



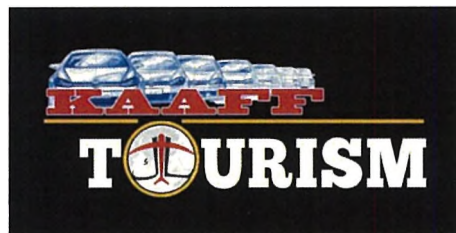
اُونِيُوَرَسِيْتِي تِيكْنُولُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

INTERNATIONAL BUSINESS

INDUSTRIAL TRAINING REPORT (MGT666)



PREPARED BY:

SITI NUR SYAZWANI BINTI YACOB / 2022484556 / BA246 6B

UITM ADVISOR:

DR. NURAZREE BIN MAHMUD

DATE OF INDUSTRIAL TRAINING:

3 MARCH 2025 - 15 AUGUST 2025

SURAT KEBENARAN

Tarikh : 15.8.2025

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 (/)



Setuju



Tidak Bersetuju

Tuan/Puan

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

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

Nama Pelajar	SITI NUR SYAZWANI BINTI YACOB		
No. Matriks	2022484556	Nama Program	BA246 6B
Tajuk Laporan	INTERNSHIP REPORT	Nama Syarikat	KAAFF TOURISM LEGACY SDN BHD

SITI NUR SYAZWANI BT YACOB

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 : MOHAMMAD SHAHRULL IKHMAL BIN NORDIN

Jawatan : PENGARAH SYARIKAT

No. Tel. : 01127710469

No. Faks : -

Cop jabatan/organisasi:



EXECUTIVE SUMMARY

My memorable and enlightening 6-month industrial training began here at KAAFF Tourism Legacy & Car Rental Sdn. Bhd., where I was attached to the Marketing and Tourism Department. Throughout the internship, I was actively involved in designing promotional content, handling social media postings, and assisting in the development of travel packages to destinations such as Indonesia, Thailand, and Vietnam. I was also entrusted with the responsibility of leading cross-border tours to Singapore and Thailand, where I coordinated transport logistics and ensured smooth travel experiences for our clients. These hands-on tasks gave me invaluable insights into real-world tourism operations and strengthened my ability to lead, communicate, and adapt in dynamic settings.

Through daily engagement with customers and management, I was able to observe both the strengths and areas of improvement within the company. Among its key advantages is its strategic location near the Malaysia-Singapore border, which naturally attracts cross-border travellers. Additionally, KAAFF operates a well-maintained and diverse vehicle fleet, including vans that support large group travel. However, I also encountered operational limitations such as the lack of an integrated online booking system, which often led to slower responses and increased manual workload. Moreover, the company's marketing efforts were relatively weak, relying on inconsistent content and lacking dedicated promotional strategies that may limit customer engagement and digital visibility.

Despite these challenges, I observed meaningful opportunities for improvement. The absence of a digital booking platform signals potential for innovation to enhance efficiency and customer accessibility. Furthermore, partnerships with travel agencies and international operators could strengthen market presence. At the same time, the company must navigate risks such as strong local competition and possible regulatory shifts. Overall, this experience enriched my practical understanding of strategic planning and market evaluation in the tourism sector.

ACKNOWLEDGEMENT

Alhamdulillah, all praise to Allah SWT for His endless blessings and guidance throughout the completion of my industrial training and the preparation of this report. The experience has not only been intellectually enriching, but also personally rewarding. I am truly grateful for the strength, perseverance, and support that have sustained me throughout this journey.

I would like to extend my heartfelt appreciation to Encik Mohammad Shahrull Ikhmal bin Nordin, my industrial supervisor at Kaaff Tourism Legacy Sdn. Bhd., for his continuous guidance, trust, and encouragement during my training period. His professionalism, commitment, and constructive feedback have significantly shaped my learning experience, and I am sincerely thankful for the opportunity to be mentored under his supervision. The exposure I gained under his leadership has undoubtedly enhanced my practical skills and understanding of the tourism and car rental industry.

My deepest gratitude also goes to Dr. Nurazree bin Mahmud, my academic advisor from Universiti Teknologi MARA (UiTM), for his invaluable support, insightful advice, and academic guidance throughout the duration of my internship. His encouragement and direction have been instrumental in the successful completion of this report. I would also like to thank the Faculty of Business and Management, UiTM, for providing a structured industrial training programme that bridges academic knowledge with industry practices.

Last but not least, I am forever indebted to my beloved family and friends for their unwavering support, understanding, and prayers. I also wish to acknowledge the kindness and cooperation of my colleagues at Kaaff Tourism, whose assistance made my internship more meaningful. To all who have contributed directly or indirectly to this journey, thank you for being part of this memorable and enlightening chapter of my academic life.

TABLE OF CONTENT

EXECUTIVE SUMMARY	2
TABLE OF CONTENTS	3
ACKNOWLEDGEMENT	4
STUDENT'S PROFILE	5
COMPANY'S PROFILE	7
TRAINING'S REFLECTION	11
SWOT ANALYSIS	14
DISCUSSION AND RECOMMENDATION	15
CONCLUSION	27
REFERENCES	28
APPENDICES	30