



اَوْبُوْرَسِيْتِي تِيْكُونُوْلُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

INDUSTRIAL TRAINING REPORT (MGT666)

BACHELORS OF OFFICE SYSTEMS MANAGEMENT (HONS.) (BA232)

UNIVERSITI TEKNOLOGI MARA (UiTM) MALACCA

BUSINESS ADMINISTRATION TRAINEE (INTERNSHIP)

DAGANG ASIA NETWORKS HOLDING SDN BHD / DAGANG HALAL

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EXECUTIVE SUMMARY

This report is a reflection of my industrial training experience, which I have completed as part of the requirements for my Bachelor Degree of Office Systems Management. I carried out my training at DagangAsia Network Holding Sdn. Bhd. for 24 weeks, from 24th February 2025 to 12th August 2025. During this time, I worked as a Business Administration Trainee, where I was involved in various tasks across different departments. The experience gave me valuable insights into how the company operates and allowed me to apply what I've learned in the classroom to real working situations.

Moreover, the internship focused on a major part of the internship involved the use of the HubSpot tool to collect and manage customer data, as well as to perform data entry and updates efficiently across all departments. In addition, OneDrive was prioritized throughout the internship to organize and compile documents into structured folders in ensuring accessibility and systematic file management across departments. These experiences helped strengthen communication and teamwork abilities, while also enhancing digital literacy, adaptability to new platforms, and analytical thinking in daily administrative workflows.

This report provides an overall overview of the company by examining key areas such as administrative processes, management practices, communication flow, and strategic planning. As part of my analysis, I conducted a SWOT analysis to identify the company's strengths, weaknesses, opportunities, and threats. Throughout this section, I explored what contributes to the company's efficiency and what areas may need improvement, particularly in terms of office operations, system workflows, and support functions. The SWOT analysis helped me gain a clearer understanding of how internal and external factors affect the organization's performance. By highlighting both the positive and negative aspects, this report aims to show the value of structured analysis in improving overall administrative effectiveness and decision-making in a business environment.

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Also, my deepest appreciation also goes to the Head of Department Ms. Sharon, for her leadership and fostering a collaborative and empowering work environment. Her guidance offered me valuable exposure to industry practices and inspired me to grow professionally. Additionally, I am genuinely grateful to my colleagues and seniors, who were always respectful, supportive, and generous in sharing their knowledge. Their cooperation and teamwork played a vital role in helping me overcome challenges and complete my projects effectively.

Last but not least, I would like to express my heartfelt thanks to my university advisor Dr. Siti Nurul Akma binti Ahmad, for her continuous support and guidance throughout the industrial training period. Her encouragement and advice were instrumental in helping me accomplishing the goals of my internship.

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