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UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE



INDUSTRIAL TRAINING REPORT (MGT666)

SWOT ANALYSIS

4 SEPTEMBER 2023 – 9 FEBRUARY 2024

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EXECUTIVE SUMMARY

Every university makes internship program compulsory for every student. Mostly they do their internship in their last semester. Internship programmed is for early exposure to student about working environment.

I have been internship at Dr. Oetker Nona for this last semester for 24 weeks. This internship starting from 4 September 2023 and end 9 February 2024. During this internship, I gain a lot of knowledge about HR department since I be placed in the HR department. This company have 7 department which is HR department, Finance department, Marketing department, Sales department, warehouse department, QA and RnD department and lastly production department. I being supervise by Senior HR and Admin executive, Cik Nu'r Sufina.

During the internship, I already improve my communication experience because I need to deal with a lot of people to deal booking for hotel and event space. I get to know the proper way to email to ask for quotation and invoice from the hotel and event space. I get to learn how to use website of HRDC which will help me later in my career. I also get to learn about employment act when I get placed into HR department.

This report begins with a student profile which my updated resume and followed by companies' profile which consist of logo, background, location, vision, mission, objective, organizational structure, and companies' product. Then I will also share about my reflection which include the duration of the internship, the experience of my internship, and the task that I do. Then in this report, there will be SWOT analysis with discussion and recommendation. After that I will conclude all the SWOT analysis I am doing at the last part. In appendix, I attach the photo that I gained during my internship programmed.

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3.0 COMPANY'S PROFILE

3.1 LOGO, BACKGROUND, LOCATION



A corporation called Dr. Oetker Nona Malaysia Sdn. Bhd., or Dr. Oetker Nona, is a branch in Penang, Malaysia. This business is a worldwide German corporation. Established in 1891, Dr. August Oetker KG is the creator and sole proprietor of the Oetker Group, with its headquarters located in Bielefeld, Germany. Since July 2012, Dr. Oetker Nona has operated in Malaysia specialize in manufacturing of foodstuff product. Subsequently, Dr. Oetker created Dr. Oetker Nona Malaysia Sdn. Bhd. after acquiring a 100% controlling ownership in Nona, a well-known manufacturer of nutritional goods in Malaysia, from its parent company, Torto Food Industries.

Dr. Oetker Nona Malaysia is an international expert in the food business, producing a wide range of goods like oats, frying flour, baking mixes, pizza and food coloring and flavoring. Dr. Oetker Nona consistently upholds the quality and integrity of their halal products. Additionally, their items are distributed through several retailers, including Mydin, Lotus, Aeon, Aeon Big, Giant, Billion, The Store/Pacific, and Econsave. Numerous states, including Penang, Kedah, Perak, Kuala Terengganu, Kelantan, Kuantan, Selangor, Melaka, and others, are recipients of the items' distribution. Additionally, Dr. Oetker Nona exports its goods to Singapore, Taiwan, Thailand, and other international locations.

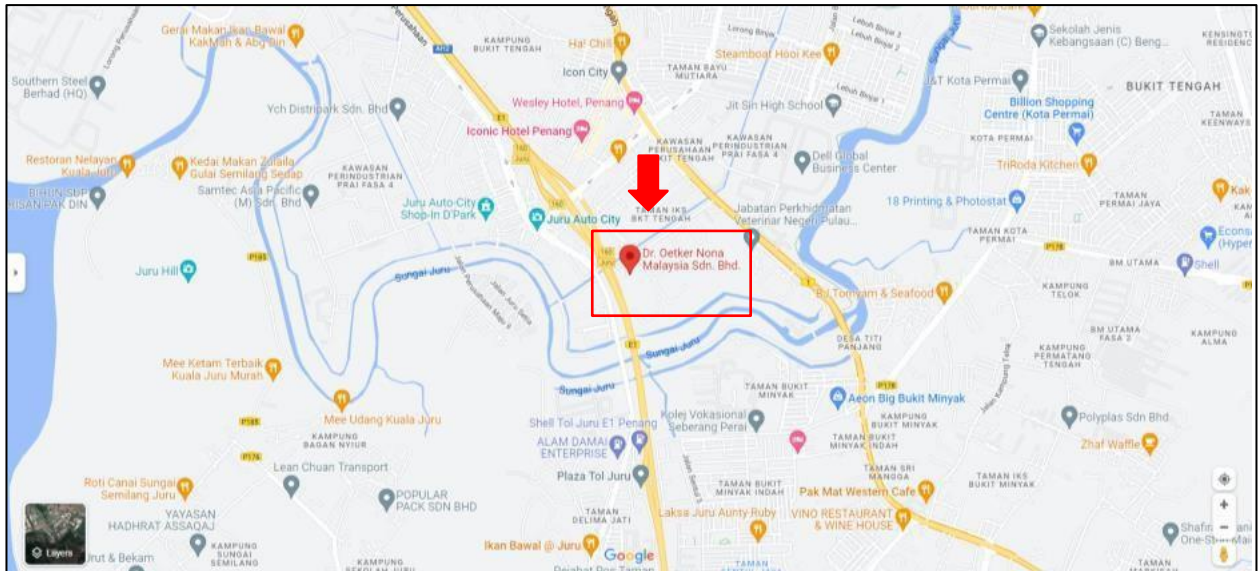


Figure 3.1 Location of Dr. Oetker Nona Malaysia

3.2 VISION, MISSION, AND OBJECTIVES

➤ Vision

To be a food organization in providing ambient, frozen, and more conscious nutrition for consumers worldwide.

➤ Mission

“Quality is the best recipe” which becomes a guidance principle according to which all employees conduct their daily work. Ensuring the high quality and safety standards of Dr. Oetker products across all stages of the product life cycle makes a significant contribution to maintaining consumer confidence in the brand and its products and is therefore crucial to the continued success of the company.”

➤ Objective

i. Conscious consumption with Dr. Oetker.

With the growing need for indulgence in line with a balanced lifestyle, Dr. Oetker are responding to the needs and wishes of their consumers by working to offer them more balanced alternatives within expanding range of products.

ii. Stand up for the environment and society.

Dr. Oetker assume responsibility for the social and environmental impact of their operations and focus on achieving a more sustainable supply chain and improving the environmental footprint.