



# **ATHANLIZ INNOVATIONS SDN BHD (AISB)**

## **INDUSTRIAL TRAINING REPORT (MGT666)**

**1 MARCH 2024 – 9 AUGUST 2024**



**PREPARED BY:**

**NUR FARZANA BINTI ZANNU AKIBI  
2022958517  
RBA240 6B**

# TABLE OF CONTENTS

1. **Executive Summary**

---
2. **Student's Profile**

---
3. **Company's Profile**

---
4. **Organizational Chart**

---
5. **Products & Services**

---
6. **Training Reflection**

---
7. **SWOT & PESTEL Analysis**

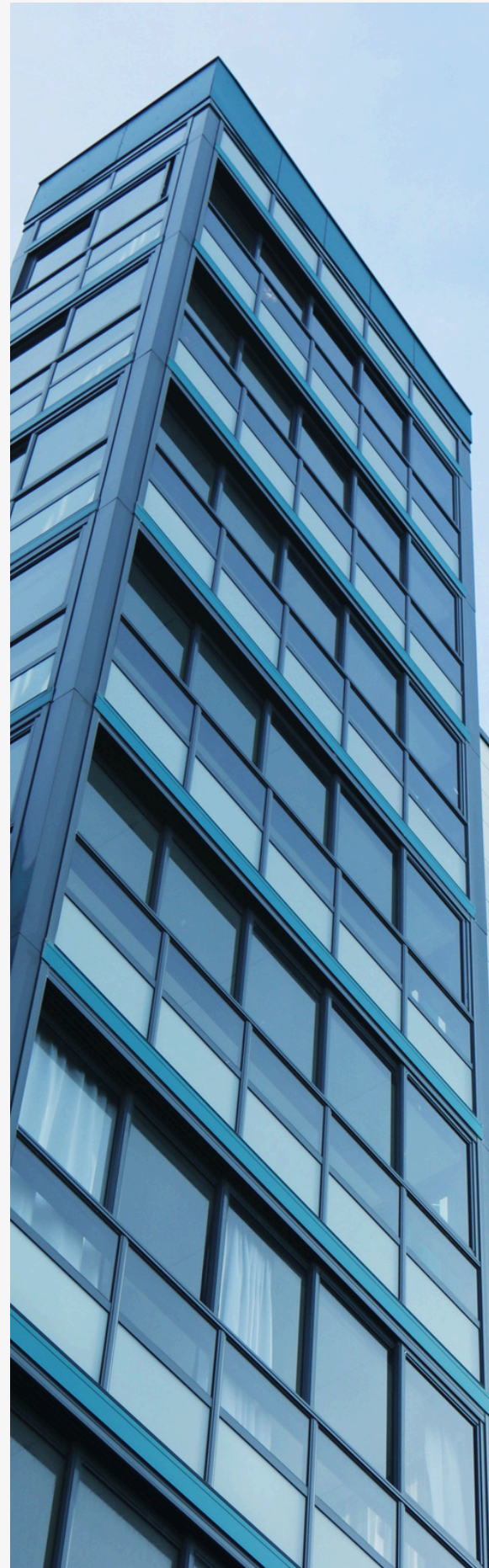
---
8. **Conclusion**

---
9. **References**

---
10. **Appendix**

---
11. **Ouriginal Report**

---



# EXECUTIVE SUMMARY

Internships provide invaluable learning experiences for students, to help them students grow and understand the workplace environment while applying university concepts and theories to real-life scenarios. My internship program will begin from 1 March 2024 and end by 9 August 2024 . Over these 24 weeks, I aim to enhance my experience by fulfilling my duties within the organisation. I have been placed in the Marketing department as a Marketing intern, reporting to my supervisor, Dr Athifah Najwani, a Managing Director at AISB company.

This report aims to analyze and understand the environment at Athanliz Innovations Sdn Bhd (AISB). The report includes objectives, a SWOT analysis, a PESTEL analysis, and recommendations for the company.

One crucial lesson I learned during my internship is that Marketer is a vital function in any organization. Marketing professionals play a key role in attracting, sustaining, and upgrading management, which is essential for organizational to success. Additionally, I learned the importance of building relationships with employees. Marketing professionals must understand the customer needs and create a positive and productive work environment.

Overall, my internship experience was highly valuable. I gained extensive knowledge about Marketing functions and best practices, along with practical work experience. I am grateful to AISB for the opportunity to intern in the Marketing department and am confident that the skills and knowledge I acquired will be beneficial in my future career.



# COMPANY'S PROFILE

Athanliz Innovations Sdn Bhd is a pioneering company dedicated to creating innovative products that blend the best of nature's offerings. This company specialize in the development and production of high-quality food and cosmetic products, with a unique focus on integrating land and sea ingredients, specifically harumanis extract and Latok. Our commitment to innovation, quality, and sustainability sets us apart in the industry.

## **Core Values:**

- **Innovation:** Continuously exploring new ways to improve and create unique products.
- **Quality:** Upholding the highest standards in every product we develop.
- **Sustainability:** Committing to eco-friendly practices and sustainable sourcing.
- **Customer Satisfaction:** Ensuring customers receive the best products and services.

## **Product Range:**

### **1. Food Products:**

- Harumanis-based snacks and desserts
- Latok-extract beverages and health supplements

### **2. Cosmetic Products:**

- Skincare lines featuring harumanis and latok extracts.

# VISION

To be a global leader in innovative product development, known for our unique combinations of natural ingredients and our dedication to quality and sustainability.

# MISSION

To revolutionize the food and cosmetics industry by combining the finest ingredients from land and sea, delivering exceptional products that promote health, beauty, and well-being.

# OBJECTIVES

By developing unique offerings like continuously create and introduce innovative products utilizing specialty ingredients like harumanis and latok to meet market demands and differentiate from

# GOALS

To achieve market leadership  
Dominance in niche markets in which establish AISB as a leading brand in the niche market of products featuring harumanis and latok.