



اَوْبُو سَيِّدِي بَاتِيكُونُو لَوِي كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING REPORT
(MGT666)



AJ ISMA & PARTNERS
(01 SEPTEMBER 2023 – 09 FEBRUARY 2024)

NAME : NUR AINA AFIQAH BINTI KHAIRON ANUAR
STUDENT ID : 2021889158
PROGRAM : BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE
ADVISOR NAME : PM DR MAHYUDIN BIN AHMAD

EXECUTIVE SUMMARY

An internship is an opportunity to apply theoretical knowledge gained through academic coursework to real-world situations within a professional setting. Internships are often a crucial component of many degree programs and can provide several benefits to students pursuing their education. Internship offer students the chance to apply concepts learned in the classroom to actual work scenarios. This practical experience can deepen their understanding of the subject matter and help them see the relevance of their academic studies in a professional context. Internship also provides a platform for students to develop and enhance a wide range of skills such as communication, teamwork, problem-solving and time management.

In Malaysia, the duration for the industrial training usually takes 3 to 6 months to complete. I have spent my internship for 6 months (24 weeks) at AJ Isma & Partners, Bandar Perda, Pulau Pinang starting from 1 September 2023 until 9 February 2024. During my internship, I have learnt a lot of experience and knowledge especially in audit field which I had never learnt before this in my course studies. I had been supervised by my supervisor, Puan Norhapiza Binti Suman which is the principal audit of the AJ Isma & Partners.

Besides learnt to do audit, I also have been given the exposure to do account and tax so that I can gain more knowledge not only doing audit but also expert in doing account and client's tax. By learning all this new knowledge, I can enhance my written and verbal communication skills in a professional context. I can get the experience working in a team environment on audit engagements and learn how to collaborate with colleagues to achieve common audit objectives. The experience of this internship allows me to explore potential career path. The firsthand experience helps me to assess whether a particular industry or job role aligns with my interests and career goals.

This report started with student's profile which is my updated resume that I used to apply my internship at AJ Isma & Partners. In this resume, it contains my education background, working experience, leadership experience, achievements in university, and skills that I have. I also put the company background of my industrial training, vision, mission, objective, organizational structure and services that they provide at AJ Isma & Partners. Other than that, I also do the SWOT analysis of the firm which consist strengths, weaknesses, opportunities and threats. Each component of SWOT I had listed two findings. Overall, I understand that practical training at an audit firm provides me a holistic learning experience that goes beyond theoretical knowledge, preparing me a career in auditing and accounting. It allows me to apply classroom concepts to real-world scenarios and develop the practical skills needed in the professional work environment.

TABLE OF CONTENT

CONTENT	PAGES
EXECUTIVE SUMMARY	i
TABLE OF CONTENT	ii
1.0 ACKNOWLEDGEMENT	1
STUDENT'S PROFILE	
UPDATED RESUME	2
COMPANY'S PROFILE	
COMPANY'S BACKGROUND, LOGO AND LOCATION	3
COMPANY'S VISION, MISSION AND OBJECTIVES	4
ORGANIZATIONAL CHART	5
AJ ISMA & PARTNERS SERVICES	6 – 8
4.0 TRAINING'S REFLECTION	9 – 11
5.0 SWOT ANALYSIS CHART OF AJ ISMA & PARTNERS	12
SWOT ANALYSIS OF AJ ISMA & PARTNERS & RECOMMENDATIONS	
- STRENGTHS	13 – 17
- WEAKNESSES	18 – 21
- OPPORTUNITIES	22 – 25
- THREATS	26 – 29
7.0 CONCLUSION	30
8.0 REFERENCES	31 – 32
9.0 APPENDICES	33 – 36

COMPANY PROFILE

Name, Location & Background Of Company

Basically, the firm's name is AJ Isma & Partners. AJ Isma & Partners was established on 2nd May 2002 through partnership between Mr. Augustine James, Mr. Ismawadee Bin Ismail and Mr. Mohd Arif Bin Mustapha to provide assurance and taxation services for small and medium sized clients. The practice is now being carried out at five locations around Malaysia, which are at Bandar Perda, Bukit Mertajam (main office), as well as in Seberang Jaya, Pulau Pinang, Ipoh, Perak and Cyberjaya, Selangor which the branch operates under the name of Ismawadee & Co. Besides, the company also have three others associates in Kangar, Alor Setar and Sungai Petani, Kedah. Currently, the main office is located at 15A, Lorong Perda Selatan 2, Bandar Perda, 14000 Bukit Mertajam, Pulau Pinang.

AJ Isma & Partners have 4 main services which auditing, account, tax and secretary. These services would help other business in managing their financial position. We also have several types of clients such as private limited company, cooperative, PPK and Majlis Perbandaran. Here is the logo of AJ Isma & Partners.



Figure 1: Company Logo of AJ Isma & Partners

Vision, Mission, Objective, Goal

- **Vision and Mission**

AJ Isma & Partners have their own mission. Their mission is to provide a professional service to clients, based on the client requirements, efficiently, in time, and in all instances maintaining the highest professional standards.

- **Objectives**

AJ Isma & Partners have a long-term goal to become the premier professional services organization especially in the northern region of peninsular Malaysia.

- **Philosophy**

AJ Isma philosophy is to give the best services to the client. AJ Isma will work closely with client to succeed and meet client's business objective.

- **Commitment**

AJ Isma team being committed to working with all levels of client organization to help meet client's needs and achieve successful outcomes.