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UNIVERSITI
TEKNOLOGI
MARA

UiTM KAMPUS BANDARAYA MELAKA

FACULTY OF BUSINESS AND MANAGEMENT

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCE
MANAGEMENT**

INDUSTRIAL TRAINING (HRM666)



INTERNSHIP REPORT:

YOUTH BUSINESS INCUBATOR, UiTM MELAKA.

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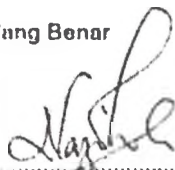
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EXECUTIVE SUMMARY

During my 6 months of industrial training experience at Youth Business Incubator (YouBI), Faculty of Business and Management, UiTM Melaka, starting from 7th April 2025 to 15 August 2025, I was actively involved in various administrative and entrepreneurial related tasks that contributed significantly to my personal and professional growth. During this journey, I gained and enhanced essential soft skills such as communication, interpersonal and time management skills. Having good interactions with lecturers, students and external stakeholders helped me build more confidence in verbal and written communication. I was entrusted with additional tasks such as preparing letters, designing posters for advertisement and even assisting in program coordination which broadened my skills in content creation and tasks execution.

One of my roles through this internship was my opportunity to observe and evaluate strength, weakness, opportunity and threats of YouBI. Among the observations, the major strength is the supportive learning environment and strong institutional support from UiTM Melaka. However, YouBI also faces certain weaknesses such as limited visibility due to its hidden physical location, and lack of social media presence which restrict its full potential. Furthermore, I also identified the threats such as limited funding, and opportunities like digitalization and external collaborations which help to scale YouBI's impact.

As a result, my internship at Youth Business Incubator was a rewarding experience that not only prepared me for the real world but also deepened my understanding of entrepreneurship, business incubation and continuous improvement in organization development.

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I would like to sincerely thank my supervisor, Pn. Siti Nazirah binti Omar, for accepting my offer to complete my internship journey at Youth Business Incubator (YouBI), UiTM Melaka. Her patience, mentorship, and willingness to share her knowledge have been instrumental in making my internship a truly valuable learning experience. Thank you for trusting me with the responsibilities given to me, which allowed me to grow both personally and professionally. Her constructive feedback and support have helped me to enhance my skills and gain deeper insights into the industry. I am truly grateful for the opportunity to learn under her supervision.

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