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UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

MGT666 INDUSTRIAL TRAINING REPORT

SWIFT INFINITY SDN BHD

03 MARCH 2025 - 15 AUGUST 2025

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING (BA240)

M1BA240 5A



SUBMITTED BY

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SUBMITTED TO

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SURAT KEBENARAN

Tarikh : 15 April 2025
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Nama Pelajar	Wan Muhammad Taufiq Bin Abdul Aziz		
No. Matriks	2022449878	Nama Program	BA240
Tajuk Laporan	Industrial Training Report	Nama Syarikat	Swift Infinity 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

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Nama Pegawai :
Jawatan :
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EXECUTIVE SUMMARY

Swift Infinity Sdn. Bhd. is a contemporary Kuala Lumpur-based sales and marketing company. Since its founding in 2018, the company employs in-person marketing practices, with a firm emphasis on in-person human interaction to aid in the recruitment and retention of customers, along with the building of brand awareness.

Swift Infinity provides an array of services to create meaningful connections between the public and brands: Among these services are Sales Acquisition, which is simply the capture and retention of the customer through direct selling. Roadshows and events create a brand awareness campaign with public visibility. Individualized interaction develops long-term relationships by managing client affairs through the company. They have key clients from different industries, including telecommunications like Unifi Telekom Malaysia, finance and banking like Maybank and UOB, technology like Grab, and non-government organizations like the United Nations. Ownership at Swift Infinity is based on a regional business with six countries represented, including Hong Kong, Thailand, Taiwan, South Korea, Singapore, and Malaysia.

The organization is continually expanding its network within these countries. It does have compassion for human beings and focuses on creating leadership skills and a work-friendly culture. They provide a clear career progression path that unfolds possible earnings without limits, and a comprehensive coaching program. Swift Infinity seeks intelligent people to join their organization. Ideal candidates should show good leadership and a positive attitude.

The most innovative company in Malaysia's outsourced selling and marketing, according to creative approaches in customer engagement and investment in employee growth, is Swift Infinity Sdn. Bhd.

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim, Assalamualaikum warahmatullahi wabarakatuh,

First of all, we would like to thank Allah Subhanahu wa ta'ala for his blessing and alhamdulillah we managed to finish this industrial training report at Swift Infinity Sdn Bhd. A lot of work has been put in and I want to convey my heartfelt appreciation to everyone since without them, I wouldn't be able to finish this industrial training report.

I also would like to give thanks and gratitude to my beloved advisor, Madam Norazira Binti Mohd Abas for subject MGT666 for the advice, inspiration, support, ideas, patience, and tolerance that led to this industrial training report at Swift Infinity Sdn Bhd. She was a huge inspiration for me to work on this report. I would also like to express my appreciation gratitude to her for instructing us on this report.

I'm really grateful to all of my friends and Swift Infinity Sdn Bhd staff and team members who assisted and supported me in completing this report by providing thoughts and ideas. I want to express my heartfelt gratitude to all of my dear friends and Swift Infinity Sdn Bhd staff who stood by me and supported me through thick and thin. I would like to express my sincere gratitude to the Swift Infinity for Sdn. Bhd. I give thanks to them for letting me join their well-regarded organization. I have been involved in such a people-oriented progressive company. That has improved me incredibly, both professionally coupled with personally.

Next, I offer special thanks to the management team for their active support. The team also creates an environment in which learning, leadership, and growth are encouraged. They dedicated themselves to quality. Furthermore, they innovate daily, inspiring others. Through my time at Swift Infinity, I understood real-world business operations more deeply, particularly marketing, customer engagement, and professional development. I sincerely appreciate my colleagues and mentors also because they encouraged and guided me greatly, shaping my

experience. They gladly shared knowledge and gave helpful feedback, which let me boldly build and freshly grow skills in a shared setting that helped.

I want to thank my parents and family for their love, encouragement, and strength. Finally, I want to offer my heartfelt gratitude to everyone who helped and supported me, directly or indirectly, in making this report a success. The company's emphasis on teamwork, open communication, and continuous improvement has imparted to me the importance of adaptability and a positive attitude in the workplace and improved my technical competencies. This experience turned my personal and professional adventure into a new chapter. Everyone at Swift Infinity Sdn provided me with exposure, mentorship, and trust, for which I am grateful. Bhd., I look forward to carrying forward these valuable lessons in my future endeavors.

May Allah grant the above mentioned individuals prosperity and honour in their lives. Thank you so much.