



UNIVERSITI
TEKNOLOGI
MARA

SINALAND

INDUSTRIAL TRAINING REPORT

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EXECUTIVE SUMMARY

This internship report presents the practical training experience undertaken at Sinaland Sdn. Bhd., also known as Sinar Pembangunan Sdn. Bhd., from 2 March 2026 to 16 August 2026. The internship provided exposure to two main functional areas of the organisation: the Accounts and Human Resources Department as the primary department, and the Sales and Marketing Department as the secondary department.

During the internship, various accounting responsibilities were performed, including preparing invoices, credit notes and debit notes, processing customer payments, maintaining financial records, conducting bank reconciliations, organising accounting documents and assisting with audit-related activities. Exposure to these tasks strengthened practical knowledge of accounting operations, record management, financial accuracy and workplace coordination.

In the Sales and Marketing Department, the internship involved supporting promotional activities, managing social media content, preparing marketing videos, communicating current promotions to customers and assisting with the marketing of property developments and the company's indoor playground business. These responsibilities improved understanding of digital marketing, customer engagement, content creation and cross-departmental communication.

This report also evaluates the company through a SWOT analysis. The major strengths identified include effective collaboration among the sales, marketing and after-sales departments, attractive promotional packages and the company's ability to adopt virtual property tours. However, several areas require improvement, including the standardisation of customer information, social media management, employee development, marketing budget allocation and the adoption of more modern working methods.

The report recommends that Sinaland Sdn. Bhd. strengthen its internal communication procedures, provide continuous staff training, appoint dedicated personnel to manage social media, adopt customer relationship management and data-analysis tools, collaborate with suitable local influencers and establish a structured online reputation-management process. Overall, the internship provided valuable practical experience and contributed significantly to the development of professional, interpersonal and technical skills.

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