

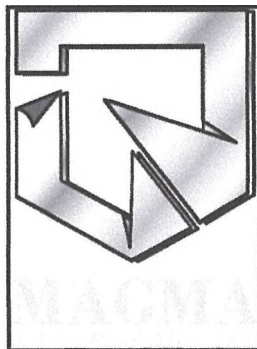


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**UNIVERSITI TEKNOLOGI MARA (UITM) CAWANGAN MELAKA
KAMPUS BANDARAYA MELAKA**

FACULTY OF BUSINESS AND MANAGEMENT

**BA232 – BACHELOR IN OFFICE SYSTEM MANAGEMEN (HONS)
MGT666 – INDUSTRIAL TRAINING**



**MAGMA TRD RESOURCES
DEPARTMENT: SALES AND MARKETING**

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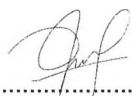
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PART 1: PRELIMINARY PAGES

EXECUTIVE SUMMARY

The industrial training reports discusses my 24 weeks long industrial training (MGT666), started on 3rd March until 15th August 2025 and this report include the knowledge and experience, I have gain while undergoing my industrial training at Magma Trd Resources for 6 months. Magma Trd Resources is an educational marketing company that promotes a joint venture with public universities program as well as Technical and Vocational Education and Training (TVET). The reason for industrial training is to prepare the students to get ready to experience the work environment so that they can adapt with the working situation in real time.

During my industrial training at Magma Trd Resources, I gained a new understanding of education industry as well as new knowledge on marketing strategies and this knowledge is very useful for me as some of the knowledge I can apply it in real working situations. Moreover, I was also given the opportunity to experience involved in events such as briefing or consultation in different places such as Shah Alam and Pahang. To conclude, the industrial training have really changed my personality as well as helping my personal advancement to become brave while speaking in public and always learning new things so I believe the industrial training have a great impact of my life to shape me to be ready experiencing the real work environment.

ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Firstly, we would like to express our gratitude to Allah SWT for making it possible for me to finish writing the report without difficulty. I would like to express my gratitude to my lecturer and advisor, Dr. Shaiful Azlan bin Abdul for guiding me to complete this report on time. I also could not have achieved what I have without the learning and guidance that I have received from him in this semester.

Not to mention, in completing this report, I would like to thank my fellow friends as well as they give me ideas and inspiration in completing this report. I also like to thank those, my parents and my office mates who have guide me through finishing this report.

Lastly, my goal is I hope this report meet all the requirements and I once again would like to express my gratitude for those who have been helping me finishing writing this report in any way whether directly or indirectly.

TABLE OF CONTENT

Table of Contents

PART 1: PRELIMINARY PAGES.....	2
EXECUTIVE SUMMARY.....	2
ACKNOWLEDGEMENT	5
PART 2: STUDENT'S PROFILE.....	6
2.1 Updated Resume.....	6
PART 3: COMPANY'S PROFILE.....	7
3.1 COMPANY BACKGROUND	7
3.2 VISION AND MISSION	9
3.3 ORGANIZATION STRUCTURE	10
PART 4: TRAINING'S REFLECTION	12
4.1 DURATION	12
4.2 DETAILS.....	12
4.3 GAINS.....	14
PART 5: SWOT ANALYSIS.....	15
PART 6: DISCUSSIONS AND RECOMMENDATIONS	16
>STRENGTHS	16
>WEAKNESSES.....	18
>OPPORTUNITIES	20
>THREATS	22
PART 7: CONCLUSION	24
PART 8: REFERENCES	25
PART 9: APPENDICES	27
TURNITIN REPORT	28