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## MGT 666 INDUSTRIAL TRAINING REPORT

### ZMA BINA RESOURCES SDN. BHD A SWOT ANALYSIS

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## **EXECUTIVE SUMMARY**

This report provides an analysis and evaluation of company current perspective of SWOT analysis. In addition, a discussion covers the background of the company as well as a reflection of my internship in term of benefits gained. Some recommendations are proposed based on the SWOT analysis.

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## 2.0 COMPANY'S PROFILE



ZMA BINA Resources Sdn. Bhd. is located at No.50A and 51A, Tingkat 1, Persiaran Dataran 4, Bandar Seri Iskandar, 32610 Perak Darul Ridzuan. This company was located in the middle town of Bandar Seri Iskandar, Perak. ZMA Bina is a construction company and they also take project for renovation. Services that ZMA Bina offers are involving renovation such as enlarging or adding space for the kitchen, room and living room. They also provide service for customer to build their house on their own land. ZMA Bina resources are established in year 2010 have been actively participating in house construction works since that year. ZMA Bina Resources Sdn Bhd was founded based on the principle of integrity, hard work and constant improvement and give high quality design to the customer. ZMA Bina main focus in construction industry is been a leading construction company at Perak. ZMA Bina prides itself on having an extremely dedicated team of skilled of workers. ZMA Bina possesses CIDB grade 3 status and has successfully completed many projects for single storey and double storey. This company has four departments which are Account and Administartion Department, Marketing Department, Design Department, and Construction Department and it show that they have systematic organization.

The Director of ZMA BINA Resources Sdn. Bhd is Mr. Zulhamzi bin Mokhtar, he will conduct the company and the second director is Mr. Khairun Anuar bin Abd Rashid. Mrs. Nazida is a head of department in finance and administration while Mr. Khairun Anuar is a head of department in construction managemnet. ZMA Bina Resources has 25 staff in all departments. The 25 staffs are divided into two which 18 staffs are permanent staff and the others are still under contract or training. ZMA Bina have hire experiences workers so that they can give good services to the customer.

## **2.1 Vision, Mission and Objective**

Here is vision, mission and motto of company

### **Vision**

ZMA Bina Resources want to be a leading design and construction company in Malaysia.

### **Mission**

To be competitive and at the forefront of the industry transformation by:

- ✓ Offering technologically innovative designs and solutions
- ✓ Pursuing the highest levels of work quality and service excellence in our fields of specialization with optimal use of resources
- ✓ Maximizing returns to stakeholders
- ✓ Pride in our work always adding value with teamwork
- ✓ Embrace training and applying new methods in construction
- ✓ Keep updated with all aspects in construction and green building practices

### **Objective**

“SIMPLICITY RULE THE WORLD”

### **Goal**

ZMA Bina applies the principle of “Simplicity Rule the World” design knowledge and teaching experience makes us so confident and excited to realize the dream of those who desire to build a comfortable paradise and live with their beloved family. But after a while in this field, they still want to learn about how the space and the shape created will meet the needs of its users. As a result they believe that enjoying the space and appearance of residential buildings is a must for every human being. They believe that every home can help residents live their lives or vice versa and the comfort that comes with it will bring happiness and prosperity with its effectiveness.