

3 MARCH - 15 AUGUST 2025

INDUSTRIAL TRAINING REPORT

AT MELAKA SENTRAL SDN BHD

PREPARED BY :

AHMAD NOR ARIFF BIN MASAZHAR
| 2023115535 | BA242



SURAT KEBENARAN

Tarikh : 15 Ogos 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

Tuan/Puan

Maklumbalas (/)



Setuju



Tidak Bersetuju

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Nama Pelajar	Ahmad Nor Ariff Bin Masahar		
No. Matriks	202311535	Nama Program	BA242
Tajuk Laporan	Industrial Training Report at Melaka Sentral Sdn Bhd	Nama Syarikat	Melaka Sentral Sdn Bhd

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.....
SITI ZAHARAH ADNAN
Nama Pegawai Sumber Manusia & Pendidikan
Jawatan MELAKA SENTRAL SDN BHD
No. Tel. Jalan Tun Abdul Razak, Peringgit, 75300 Melaka
No. Faks Tel : 06-288 1324 Fax : 06-288 1322
Email : sza399@yahoo.com

Cop jabatan/organisasi:



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Finally, I would like to acknowledge Sir Ahmad Humaam Bin A. Shukor for his guidance and advise in the progress to complete this report.





1.0 EXECUTIVE SUMMARY

This internship report provides a comprehensive overview of the industrial training I undertook at Melaka Sentral Sdn Bhd from 3 March to 15 August 2025, fulfilling the academic requirement of my Bachelor of Business Administration (Hons.) Finance program. Over the 24-week period, I was assigned to the Business Development Department, where I handled responsibilities in finance, marketing, administration, and strategic communication. Melaka Sentral Sdn Bhd, as the sole operator of Terminal Melaka Sentral—the only major bus terminal in the state—serves as a critical hub for daily commuters and plays a vital role in supporting economic and tourism activities in Melaka. During the internship, I engaged in daily operations, cross-functional collaborations, and projects aimed at enhancing service quality and operational efficiency. My tasks included rental income forecasting, salary computations, event coordination, tenant management, and documentation. I also learned to use UBS Payroll software, developed Excel templates, assisted with corporate video production, and supported customer service initiatives. The report further includes a detailed SWOT analysis, highlighting key strengths like national recognition and strategic location, weaknesses such as aging infrastructure, and opportunities linked to tourism and transport demand—accompanied by strategic recommendations. Overall, this internship has given me invaluable real-world exposure to transportation management and financial operations in a semi-government environment, while also sharpening my communication, problem-solving, and digital skills in preparation for future professional challenges.

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