



UNIVERSITI
TEKNOLOGI
MARA



INDUSTRIAL TRAINING REPORT



homecity
— REAL ESTATE —

SUBJECT: MGT666

PREPARED BY:
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ABDULLAH
2023305473

PRESENTED FOR:
PN NOR HAMIZA BINTI
MOHD NOOR

MARCH - AUGUST 2025

SURAT KEBENARAN

Tarikh : 20 Julai 2025

Kepada :

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Setuju



Tidak Bersetuju

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Nama Pelajar	AMIRAH FAKHIRA BINTI ABDULLAH		
No. Matriks	2023305473	Nama Program	PEMASARAN
Tajuk Laporan	INDUSTRIAL TRAINING REPORT (MGT666)	Nama Syarikat	HEMOCITY SEREMBAN

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

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Yang Benar

.....
Nama Pegawai : Fay Zhiyang
Jawatan : Director
No. Tel. : 012-658 3890
No. Faks :

Cop jabatan/organisasi:

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(1423148-D)
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EXECUTIVE SUMMARY

This internship report reflects the complete experience of my industrial training at HomeCity Seremban which is a well known and established property agency dealing with new development real estate in Negeri Sembilan. The report contains intricate details of the company profile, the scope of work, organized activities performed during the internship, critical reflection, and SWOT analysis, and recommendations that can be taken based on field experience.

During the five months training process, I was placed in the Sales Department, where I was engaged in most of the activities in the property sales, online marketing, client interaction, and project marketing. I attended roadshows, worked with leads, organized property visits as well as assisted in sales campaigns- a great experience in learning about the real estate industry in Malaysia, which is fast paced.

The report also identifies the strengths, weaknesses, opportunities, and threats of the company along with strategic recommendations on the basis of industry research. Activities that are recorded in my personal development, including sports events, incentive-based performance monitoring and company-wide functions, e.g. annual dinner are also recorded. The training has enabled me to fill the gap between theory and practice and acquire essential soft and hard skills required in the workforce.

This report is not just a report of the technical and strategic side of my internship but also a report of the transformation progress that I went through as a future marketing professional.

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2.0 UPDATED RESUME

AMIRAH FAKHIRA BINTI ABDULLAH



EDUCATION

Degree in Business Administration (Marketing) with Honors, March 2023 – Current, University Technology MARA (UiTM), Kampus Bandaraya Melaka, Melaka.

Current CGPA: **3.47**

Diploma in Banking Studies, July 2019 – February 2022, University Technology MARA (UiTM), Rembau, Negeri Sembilan.

Achieved CGPA: **3.19**

TRAINING

Webinar Filantropi Perkasa Kerja Asnaf Demi Kejayaan Umat, Jun 2023 organized by Unit Wakaf, Zakat dan Infaq (EL-WAZIF) serta Akademi Pengajian Islam Kontemporari University Technology MARA Cawangan Melaka.

- Gained insights into the role of philanthropy in empowering communities (Asnaf) and promoting sustainable socioeconomic development.
- Engaged in discussions on Islamic approaches to zakat, waqf, and infaq in fostering collective progress and addressing poverty challenges.

Program E-Usahawan Terjun, June 2021, organized by Unit Kokurikulum, University Technology MARA Cawangan Negeri Sembilan Kampus Rembau.

- Developed practical skills in digital entrepreneurship, including strategies for online marketing, branding, and customer engagement.

WORK EXPERIENCE

Part – Time Crew, December 2018 – June 2019, Golden Scoop Sdn Bhd (Baskin Robbins, Palm Mall Seremban)

- Managed customer inquiries and resolved complaints promptly to maintain high satisfaction levels.
- Operated point-of-sale (POS) systems, accurately processing cash and card transactions, maintained proper cash drawer balances and prepared daily sales reports.
- Monitored stock levels and restocked shelves to ensure availability of products and upheld cleanliness and hygiene standards by adhering to food safety guidelines and performing regular cleaning duties.