



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka



INDUSTRIAL TRAINING REPORT

ROSA MALACCA

[3 MARCH 2025 - 15 AUGUST 2025]

Prepared By :

BA 242

NURUL NABILA BINTI BADRUL HISHAM [2022645944]

Advisor :

PN. MAIZATUL SAADIAH BINTI MOHAMAD

SURAT KEBENARAN

Tarikh : 10.7.2025

Kepada :

Penyelaras Latihan Praktikal

Fakulti Pengurusan Perniagaan
UiTM Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196

Email : praktikalfppmelaka@uitm.edu.my

Maklumbalas (/)



Setuju



Tidak Bersetuju

Tuan/Puan

**KEBENARAN UNTUK MEMUAT NAIK HASIL LAPORAN PELAJAR LATIHAN INDUSTRI
SEBAGAI "PUBLIC ACCESS" DI REPOSITORI UITM**

1. Merujuk perkara di atas, pihak organisasi bersetuju / tidak bersetuju pihak universiti memuat naik hasil laporan pelajar latihan industri sebagai "public access" di repositori UiTM.

Nama Pelajar	NURUL NABILA BINTI BADRUL HISHAM		
No. Matriks	2022645944	Nama Program	BA240CKEWAN (BAH)
Tajuk Laporan		Nama Syarikat	ROSA MALACCA

2. Tindakan ini adalah di bawah tanggungjawab dan kesedaran penuh oleh pihak organisasi.

3. Sekiranya terdapat sebarang masalah atau kebocoran maklumat sulit pihak organisasi tidak boleh mengenakan sebarang tindakan undang-undang kepada pihak universiti.

Yang Benar

ROSA HOTEL SDN BHD
(COMPANY NO.973830-D)
212, Jalan Parameswara
75000 Melaka.



Nama Pegawai : WAN JULIA DASINA
Jawatan : EKSEKUTIF AKAUN
No. Tel. :
No. Faks : 06-2819888

Cop jabatan/organisasi:

EXECUTIVE SUMMARY

This training report details the hands-on experience gained during a six-month internship at Rosa Malacca from 3 March to 15 August 2025. The training took place in the Finance and Accounting Department. I was directly involved in various financial tasks, including payment processing, reconciliation, updating the inventory system, and preparing e-invoices.

Rosa Malacca is a lifestyle hotel that provides a unique "Stay, Eat, and Shop" experience. It offers designer-inspired rooms, curated dining, wellness amenities, and creative workspaces. The company aims to create a distinctive hybrid hospitality brand and focuses on delivering memorable guest experiences.

During the training, I developed both technical skills, such as using accounting software, managing inventory systems, and creating financial reports, as well as soft skills like attention to detail, time management, and corporate communication. The experience provided valuable insight into financial processes within the hospitality industry and was beneficial for the trainee's professional growth.

The report includes a SWOT analysis of the company and provides recommendations for future improvements. This internship has significantly enhanced my practical experience, serving as an important step toward further career growth in the hospitality and finance sectors.

ACKNOWLEDGEMENT

Firstly, I want to thank Allah S.W.T. for giving me the strength, good health, and chance to finish my industrial training successfully.

I also want to express my appreciation to my industrial supervisor and the whole team at Rosa Malacca for their support, guidance, and for letting me be part of a professional and dynamic working environment. Their willingness to share knowledge and information helped me learn and grow during this internship.

I would like to thank my university, lecturers, and academic supervisor for their encouragement and for the framework that made this training possible.

Lastly, I am deeply grateful to my family and friends for their constant support and encouragement. They motivated me to keep going and make the most of this experience.

I thank all the participants who contributed, directly or indirectly, to the successful completion of this industrial training.

TABLE OF CONTENT

EXECUTIVE SUMMARY.....	1
ACKNOWLEDGEMENT.....	2
1.0 STUDENT'S PROFILE.....	3
2.0 COMPANY'S PROFILE.....	5
2.1 Background of the Company.....	5
2.2 Vision, mission, objective, goals.....	5
2.2.1 Vision.....	5
2.2.2 Mission.....	5
2.2.3 Objective.....	6
2.3 Background of establishment.....	7
2.4 Organizational structure.....	10
2.5 Product/services offered.....	11
3.0 TRAINING'S REFLECTION.....	13
3.1 Duration.....	13
3.2 Specific departments have been assigned to.....	13
3.3 Roles, responsibilities, tasks, and assignments given	13
3.3.1 Roles.....	13
3.3.2 Key Responsibilities.....	13
3.3.3 Additional Tasks.....	14
3.4 Benefits that you received and gained.....	14
3.4.1 Allowance.....	14
3.4.2 Skills.....	14
4.0 SWOT ANALYSIS.....	15
4.1 Strengths	16
4.2 Weaknesses.....	18
4.3 Opportunities.....	20
4.4 Threats	22
5.0 DISCUSSION AND RECOMMENDATION.....	24
5.1 Recommendation.....	24
6.0 CONCLUSION.....	26
7.0 REFERENCES.....	27
8.0 APPENDICES.....	28