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UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING REPORT AT KELANTAN STATE ECONOMIC DEVELOPMENT CORPORATION

1ST MARCH 2023 – 15TH AUGUST 2023

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2021132503 BA2436D



پَرِبَادَانَن كَمَاجُوَان اِيْ كْتِسَاد نَغَرِي كَلَنْتَان
PERBADANAN KEMAJUAN IKTISAD NEGERI KELANTAN
KELANTAN STATE ECONOMIC DEVELOPMENT CORPORATION

EXECUTIVE SUMMARY

I am NorSafia Binti Mohd Azmarazi, a final-year Bachelor Administration (Hons) Human Resources Management at Mara University of technology (UiTM) Arau, Perlis. I am started my 24-week industrial training programme at Kelantan State Economic Development Corporation began on 1st Mac 2023 and will end on 15th August 2023. Contribute and participate in this organization give me a lot of knowledge and new experience. The report consists of student profile, company profile, training reflection, SWOT analysis and PESTEL analysis.

I started work and assigned position at Legal and Integrity department. When I have been there, I had learned on how to create a draft between the organization and the other party. At the department I also assigned position as a personal assistant and record all the letter in and letter out. Because of this department have a lot of things that are confidential its limit me to explore more. The staff not exposed to much about the things that cannot be shared.

Next, I learn how to record file of agreement and separate them into difference category for example purchasing agreement, joint venture agreement and mining agreement. Aim by recording all this file is to make us easier when we want to find it. Instead that, in my opinion they can improve the way and find another alternative to record it such as using any system or platform that suitable.

Finally, I learned a lot of things from my compony assignment. I am so grateful for this experience and knowledge that I gained from this company because I believe this will be extremely beneficial to me and for my future. Apart from that, industrial training also made me aware of my strength and weaknesses. There, I was able to strengthen some of my weakness and thus become more braver outside of my area of expertise and talent.

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2.0 COMPANY PROFILE

2.1 Company's name



2.2 Location

TINGKAT 4-11, BANGUNAN PKINK, JALAN TENGGU MAHARANI,
PETI SURAT 142, 15710, KOTA BHARU KELANTAN



Figure 2

2.3 Company's Logo



Figure 3

Logo can be defined as recognizable and distinctive graphic design, stylized name, unique symbol, or other device for identifying an organization. It is affixed, included, or printed on all advertising such as buildings, literature, products, stationery, and vehicles. KSEDN have a simple logo but attractive. This logo was established since 1966. This logo represents the company.

2.4 Background

Kelantan State Economic Development Corporation is a corporate body that was established in 1966 through State Legislative Assembly Enactment No.10. However, KSEDN was operational in 1969. KSEDN's headquarter is in Kota Bharu Kelantan. The purpose of KSEDN was established to further develop the state's economic development by carrying out economic activities and opening job and business opportunities for the people of Kelantan. Every activity and development are based on Islamic principles in maintaining the well-being of the community (Perbadanan Kemajuan Iktisad Negeri Kelantan. (2021, April 25)).

From its humble origins, KSEDN has grown rapidly to have 36 subsidiaries with over 1000 employees. In addition, KSEDN has ventured into and covered various industries. Among the attractions are plantations, mining, construction, timber, and agriculture. All the achievement and efforts made by KSEDN have given satisfaction to the people of Kelantan and greatly eased their burden.

2.5 Vision, Mission, Objective, and Goal

VISION

Makes Kelantan State as one of the agriculture and tourism industry in Malaysia

MISSION

A corporate body responsible for leading the development and growth of the State of the principle of Islam, to the wellbeing of the Ummah.

OBJECTIVE

- To develop urban and rural areas in state of Kelantan
- To develop residential, companies and commerce in state of Kelantan
- To become a trust agency that gives full support to native or Bumiputera entrepreneurs
- To achieve New Economic Policy (Dasar Ekonomi Baru)

GOAL

Its goal is to enhance the socioeconomic well-being of the people in Kelantan by fostering sustainable economic growth, improving the standard of living, and reducing regional disparities

3.0 ORGANIZATIONAL STRUCTURE

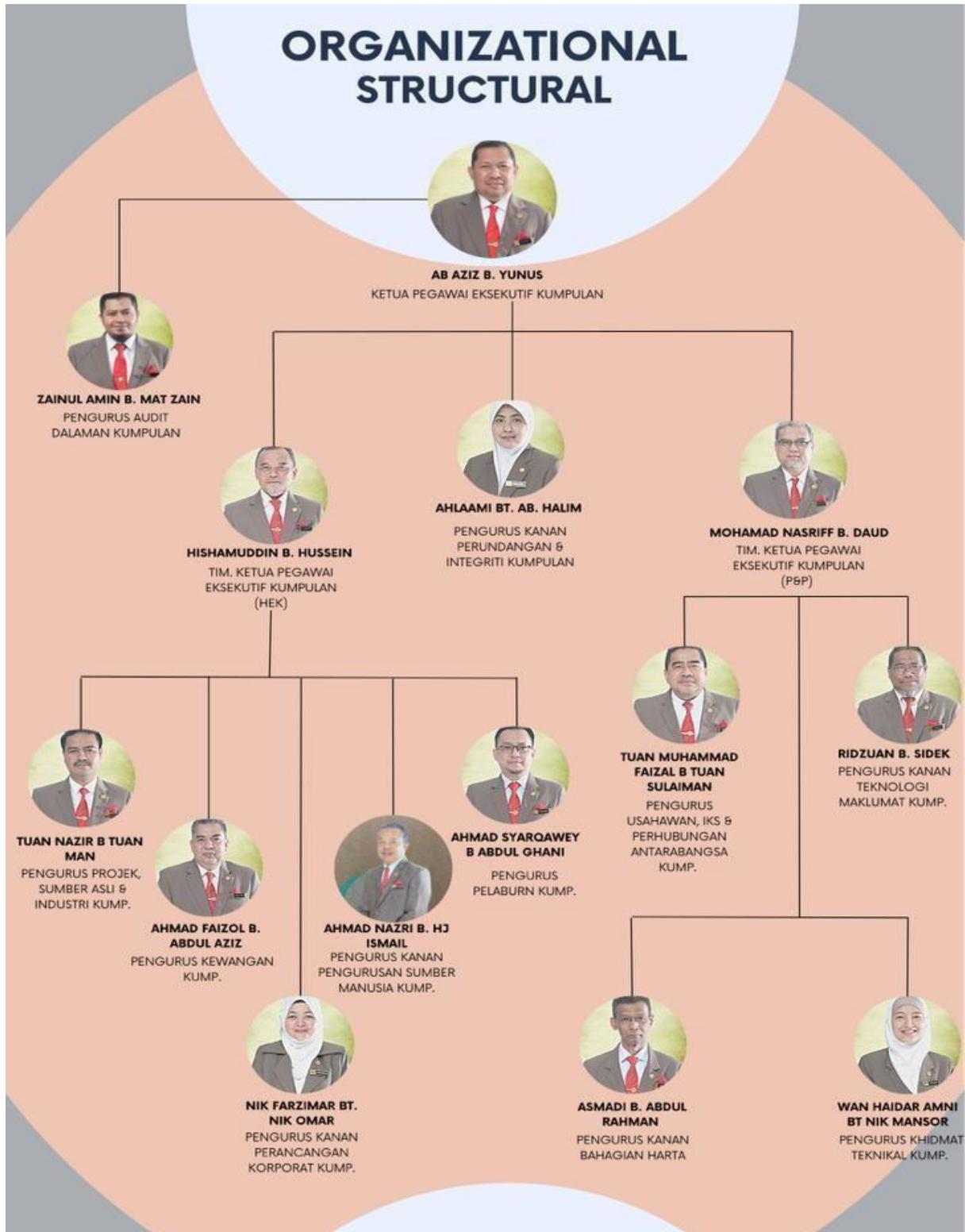


Figure 4

4.0 PRODUCT AND SERVICES

Table 4.1 Product and Services

Organization	Function
	<p>PERMODALAN KELANTAN BERHAD</p> <p>Permodalan Kelantan Berhad is an investment and the main leader in the service sector KSEDG Group through Ar rahn (Islamic gadalan system) business and its subsidiary Infra Quest Sdn. Bhd.</p>
	<p>KELANTAN ICT GATEWAY</p> <p>Kelantan ICT Gateway Sdn. Bhd. is a one stop agency (OSA) and an implementing agency for the development of the information and communication technology (ICT) industry and is responsible for implementing the Kelantan ICT Roadmap.</p>
	<p>INFRA QUEST SDN BHD</p> <p>IQSB is responsible for ensuring that all telecommunications structure built throughout the State Kelantan Complies with the guideline Commission Communication and Multimedia Malaysia (SKMM) and Local Authorities.</p>
	<p>HOSTCARE SDN BHD</p> <p>Hostcare Sdn. Bhd. play a leading role in health services with an Islamic and worship-friendly concept. Medical centre operated by Hostcare Sdn. Bhd. known as An-Nisa' Medical Centre.</p>
	<p>UB CONSULT SDN BHD</p> <p>UB Consult play an important role in providing secretarial, company and legal advisory services and corporate to companies in the KSEDG group and external companies.</p>

Table 2: Mineral Resources

	<p>KELSTONE SDN BHD</p> <p>Kelstone Sdn. Bhd. responsible for developing industries based on mineral resources in the State of Kelantan.</p>
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Table 3: Timber

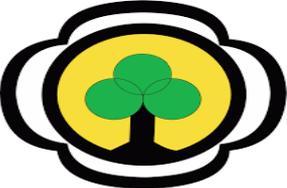
	<p>KOMPLEKS PERKAYUAN KELANTAN SDN BHD]</p> <p>Responsible as a leader timber industry that takes forest development into account sustainable, in addition to guaranteeing the supply of material resources raw wood.</p>
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Table 4: Farming

	<p>KUMPULAN PERTANIAN KELANTAN BERHAD</p> <p>Act as a leader of commercial agriculture activities of the agro based industry in the state of Kelantan.</p>
	<p>DARULNAIM AGRO MANAGEMENT INDUSTRIES SDN. BHD.</p> <p>Act as executor planting projects and development land agriculture and landscape activities in the State of Kelantan.</p>

Table 5: Plantation

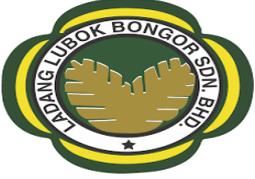
	<p>LADANG LUBOK BONGOR SDN. BHD.</p> <p>Syarikat Ladang Lubok Bongor Sdn. Bhd. is a company under KSEDC's Group that manage the farm belonging to the KSEDC in Jeli, Kelantan.</p>
	<p>LADANG TAPIS SDN. BHD.</p> <p>Syarikat Ladang Tapis Sdn. Bhd. is a company under KSEDC's Group that manage the farm belonging to the KSEDC in Jeli, Kelantan.</p>
	<p>SYARIKAT LADANG SUNGAI TERAH SDN. BHD.</p> <p>Syarikat Ladang Sungai Terah Sdn. Bhd. is a company under KSEDC's Group that manage the farm belonging to the KSEDC in Gua Musang, Kelantan.</p>

Table 6: Property and Construction

	<p>BINARAYA PKINK SDN. BHD.</p> <p>Plays a leading role in the provision of affordable real estate in the State of Kelantan.</p>
	<p>SPP DEVELOPMENT SDN. BHD.</p> <p>Plays a role in provide exclusive and quality real estate with the latest design in the State of Kelantan.</p>
	<p>PROFIL IMPIAN SDN. BHD.</p> <p>Is under the supervision of KSEDC which is involved in real estate development activities in the state in Kelantan.</p>

5.0 TRAINING REFLECTION

5.1 Duration: Specific Date, Working Day, and Time.

START DATE: 01/03/2023
END DATE: 15/08/2023
WORKING DAY: SUNDAY UNTIL THURSDAY FRIDAY AND SATURDAY - OFF DAY
WORKING TIME: 8:30 A.M - 5:00 P.M (SUNDAY UNTIL WEDNESDAY) 8:30 A.M - 4.45 P.M (THURSDAY)

I had started my internship on 1st March until 15th of August 2023, which means the duration is about 24 weeks. The business operation for each department was different. Every department have their own job scope and responsibilities. For office, the working hours started on 8.30 in the morning until 5.00 in the evening meanwhile 8.30 in the morning until 4.45 in the evening for Thursday. The working days is 5 days a week which is from Sunday until Thursday. meanwhile for off day is on Friday and Saturday.

5.2 Department That Has Been Assign, Roles Assign and Responsibilities

DEPARTMENT: LEGAL AND INTEGRITY
ROLES: PERSONAL ASSISTANT, MANAGING FILES, ASSIST STAFF
RESPONSIBILITIES: RECORD THE DATA OF LEGAL AND INTEGRITY RECORD "YAYASAN" DATA MANAGE FILES, RECORD FILES IN AND OUT

- ✓ Help with brainstorming sessions

I am responsible for taking part in the brainstorming session. Usually, I will take part in a meeting session. After the meeting, they will do a round table to ask one person by one about the feedback and ideas in order to solve or make improvement on certain things. This session requires me to think and give any ideas.

- ✓ Involve in editing system

I am assisting to take part in editing system. Every month, I need to make a poster about Integrity and a short video to be played during Sunday assembly. There are a few examples of the poster I had make: -

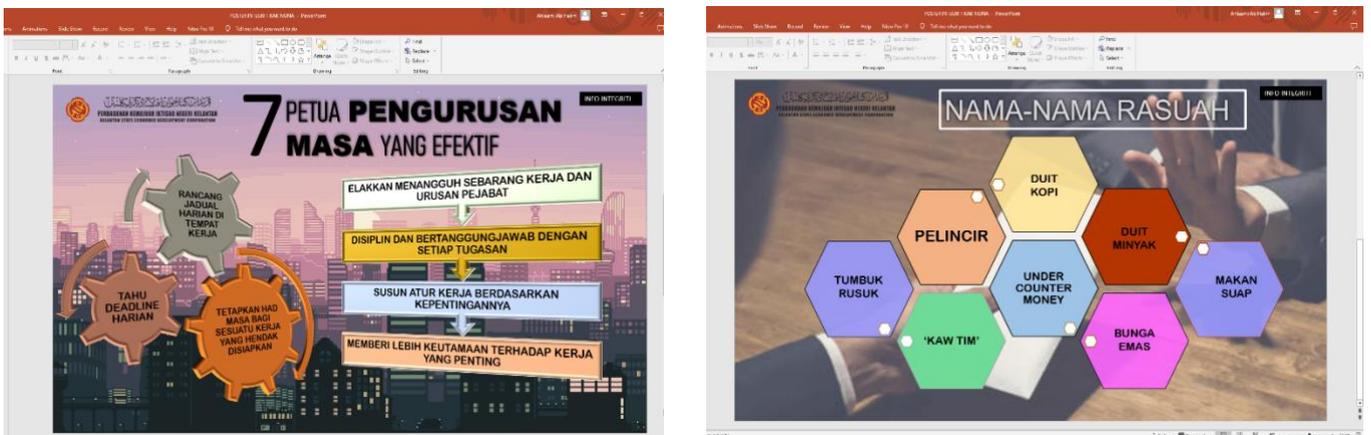


Figure 7: Poster

- ✓ Involve in charity events

I had involved in charity events to help people in need. My team and I will visit those who's need in order to give donation.



Figure 8: Visiting and donation

5.4 Assignment

- ✓ Check the agreement and make term of reference for agreement

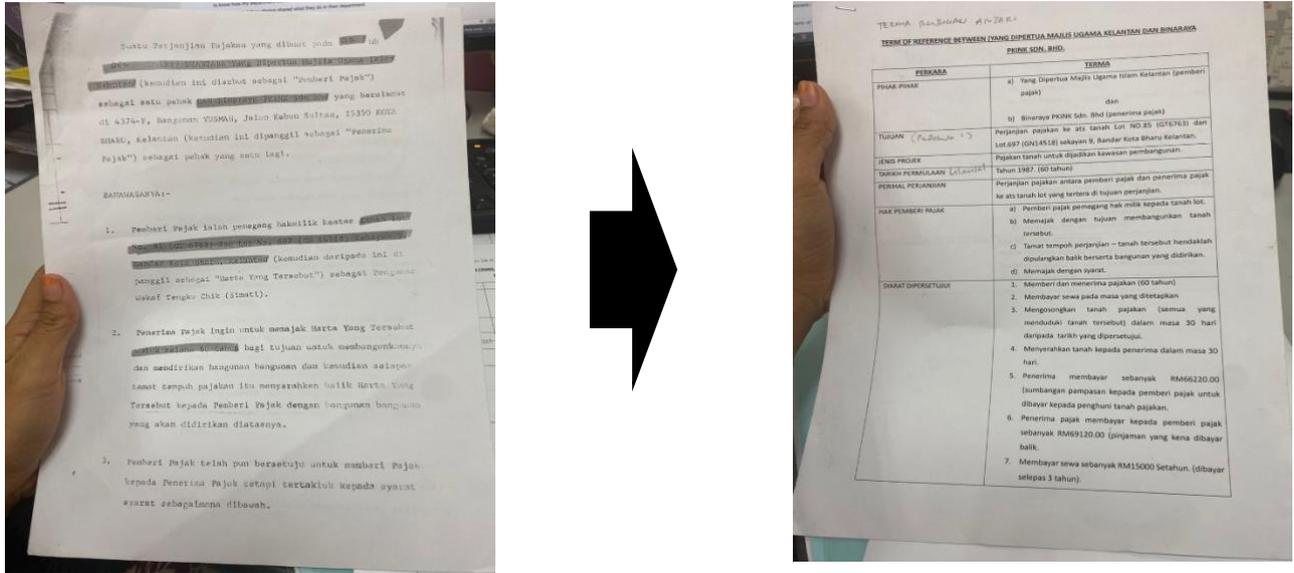


Figure 9: Term of Agreement

- ✓ Assist staff to make 'Minit Bebas'



Figure 10: Minit Bebas

5.5 Gains: Intrinsic & Extrinsic Benefit Such as Allowance, Compensation, Experience, Knowledge, And Skills.

5.5.1 Allowance

For the allowances, I will get RM300 for 3 months according to workings day. They give the allowance only for 3 months. RM15/day will be deducting in every leave.

5.5.2 Experience

During my internship at KSEDC, I had gain various type of experiences. First, I can manage my insecurities to interact and communicate with many people include guest and employee at different department. People who come from difference department have their own and different behaviour. There are some people who are hard to get along with and rarely to talk and there are some people who are very friendly and can be brought up for conversation. Even I am assigned at this department that not in my major course, but I get to know how my department work and roles. I have many intern's friends who work in every department and they always shared what they do in their department.

5.5.3 Knowledge

In term of knowledge during my internship period, I can gain a newfound knowledge. The knowledge includes how to fulfil every task given by the staff and employer. I was able to used my skill that I had learn during my degree. Even the task is simple, but I am not underestimate them. The task that I am doing will help me to build good work ethic and they will notice my effort. I get to know the professional environment work during my training because before this due to lack of exposure about the environment work, I take it so easy.

5.5.4 Skills develop

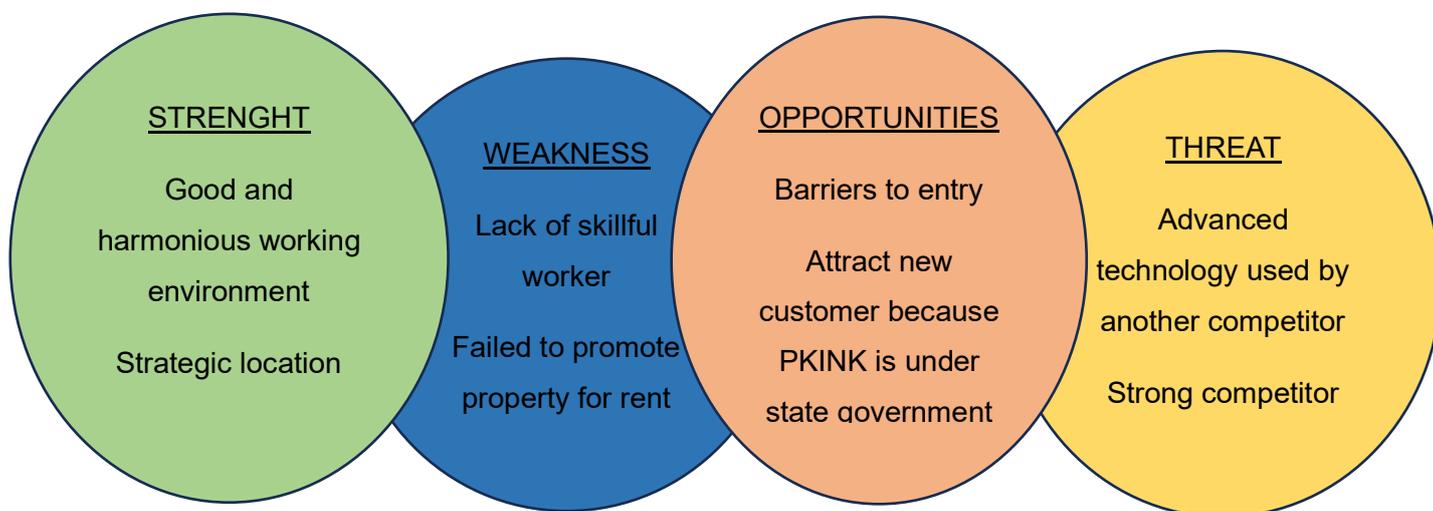
I had demonstrated a few skills during my internship: -

✓ Communication skill – During my training I need to answer phone call when I assist as a personal assistant. I must communicate and responding to correspondence. I also get involved in a meeting and it require me to speak in order to give any feedback or idea. By hook or by crook, I need to speak and communicate with them.

✓ Self-esteem and confidence – Every day, I need to settle task or job that had been given by the employer. Indirectly it can boost my confidence when something that I like I manage to settled it and other staff put hope on me. They let me do my job without any worries because they know I can do that. Along the way, I find myself better and I have confidence to do any job.

✓ Critical thinking – Mostly staff I work with they have lack of knowledge in using software, the task they need to settle mostly used word and excel. Sometimes they not know how to use it and I always help them. I think this is not critical thinking but the way that I must think to help them without any instruction from them.

6.0 SWOT ANALYSIS



7.0 DISCUSSION AND RECOMMENDATION

7.1 STRENGTHS

7.1.1 Good and Harmonious Working Environment

According to my research and experience, a productive work is built by respect. Every employee has a responsibility to treat other with respect and they deserved to be treated with the same way. KSEDG employee play the important role by respect each other. This behaviour causes the workplace environment always harmonious and there are no toxic people. KSEDG always applied term of teamwork in order to achieve goal. All people are reared with dignity and respect. This strength can promote employee safety, growth, and goal attainment.

✓ Recommendation

As for my recommendation, this organization can also form a team building to strengthen relationship between the employees. This is because relationship between worker can affect work environment at workplace. Work environment in a company is very important for management to pay attention to. Although the work environment does not carry out the production process in a company, the work environment has a direct influence on the employees who carry out the production process. A focused work environment for employees can increase performance, otherwise an inadequate work environment can reduce employee performance, with a pleasant work environment, the company's goals and objectives will be achieved (Muslih & Anshari Damanik, 2022).

7.1.2 Strategic Location

KSEDC location is strategic which is in the middle of the city centre. Customer can easily come when they have any job or inquiries that they need to settle or deal. This is good because many cases happen where poor location strategy can lead to the negative impact towards the organisation. KSEDC has known by the public because of their various service and product that provided by them. Within in short period, KSEDC has become the main state government spread heading Kelantan economic development.

✓ Recommendation

For my recommendation, when it comes to choose a location, first we must to identify the population. Organization needs to have a sufficient number or customer to make sure the organization to run-in long-term period. It is also important for us to be close with customer because it can save many things such as time, money, and transport. For KSEDC company, there is a good location for them to survive in long term period because the company is in the middle of the city. Choosing a business location is a most important aspect, it can dictate foot traffic, business atmosphere and long-term success for organization (D'Angelo, 2021).

7.2 WEAKNESSES

7.2.1 Lack of Skilful Workers

In KSEDC, certain employee does not do their job well and left the job to other staff. Some of the management team does not play important role and responsibilities. They left their work to other member to make any decision. They must improve their performance because if they keep doing with this attitude, it can bring bad reputation to the organisation.

✓ Recommendation

As for my recommendation, organization should hire staff with skill at each department. So that the other staff did not have to do extra work and cover the staff job. To hiring the right people, KSEDC must upgrade their system of hiring only qualified candidate to make sure recruitment system is more effective. The organization must find a way to decide how to recruit more people with the abilities that our business needs and values. Hire a person who is not only skilled in whatever they do but also can make things quicker and better. Analysis of the New Zealand data in the 2005 and 2015 rounds of the International Social Survey Programme confirms that better skill utilisation is generally associated with a broad range of beneficial outcomes, including higher employee income, better opportunities for career advancement, higher job satisfaction, greater organisational commitment, and lower turnover intentions (Boxall et al., 2019).

7.2.2 Failed to Promote Property for Rent

Second weakness that KSEDC face is failed to promote property for rent. This is because they failed to use a suitable platform in social media in order to find tenant. There is a lot of abandoned building that are not rented. Failure to promote will cause a lot of losses to PKINK because the building rental is the main resources to KSEDC. They need to find an effective strategy on how to expand further and find tenants. Property and natural resources department should take step and create strategy.

✓ Recommendation

As for my recommendation, failed to promote the property is because they lack in using the technology as a form for them to advertised their product and services. They underestimated the importance of using technology in organization. To make sure they success in promote their product and services they have to use advanced platform on social media to let people know about the product they sell and produce. For example, they can used Facebook platform and post it on the market place to make people easy to view and find it. They also can use a platform such as Mudah.my to advertised the product. Mudah.my is a suitable platform because it already state what we want to rent and sell. Social media is really useful because it contributes many benefits such as reaching more people and spreading information faster (Özkent, 2022).

7.3 OPPORTUNITY

7.3.1 Barrier to Entry

Since KSEDC provide quarry and mining sector, so there is a high barrier for other to entry. A barrier entry is an economic that can prevent new business into a market and it can limit a competition in the marketplace. This is because as quarry and mining opening need a hug capital to start so that hard for another competitor to enter market. This barrier seen as an advantage and opportunity to KSEDC because the company can protect the market share and increase chance to earn income and profit.

✓ Recommendation

In my perspective, because of the organization produce product that hard for new competitor to enter the market, it can be a one of the advantages for organization. Not only that, but common barrier to entry also includes special tax benefit to existing form, strong brand identity, and the need for new companies to obtain licenses can be the barrier for new competition (Hayes, 2022).

7.3.2 Attract New Customer Because KSEDG Is Under State Government

Next opportunities are KSEDG can attract new customer because KSEDG is under state government. Customers will trust more because they do not have to worry about scammers when they make any deal. In addition, any product or service offered is affordable and not suffocating if compared to private companies. customers will prefer a reasonable price to make any agreement and job dealing. This can be an opportunity for KSEDG to attract new customers.

✓ Recommendation

As for my recommendation, even though it has attracted many customers, KSEDG must provide a benefit for them to make them stay loyal with us. This is because, in Kelantan there is a few companies who provide same product and services, anytime they can change their mind to choose another company. Give them some reward or gift when they start collaborate with us. Our purpose by doing this is because customer loyalty is very important because they can generate higher income and revenue for our organization (Fook & Dastane, 2021).

7.4 THREAT

7.4.1 Advanced Technology Used by Another Competitor

As we all know KSEDG is quite weak in using technology. Another competitor who more advance will use this chance to use social media platform in promote their product or services. For example, East Coast Economic Region Development (ECERDC). KSEDG may face a competition with ECERDC because this organization more focus on promoting economic development in broader region and Kelantan may be their jurisdiction. New technology is quicker than ever before. In removing friction to build better product we must develop technology serve better those who we want to serve. If KSEDG not moving forward and not take any action, they will be falling back.

✓ Recommendation

In my opinion, KSEDG should hire a person who expert in technology, make a class or seminar for them to explore and learn how to use technology in business in this era globalization, (IT) is among the relevant factor assisting the business to penetrate market for being innovative. The revolution of it and internet facilities the outstanding performance of the economy in business sector, through the exchange of information by using in internet and electronic drive. So that they have to a technology move advanced than competition (Mgunda, 2019).

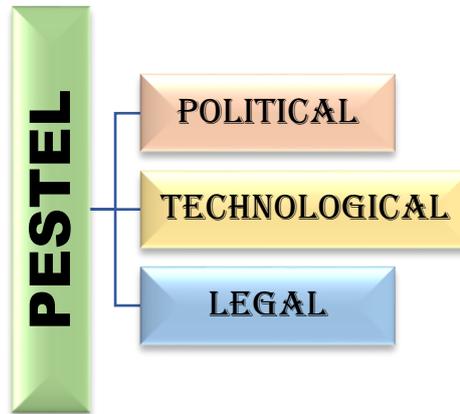
7.4.2 Strong Competitor

The next threat that this organization has is a strong competitor. KSEDG's main business is property rental. As we all know, there are so many companies that also provide property rental services. The competition with the other company is a big challenge for KSEDG, as they need to do something that can attract people to choose their products and services. For example, various private companies operating in Kelantan may compete with the SEDG in specific industries or sectors. These companies could be involved in manufacturing, agriculture, tourism, infrastructure development, or other areas of economic activity. Competitiveness is an inherent characteristic of doing business. Firms compete in nearly every aspect of their business, such as cost, quality, design, distribution, and location. any complaints about it, while others learn from it and avoid it. Most people are unaware of the true meaning of business competition, its nature, types, and even relevance.

✓ Recommendation

As for my recommendation, I would like to suggest KSEDG should know who they are, what their expertise, their uniqueness, their differentiation of product and services from another competitor. Every company have their own specialty and they must know how to use their advantage to fight with other competition. We cannot beat our competitor if we unaware of what they are doing (Business Journal Leadership Trust, 2022). The most importance things are, in order to serve customer, provide ways how we can solve their problem. This can increase their customer loyalty. They must examine their market and emphasize their differences. For example, if the competition used personal face to face selling, then we must move by using the technology such as social media to market our product.

8.0 PESTEL ANALYSIS



✓ **POLITICAL FACTOR**

Government Policies: The political environment and government policies can significantly influence the operations of the Kelantan SEDC. Changes in government policies, regulations, or leadership can affect the corporation's ability to implement development plans and attract investments.

✓ **TECHNOLOGICAL FACTOR**

Technological Advancements: Technological developments can impact the Kelantan SEDC's operations and the industries it supports. Staying abreast of technological advancements, such as automation, digitalization, or renewable energy, can guide the corporation's efforts in promoting innovation and competitiveness.

✓ **LEGAL FACTOR**

Regulatory Framework: Compliance with legal and regulatory requirements, including environmental regulations, land-use policies, and labour laws, is essential for the Kelantan SEDC. Changes in these regulations can impact the corporation's operations and initiatives.

9.0 CONCLUSION

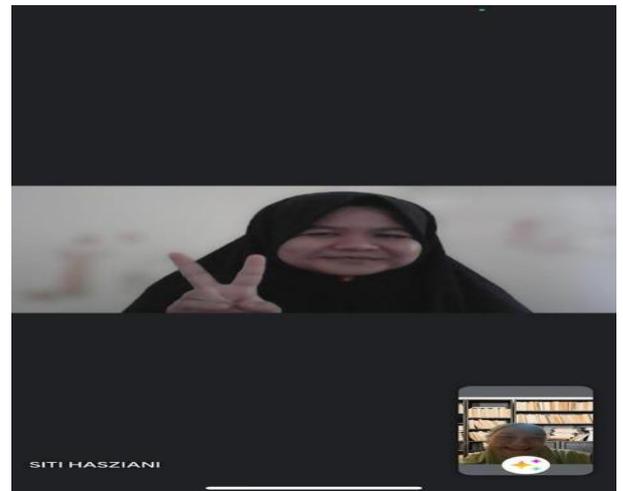
In conclusion, I am having a good experience during the industrial training program at this organization. I gained a lot of new knowledge and experiences during industrial training. This program helps students enhance their experience and learn about real-world working environments. During my internship, I was able to identify each strength, weakness, opportunity, and threat that this company has. Each SWOT has been explained above. What I get and learn is more than I expected. It is good to meet with those kinds of people who are willing to guide and teach me.

Not only that, I also learn about social interaction among workers. It is important to have good social interaction and learn about good values such as teamwork, tolerance, and helping each other. These good values will help increase the productivity of work. Their lessons and advice are important to me in order to survive during industrial training. I must improve over time. What can I said, overall experience with KSEDC was positive, and everything I learned will be useful for me in the future.

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11.0 APPENDICES



Meeting with advisor



Intern's colleague



Senior's staff



Document Information

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