



INDUSTRIAL TRAINING REPORT

1 SEPTEMBER 2023 –
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**ZIKAY
GROUP
BERHAD**



Executive Summary

This internship training report originated from my internship program, a prerequisite of my academic course at UiTM. It's a culmination of my 24-week internship at Zikay Group Berhad, specifically in the Human Resource & Admin Department, spanning from September 1st, 2023, to February 9th, 2024. The aim of this report is to analyze the Strengths, Weaknesses, Opportunities, and Threats (SWOT) of Zikay Group Berhad.

The report draws upon secondary data sources. It begins with my personal profile, followed by a section detailing the company's profile. This segment encompasses the company's mission, vision, background, and organizational structure provided by Zikay Group Berhad. The subsequent section, the training reflection, delves into my experiences as an intern in the Human Resource & Admin Department at Zikay Group Berhad, highlighting the benefits and knowledge gained during this period.

The subsequent part of the report entails the SWOT analysis and recommendations for Zikay Group Berhad. Each aspect of the SWOT analysis, inclusive of TOWS analysis, includes three distinct points. Lastly, the report concludes with a comprehensive summary.

TABLE OF CONTENT

• ACKNOWLEDGEMENT	1
• STUDENT'S PROFILE	2
• COMPANY'S PROFILE	3
• TRAINING'S REFLECTION	6
• SWOT ANALYSIS	8
• DISCUSSION AND RECOMMENDATION	9
• CONCLUSION	14
• REFERENCES	15
• APPENDICES	16
• OUR ORIGINAL REPORT	17



COMPANY'S PROFILE

Company's Name

Zikay Group Berhad

Company's Location

The company is located at 53, Jalan Raja Alang, Kampung Baru, 50300 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur.

Company's Background

Zikay Group Berhad emerged as an industry trailblazer in the property and construction sector. Currently, the construction industry significantly impacts the economy of nations, standing as one of the primary sectors. This field involves the development of various infrastructures within real estate landscapes. Construction has evolved into a pivotal sector, contributing significantly to a nation's economic growth. Given its investment-centric nature and substantial government demand, the construction industry attracts considerable attention from governmental bodies.

Zikay Group Berhad has made remarkable strides as a prominent and established property developer, originating from modest beginnings and expanding significantly over two decades. The group now stands shoulder to shoulder with major industry players in the country. Furthermore, the government shows keen interest in partnering with the construction industry, especially in developing infrastructure within healthcare, transportation, and education sectors. Zikay Group Berhad exemplifies this diversified business approach, engaging in property & construction, financial ventures, and the hospitality sector.

Vision

Grow as a reputable organization.

Mission

1

To provide superior customer service and satisfy customer needs through a culture of excellence.

2

To enhance shareholder's value.

3

To be mindful of our social responsibilities.

4

To be a caring and responsible employer towards employee.