



TROPIKA



اَوْنُوْرْ سَیْنِیَوْ تَکْنُوْلُوْجِیْ مَیْاَرَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

INDUSTRIAL TRAINING REPORT:

TROPICA BEAUTY SDN. BHD.

3 MARCH - 15 AUGUST 2025

NUR IYAZI IZZATI BINTI MOHD HANIF (2022453376)

BA240 (MARKETING)

SURAT KEBENARAN

Tarikh : 15.07.25

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

Tuan/Puan

Maklumbalas (/)



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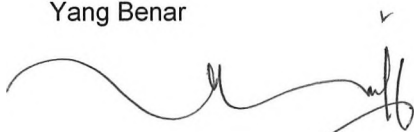
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Nama Pelajar	Nur Iyazi Izzati Bt Mohd Hanif		
No. Matriks	2022453376	Nama Program	Pemasaran
Tajuk Laporan	Industrial Training Report: Tropica Beauty Sdn Bhd	Nama Syarikat	Tropica Beauty Sdn Bhd

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Yang Benar



Nama Pegawai : Tuan Hj. Mohd Zaki bin Hanaf
Jawatan :
No. Tel. : 012 - 317 1411
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EXECUTIVE SUMMARY

During my 6 months industrial training that I will always remember and will always enlighten my life was at Tropica Beauty Sdn. Bhd. between 3 March 2025 and 15 August 2025. This report offers an overview of my professional experience in a famous Malaysian company that is known for its natural wellness and personal care products. It was a great learning experience as it covered crucial aspects like product development, digital marketing, event planning and overall business operations.

Throughout this period I was involved in a diverse number of tasks including writing new landing pages for Tropika TMED, writing minutes of meetings for SKU proposals for new skincare items and assisting with marketing initiatives for products such as Baby Herbal Cream, Vaporoll and Fresh & Cool. I also attended external events such as hospital visits and sampling, supported the CRM and marketing teams to coordinate campaign and administrative tasks.

This internship helped improve my communication, teamwork and researching skills as well as enabled me to effectively use digital tools and exposure to practical marketing strategies. It also illustrated to me the whole product journey from concept to end consumer. In general, this practical training has been a valuable part of my studies and career.

1.0 ACKNOWLEDGEMENT

First and foremost, I wish to thank Tropica Beauty Sdn Bhd for furnishing me with the opportunity to complete my industrial training work in their prestigious setting. I treasure all lessons that have been imparted through this experience. I want to give my respect especially to my boss and his team at Tropica Beauty for the wonderful help, patience, and guidance since they taught me everything I needed to know. They have assisted my education and career, and to them, I am eternally grateful. Apart from that, I also got the chance to carry out a SWOT analysis, which gave me a complete understanding of Tropica Beauty's external opportunities and threats as well as internal strengths and weaknesses.

This investigation has taught me strategic thought in a company and will pave the way for my future learning. I want to particularly thank Madam Syamira, my advisor, for alerting me about the training, supporting, and guiding me through it. Most of her counsel and support have helped shape my perception of the company. Lastly, I want to wholeheartedly thank my family and friends for their unceasing support and strength in times of need. It is this assistance that has helped me in the completion of my industrial training. It has been truly rewarding to have this experience with Tropica Beauty, and I also wish to truly appreciate everyone who further contributed toward my learning process.

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