



# INDUSTRIAL TRAINING REPORT

**PERBADANAN KEMAJUAN EKONOMI  
NEGERI PERLIS (PKENPs)**



UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Pengurusan  
dan Perniagaan

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**(Hons) FINANCE (BA242)**



# EXECUTIVE SUMMARY

Through my 6 month industrial training at Perbadanan Kemajuan Ekonomi Negeri Perlis (PKENPs), I had created a great and eye-opening experience as I involved myself in an economic development agency which in sales, rent and marketing department. I had learned a lot of things about real estate development and the ways to deal with customer . It also give me opportunity to develop skills in the application of theory to practical work situations. In this report, I will include the information about the company and the experiences that I received since day 1 of practical training which is company's profile and training reflection. This report also include swot analysis of the company where I assesses their internal and external factors, as well as current and future potential.

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# COMPANY'S PROFILE

## COMPANY'S NAME

Perbadanan Kemajuan Ekonomi  
Negeri Perlis (PKENPs)

## LOCATION

193, Jalan Raja Syed Alwi, Taman  
Perlis, 01000 Kangar, Perlis.



## OPERATION HOURS

Monday to Friday

8 am to 5 pm

During MCO : 9am to 1pm

Closed on public holiday

# COMPANY'S VISION, MISSION & OBJECTIVE



## MISSION

To promote high quality property development, industrial development and investment that can generate economic development as well as provide business opportunities and entrepreneurship training to Bumiputera traders or entrepreneurs in Perlis.



## VISION

To be the best economic development agency in Perlis, especially through:

- Real estate development
- Industrial development
- Investment
- Entrepreneurship training



## OBJECTIVE

Commit to plan, implement, manage and set up the property development projects that have been identified so that its implementation can be done successfully, perfectly, meet specifications and quality with suitable and reasonable time period in order to meet customer needs.