



اُونِيُوْرسِيْتِيْ تِيْكْنُوْلُوْجِيْ مِيْاَرَا
UNIVERSITI
TEKNOLOGI
MARA

BANDARAYA MELAKA CAMPUS

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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TABLE OF CONTENT

EXECUTIVE SUMMARY	1
ACKNOWLEDGEMENT	4
STUDENT'S PROFILE	5
INTRODUCTION	7
1.1 Introduction to Industrial Training.....	7
COMPANY'S PROFILE	8
2.1 Company Background	8
2.2 Vision, Mission and Objectives	9
2.3 Organisational Structure	10
2.4 Products and Services	11
3.0 TRAINING REFLECTION	12
PESTEL ANALYSIS	14
4.1 PESTEL Analysis	14
Political Factors	14
Economic Factors	15
Social Factors	15
Technological Factors	15
Environmental Factors	15
Legal Factors	16
SWOT ANALYSIS	17
5.1 Overview of SWOT Analysis	17
.....	18
5.2 Strengths	18
5.3 Weaknesses	19
5.5 Opportunities.....	19
5.6 Threats	20
DISCUSSION AND RECOMMENDATIONS	21
6.1 Discussion and Recommendations on Strengths.....	21
6.2 Discussion and Recommendations on Weaknesses	23