



اَوَّلُ رِسَالَةٍ تَبْدُو لِي مَبَارَا
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Diploma in Information Management
(CDIM110)

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INDUSTRIAL TRAINING REPORT

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ABSTRACT

This report is about my industrial training experience at Federal Land Development Authority (FELDA) from 22 July 2024 to 4 August 2024. The purpose of this training was to fulfill the requirements of my Information Management course in order to complete my Diploma and graduate from Universiti Teknologi Mara (UiTM). Throughout the 8-week program, I gained valuable work experience that contributed to my professional development before graduation. This report outlines the objectives of the industrial training, the company overview, and the departments I worked in. During my internship, I was involved in various tasks such as project management, marketing, social media and administrative duties. I had the opportunity to work on promoting Tenun Pahang Felda (TPF) products, assist in product branding, participate in promotional video production, and contribute to the design of marketing materials. This training provided me with practical knowledge that I could not gain in the classroom, and it expanded my perspective on the professional world. Additionally, I learned more about FELDA and gained skills that will benefit me in my future career.

Keyword: Industrial training, Federal Land Development Authority (FELDA), Professional development, Marketing, Design and development, Project management, Social media.

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