero Malaysian Engineering Centre (AMEC) from 4th March 2025 to 18th August 2025. I was assigned to the Corporate & Business Development Department for the 24-week placement, where I was in a role to execute different tasks such as content creation, handling social media, promotional activities, and internal coordination. The exposure not only made me adapt to the work culture but also allowed me to enhance my hard and soft skills largely with significant improvement on both the personal and professional level.

The report comprises major aspects such as my personal profile, company history, training reflections, AMEC's SWOT (Strength, Weaknesses, Opportunities, Threats) analysis, areas for improvement with recommendations, and the last conclusion. The SWOT analysis determines the strengths, weaknesses, opportunities, and threats of the company, which gives an idea of its current position and future growth prospects. Apart from analysing my own learning experience, the report also attempts to offer some useful suggestions which can help in further defining AMEC's business and reputation.

All in all, this internship program has been successful and informative. It provided me with the chance to be able to apply theoretical principles in real-life settings and see the challenges and complexities of corporate life. With the help of the AMEC staff and my university instructors, I was also able to accomplish my internship and gain valuable experience that will drive my international business future career.

ACKNOWLEDGEMENT

Peace be upon you,

From a student to an intern, my period at AMEC Academy lasting six months was, indeed, an eye-opening experience, one that enriched my knowledge of the corporate world and helped me build the confidence a future-capable businessperson will require. I never would have thought that I could grow so much as a person and in the workplace in such a short amount of time. I am eternally thankful to those who made this journey so meaningful.

My profound appreciation goes to my internship Person-In-Charge, Ms. Diyanah of the Corporate Business and Development Department. She extended her patience, motivation, and unwavering guidance that helped me navigate my daily duties with clarity and confidence. Her belief in me uplifted me in times of doubt and made me feel that I was an asset to the company. I would also like to extend my developing thanks to my internship supervisor, Mr. Qamarul Audi bin Amran, Chief Operating Officer of AMEC Academy. His leadership and constant support and guidance remain etched in my heart. He helped me improve my work ethic, improve on areas that I was weak in, and forthwith, he inspired me to better myself.

I would like to thank to all the AMEC Academy staff for welcoming me with warmth and kindness throughout my stay here. Their support, kindness, and friendship created a great working atmosphere, truly promising, in which I felt at home, something I will forever cherish.

I must sincerely extend my gratitude to Madam Nurul Azrin Binti Ariffin and Dr. Hasnizawati Hashim for the great support and encouragement during the entire duration of this internship. Their genuine care for student welfare and their willingness to help us complete our reports were deeply appreciated and reminded me to stay grounded on the journey toward achieving my goals.

I thank all those who have supported me in any way, those who given me advice or spoken kind words toward me in this journey. All those small presences contributed to the success, in finishing this industrial training, and becoming a professional I am today.

Lastly, my strongest thanks to me. Thank you for waking up every day with courage, even when life was just utterly meddlesome. Thank you for choosing growth instead of fear, and for taking that lesson wherever you got it. All in all, I am proud of that little resilience and

those little victories-the little effort that blossomed into a giant effort toward becoming a better version of what I was at the beginning of this journey.