



INDUSTRIAL TRAINING REPORT

AT FARM FRESH BERHAD
(MOZA AHMAD RESOURCES)

3rd MARCH – 15th AUGUST 2025

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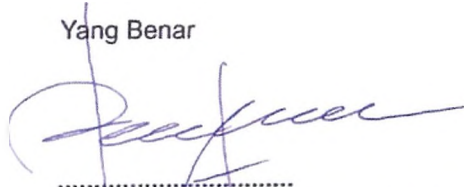
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EXECUTIVE SUMMARY

An overview of my industrial training at Farm Fresh Batu Pahat (Moza Ahmad Resources) which took place from 3rd March until 15th August of 2025, is provided in this report. Gaining hands-on experience and improving my insight of the actual working environment in the sector were the goals of the training. The training's objective was to impart useful knowledge about marketing strategies used in the dairy sector. I was put in charge of the marketing division, where I helped with inventory control and dealer management.

During the training period, I was assigned into the sales and marketing department but I also actively participated in work such as making sales from the milk education program at school. I am also the one who handles the stock and order from the cafe especially where I need to make sure the stocks are always available and prepare an invoice for delivery to the cafe. I now have a better understanding of Farm Fresh's business strategy and "grass-to-glass" supply chain thanks to these jobs.

This report includes a company analysis, specifically a SWOT analysis, where as their strengths, Farm Fresh Berhad is a well-known local dairy company with a solid reputation, efficient marketing, and an integrated supply chain that guarantees the freshness and quality of its products. Their weaknesses are due to its over-reliance on the Malaysian market, expensive operating expenses, and irregular order fulfilment to stockists are some of its problems, though. As for opportunities, Farm Fresh may grow its home dealer network, boost online sales, and implement school initiatives are all excellent avenues for growth. Then, for the threats, Farm Fresh may have strong competition, price differences in retail, and supply chain disruptions need to be addressed to maintain its market position and customer trust.

I will conclude by saying that this industrial training has improved my readiness for my future profession and given me insightful knowledge about the practical aspects of the dairy sector at Farm Fresh.

ACKNOWLEDGEMENT

First and foremost, I would like to express my heartfelt gratitude to Farm Fresh Batu Pahat (Moza Ahmad Resources) . Both my professional and personal development have benefited hugely from the experience and information I have acquired throughout this entire period.

I want to sincerely thank Ms. Rahayuwana binti Ismail, my industry supervisor, for all of her help, support, and encouragement throughout my internship. I have gained a deeper understanding of the industry because of her insightful comments and helpful criticism.

A special thanks also goes to all the staff members at Moza Ahmad Resources, who have been welcoming and supportive throughout my training, especially Miss Siti Nurhafizah binti Hashim because of her assistance and willingness to share knowledge made my learning process much more effective and enjoyable.

I am also deeply grateful to my academic advisor, Madam Nur Hazwani binti Mohamad Roseli, and the Universiti Teknologi Mara (UiTM) Cawangan Melaka, Kampus Bandaraya Melaka for their continuous support, advice, and supervision throughout the course of my industrial training.

Lastly, I want to express my gratitude to my friends and family for their unwavering moral support and encouragement throughout this training phase. Thank you.

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