



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Perlis
Kampus Arau



1 MARCH - 9 AUGUST 2024

INTERNSHIP REPORT

FARM FRESH MILK
PERAK



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EXECUTIVE SUMMARY



The overview in this report is about my internship program at Rakan Dagang Resources, also known as Teraju Azdy, one of Perak's largest distributors of Farm Fresh. In this report contains company's profile, training reflections, my experience during my internship start from 1 March 2024 until 9 August 2024, pestel and swot analysis.

At Farm Fresh Perak, I focused on marketing and administrative and financial skills. As a marketing officer, I multitasked and created content and edited. I learned how to deal with organizations for sales and attend events to learn face-to-face communication with consumers. I also gained experience in editing and managing content for the marketing department. This experience has enhanced my marketing abilities and expertise.

In addition, I also was tasked with participating in community activities, such as holding milk talks and selling milk at schools in Perak at subsidized prices. I also participated in community initiatives, demonstrating the organization's dedication to supporting local initiatives. This approach builds trust and loyalty among customers, demonstrating the company's focus on making a difference in the community, and creating a positive brand image, demonstrating that it is not just about profits.

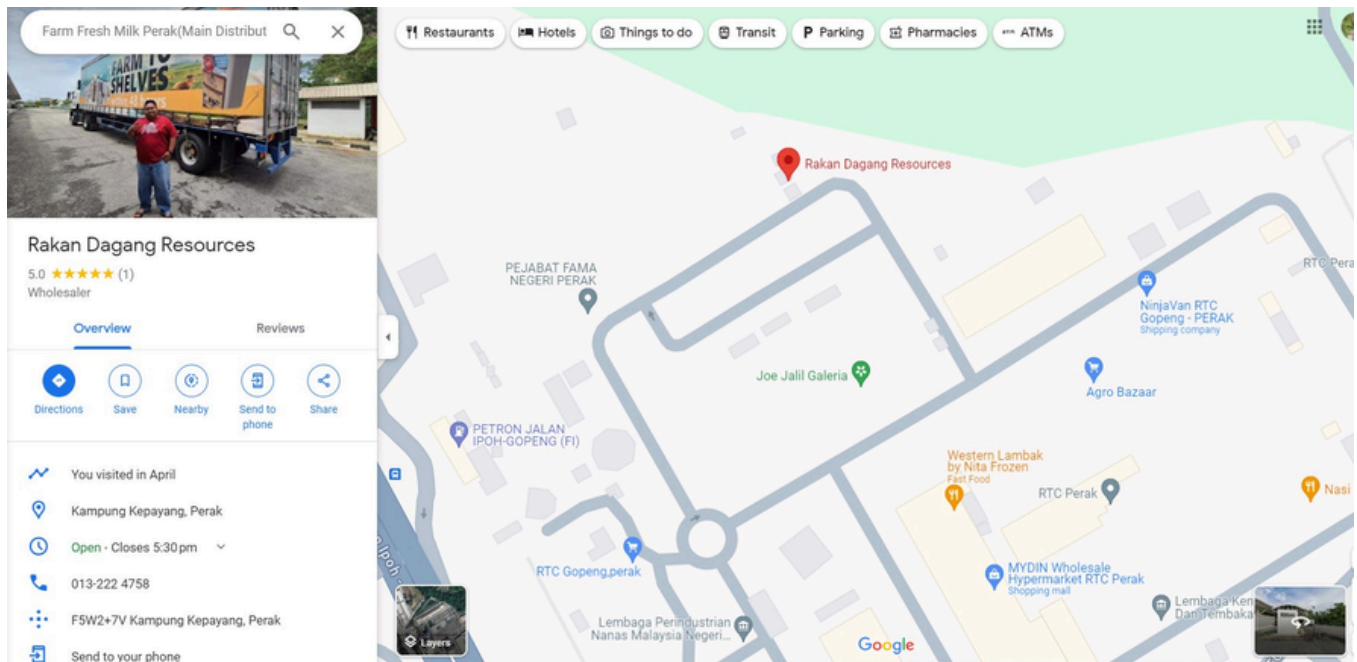
In conclusion, my internship journey at Rakan Dagang Resources which is distributor of Farm Fresh in Perak was a wonderful experience, because I can feel the real word of business and allow me to develop diverse skills and gain more experience. It also can increase my confidence in some things especially can increase my confidence to talk to people. This is important to build confidence for the future.

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COMPANY PROFILE



COMPANY NAME:
FARM FRESH MILK PERAK
(RAKAN DAGANG RESOURCES)

STOCKIST:
TERAJU AZDY

LOCATION:
No 44, Blok A, Pusat Transformasi Luar Bandar (RTC) Perak,
Kawasan Perindustrian Gopeng 2, 31600 Gopeng, Perak Darul
Ridzuan.

FARM FRESH MILK PERAK



Farm Fresh is a Bumiputra brand that specializes in the production of milk. Farm Fresh, the most prominent producer in Malaysia, has officially verified that it has its own distributor in every state. Their products are renowned for their superior quality and freshness, making them a favorite selection among consumers. Farm Fresh guarantees the widespread delivery of their milk to consumers throughout the whole country.

Rakan Dagang Resources is one of Perak's biggest Farm Fresh distributors. Rakan Dagang Resources, sometimes known as Teraju Azdy, is a Farm Fresh milk stockist in Perak. Rakan Dagang was established in January 2019 and was based in RTC Gopeng, Perak. Rakan Dagang is a distributor that distributes and sells products produced by Farm Fresh to wholesalers, home dealers, and agents located throughout the state of Perak, also known as a distribution centre for branded dairy goods from Farm Fresh. Rakan Dagang Resources is committed to providing fresh and quality dairy products to their customers in Perak, ensuring that Farm Fresh milk is easily accessible to all customers in Perak.

The main purpose of this company which is Rakan Dagang Resources was established as the biggest producer and distributor of Farm Fresh in the state of Perak. Therefore, the company's main focus is on the provision of services and supply operations for Farm Fresh products. In the establishment of this company, one of the people who played the most important role was Mr. Mohd Azrol bin Ahmad Nasuradin who holds the positions as the Chief Executive Officer and Chief Operating Officer, respectively. Mr. Mohd Azrol bin Ahmad Nasuradin's leadership has been instrumental in the company's success, overseeing the expansion of Farm Fresh products throughout Perak. His dedication to delivering high-quality dairy products has solidified the company's reputation as a trusted supplier in Perak.

Rakan Dagang Resources has generally carried out broad commercial operations with the assistance of several entities, including businesses, public and private government organizations. Rakan Dagang Resources has been successful in registering 40 home dealers and agents who together cover the whole state of Perak. Apart from effectively managing its own home dealers and agents, Rakan Dagang Resources has further extended its distribution network to encompass the entire state of Perak by providing dairy goods to supermarkets, petrol stations, grocery shops, government departments, and schools around Perak. This strategic expansion has allowed Rakan Dagang Resources to reach a wider customer base and increase its market share in the region. By collaborating with various types of businesses and organizations, the company has been able to establish a strong presence and solidify its position as a leading distributor in Perak.

The company's noteworthy achievement is its strong financial performance, with sales revenue reaching an impressive RM7 million, strengthening its status as a strong and successful business entity in Perak.