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**UNIVERSITI
TEKNOLOGI
MARA**

**UNIVERSITI TEKNOLOGI MARA (UiTM) BANDARAYA MELAKA
FACULTY BUSINESS ADMINISTRATION
BACHELOR OF BUSINESS ADMINISTRATION (Hons.) FINANCE**

INDUSTRIAL TRAINING REPORT (MGT 666)

(3rd MARCH 2025-15th AUGUST 2025)

INDIVIDUAL ASSIGNMENT:

MAJLIS BANDARAYA MELAKA BERSEJARAH (MBMB)



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1.1 EXECUTIVE SUMMARY

Universiti Teknologi MARA (UiTM) requires students pursuing the Bachelor of Business Administration (Hons.) Finance (BA242) students are to complete an internship program to obtain extensive practical experience in their field of specialty.

I went on to Majlis Bandaraya Melaka Bersejarah (MBMB) to do my internship. This paper provides a detailed description of the activities, functions, and organizational structure of MBMB with focuses on business administration and public service management.

My internship concentrated on investigating MBMB's business and service delivery operations, including public engagement tactics, licensing procedures, and financial management within the municipal context, despite the organization's primary function as a local government authority. The operational workflow of MBMB's service units, emphasizing how they handle business licensing, permits, and service efficiency, takes up a large amount of this report.

A SWOT analysis of MBMB is also included in this research, providing a thorough assessment of the company's strengths, weaknesses, opportunities, and threats. In addition, I offer important suggestions for boosting community engagement, digitization, and service delivery.

Despite being a long-standing municipal council, MBMB is constantly changing how it approaches public service and government. I gained important knowledge about MBMB's internal processes from this internship, particularly with regard to business operations and service effectiveness. For the benefit of the community it serves, I think this report will make a significant contribution to the organization's continued efforts to enhance and modernize its administrative operations.

1.3 ACKNOWLEDGEMENT

Alhamdulillah, without the guidance and assistance of several people who helped me a lot throughout the process of preparing and completing this report, this Industrial Training Report (MGT666) would not have been completed successfully. To prepare my report, I needed to find the assistance and guidance of some respectable persons, to whom I am eternally grateful.

First of all, I would like to thank Allah for providing me with the opportunity to go through this industrial training by serving at Majlis Bandaraya Melaka Bersejarah (MBMB) in Melaka. As the submission of this industrial report and collaborating with Majlis Bandaraya Melaka Bersejarah (MBMB) has brought a lot of happiness to me, I would like to express my gratitude and appreciation to my beloved advisor, Miss Norzahidah Binti Yacob, for advice and guidance provided. I would also like to thank Miss Norzahidah Binti Yacob for leading me with a proper guideline for reporting in carrying out this project.

Next, I would like to thank my company and also my supervisor, Mr Hazudin Bin Hashim, for giving me the opportunity to work at Majlis Bandaraya Melaka Bersejarah (MBMB) in Melaka. I would also like to thank my director and all the staff members who have directly and indirectly impacted my working experience here.

I am very grateful to them for the effort and initiative that they have shown during the first day I have been working here until I completed my industrial training, which they have given me, which has made me feel so comfortable to be part of the team.

Besides that, I am grateful for my parents' and the rest of my family's moral support, as well as their spirit encouragement. Everything was made possible for me by the support I received throughout this long and difficult journey. Not to mention, an honorable mention goes to all friends for their patience and assistance in completing this report and industrial training. Thank you very much once more.

Lastly, I apologize to all other unnamed individuals who assisted me in various ways to complete this report, and we hope that this industrial training report can provide us with additional knowledge about the industrial world and facts about how to become an entrepreneur in the future.

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