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**FACULTY OF BUSINESS MANAGEMENT BACHELOR OF
BUSINESS ADMINISTRATION (MARKETING)**

**MGT 666
Industrial Training Report
SWOT Analysis of MASKargo Logistics Sdn Bhd**



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Executive Summary

This report presents a thorough summary of my industrial training experience at Malaysia Airline's air cargo division, MASKargo Logistics. This internship's primary objective was to provide practical experience in business logistics and cargo operations in order to address the knowledge gap between academic knowledge and industry practices. Besides, this internship aimed to develop professional competencies, communication skills, and a deeper understanding of how a major logistics company operates in a competitive global environment.

Throughout the internship period, I actively participated in various operational departments, such as documentation, warehousing, cargo handling, and customer service. These hands-on experiences enhanced my understanding of logistics workflows, safety regulations, and the importance of efficiency in cargo management.

A SWOT analysis has been done to evaluate MASKargo's Logistics internal capabilities and external environment. In general, the SWOT analysis helps MASKargo Logistics understand its overall strategic position. It allows MASKargo Logistics to clearly identify what it does well, where it needs improvement, what external opportunities it can tap into and what threats it must prepare for. This insight supports better decision making, helps in prioritizing investments and improvements and guides future planning to remain competitive and resilient in a rapidly changing logistics environment.

Observations acquired from the on the job training and strategic suggestions to enable MASKargo to enhance and sustain its competitive edge in the logistics industry are then presented in the final part of the report.

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