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UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

**INDUSTRIAL TRAINING
(MGT666)**

INTERNSHIP LOGBOOK



DURATION OF TRAINING

3 MARCH 2025 – 15 AUGUST 2025

ADVISOR

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EXECUTIVE SUMMARY

This report outlines the 24 weeks of industrial training that students at UDA Dayaurus Sdn Bhd conducted as per with course code MGT 666. The training began on March 3, 2025 and ended on August 15, 2025. Through this industrial training, students can further develop their experience and gain exposure to the actual working life. In the business development division, students may acquire knowledge under the guidance of Mrs Fadilah and Mr Haris. The trainee going to outline the specifics of my work in this report, such as creating posters, banners, and card committees for sporting events in Ipoh and Terengganu, accompanied supervisor on site site visits for tender projects, organizing receipts, making separators for tender documents and carrying out administrative tasks. It reflects the knowledge and capabilities gained during the internship across the spectrum of professional, technical, and physical development.

A SWOT analysis of UDA Dayaurus Sdn Bhd (UDSB) , which looks at the company's opportunities, threats, weaknesses, and strengths, is also provided in this report. In order to give an accurate understanding of the company's strategic position, the trainee studied this SWOT analysis using the knowledge obtained from a business administration degree. The trainee was even capable of getting suggestions on opportunities, threats, weaknesses, and strengths based on the findings. A research project examined these recommendations, guaranteed that both sides are aware of and very relevant to the requirements of the company. This report concludes by highlighting the most significant understanding and skills learned from the internship. The trainee saw beneficial impacts on my academic and professional growth throughout this internship. It shows how this experience could influence the students in their professional life and get me ready for future opportunities.

ACKNOWLEDGEMENT

First and foremost, all praises to Allah SWT for granting the blessings and strength during the preparation of this report within the given timeframe. Deepest thanks go to Mr. Haris, the supervisor in the Business Development Department at UDA Dayaurus Sdn Bhd. With the support of Mrs Wan, Ms Norish, Mr Anas and Mr Iwan and under the supervision of Mr Haris and Mrs Fadilah. It is highly helpful and simplifies students' work. They all managed to offer such excellent instruction to help students master their assigned tasks. Their expertise, patience, and willingness to share their knowledge played a significant role in shaping student's personal and professional development.

The trainee would like to show appreciation to UDA Dayaurus Sdn Bhd's Business Development department. They managed to give the student such a warm welcome as soon as the student joined. Throughout the internship, the fellow employees were always ready to give advice, feedback and support, and it had an important effect. The students are grateful for UDA Dayaurus Sdn Bhd's welcoming and cheerful setting. In addition, a special thank you to the UDA Dayaurus Sdn Bhd community. Their knowledge, experience, and positive surroundings have helped the practice in academic as well as professional settings.

The trainee also wants to show appreciation to Madam Masliana binti Tamrin, university advisor, for her guidance and support. Throughout the internship, her support was important in improving the student experience and overcoming the gap between academic and practical use. Lastly, the trainee would like to show sincere thanks to everyone who has helped and encouraged during this internship. As for the student, this internship has been highly important, and the trainee feels really glad for all of the advice that they have received.

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