UNIVERSITI TEKNOLOGI MARA (UiTM)

CAWANGAN MELAKA KAMPUS BANDARAYA MELAKA

FACULTY OF BUSINESS AND MANAGEMENT

SEMESTER 6

MGT667: PRACTICAL TRAINING REPORT

COMPANY: BECOM (M) SDN BHD, PENANG

ADVISOR:

MADAM MASLIZA BINTI MOHD RAZALI

STUDENT:

AFIFAH HANA BINTI AMIR ROZANI

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DURATION OF TRAINING:

1 APRIL 2026-17 JULY 2026

SURAT KEBENARAN

Tarikh : 03/02/2026

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EXECUTIVE SUMMARY

This report presents an overview of my industrial training experience at BECOM (M) SDN. BHD., Penang, where I completed my internship from 1 April 2026 until 17 July 2026. The internship gave me the opportunity to apply the knowledge that I learned at university in a real working environment. It also helped me gain practical experience and understand how a company operates in the administration, marketing, and business sectors.

The report begins with the company profile, which introduces the background of BECOM (M) SDN. BHD., including its vision, mission, objectives, organisational structure, and the products and services provided by the company. The company provides cleaning services, landscape maintenance, waste management, and landscaping products for both government and private clients.

The training reflection explains my internship period, the departments where I was assigned, and the responsibilities that I carried out during the training. I was involved in administrative tasks such as preparing documents, organising files, data entry, and learning the SQL Accounting System. Besides that, I also supported the marketing department by creating promotional posters, producing TikTok content, editing videos, and assisting customers at Adadaun Plant Shop. These experiences helped me understand the daily operations of the company and improved my practical skills.

During the internship, I gained valuable knowledge and experience that improved both my technical and personal skills. I developed better communication, teamwork, time management, problem-solving, creativity, and confidence. The internship also helped me become more responsible, independent, and prepared for my future career in the business field.

Furthermore, this report includes a SWOT analysis to identify the company's strengths, weaknesses, opportunities, and threats. Based on the analysis, several recommendations are suggested to improve the company's performance. The recommendations focus on digital transformation, employee development, better customer management, and improving business operations.

Overall, my industrial training at BECOM (M) SDN. BHD. was a meaningful and rewarding experience. It gave me valuable exposure to the real working environment, improved my knowledge and skills, and increased my confidence to start my future career after graduation.

1.0 ACKNOWLEDGEMENT

Alhamdulillah, thank you for ALLAH SWIT for the blessings, and give me patience, determination, and strengths to complete my industrial training journey and good experience in the training.

Firstly. I would like to say thank you and appreciate my internship advisor, **Madam Masliza binti Mohd Razali.** Because of her support, patience, guidance and giving me advice to complete this report. I like her dedication, professionalism, and willing to teach me how to understand and draft the report that follow the instruction requirement. I am genuinely thankful for her. I am also grateful that I has been her advisee during the internship period.

Secondly, I would like to say thank you to **Encik Akmal bin Zulkiefly**, CEO of the company because willing to take me on to be an intern in his company. His trust for me, I am so appreciated it. I am grateful for his opportunity to gain real experience in the business operations. He also gives me some advice how to manage the business and always ask the interns opinions in any discussion and always involved interns in the meeting.

Next, I would like to give me a special appreciation to my industrial training supervisor, **Puan Amira binti Ahmad Nasir** for all her support and willing to share all her knowledge during the period. She was a helpful, cheerful, and supportive person. She always gives me advice and guide me how to do the task. She always encourages me to be more confidence and be more communicated. Other than that, I would like to say thank you to all **staff members** at BECOM (M) SDN BHD for their kindness, teamwork, and always assist me to do work. Their friendly environment has allowed me to have better experience and has learn many new things in the company.

Lastly, I will give an appreciation to my family and friends, because of their understanding, love, and moral support during m journey in this internship. Their support encourages me to be stronger to face all the challenges, motivated me to complete this internship training and the report.