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UNIVERSITY OF TECHNOLOGY MARA KAMPUS BANDARAYA MELAKA

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS.) BA232

INDUSTRIAL TRAINING REPORT : SWOT ANALYSIS OF REALMART SDN BHD

11TH AUGUST 2025 UNTIL 23RD JANUARY 2026



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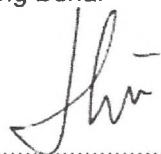
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Executive Summary

This industrial training report describes the experiences, knowledge, and skills I gained during my internship at Realmart Sdn Bhd, a fire protection and general contracting company based in Batu Berendam, Melaka. The industrial training was carried out as a compulsory requirement for the bachelor's in office systems management (Hons.) program at Universiti Teknologi MARA (UiTM). The main purpose of this training was to expose students to a real working environment and to enhance practical skills relevant to future careers.

During the training period, I was involved in various administrative, operational, and coordination tasks related to the company's construction and fire protection services. These tasks included managing documents and filing systems, assisting with invoice preparation, coordinating with technicians, maintaining service and maintenance records, and gaining basic exposure to project workflows and safety compliance procedures. Through these activities, I was able to apply theoretical knowledge learned in class to real workplace situations, particularly in areas such as office administration, communication, record management, and basic accounting support.

In addition, this report provides an overview of Realmart Sdn Bhd, covering the company's background, vision, mission, objectives, and core services. A detailed SWOT analysis was conducted to identify the company's internal strengths and weaknesses, as well as external opportunities and threats. Based on the findings, several SWOT matrix strategies were suggested to help improve operational efficiency, strengthen digital presence, optimize workforce utilization, and enhance long-term competitiveness in a highly regulated and competitive industry.

Overall, this industrial training experience contributed significantly to my personal and professional development. It helped improve my communication skills, problem-solving abilities, time management, and adaptability in a real organizational environment. The knowledge and exposure gained throughout the internship have prepared me to face future workplace challenges with greater confidence and professionalism, while also reinforcing my interest in pursuing a career in administration and organizational support.

Acknowledgement

First and foremost, I wish to express my utmost gratitude to Allah SWT for His infinite blessings and guidance, which have enabled me to successfully complete this industrial training report for my internship at Realmart Sdn Bhd. This accomplishment would not have been possible without the support and assistance of many individuals, to whom I am sincerely thankful.

I would like to extend my deepest appreciation to my academic advisor, Madam Normilia Abd Wahab, for her continuous guidance, insightful feedback, and unwavering support throughout the duration of my studies. Her dedication and encouragement greatly contributed to the successful completion of this report.

My sincere gratitude is also extended to my internship supervisor at Realmart Sdn Bhd, Mrs. Fam Sze Hui, for the invaluable guidance, patience, and mentorship provided throughout my training period. Her support enhanced my understanding of administrative tasks and helped me adapt effectively to the workplace environment.

I would also like to thank all staff members at Realmart Sdn Bhd for their cooperation, kindness, and willingness to share their knowledge. Their assistance made my internship experience meaningful, productive, and enjoyable.

In addition, I am profoundly grateful to my parents and family for their unconditional love, encouragement, and continuous prayers. Their support has been a source of strength and motivation throughout this journey.

Lastly, I wish to express my sincere appreciation to everyone who has contributed, directly or indirectly, to the completion of this report. Your support and encouragement have been truly invaluable. May Allah reward all of you with success and good fortune.

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