



اوپو رسيكوي تنكولوگي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA



**2025**

# INDUSTRIAL TRAINING REPORT



## ATIFA

Prepared by:

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**BA232**

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Kepada :

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Tuan/Puan

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<b>Tajuk Laporan</b>	INDUSTRIAL TRAINING REPORT	<b>Nama Syarikat</b>	ATIFA TOWAGE & TRANSPORT SDN.BHD

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.....  
**Nama Pegawai :**  
**Jawatan :**  
**No. Tel. :**  
**No. Faks :**

**Cop jabatan/organisasi:**




## EXECUTIVE SUMMARY

This internship report presents an in-depth analysis of my six-month industrial training at Atifa, a leading company specializing in maritime and construction services. As an intern in the Tender, Contract, and Procurement department, I was actively engaged in core responsibilities such as monitoring project progress, preparing comprehensive schedules, and conducting in-depth research on project opportunities using industry platforms like CIDB and E-Perolehan. Under the mentorship of Mr. Michael Daniel Liam, I gained hands-on experience in procurement processes and project management, strengthening my understanding of operational workflows within the industry.

The internship significantly contributed to the development of both soft and technical skills. I enhanced my communication abilities through regular reporting, effective collaboration with team members, and clear documentation of project updates. Furthermore, I refined my time management and problem-solving skills by addressing scheduling challenges and navigating complex procurement systems. My technical capabilities expanded through the practical application of project tracking tools and the use of digital platforms to streamline administrative tasks.

The report also includes a SWOT analysis of Atifa, offering insights into its strengths, weaknesses, opportunities, and threats. This analysis underscores the importance of strategic planning and innovation in maintaining competitiveness in a dynamic industry. The supportive and inclusive workplace culture at Atifa, emphasizing work-life balance, employee development, and ethical practices, further enhanced my learning experience and underscored the role of organizational values in professional success.

Through this comprehensive training, I acquired valuable industry knowledge, advanced my professional skill set, and gained practical insights into the strategic and operational aspects of the maritime and construction sectors. This experience has been instrumental in preparing me for future challenges and opportunities in my career.








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## 1.0 ACKNOWLEDGEMENT

I would like to express my profound appreciation to all individuals who have made valuable contributions to the successful culmination of my industrial training at Atifa. Next, I would like to sincerely thank the management and personnel of Atifa for giving me the chance to acquire practical experience and valuable insights into the industry. Their assistance and resources have been quite beneficial during my training term.

I am deeply appreciative of my supervisor, Mr. Michael, for his steadfast advice, support, and mentorship. His proficiency and support have been crucial in assisting me in navigating the intricacies of the work allocated to me. His insightful opinions and guidance have been indispensable for my personal and professional growth.

Besides, I would like to express my gratitude for the assistance and direction provided by my academic advisor Madam Aida Nur binti Mohd Kodri, whose profound knowledge and motivation have been instrumental in the successful completion of my training.

Lastly, I would like to express my gratitude to my colleagues and the entire team of Atifa for their collaboration and for creating a favourable atmosphere for learning.



## 2.0 STUDENT'S PROFILE



### NUR ATHIRA BINTI MAZLAN

BACHELOR OF OFFICE SYSTEM  
MANAGEMENT (HONS.)

My goal is to join a company for my internship where I can utilize my skills in administration and management while gaining more experience, all the while enhancing productivity and the company's reputation.



#### EDUCATION

**BACHELOR OF OFFICE SYSTEM  
MANAGEMENT (HONS.)**  
UiTM Bandaraya, Melaka  
Completed in 2025 - Current

**DIPLOMA OF OFFICE MANAGEMENT  
AND TECHNOLOGY**  
UiTM Lendu, Melaka  
Completed in 2022

**SIJIL PELAJARAN MALAYSIA (SPM)**  
Malacca Girl High School  
Completed in 2018

#### EXPERIENCE

##### THE BUDGET SHOP

- As a Account Assistant
- Key Responsibilities**
- Calculate employee wages
- Calculate stock

#### REFERENCE

**Name:** Nurul Ain binti Mustakim  
**Phone:**  
**Email:**  
**Job Title:** Senior Lecturer UiTM

#### ACHIEVMENT & VALUNTEERING ACTIVITIES

- Degree: CGPA 3.0 and above for each semester
- Diploma: CGPA 3.5 and above for each semester
- Class Representative
- Emcee for The Beginner's Guide Program
- Head of Registration Bureau for Vibe2Recycle Program

#### TOP SKILLS

##### HARD SKILLS

- Typing skills
- Document processing skills
- Microsoft Office

##### SOFT SKILLS

- Multi-Tasking
- Decision Making
- Communication
- Leadership
- Observation

#### LANGUAGE

- Malay
- English



### 3.0 COMPANY'S PROFILE


Atifa is situated at Wisma Atifa, 17, Jalan KSB 14, Taman Kota Syahbandar, Melaka. The company operates from Monday to Friday, from 8:30 a.m. to 5:30 p.m. The organisation is overseen by a group of seasoned professionals with extensive technical knowledge in marine services, guaranteeing the utmost levels of quality and safety.



**ATIFA**

Besides, Atifa is a company which has vast experiences, exposures and expertise in maritime industry for almost 20 years. The company provides a wide array of nautical services. Their maritime support operations and shipping and forwarding agency services are customised to cater to the varied requirements of their clients. The corporation specialises in ship-to-ship transfer operations and the selling of petroleum products. In addition, Atifa offers ship chartering, ship management, petroleum transport and logistics, as well as port and shipyard services. The company's dedication to achieving high standards of quality and dependability is apparent in all of their service offerings, which has established them as a reputable and reliable partner in the marine business.

Moreover, Atifa is a proudly Bumiputera company that has been officially recognized with Bumiputera status, reflecting our commitment to supporting the nation's economic development. Our company holds a CIDB Grade G7 certification, enabling us to undertake large-scale and prestigious projects in the construction and transportation sectors.







### 3.1 VISION & MISSION

#### VISION

To be a leading and trusted provider of innovative and sustainable marine support services, driving growth and excellence in the maritime industry across Malaysia and beyond.

#### MISSION

We are committed to delivering high-quality, reliable, and cost-effective marine solutions that meet the evolving needs of our clients. Through innovation, integrity, and a focus on sustainability, we strive to enhance operational efficiency while ensuring safety and environmental responsibility in all our services







## 3.2 COMPANY'S SERVICES & PRODUCTS



Marine Fuel Trading



Oil & Gas



Vessel Chartering



Petroleum Distribution

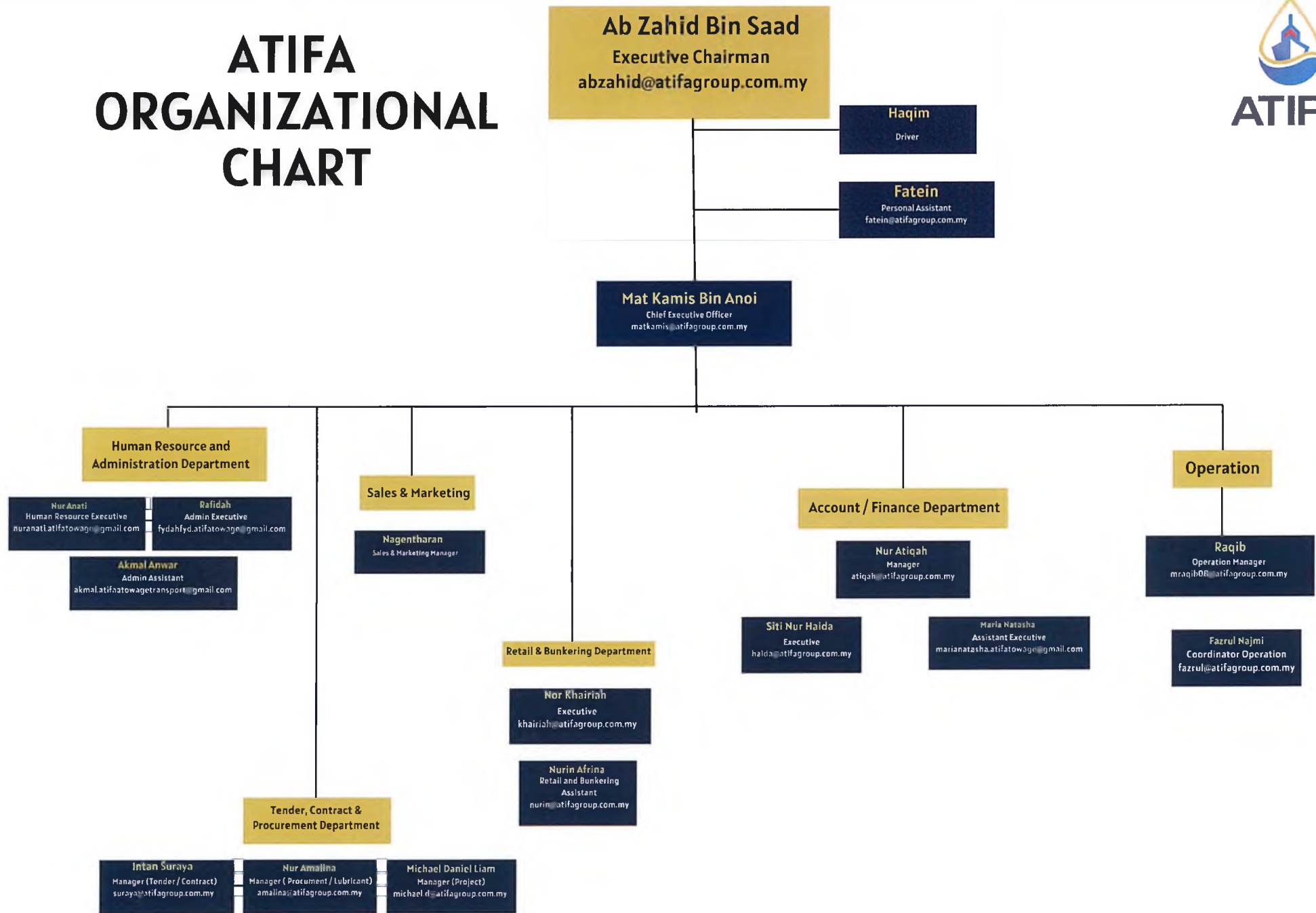


Ship to Ship



Project Construction

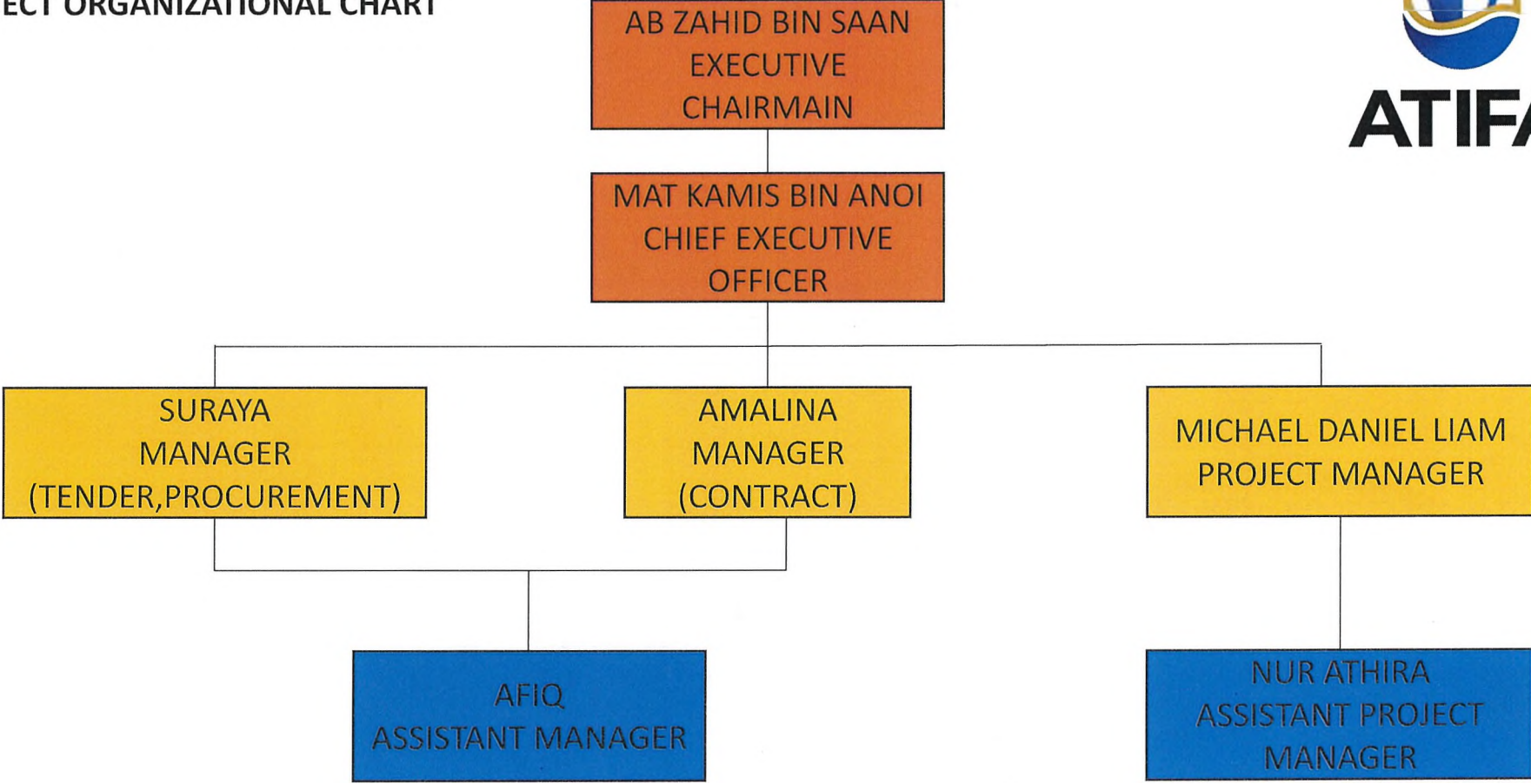
# ATIFA ORGANIZATIONAL CHART







**TENDER, CONTRACT, PROCUREMENT &  
PROJECT ORGANIZATIONAL CHART**







## 4.0 TRAINING REFLECTION

### • 4.1 DURATION AND WORKPLACE CULTURE

During my **6-month internship** at Atifa, from **12 August 2024 to 24 January 2025**, I have experienced a professional and supportive work environment. My **working hours are from 8:30 a.m. to 5:30 p.m.**, with the option of **flexible hours from 9:00 a.m. to 6:00 p.m.**, which the flexible working hour reflecting the company's commitment to work-life balance.

The company fosters a **positive workplace culture** by **encouraging employees to have breakfast before starting their tasks**, to ensuring a productive start of the day. Additionally, every Friday morning, we **recite Surah Yassin and engage in a brief hadith session**, which promoting spiritual growth and a sense of unity among the team. These practices contribute to a balanced and fulfilling work experience.

### • 4.2 TRAINING DETAILS

I was **assigned under Tender, Contract and Procurement department**. My **supervisor is Mr. Michael Daniel Liam**. Under supervision of Mr. Michael. I managed to gain valuable learning experience in Atifa. My **key responsibilities** as an assistant to Mr. Michael are:

- assist and perform administrative task as required, including keeping track of the project's progress.
- Reporting to the project manager on the project's progress through all stages
- Supporting team members by researching project information
- Assists to prepare project's schedule progress
- Handling some of the website that been used for searching project such as CIDB, JET for 'Jabatan Kerja Raya' (JKR), ALAM FLORA, JPS also E-Perolehan.



TASK	CATEGORY		KEY RESPONSIBILITIES
Daily Tasks	Administrative Support		- Assisting in administrative tasks related to project management.
			- Preparing necessary project documentation and reports.
	Project Progress Tracking		- Monitoring the progress of ongoing projects.
	Platform Utilization		- Accessing platforms like CIDB, JET, ALAM FLORA, JPS, and E-Perolehan for data collection and updates.
Weekly Tasks	Project Progress Tracking		- Compiling and summarizing project updates to report to the project manager.
	Research and Scheduling		- Reviewing and updating project schedules to reflect current progress.
	Platform Utilization		- Conducting targeted research on platforms like CIDB and E-Perolehan for upcoming tenders and opportunities.
Monthly Tasks	Research and Scheduling		- Preparing comprehensive project schedules and plans for upcoming initiatives.
	Platform Utilization		- Analyzing data from platforms such as JET, ALAM FLORA, and JPS for strategic project planning.

(Table of the Key Responsibilities based on Daily, Weekly, and Monthly tasks)



## • 4.3 TRAINING BENEFITS

### 4.3.1 SOFT SKILLS

During my industrial training, I gained valuable **communication skills** by effectively reporting project progress to the project manager, coordinating with team members and stakeholders, and writing clear and concise updates for administrative tasks. I collaborated closely with my team to research project information and supported colleagues in meeting deadlines, which enhanced my ability to work effectively in a team environment.



I honed my **time management skills** by prioritizing tasks such as tracking project progress, preparing schedules, and ensuring timely submissions for tenders and contracts. When challenges arose in project schedules or tender processes, I developed **problem-solving skills** by identifying issues and suggesting practical solutions.

**Attention to detail** became a key strength as I ensured the accuracy of administrative records and project tracking while reviewing documents and schedules to meet project requirements. Additionally, I **demonstrated adaptability** by efficiently adjusting to various tasks, such as navigating platforms like CIDB, JET, and E-Perolehan, and learning to work within the unique requirements of agencies like JKR and Alam Flora.



#### 4.3.2 HARD SKILLS



I also **gained hands-on experience in project management** by tracking and scheduling project progress and learning tools and techniques to monitor and report on various project stages. I **enhanced my research skills** by utilizing online platforms such as CIDB, JET, JPS, and E-Perolehan for project-related research, as well as gathering and analyzing information for tender submissions.

I **developed technical knowledge** of procurement by understanding tendering processes for agencies like JKR and Alam Flora and becoming familiar with procurement workflows and contract management. My administrative proficiency improved as I organized and maintained project documents while using organizational tools to streamline tasks and meet deadlines.

I also **strengthened my software proficiency** by effectively navigating platforms like CIDB and E-Perolehan, learning how to search for projects efficiently and manage online submissions. Furthermore, I **honed my skills in reporting and documentation** by preparing clear and professional project progress reports and systematically documenting schedules and updates for management review.

#### • 4.4 OTHER BENEFITS

During my industrial training, I received a monthly **allowance of RM500**, which helped cover my expenses during the program. The company provided a **one-hour lunch break** from 1:00 p.m. to 2:00 p.m. on Monday to Thursday and a **two-hour break** from 12:30 p.m. to 2:30 p.m. on Friday. They also accommodated employees' needs by **providing a prayer room and a staff pantry** for convenience and comfort.

For outstation assignments, I was entitled to additional benefits such as **meal allowances** ranging from RM40 to RM50 per day. While the company **provided transport for outstation tasks**, **mileage claims** were available if I used my own vehicle. Additionally, **overtime work was compensated**, subject to confirmation from the department manager. These benefits greatly enhanced my overall training experience and demonstrated the company's commitment to supporting its trainees.





## 5.0 SWOT ANALYSIS

SWOT analysis is a widely used strategic planning tool designed to evaluate an organization's internal and external environment systematically. It involves identifying and analyzing four key elements, which are strengths, weaknesses, opportunities, and threats. Strengths, which refer to the internal attributes or resources that give the organization a competitive edge. Weaknesses, which are internal limitations or challenges that may hinder the organization's performance. Opportunities, which are external factors or trends that the organization can capitalize on to achieve its objectives, and threats which are external challenges or risks that could negatively impact the organization. By combining these insights, SWOT analysis will help businesses or projects to align their strategies, optimize resource allocation, and address potential risks effectively (Gürel & Tat, 2017).



(SWOT ANALYSIS OF ATIFA)





## 5.1 SWOT EXPLANATION & RECOMMENDATION


### 5.1.1 STRENGTHS

#### WIDE RANGE OF SERVICES

ATIFA diverse portfolio of services, which includes ship-to-ship transfer operations, petroleum transport and logistics, ship chartering, ship management, and large-scale construction projects, highlights its capability to cater to a variety of industries and market demands. This **wide range of services** demonstrates the company's ability to offer comprehensive solutions to clients, positioning itself as a versatile and reliable partner in both the maritime and construction sectors. Such diversity also ensures multiple revenue streams, providing a buffer against downturns in any one sector. To capitalize on this strength, ATIFA **should develop robust marketing strategies that emphasize its ability to provide end-to-end solutions** (Crespin-Mazet & Ghauri, 2006) by bundling complementary services, such as integrating petroleum logistics with ship chartering, the company can offer clients cost-effective and value-added packages, further enhancing its appeal in the marketplace.

#### QUALIFIED CERTIFICATIONS

ATIFA's possession of **qualified certifications**, such as the CIDB Grade G7, STS licenses, and LQRA which is a testament to its adherence to high standards of quality, safety, and professionalism. **These certifications should be prominently showcased in proposals, marketing campaigns, and industry forums, as they reflect the company's commitment to excellence and compliance with stringent regulatory standards, which are often key factors for clients when selecting service providers** (Keh & Xie, 2008).





## SWOT EXPLANATION & RECOMMENDATION

### 5.1.2 WEAKNESSES

#### HIGH OPERATIONAL COSTS

One of ATIFA's primary challenges is the **high operational costs** associated with maintaining its equipment, managing fuel expenses, and retaining a skilled workforce. In industries such as maritime logistics and construction, the cost of maintenance, repairs, and upgrades for equipment and infrastructure can be substantial. Rising fuel prices and the need to offer competitive salaries to skilled professionals further contribute to these expenses, potentially impacting profit margins. To address this issue, ATIFA **should prioritize cost-efficiency measures, such as adopting energy-efficient technologies, streamlining operational processes, and negotiating long-term contracts with suppliers to secure better pricing on essential resources** (Yeung et al., 2013).

#### LACK OF EXPERIENCE

Another notable weakness is ATIFA's **lack of experience** in certain specialized or niche areas of its industry. While the company's CIDB Grade G7 certification enables it to bid for large-scale projects, the lack of a robust portfolio in highly technical or specialized projects may hinder its ability to secure high-profile contracts. To overcome this limitation, ATIFA **should actively seek opportunities to build its experience by taking on smaller, niche projects and partnering with more experienced firms** (De Almeida Parizotto et al., n.d.). By forming strategic alliances, the company can enhance its credibility and demonstrate its ability to successfully execute complex projects.



## SWOT EXPLANATION & RECOMMENDATION

### 5.1.3 OPPORTUNITIES

#### PARTNERSHIP AND COLLABORATIONS

ATIFA has a wealth of opportunities to strengthen its market position through **partnerships and collaborations** with established firms. Partnering with experienced companies can provide access to advanced technologies, shared resources, and valuable expertise that ATIFA may currently lack, enabling it to expand its capabilities and market reach. Such collaborations can also boost the company's credibility, particularly in sectors or regions where it is relatively new or less established. **Proactively pursuing joint ventures for large-scale projects can significantly enhance company competitive edge, allowing it to deliver superior outcomes and increase its chances of winning lucrative contracts** (Lu et al., 2020).

#### GOVERNMENT PROJECTS

ATIFA's qualified certification opens the door to **government infrastructure projects**, which are often characterized by high budgets and long-term commitments. Governments typically prioritize infrastructure development as a means to stimulate economic growth, creating a steady pipeline of opportunities for companies like ATIFA. To fully leverage this potential, the **company should establish a dedicated team to monitor government tenders and investment plans and aligning its service offerings with government priorities, such as sustainable development and renewable energy** (Edler & Georghiou, 2007), will not only increase the likelihood of winning contracts but also position ATIFA as a forward-thinking and socially responsible organization.





## SWOT EXPLANATION & RECOMMENDATION

### 5.1.4 THREATS

#### MARKET COMPETITION

The maritime and construction industries are **highly competitive**, with numerous players offering similar services. This intense competition poses a significant threat to ATIFA's market share, as established firms often benefit from stronger brand recognition, more extensive project portfolios, and existing client relationships. To mitigate this challenge, ATIFA **should focus on differentiating itself through innovation and customer-centric practices by adopting cutting-edge technologies, such as digital project management tools or environmentally sustainable solutions** (Bocken et al., 2013), the company can appeal to clients who value efficiency and sustainability.

#### ECONOMIC FLUCTUATIONS

**Economic fluctuations** also present a notable threat to the company, as downturns can lead to reduced infrastructure investments, project delays, or even cancellations. Global uncertainties, such as changes in maritime and construction regulations or fluctuations in oil prices, further compound these risks. To safeguard against such vulnerabilities, ATIFA **should build a financial buffer through cash reserves or securing flexible financing options which can help the company maintain liquidity during challenging economic periods** (Fagbemi et al., 2024).



## 6.0 CONCLUSION

My internship experience at ATIFA has been an invaluable journey of professional and personal growth. Through hands-on exposure to the Tender, Contract, and Procurement department, I developed essential skills in project management, procurement processes, and communication. The company's supportive work environment and structured practices, such as flexible working hours and team-building activities, enhanced my ability to adapt and excel in a professional setting.

The insights gained from ATIFA'S operations, ranging from its extensive maritime services to its commitment to quality and innovation, have broadened my understanding of the industry. By applying these learnings to real-world tasks, I was able to hone both my technical and interpersonal skills, laying a solid foundation for my future career.

Through the SWOT analysis i found out ATIFA'S strong position in the maritime and construction industries, supported by a diverse service portfolio and certifications like CIDB Grade G7. These strengths enable the company to capitalize on opportunities such as strategic partnerships and government projects, fostering growth and market expansion.

However, challenges such as high operational costs and limited niche expertise require strategic responses, including efficiency improvements, investment in technology, and skill development. Atifa must also address external threats like market competition and economic fluctuations through differentiation, innovation, and financial resilience.

Leveraging its strengths, seizing opportunities, and addressing weaknesses and threats, Atifa can build a sustainable and competitive future while driving value in the industries it serves.





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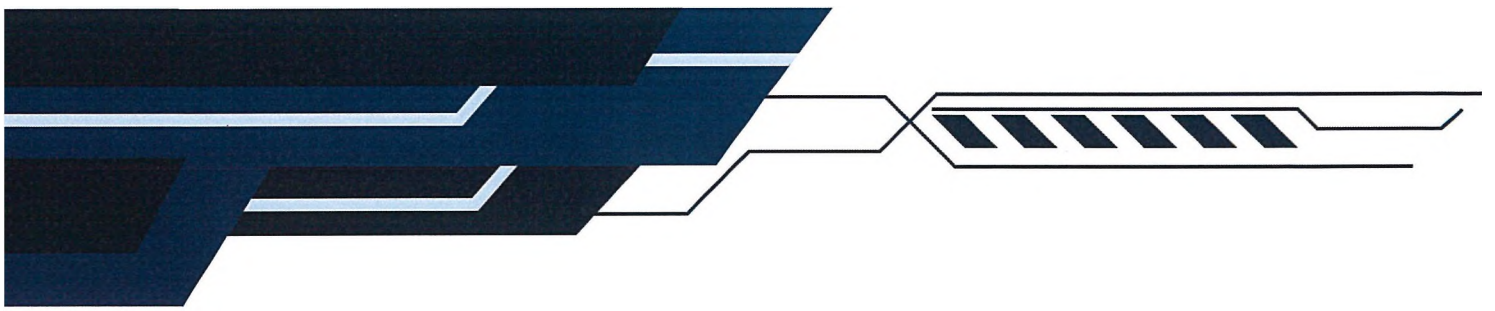




## 8.0 APPENDICES







## APPENDICES

