



UNIVERSITI
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ACCEL
ACCEL GRAPHIC SYSTEM SDN. BHD.

INDUSTRIAL TRAINING REPORT AT ACCEL GRAPHIC SYSTEM SDN BHD

1ST MARCH - 9TH AUGUST 2024

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EXECUTIVE SUMMARY



Anes Ameerah

Marketing Intern, Accel Graphic System

This internship report is based on a six-month internship program that I successfully completed at Accel Graphic System Sdn. Bhd from March 1st to August 9th, 2024. Every hour at work gave me a significant experience. Furthermore, this is one of the leading providers of printing inks, printing plates, and other chemicals, having served local and international consumers for over thirty years. I was assigned to the Department of Sales and Marketing. This division's primary tasks are centered on closing deals and producing money through direct connection with customers, while marketing takes a broader approach, raising awareness, developing relationships, and driving long-term sales growth. Even though there are only four workers in this division, I can conclude that everything is going well during my internship, and I am able to do all the responsibilities assigned to me with the assistance of my supervisor and coworkers. According to this finding, the primary goal of an internship is to learn about the working environment in a real-world setting to improve one's job-related capabilities and problem-solving skills. This report is divided into five major sections that provide a comprehensive overview of business operations. Firstly, preliminary pages such as cover page, executive summary, table of content and acknowledgement. Second part is the details of the student's profile with an updated resume. Third part is the company's profile that contains name, location, background, vision, mission, value, organizational structure, and services. For part four, it is about training's reflection including the duration, details of department, roles, and responsibilities, assignments, tasks, gains such as allowance experience and few more. In addition, part five contains SWOT analysis based on Strengths, Weaknesses, Opportunities and Threats with discussion and recommendations. Lastly, the report has finished with the conclusion following by appendices.

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Company Profile



ACCEL GRAPHIC SYSTEM SDN. BHD.

Accel Graphic System Company Logo

Accel Graphic System Sdn Bhd

Accel Graphic System Sdn. Bhd is a total solution provider for printers in the printing industry by providing a full range of printing graphic arts products, systems and solutions, leading towards Smart Printing Facility. It was established on October 28, 1993, and had been established for 30 years in the industry.

Located at Lot 1310, Jalan Sg. Pelubung 32/144, Seksyen 32, 40460 Shah Alam, Selangor. We're also a distributor of globally renowned brands. Acknowledging the inevitability of change, Accel Graphic System has consistently taken the required steps to fulfil the dynamic demands and specifications of the printing industry both nationally and internationally. They have ISO 9001:2015 and ISO 14001:2015 certifications for our quality and environmental management systems.

Their success story had been recognized by the United Nations Environment in Eco-innovation when they are embracing eco-innovation making to capitalize on the growing printing industry in the Asia-Pacific region by making a new change and began with more eco-friendly core product: sustainable ink.

Accel started with an eco-friendlier core product: sustainable ink, which would reduce environmental, and toxicity impacts onsite and lead to financial savings. The switch to vegetable-based oil would lead to a 24% reduction in Accel's consumption of expensive petroleum-based materials.



Company Profile



Accel Technologies Sdn Bhd

Their core business models are Business-To-Business Models (B2B) for Accel Graphic System and in 2004 they come out with new Business-To-Consumer Models (B2C) which is Accel Technologies by transforming from trading company into manufacturer and distributor, importers and exporters of all Fast-Moving Consumer Goods (FMCG) products goods lines for household cleaning products, healthcare products and machines appliances and its accessories, dealing in e-commerce marketplace and its activities. Through the e-commerce platform Accel Mall, they have their own brand line which are Odonata, Kasoku and AT6.

With a dynamic team of experienced professionals who are filled with industry expertise and experience, we have always guaranteed the best solutions, offering a broad selection of carefully thought-out and suggested option

The success of their clients is what Accel Graphic System and Accel Technologies consider to be their greatest accomplishment. For this reason, their assistance doesn't stop at the moment of payment. They genuinely appreciate the value of providing their clients with after-sale support and service so they can feel comfortable and at ease knowing that their system is operating smoothly. They have always treated all support and servicing matters seriously, ensuring that their clients can rely on them throughout. This is demonstrated by a line of professionally which are designed to maintain, routine servicing, and troubleshooting regimen, which includes the minimizing of downtime time.

In this report, I am going to focus on and analyze Accel Technologies SWOT analysis in order to produce an analysis that highlights both internal and external aspects. Determine the risks and problems that require resolution. This may aid in determining the management's top priorities.

