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**UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA KAMPUS  
BANDARAYA MELAKA**

**FACULTY OF BUSINESS AND MANAGEMENT  
BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
INTERNATIONAL BUSINESS**

**MGT 666 INDUSTRIAL TRAINING**

**INDUSTRIAL TRAINING REPORT JOHOR SPECIALIST HOSPITAL**

## **Johor Specialist Hospital**

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## EXECUTIVE SUMMARY

The following report serves as an overview of my six-month industrial training at Johor Specialist Hospital (KPJ Johor), a premier private healthcare provider owned and operated by KPJ Healthcare Berhad. As an integral component of my training, I was employed in the Marketing Department from March 3, 2025, to August 15, 2025. To enhance the hospital's branding, advertising, and public outreach, I executed an assortment of assignments. The history, mission, vision, and organizational structure of the hospital are the initial topics of the report. Throughout southern Malaysia, KPJ Johor is recognized for its exceptional reputation, expert physicians, and extensive array of medical services. The hospital's affiliation with the KPJ network provides it with a robust support system, ongoing investments in healthcare technology, and brand-building trust.

While interning, I was able to contribute to critical marketing initiatives, including the development of promotional materials, the coordination of health programs and events, the development of social media content, and the facilitation of internal and external communications. These obligations allowed me to enhance my communication, time management, and collaboration abilities, as well as acquire knowledge regarding content development, public relations, digital marketing, and branding. The SWOT analysis in the report exhibits both the positive and negative aspects of KPJ Johor, particularly in relation to the increasing importance of digital engagement, altering patient expectations, and rising competition. According to my observations, the study concludes with recommendations and ideas for enhancing the hospital's marketing strategies, particularly by enhancing its online presence and engaging with the community.

In conclusion, this apprenticeship provided me with a wealth of knowledge regarding healthcare marketing and properly prepared me for future employment in a fast-paced, professional environment.

## **ACKNOWLEDGEMENT**

First and foremost, I would like to extend my most heartfelt appreciation to Allah S.W.T. for providing me with the fortitude, patience, and perseverance necessary to successfully complete my industrial training and this report.

My sincere gratitude to Johor Specialist Hospital for providing me with the opportunity to complete my internship at their esteemed organization. Throughout the apprenticeship period, I am grateful to Pn. Nurnasyitah, the Head of the Marketing and Communication Department, for her invaluable guidance, continuous support, and constructive feedback. In addition, I am grateful to the entire personnel at Johor Specialist Hospital for their cooperation, kindness, and willingness to share knowledge, which contributed to the enjoyment and significance of my internship.

In addition, I would like to express my gratitude to Sir Mohd Isham bin Abidin, my esteemed lecturer and supervisor, for his unwavering support, invaluable contributions, and guidance in guaranteeing that this report adhered to academic standards. This project's quality and direction have been significantly influenced by his mentorship.

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