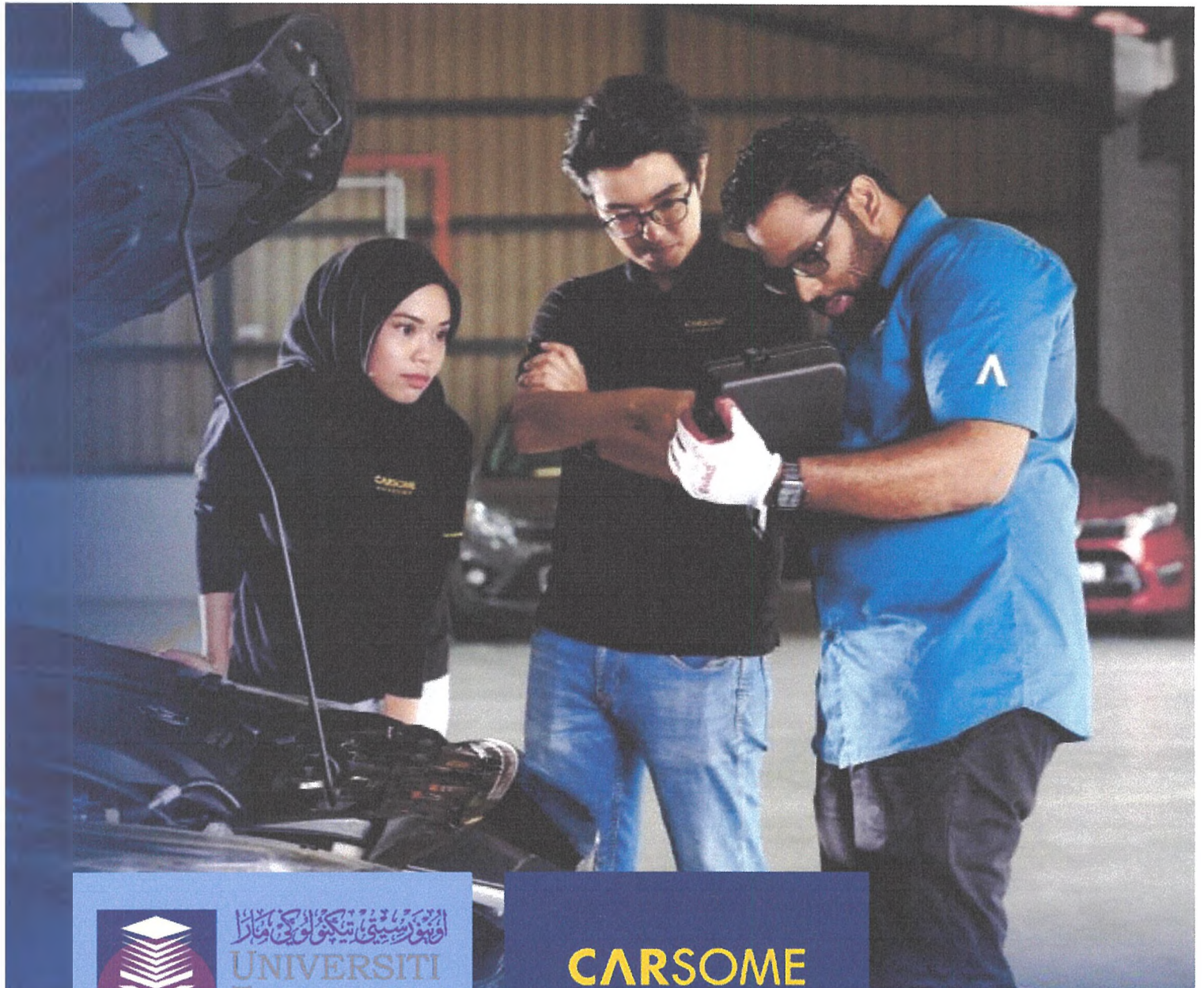




UNIVERSITI
TEKNOLOGI
MARA

CARSOME
ACADEMY

INDUSTRIAL TRAINING REPORT

MGT666

3 MARCH - 15 AUGUST 2025

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2023126225
BA240

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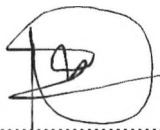
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Tajuk Laporan	Industrial Training Report	Nama Syarikat	CARSOME Academy

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EXECUTIVE SUMMARY

This report forms part of requirements to obtain the Bachelor of Business Administration (Hons.) in Marketing. I graduated from a 24 week (6 month) internship programme at the Carsome Academy as a part of a Marketing Internship. This internship exposed me to practical experience and an insider's deep insight into the fast-changing world of marketing in the automotive education industry.

During my placement, I was involved in a number of marketing campaigns, these included content creation, market research, social media management and campaign support. Such tasks helped develop my marketing knowledge, communication skills and apply the theoretical concepts studied during my training to the actual that is outside the class. I was also exposed to how digital marketing tools and platforms are part of everyday business operations in today's landscape.

Exposure to the efforts of experts dealing in the matter at Carsome academy has deepened my understanding of brand positioning & customer engagement strategies. I particularly must thank my supervisor for guidance and mentorship and the supportive team that is a collaborative unit. In general, this internship will have been an invaluable event in preparing me for a career in marketing. I strongly advise that Carsome Academy should be considered as an internship venue for future undergraduates on the lookout for real industry experience.

ACKNOWLEDGEMENT

To begin with, I would like to thank Allah S.W.T my lord and saviour for knowledge that enabled me to have strength to work and blessings without which I couldn't have been able to complete this report. This report discusses analysis of the company that I underwent my industrial training at Carsome Academy.

I would also express deep gratitude to my advisor, Madam Siti Syamira Binti Mohd Ramli, from UiTM, for her valuable help and continuous assistance in preparation of the report. My sincere gratitude goes as well to my manager at Carsome Academy, Nurul Nasuha Nabila, for her guidance and mentorship throughout my six months of internship with Carsome Academy. Their support and help have been cardinal in accomplishing this work successfully.

Also, I would like to express my heartfelt thanks to my adorable family members who continuously stood by me and encouraged me during this voyage. Their never-ending care and encouragement have been greatly helpful in accomplishing this report. I owe my special gratitude to my mother for her unfailing support that motivated me to give the best. My family is my treasure, without their help and wisdom, I wouldn't be able to take any step.

I would also thank my colleagues specifically for their cooperation and desire to help me during the industrial training. The desire to answer my questions, to give advice were the significant part of successful performance of my internship and this report. Their support meant that I was involved during the entire process while being well aware of what was going on.

Lastly, I would like to stop for a moment and thank myself for having confidence in my capabilities, as well as for remaining committed and determined enough to conquer every obstacle I come across without giving up. I appreciate the strength, courage, and power that allowed me to complete my internship at the Carsome Academy, as well as that which composed this report. The awareness of this individual journey tells me about self-belief and hard work.

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