



اَوْنُوْ سِيْقِيْ تِيْكَوْ لَوِيْ مَارَا
UNIVERSITI
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MARA

Cawangan Melaka
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FACULTY OF BUSINESS AND MANAGEMENT
CAMPUS BANDARAYA MELAKA, MELAKA

BACHELOR IN INTERNATIONAL BUSINESS (HONS)

INDUSTRIAL TRAINING REPORT (MGT666)



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EXECUTIVE SUMMARY

This report will further elaborate on my experience for 16 weeks, from 22 September 2025 to 16 March 2026, undergoing practical training at RDHome property, a subsidiary of the Asiah and Hisam law firm. My main focus here throughout the training was the marketing & business development department which covered everything related to buying and selling real estate and also business development.

During this period, I was entrusted with handling real estate marketing (land, residential houses, and new projects), social media content management, site inspections, and conducting special studies on the distressed properties market. Through this assignment, I have gained extensive exposure to the integration of legal, financing, and construction services under one roof.

Among my main achievements is reactivating the Jambi Land Project, Johor. This project, which previously did not show progress under three previous managers, has been 75% successful. In addition, I also managed to manage customers independently starting from the prospecting process (lead generation) to the closing phase of the rental unit.

The SWOT analysis conducted shows that RDHome Property has great strengths through its Integrated Ecosystem with the support of its parent law firm. Despite the challenges of supply-demand imbalance and fierce competition from industry giants such as IQI Global, the company has bright opportunities in global market expansion and revitalization of abandoned housing projects. In conclusion, this industrial training has achieved its objectives in preparing me with practical skills in negotiation, digital marketing, and project management, thus strengthening my determination to become a leader in the real estate industry of the future.

TABLE OF CONTENT

No.	Item	Page
	PART 1: PRELIMINARY PAGES	1-2
	Table of Content	0
	Executive Summary	1
	Acknowledgement	2
	PART 2: STUDENT'S PROFILE	3
	Updated Resume	3
	PART 3: COMPANY'S PROFILE	4-8
	Name, Location, and Background of the Company	4
	Vision, Mission, Objective, and Goals	4
	Organizational Chart	5
	Products or Services Offered	6-8
	PART 4: TRAINING REFLECTION	9-11
	Training Period (Dates, Days, and Working Hours)	9
	Details of Duties (Department, Roles, and Responsibilities)	10
	Gains and Benefits (Allowances, Experiences, and Skills)	11
	PART 5: SWOT ANALYSIS	12-18
	SWOT Analysis Diagram (Strengths, Weaknesses, Opportunities, Threats)	12-18
	PART 6: DISCUSSION AND RECOMMENDATION	
	Discussion on Strengths and Recommendations	
	Discussion on Weaknesses and Recommendations	
	Discussion on Opportunities and Recommendations	
	Discussion on Threats and Recommendations	