



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka

FACULTY OF BUSINESS AND MANAGEMENT

PROGRAMME NAME:

BACHELOR OF OFFICE SYSTEMS MANAGEMENT (HONS.)

CLASS:

M1BA232 6A

COURSE NAME:

INDUSTRIAL TRAINING (MGT666)

TITLE:

INDUSTRIAL TRAINING REPORT AT
LEMBAGA KEMAJUAN JOHOR TENGGARA (KEJORA)

PREPARED FOR:

MADAM NORHAFIZAH BINTI MOHD ZOLKAPLI

PREPARED BY:

NAME	STUDENT ID
NOR AINA AMIRA BINTI MOHD NOR	2022605122

DATE OF SUBMISSION:

15/8/2025

SURAT KEBENARAN

Tarikh : 15/8/2025

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

**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	NOR AINA AMIRA BINI MOHD NOR		
No. Matriks	2022605122	Nama Program	BA232
Tajuk Laporan	Industrial training report at Lembaga Kemajuan Johor Tenggara (KEJORA)	Nama Syarikat	LEMBAGA KEMAJUAN JOHOR TENGGARA

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


Nama Pegawai : Rosni binti Nawani @ Jusoh
Jawatan : Penolong Pengurus
No. Tel. : 07-8343000 / 019-7846918
No. Faks : 07-8221600

Cop jabatan/organisasi:



EXECUTIVE SUMMARY

This report outlines my experiences during my industrial training at the South East Johor Development Authority (KEJORA). I underwent my internship for 24 weeks starting from 03 March 2025 to 15 August 2025. In addition, the contents of this report included my student profile, the company's background, training reflection, SWOT analysis, discussion and recommendations, conclusion, and relevant appendices.

Next, for the student profile section it contains my most recent personal information which I already presented in a resume format. All of the information in the resume was updated. Meanwhile, for the company profile section, the information was provided about the details of South East Johor Development Authority (KEJORA) that include the mission, vision, objectives, goals, organizational structure, and the range of services it offers.

However, the purpose of this report is to provide a comprehensive reflection on the six-month of industrial training. It includes highlighting the duties of performed, task learned and experiences gained during my internship in the Investment Unit. Moreover, this report also presents a SWOT analysis that developed through critical reflection and knowledge acquired during the training period. Through this internship, I was able to identify the organization's strengths, weaknesses, opportunities, and threats through the exposure of the work practices, to its systems and the most important things is through their work culture and environment.

In addition, this report also includes the recommendation to address and identify the weaknesses in KEJORA based on the SWOT analysis. As part of this process, I explored various methods to resolve the issues efficiently and effectively. This involved identifying suitable solutions and recognizing the essential skills needed. For instance, through effective communication, problem solving abilities, and management capabilities to implement those solutions successfully.

Lastly, this report will conclude with the summary of my overall internship experience. In this report, I also attach some pictures as references and appendices to provide a clearer overview of the training activities carried out during my internship period. Besides, throughout this process, I think I have gained my valuable skills and knowledge that can only be acquired in a real working situation and environment. Moreover, these hands- on learning experiences not only can help to enhance my abilities but it also helps prepare myself to serve effectively in the workplace and make it a strong foundation for my future career.

ACKNOWLEDGEMENT

I am truly grateful to the Almighty for His grace and blessing, which have enabled me to successfully complete the MGT666 Industrial Training (Practical) subject in my internship at the South East Johor Development Authority. First and foremost, I would like to express my heartfelt thanks to Madam Rosni Binti Nawawi@Jusoh as my supervisor during my internship. However, I would like to thank all of the officers from the Investment Unit for giving me this opportunity to undergo my 24 weeks of industrial training starting from 03 March to 15 August 2025. I really want to thank all of them for the support, guidance and provided the good facilities to me during my internship period. Moreover, I am especially thankful for the comfortable work environment, professional services and valuable mentoring me throughout my internship.

Next, I also would like to express my sincere appreciation to my advisor, Madam Nurhafizah Binti Mohd Zolkapli for the continuous guidance and clear explanations from the beginning of this journey. For me, her support has been instrumental in helping me complete this task successfully. Then, I am so grateful for the trust she placed in me throughout the process.

Additionally, I also like to show my deepest gratitude to my parents for their unwavering support, encouragement and financial assistance throughout the completion of this coursework. Without their support and constant motivation, I would not have been able to complete this task successfully. Last but not least, my sincere thanks also go to my fellow internship colleagues for their cooperation, idea-sharing and valuable support in overcoming challenges during this practical training.

Finally, I hope that all the experiences that I get through this internship will help me to enhance my knowledge and shape me to be a responsible and competent individual and ready to contribute as part of a quality workforce.

TABLE OF CONTENT

Executive summary	2
Table of content	3
Acknowledgement	4
Student's profile	5-6
Company's profile	7-17
Training's reflection	18-23
SWOT analysis	24-30
Discussion and recommendation	30-36
Conclusion	37
References	38-40
Appendices	41-52