



MGT 666



INDUSTRIAL TRAINING REPORT

**COMMERZE
CAPITAL SDN BHD**

NUR
SYAFIQAH
AMALIA
BINTI
SHAHARIM

**2022646886
BA246 6A**



SURAT KEBENARAN

Tarikh : 18 Julai 2025.....

Kepada : Pn. Najihah Binti Abdul Rahim

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

Tuan/Puan

Maklumbalas (/)



Setuju



Tidak Bersetuju

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Nama Pelajar	Nur Syafiqah Amalia Binti Shaharim		
No. Matriks	2022646886	Nama Program	BA246 6A
Tajuk Laporan	Industrial Training Report	Nama Syarikat	Commerze Capital Sdn Bhd

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Yang Benar

.....
Nama Pegawai : Muhammad 'Ammar Bin Rozman
Jawatan : Head of Marketing
No. Tel. : 0136711226
No. Faks :

Cop jabatan/organisasi:



ACKNOWLEDGEMENT



First and foremost, all praises and thanks to Allah SWT for his endless blessings and guidance throughout my journey. With his help, I was able to complete this course successfully and gain a deeper understanding of the organization's business operations and flow, which I have explained in detail in the SWOT analysis section.

I would like to acknowledge with thanks to my lecturer Madam Najihah Binti Abdul Rahim because without her guide this assignment cannot be done properly like this. I am extremely grateful to my parents for their caring and support to help me complete this assignment. Lastly, I want to thank all my friends that helped me out with this assignment, both literally and morally.

This report is a summary of the activities and experiences I had during my six month internship training at Commerze Capital, which lasted from March 3, 2025 to August 15, 2025. The goal of this internship programme is to complete the core equipment for my Bachelor of Business Administration (Hons.) International Business.

EXECUTIVE SUMMARY

This report is prepared as part of the requirements for the MGT666 course and is based on my internship experience at Commerze Capital Sdn Bhd, a financial services company specializing in invoice factoring and business financing solutions. Throughout the internship, I was given the opportunity to observe and understand the company's operations, services, and strategies used to support SMEs in managing their cash flow more effectively.



In this report, I will begin by explaining the background of Commerze Capital, including its services, operations, and target market. This will provide a clearer understanding of how the company functions in the financial industry.

The main focus of this report is the SWOT analysis I conducted, which highlights the strengths, weaknesses, opportunities, and threats related to Commerze Capital's business. Through this report, I was able to better understand the company's position in the market, the problems it faces, and the possible ways it can grow and get better. This learning experience has helped me build both my knowledge and skills in the field of finance and digital marketing, while also giving me valuable insight into how financial institutions operate in the real business environment.

TABLE OF CONTENT

SUBJECT	PAGE
AKNOWLEDGEMENT	3
TABLE OF CONTENT	4
EXECUTIVE SUMMARY	5
STUDENT PROFILE	6 - 8
COMPANY PROFILE	9 - 12
PRODUCT & SERVICE	13 - 16
TRAINING REFLECTION	17 - 24
SWOT ANALYSIS	24 - 33
DISCUSSION & RECOMMENDATION	34 - 37
CONCLUSION	38 - 39
REFERENCES	40 - 41
APPENDICES	42 - 43