



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

**FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UITM) CAWANGAN MELAKA
BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING - BA240**

INDUSTRIAL TRAINING REPORT (MGT666)

**INDUSTRIAL TRAINING REPORT AT
SERI SENAWANG EVENT SDN. BHD.**



PREPARED BY:

NAME	NO. MATRIX
WAN MASTURA AMEERAH BINTI WAN AHMADI	2022495376

ADVISOR:

MADAM AEMILLYAWATY BINTI ABAS

DATE OF SUBMISSION:

20 AUGUST 2025

SURAT KEBENARAN

Tarikh : 19/3/2025

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 (I)



Setuju



Tidak Bersetuju

Tuan/Puan

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

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

Nama Pelajar	WAN MASTURA AMEERAH BINTI WAN AHMADI		
No. Matriks	2022495376	Nama Program	PEMASARAN
Tajuk Laporan	INDUSTRIAL TRAINING REPORT AT SERI SENAWANG EVENT SDN. BHD.	Nama Syarikat	SERI SENAWANG EVENT SDN. BHD.

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



.....
Nama Pegawai : NUR FARZANA BINTI ABDUL RAZAK.
Jawatan : HUMAN RESOURCE MANAGER
No. Tel. : 013-5358617
No. Faks : -

Cop jabatan/organisasi:

SERI SENAWANG EVENT SDN. BHD.
(1279007-A)
163, JALAN MERANTI, TAMAN SENAWANG JAYA,
70450 SEREMBAN, NSOK
012-581 6645, 011-3756 8127

1. EXECUTIVE SUMMARY

The 24 weeks of industrial training at Seri Senawang Event Sdn Bhd have provided so many opportunities that are great for an internship student to explore and gain experience from handling different tasks. The company Seri Senawang Event Sdn. Bhd. is analysed. A company that supplies facilities relating to events by targeting weddings and corporate events. The job scopes include managing social media through posting contents based on a monthly calendar, engaging with the audience through personal messages and replying to comments. Also, making content creation by finding reference on social media and organising a monthly content calendar. Next, designing and editing content to be posted on social media using application tools on Canva and CapCut. PESTLE is used to understand the external factors while SWOT is used to gain internal insights. Recommendations are suggested to SSE post analysis to improve the business condition.

3. ACKNOWLEDGEMENT

Praise be to Allah S.W.T. for all strengths provided while making this report and experiencing the whole process of this semester, of doing industrial training. This semester has taught me various things from learning new things and handling several tasks related to the course of Marketing, thus strengthening my skills and building relationships with experienced individuals.

Also, I want to express my appreciation to those who have contributed through this journey. To MARA University of Technology, this institute has provided me with knowledge through many courses to provide theories which could be applied during industrial training and preparing for a career in the future.

I am extending my gratitude to my supervisor Ms Nur Farzana Binti Abdul Razak for assisting me throughout my internship from learning with the Marketing department and experiencing different areas while doing my internship. Next, to my advisor, Madam Aemillyawaty Binti Abas for guiding me in producing this particular report by explaining details that are crucial to be included.

Finally, I am eternally grateful to my family, especially my parents and my friends for the endless support, encouragement, and motivation for me to complete this journey successfully with flying colours.

2. TABLE OF CONTENTS

1. EXECUTIVE SUMMARY.....	1
2. TABLE OF CONTENTS.....	2
3. ACKNOWLEDGEMENT.....	3
4. STUDENT'S PROFILE.....	4
5. COMPANY'S PROFILE.....	5
5.1 ORGANISATIONAL STRUCTURE.....	6
5.2 PRODUCTS AND SERVICES.....	7
6. TRAINING'S REFLECTION.....	9
7. EXTERNAL ANALYSIS.....	11
8. SWOT ANALYSIS AND DISCUSSION.....	13
9. RECOMMENDATIONS.....	20
10. CONCLUSION.....	22
REFERENCES.....	23
APPENDICES.....	31