

# **MGT 666**

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# **INDUSTRIAL TRAINING REPORT**

BOUSTEAD PLANTATIONS  
BERHAD

**PREPARED BY**

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2023371837

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## EXCECUTIVE SUMMARY

In this report, I provide a summary of the major experiences and learning over the 24 weeks of my industrial training experience in the Marketing Department of Boustead Plantations Berhad that primarily deals with supply chain and marketing activities. The internship offered a good experience to bring the theoretical knowledge acquired in my business administration courses to practical aspects of the industry and it was an experience that bridged the gap between theoretical information and the fieldwork.

This report comprises a summary of the organizational background of Boustead Plantations Berhad, SWOT analysis, and the reflection of my own experience of learning. During the training process, I was also engaged in the marketing supply chain activities that included the tracking of product movement, updating payment records, influencing documentation, and the aid in data reporting. These activities contributed to enhancing my knowledge on the supply chain management in the palm oil sector and also sharpened my analytical, organizational and communication skills.

Moreover, this report touches upon the difficulties I had to face during the internship and suggests the recommendations that will help to streamline the working process and guarantee the supply chain. Finally, the internship has provided me with the necessary knowledge and relevant experience in marketing and supply chain processes, which would be a solid base to my future career in business management and administrative practices.

## ACKNOWLEDGEMENT

First and foremost, I would like to say that I would like to thank Allah SWT who has blessed me with good health, strength, and determination during my internship experience and I was able to go through the significant and valuable experience of the training.

It is my greatest pleasure to the management of Boustead Plantations Berhad to award me the privilege of conducting my industrial training in their esteemed organization with the Marketing Department. I owe my greatest indebtedness to my supervisor, Madam Harniyati binti Hussin, who provided indispensable guidance, positive advice and constant encouragement that helped boost my professional development in many ways. I also have a true appreciation of the entire members of the Marketing Department, who were cooperative, patient and ready to give their knowledge and this gave me a practical exposure and a better understanding of the supply chain and marketing operations in the plantation industry.

I also wish to thank my great parents or Norizan Bin Said and Husna Binti Ishak because of their prayers, constant support and sacrifice which I have always found to be my greatest source of power and motivation. Their support and faith in me made me keep on and accomplish this internship.

I would also wish to extend my gratitude to my fellow internship colleagues at Boustead Plantations Berhad because they were very kind, cooperative, and supportive during the training time. They were the ones who transformed my internship experience into a pleasant and rewarding one.

Finally, I would like to express my deepest gratitude to my lecturers and friends who supported me, encouraged and recommended me during this process and supported me morally. Indeed, I am convinced that the knowledge, experience, and skills that I acquired during my internship will be a powerhouse stepping stone into my future career in the area of business management.

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