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UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS AND MANAGEMENT**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING**

**INDUSTRIAL TRAINING REPORT**  
(MGT666)

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## **EXECUTIVE SUMMARY**

The executive summary of the industrial training report provides an overview of the key findings and learnings from the training program. It outlines the objectives of the training, the methods used to achieve those objectives, and the outcomes of the program. Additionally, the summary highlights any challenges faced during the training and offers recommendations for future improvement. Overall, the executive summary offers a concise and informative overview of the industrial training report.

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## COMPANY'S PROFILE

### COMPANY BACKGROUND



The advent of e-commerce has completely transformed international commerce and raised customer expectations, hence creating a demand for logistics services that prioritize ease, efficiency, and dependability. NINJA LOGISTICS SDN BHD, a prominent logistics company headquartered in Selangor, is focused on creating a network of connections throughout Southeast Asia and delivering services with the utmost efficiency (About Us | Ninja Van MY). The company's fundamental principles encompass integrity, promptness, and ongoing enhancement. Lai Chang Wen, the founder, underscores the significance of technology and innovation in delivering dependable logistics solutions. Ninja Van is dedicated to improving its services by implementing automation and data analytics (Ninja Van, 2021). Additionally, co-founder Shaun Chong prioritizes sustainability and aims to reduce the company's carbon footprint through various green projects. Tan Boxian, the Chief Operating Officer, places great importance on optimizing efficiency and striving for ongoing development (About Us | Ninja Van MY, n.d., pt. FOUNDERS). The company's primary centre, situated in Shah Alam, spans an impressive 260,000 square feet and employs a workforce of 10,000 individuals. Additionally, it has over 5,500 Ninja Points, 200 hubs, 6,200 vehicles, and serves a staggering 15 million parcel recipients. The branch ASN Ninja van at Tasek Klebang has been in operation for almost two years, offering easy pick-up and drop-off services to consumers in the vicinity. The company's robust infrastructure and expansive network enable them to offer dependable and streamlined delivery services throughout Malaysia. Ninja Van's growth and adaptability are driven by a strong.

## COMPANY MISSION AND VISSION

Ninja Van aims to enhance connectivity in Southeast Asia and create opportunities. As the company expands, it aims to drive transformation and make a significant impact in the region. Since 2022, Ninja Van has integrated sustainability into its operations, monitoring key metrics for progress. The company provides a sustainability framework and roadmap to manage environmental impact and ensure responsible business expansion.

## COMPANY LOCATION AND OPERATING HOURS

The ASN NINJA VAN Tasek Klebang is located at No. 755, Jalan Tasek, Taman Musim Bunga, 31400 Ipoh, Perak. It operates from 9 a.m. to 6 p.m. on weekdays and from 9 a.m. to 5:30 p.m. on Saturdays.

