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Cawangan Melaka
Kampus Bandaraya Melaka

FACULTY OF BUSINESS & MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

MGT666

INDUSTRIAL TRAINING REPORT

PREPARED BY:

NAME	NO. MATRIC	CLASS
NURQISTINA BINTI HUZAIMIE	2023393011	BA2405D

PREPARED FOR:

MADAM WAN AISYAH AMNI WAN MOHAMED SAFERDIN

SUBMISSION DATE:

16 JULY 2025

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SURAT KEBENARAN

Tarikh : 17 Ogos 2025

Kepada :

Maklumbalas (/)

Penyelaras Latihan Praktikal

Fakulti Pengurusan Perniagaan

UiTM Kampus Bandaraya

10 Off Jalan Hang Tuah

75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196

Email : praktikalfppmelaka@uitm.edu.my



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Nama Pelajar	NURQISTINA BINTI HUZAIMIE		
No. Matriks	2023393011	Nama Program	BA240 Pemasaran
Tajuk Laporan	Internship	Nama Syarikat	PETRONAS Lubricants Marketing Malaysia

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Yang Benar

Mah Chin Theng

**PETRONAS LUBRICANTS MARKETING
(MALAYSIA) SDN. BHD. (320067-W)**

Cop jabatan/organisasi:

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Nama Pegawai : Mah Chin Theng
Jawatan : Manager
No. Tel. : 0123345980

EXECUTIVE SUMMARY

This is an overview of my internship with PETRONAS Lubricants Marketing Malaysia (PLMM), namely in the Strategy – Business Improvement Division. During this period, I observed that the division has strong corporate support from PETRONAS that lends credibility, strength, and strategic potential. The team's professionalism and expertise ensure effective delivery of projects and engagements with stakeholders, which enhance the division's overall performance.

However, the paradox in the division is that there are challenges here, and most notable is over-reliance on manual tools like Excel to monitor and report data. This paradox makes the division prone to greater errors, process overloads, and overloading the team, especially at peak activity cycles. Additionally, the paradox of sparse manpower and frequent overworked team members dealing with multiple projects simultaneously often results in delays and changes in priorities.

Growing opportunities involve adopting digital transformation technology such as Power BI or Tableau, which can automate reporting and optimize real-time decision-making. Furthermore, the growing focus on sustainability and electric vehicles provides a strategic growth opportunity for PLMM to position itself as a green, sustainable brand. To capitalize on these opportunities and mitigate external threats like market volatility and intense competition, PLMM must invest in automation, employee skills development, and eco-friendly measures to maintain competitiveness and drive long-term growth.

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to PETRONAS Lubricants Marketing Malaysia (PLMM) for providing me with the valuable opportunity to undertake my internship within the Strategy – Business Improvement Division. I am especially grateful to my supervisor and team members for their continuous guidance, support, and encouragement throughout this learning journey. Their mentorship has greatly enhanced my understanding of strategic management and the workings of a global industry leader.

I also wish to thank the entire team for creating a welcoming and conducive environment that fostered my growth and learning. Additionally, I am thankful for the various internal briefings, project involvement, and company events that enriched my internship experience and allowed me to gain practical insights into the company's operations. Lastly, I appreciate everyone who contributed their time and expertise to make this internship a meaningful and memorable part of my educational journey.

TABLE OF CONTENT

CONTENT	PAGE
STUDENT'S PROFILE	
- Updated Resume	1
COMPANY'S PROFILE	
- Name, Location, Background	3
- Vision, Mission, Objective, Goal	4
- Organizational Structure	5
- Products and Services	5
TRAINING'S REFLECTION	
- Duration: Specific date, Working day and time	8
- Details: Departments, Roles, Responsible, Assignments, Tasks	8
- Gains: Intrinsic & Extrinsic benefits such as allowance, experiences, knowledge, skills, etc.	10
SWOT ANALYSIS	13
DISCUSSION & RECOMMENDATION	15
CONCLUSION	19
REFERENCES	21
APPENDICES	22