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UNIVERSITI
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FACULTY OF BUSINESS AND MANAGEMENT

UNIVERSITI TEKNOLOGI MARA (UITM)

KAMPUS BANDARAYA MELAKA

BBA (HONS) INTERNATIONAL BUSINESS (BA246)

INDUSTRIAL TRAINING REPORT

MGT 666

**“SWOT ANALYSIS OF PROJEK LINTASAN KOTA HOLDINGS SDN BHD
(PLKH)”**

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SUBMISSION DATE:

21st JULY 2025

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EXECUTIVE SUMMARY

Projek Lintasan Kota Holdings Sdn. Bhd. (PLKH), a subsidiary of the PROLINTAS Group of Companies, provided a meaningful 24-week industrial training experience from 3rd March to 15th August 2025. This report outlines the organisation's background, including its corporate structure, business focus, and an overview of my placement in the Integrity and Governance Department under the Corporate Governance Division.

During the training period, I was assigned key tasks that enhanced my practical knowledge and technical skills. These included creating integrity awareness materials, preparing KPI execution plans, assisting with corruption risk assessments, managing internal declarations, handling departmental communications, and reviewing governance documents for policy compliance. Each responsibility supported the department's objective of fostering a transparent and ethical corporate environment.

Each responsibility allowed me to strengthen key skills in policy interpretation, data management, project planning, and corporate communication. Through direct involvement in governance processes, I gained deeper insight into integrity enforcement and accountability standards. Exposure to monitoring tools and reporting procedures further enhanced my understanding of how internal controls and ethical frameworks operate within a corporate environment.

This report also includes a SWOT analysis to assess PLKH's internal strengths and weaknesses, along with the external opportunities and threats that may influence the company's long-term direction. The analysis is based on observations gathered during the internship and aims to provide an informed perspective on areas for strategic improvement.

In conclusion, this industrial training has greatly enhanced my personal and professional development. It enabled me to apply theoretical knowledge in a real corporate setting while building practical skills in compliance, governance, and integrity. The experience gained forms a strong foundation for my future academic and career pursuits.

ACKNOWLEDGEMENT

I would like to sincerely thank my company supervisor, **Dr. Rozaidi bin Abdul Rahim Razali**, for his continuous guidance, support, and patience throughout my internship at Projek Lintasan Kota Holdings Sdn Bhd (PLKH). His advice and encouragement helped me understand the real working environment and improved my confidence and skills.

My deepest appreciation also goes to my academic advisor, **Pn. Siti Rohana binti Daud** from Universiti Teknologi MARA (UiTM), for always giving me the chance and support I needed to complete this report. Her understanding and encouragement truly meant a lot to me.

I would also like to thank the department staff, especially **Nur Fazlinda Aminuddin** and **Natasha Abdullah**, for being helpful, kind, and always willing to guide me during my time in the office.

To my fellow intern friends, thank you for the great teamwork, friendship, and support throughout this journey. You made my internship experience even more meaningful.

I am truly grateful to everyone who has been part of this learning experience. Thank you for making my internship valuable and memorable.

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