



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

INDUSTRIAL TRAINING REPORT AT UNITS INDUSTRIAL TRAINING UiTM CAMPUS BANDARAYA MALACCA

PREPARED FOR : DR NAJIHAH NADIA
BINTI HASBULLAH
PREPARED BY : MIMIE HASANAH BINTI
AHMAD ZAWAWI WEE

DATE OF INTERNSHIP PERIOD : 24
FEBRUARY 2025 TO 8 AUGUST 2025

STUDENT ID : 2022478714
PROGRAMME : BACHELOR OF BACHELOR
OF BUSINESS ADMINISTRATION (HONS.)
MARKETING



SURAT KEBENARAN

Tarikh : 8/8/2025

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 UTM

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

Nama Pelajar	Mimie Hasanah Binti Ahmad Zawawi Wee		
No. Matriks	2022478714	Nama Program	BBA240 (Marketing)
Tajuk Laporan	Final Report	Nama Syarikat	Unit Latihan Industri

UiTM Kampus Bandaraya Melaka

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 : Dr. Geetha Muthusamy
Jawatan : Penyelaras
No. Tel. :
No. Faks :

Cop jabatan/organisasi:


DR. GEETHA MUTHUSAMY
Penyelaras Latihan Industri
Fakulti Pengurusan dan Perniagaan
Universiti Teknologi MARA
Cawangan Melaka
Kampus Bandaraya Melaka



EXECUTIVE SUMMARY

As part of my Bachelor of Marketing curriculum, I completed a six-month industrial training program at the Unit Latihan Industri, UiTM Kampus Bandaraya Melaka, from February 24, 2025, to August 8, 2025. This internship report details my experience.

As an administrative staff member during this internship, I was tasked with a variety of administrative and coordination duties pertaining to student industrial training assignments. Through this position, I was able to deepen my comprehension of workplace dynamics in an academic context and have firsthand knowledge of the inner workings of the university's industrial training section.

Communicating with students and academic staff on a daily basis was a big part of my duties. I improved my communication abilities and gained knowledge on how to work with a variety of people in a professional and efficient manner as a result of these encounters. Since the position needed a constant online presence to handle enquiries and offer assistance to students during regular business hours, I also learnt how important it is to be present and responsive.

All things considered, this internship was a worthwhile educational opportunity that enhanced my technical and soft abilities. It gave me practical experience with the administrative side of academic support services and helped me gain more confidence in my ability to communicate, particularly with lecturers and students. My professional and personal development in the marketing industry will be greatly aided by the information and expertise I have acquired.

ACKNOWLEDGEMENT

Above all, I want to sincerely thank Allah S.W.T. for His blessings and direction during my six-month industrial training at Unit Latihan Industri, UiTM Kampus Bandaraya Melaka, which took place from February 24, 2025, to August 8, 2025.

I want to express my profound gratitude to Universiti Teknologi MARA (UiTM) for giving me the chance to participate in this industrial training as a requirement for my marketing degree. I would especially want to thank to Dr Geetha and Dr Azmawati for accepting me as an intern and for offering me a professional and encouraging work atmosphere during my training.

I want to express my sincere gratitude to my supervisor, Dr. Geetha, and the entire staff at the Industrial Training Unit for their essential support, encouragement, and patience. Their encouragement and openness to sharing their expertise have been extremely helpful to my education and skill-building.

Additionally, I want to thank Dr. Najihah, my academic advisor, for her guidance and unwavering support both before and throughout my internship. Last but not least, I would want to thank my father Ahmad Zawawi Wee, my mother Fatimah Binti Mansor, my sister Yasmine Nafura, Nur Iman qaseh and my brother Aiman Afiq for their support and for helping me finish this internship. Not forget also for my cats Kecik, Farah, Oro, Loya, Loka and Tabby. I'd like to thank my best friend Putri Aedrynna Sufia for her unwavering support, encouragement, and genuine friendship, which have been a constant source of strength throughout this journey. Thank you for the many late-night conversations, the laughter during stressful days, and for always being available when I needed a friend the most. Your presence has made this experience bearable and memorable. I am truly fortunate to have someone like you in my life.

Furthermore, I would like to express my gratitude to Miss Wan Nur Shuhada Binti Wan Roslan my fellow internship colleague, for her assistance and cooperation. Her willingness to cooperate and share knowledge has produced a productive and satisfying work environment.

My academic journey has benefited much from this experience, and I sincerely thank everyone who has contributed to its significance and fulfilment.

TABLE OF CONTENT

ACKNOWLEDGEMENT	PAGE 4
1.0 STUDENT PROFILE	PAGE 5
2.0 COMPANY PROFILE	PAGE 6
3.0 DEPARTMENT PROFILE	PAGE 9
4.0 UNITS PROFILE	PAGE 12
5.0 PRODUCT OFFER	PAGE 14
6.0 TRAINING REFLECTION	PAGE 16
7.0 SWOT ANALYSIS	PAGE 17
8.0 RECOMMENDATION	PAGE 24
9.0 CONCLUSION	PAGE 25