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UNIVERSITI  
TEKNOLOGI  
MARA

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)  
HUMAN RESOURCE MANAGEMENT**

**HRM 666 (HUMAN RESOURCES INTERNSHIP)**

**ASSIGNMENT TITLE**

INDUSTRIAL TRAINING REPORT OF DROPEE TECHNOLOGY SDN BHD

dropee

**SUBMITTED TO:**

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**INTERN DURATION:**

29TH AUGUST 2022 - 10TH FEBRUARY 2023

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Programme code: BA243

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Bahagian Pentaksiran & Penilaian Akademik 0404/2021

## **EXECUTIVE SUMMARY**

The purpose of this internship report is written based on the 24 weeks experience of industrial training that I had successfully completed at Dropee Technology SDN. BHD. in the Department of Public Affairs. Dropee is a B2B ecommerce solution provider that enables business to buy and sell in bulk confidently.

The industrial training begins on 28 August 2022 until 10 February 2023 as a requirement for this semester to complete my study In Bachelor Human Resource Management. My internship gave me a lot of wonderful experiences which is useful for my future career path. The top management is led by the Chief Executive Officer and Co-Founder, Lennise Ng. and also the Managing Director, Aizat Rahim. My supervisor role as a Public Affairs Relationship Manager namely as Miss Iman Ibrahim.

During my internship period, I have been assigned to different kinds of tasks and assignments. I also have become a team for some events held by the organization and I also helped to assist the trainee at office in order to prepare for an event. In this report, I have included what benefits have I received during my industrial training as well as the knowledge and skills that I have learned and gained for work and self-development such as problems solving, multitasking skills, etc. Then, I discussed about SWOT analysis of the organization based on my observation throughout the training. I have included the infographic of the SWOT analysis of the Dropee Technology SDN. BHD. and the depth discussion into each element.

After the discussion, I also have included a few recommendations on how to sustain the strengths, to reduce the impacts of the weaknesses, how can the organization take advantage of the opportunities and what can the company do to deal with the threats.

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## 2.0 COMPANY'S PROFILE



*Figure 3: Founders of Dropee*

Dropee was founded in Jan 2017, with the main purpose to help businesses become more confident to operate, scale, and grow. The idea of Dropee came about when we tried to set up our own F&B kiosk. We ultimately scrapped that idea because we were uncertain of which supplier to deal with, what product to stock up on, and where best to launch the first outlet. Essentially, we weren't confident that we're going to succeed. With our experience in venture-building tech companies and family backgrounds in the supply chain industry, we started Dropee in hopes to become the platform for any business (retailer, wholesaler, distributors and/or manufacturers) to find all the information they need to confidently buy and sell in bulk.

This year, we are directing our focus on empowering the mom-and-pop stores (especially those in the F&B and FMCG sectors), so that they can stand a competitive edge against larger retailers. Together, we aspire to redefine the business sourcing and digitization experience across Southeast Asia. The company's headquarters is located at Sunway Geo. Company's address specifically at Sunway Geo Avenue Block B1, Level 3, Unit 1, Jalan Lagoon Selatan, 47500 Subang Jaya, Selangor.

As for my internship placement was at Sunway Nexis Office Suits which is C-10-9, Sunway Nexis Mall Jalan PJU 5/2, Petaling Jaya, 47810. Besides, the office is also located near MRT of Surian which makes it easier for me to go to work daily.