



UNIVERSITI TEKNOLOGI MARA CAWANGAN PERLIS

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

INDUSTRIAL TRAINING REPORT PETRONAS SDN BHD



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STUDENT PLEDGE OF ACADEMIC INTEGRITY

As a student of Universiti Teknologi MARA (UiTM), it is my responsibility to act in accordance with UiTM's academic assessment and evaluation policy. I hereby pledge to act and uphold academic integrity and pursue scholarly activities in UiTM with honesty and responsible manner. I will not engage or tolerate acts of academic dishonesty, academic misconduct, or academic fraud including but not limited to:

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- e. **Furnishing false information:** Providing false information or false representation to any UiTM official, instructor, or office.

With this pledge, I am fully aware that I am obliged to conduct myself with utmost honesty and integrity. I fully understand that a disciplinary action can be taken against me if I, in any manner, violate this pledge.

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EXECUTIVE SUMMARY

This report highlights the experience and skills I gained during my six months of Internship Practical at Petronas Company, from March 1st to August 9th, 2024, under the supervision of the director, Puan Hafizah Ahmad Afif.

The purpose of the project is to fulfil the core requirements for the award of a Bachelor in Business Administration (HONS) Marketing Degree by providing students with a practical aspect of the theoretical work that they have studied at the university, as well as to allow students to gain experience working in a workplace.

During my period of this internship, I learned a lot of new things. This company provides multitasking to their intern. As a result, I learned not only about finance, but I also learn about various things such as documentation, human resources, marketing, and others.

This report discusses the SWOT analysis of Petronas Company as well as skills acquired and experience gained during the training period, thereby justifying the scheme's relevance in providing students with the professional abilities required to thrive in the real world.

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2.0 COMPANY'S PROFILE



Founded in 1981, the facility in Kedah is strategically located to serve both domestic and international markets. Petronas Chemicals Fertiliser Kedah Sdn. Bhd. produces fertilizers in Malaysia. The Company (PC FK) is a Malaysian urea production company and a wholly-owned subsidiary of Petronas. As part of the Petrochemical Division of the Malaysian oil giant PETRONAS, the Company's primary product is granular urea, with ammonia and methanol as secondary by-products of the manufacturing process. Currently, the plant has a rated urea output of 2100 MT per day.

The production of further secondary petrochemicals, including plastics, glue, synthetic fiber, synthetic rubber, and lubricants, also uses the company's urea product. The majority of the Company's products ship through a deep arrive export terminal in Butterworth, Penang, which is connected to the main production plant by train. MITCO Sdn Bhd, PETRONAS's marketing arm, is responsible for marketing the majority of the Company's products. The business is based in Gurun, Kedah, Malaysia, and was established in 1983.