



اُونِيُوَسْطِيْتِي تِيَكُونُو لُو كِي مَبَارَا
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TEKNOLOGI
MARA

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FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL
BUSINESS

INDUSTRIAL TRAINING (MGT 666)

COMPANY:



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EXECUTIVE SUMMARY

This internship report encompasses the complete industrial training procedure at Borong Malaysia, the organisational background as well as training events and skills in their preparation and for analysis, as well as strategic insights on the host company. The initial part of the report involves an introduction to industrial training and its objectives, then follows with a detailed company profile which tells the background, vision and mission of Borong Malaysia, company structure and products and services it provides.

The training overview is also addressed with the internship programme duration, workweek, department placement and roles and responsibilities during the training. It also contains a reflection paper for training, where readers can refer to the knowledge learned, skills and development and how professional issues were tackled during the internship.

Additionally, the report uses SWOT and PESTEL analysis tools to assess Borong Malaysia's internal and external competitive environment. Every SWOT element is described in detail with workplace insights and practical suggestions for how the company can achieve and maintain its good work performance. The report ends with key findings and references/appendices which provide evidence of internship activities.

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