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INDUSTRIAL TRAINING REPORT AT LABIS SUNRISE FARM STAY (MGT666)

3 MARCH – 15 AUGUST 2025

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EXECUTIVE SUMMARY

My memorable and enlightening 6-month industrial training began at Labis Sunrise Farm Stay, an agrotourism-based business located in Labis, Johor. The company operates under Worldcome Resources Sdn. Bhd. and offers a unique combination of farm stays, café dining, event halls, farm tours, waterpark, and camping experiences. Established in 2015, the farm is built on elevated terrain with scenic sunrise and sunset views, positioning itself as one of Johor's leading agro-tourism destinations.

As a student from the Bachelor of Business Administration (Hons.) International Business program at UiTM, I was placed in the Business Development department as Sales and Marketing intern. My responsibilities included handling administrative records, designing marketing materials using Canva, assisting in event setups, managing front desk duties, and working on influencer collaborations. I also played a role in preparing documents for halal certification and created a new company website using Wix.

Throughout the internship, I gained various technical and soft skills such as data management in Excel, customer service, multitasking, communication, and time management. The company provided a supportive learning environment, treating interns fairly with paid public holidays and a monthly allowance. These experiences gave me valuable exposure to real-world business operations.

In the SWOT analysis, I identified major strengths such as the farm's panoramic views and strong digital reputation, while weaknesses included higher pricing and limited animal interactions. Opportunities like viral TikTok content and lack of direct competition in the area were highlighted, alongside threats such as weather disruptions and delays in halal certification. Each point was supported with strategic recommendations to enhance operations and customer satisfaction.

Overall, this industrial training has been a meaningful experience that allowed me to grow both personally and professionally. It has given me a clearer understanding of workplace expectations, business functions, and the tourism industry. I believe the knowledge and skills I gained will benefit my future career path and help shape me into a competent, confident graduate.

ACKNOWLEDGEMENT

Thanks to Allah's blessings, I was able to finish this Industrial Training Report (MGT666). Without the direction, encouragement, and support of a number of people, for whom I am incredibly thankful, the preparation and completion of this report would not have been feasible.

I want to start by sincerely thanking Allah for giving me the chance to complete my industrial training at Labis Sunrise Farm Stay in Labis. It has been a rewarding experience to finish this training and report, and I truly appreciate all of the helpful assistance I have received along the way.

I want to sincerely thank Sir Farhi Bin Razali, my committed advisor, for his invaluable counsel, direction, and unwavering support. His advice and insights have been really helpful to me as I've been navigating the reporting process.

Furthermore, I am immensely grateful to my company and supervisor, Mrs. TuanFarah Farhana binti Tuan Mohd Noor, for giving me the chance to obtain practical experience at Labis Sunrise Farm Stay. My supervisor and every worker who has helped and mentored me during my training have my sincere gratitude for their guidance, support, and knowledge sharing. My internship was enjoyable and enriching because of their generosity and willingness to help from the first day until the end.

I also want to express my sincere gratitude to my parents and family for their constant encouragement and moral support. Their unwavering encouragement has been a rock of support for me during this difficult but worthwhile journey. Additionally, I want to thank my friends for their support, encouragement, and patience as I completed this report and my training.

Finally, I want to express my sincere regret to everyone whose assistance was crucial to the successful completion of this report, even if their contributions were not specifically acknowledged. I'm hoping that this industrial training experience will help me become a more capable and accountable worker in the future and offer insightful knowledge about the working world.

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