

KAMPUS BANDARAYA MELAKA

**FACULTY OF BUSINESS & MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) MARKETING**



MGT666 INDUSTRIAL TRAINING REPORT

REVENUE VALLEY SDN BHD

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2022842498**



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3 MARCH - 15 AUGUST 2025**

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Tajuk Laporan	Internship Report	Nama Syarikat	Revenue Valley Sdn Bhd

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EXECUTIVE SUMMARY

The following industrial training report provides a comprehensive overview of the internship period, comprising five months of experience at Revenue Valley Sdn Bhd, one of the multi-brand food and beverage (F&B) in Malaysia. Training commenced on 3rd March 2025 until 15th August 2025 under the Marketing Department and it provided practical exposure in strategic marketing, implementation of digital campaigns, brand management and cross-functional work.

Revenue Valley Sdn Bhd that manages the brands The Manhattan FISH MARKET, Tony Roma's, NY Steak Shack, and DaporLah boasts a strong business model with the key themes of customer-centricity, digital fusion, and multiple brand synergy. The report demonstrates some of the important reflections regarding professional growth, such as the development of critical thinking, communication and project management skills.

A SWOT analysis is provided in detail to evaluate the internal strength and weakness of the company together with the external opportunity and threat. Strengths have been highlighted in terms of the company's strong multi-brand portfolio, work culture where everyone collaborates and digital marketing integration where it has effectively integrated. The weaknesses like strain of resources, reliance on mall locations and insufficient focus on staff training and growth have also been mentioned. Research opportunities like collaboration & partnership, innovation of menu, and health-conscious consumer trends are detected and threats like intense competition in the market, rising raw material costs and economic uncertainty are also observed.

There are strategic suggestions that are presented in every part of the report as a way to make Revenue Valley streamline its operations, grow its market space, and enhance resilience in a fast-changing transformational food & beverage environment. Such impressions are not only for academic but also relevant in the industry in regard to the course learning objectives of MGT666.

ACKNOWLEDGMENT

First of all, I would like to express my sincere gratitude to Revenue Valley Sdn Bhd for giving me the invaluable opportunity to intern at their esteemed company. It has been a truly beneficial journey and eye-opening experience that greatly helps both my personal development and academic growth.

Secondly, I would like to extend my heartfelt appreciation to my supervisors, Mrs. Desiree Tan Soo Ee and Ms. Sharon Tee Sze Yin, who guided, supported and encouraged me throughout the period of my internship. This kind of consistent mentoring by them has been of great assistance in defining my perception of the professional working environment.

Also, I would like to express my sincere thanks to the entire employees at Revenue Valley who made me very welcome, patient and accommodating enough to share the knowledge and experience in hand with me. The way they assisted me and motivated me during my internship made it worthwhile.

Besides that, I would like to take this opportunity to show my immense gratitude to my university, UiTM Kampus Bandaraya Melaka, and my internship advisor, Madam Norlela Abas, who has continuously supported and guided me. Provision of industry exposure to the students has afforded me a chance to have first-hand experience.

Last but not least, I would also like to give credits to my family members and friends since they became my best source of support throughout this entire process and journey.

TABLE OF CONTENT

EXECUTIVE SUMMARY.....	2
TABLE OF FIGURES.....	4
ACKNOWLEDGMENT.....	5
1.0 STUDENT'S PROFILE.....	1
2.0 COMPANY'S PROFILE.....	2
2.1 Name, Location, and Background.....	2
2.2 Vision, Mission, and Core Values.....	4
2.3 Organizational Structure.....	5
2.4 Product or Services.....	6
3.0 TRAINING REFLECTION.....	9
3.1 Duration: Specific Date, Working Day and Time.....	9
3.2 Details: Department, Roles, Responsibilities, Task, and Assignment.....	10
3.3 Gains: Intrinsic & Extrinsic Benefits.....	12
4.0 SWOT ANALYSIS.....	14
4.1 Strengths.....	14
4.2 Weaknesses.....	14
4.3 Opportunities.....	14
4.4 Threats.....	14
5.0 DISCUSSION AND RECOMMENDATION.....	15
Strengths.....	15
Weaknesses.....	20
Opportunities.....	24
Threats.....	28
5.0 CONCLUSION.....	32
REFERENCES.....	33
APPENDICES.....	39