



INDUSTRIAL TRAINING REPORT (MGT666)

WINDRUNNER GLOBAL SDN BHD

1 MARCH 2024- 9 AUGUST 2024



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EXECUTIVE SUMMARY

This industrial training report states a comprehensive summary of my contribution and accomplishments during my six-month internship at Windrunner Global Sdn Bhd starting from 1 March 2024 to 9 August 2024. In this report, I need to explain the company profile which are the company background, vision and mission, objectives, and organizational chart.

Besides, I also need to provide training reflection. During my internship, I was assigned to support the creative and marketing departments. In this team, I need to do a task that is market research, content creation, event management, and customer engagement. I gained invaluable insight into the meaning of teamwork, effective communication, and innovative problem-solving in a dynamic marketing environment. The advice and assistance provided by experienced staff have significantly influenced my approach to marketing and business strategy.

The internship at Windrunner Global has been an outstanding experience, giving me comprehensive knowledge and direct exposure to various areas of marketing strategies and operations. Moreover, I need to conduct a SWOT analysis and recommendation to help the company determine its core strengths and areas of success, as well as the weaknesses that need to be solved. In addition, analyses opportunities for development and expansion as well as threats from competitors, changing markets, or economic instability.

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2.0 COMPANY PROFILE



2.1 BACKGROUND OF ESTABLISHMENT

Windrunner Asia was first established in 2019 and originally registered as Windrunner Asia Enterprise. However, in 2023, it was renamed Windrunner Global Sdn. Bhd under the Companies Act 2016. The company is entirely Bumiputra-owned and operates in Kangar, Perlis. The Windrunner headquarters has been furnished with the necessary infrastructure to conduct administrative and commercial operations. The bottom floor of the building is furnished with a showroom, while the second story is dedicated to service operations and administration duties.

The raincoats are the main products marketed in the store alongside other accessories. At this time, Windrunner is taking steps to introduce quality raincoats to the national level in the future. Riboot raincoats are very suitable for riders, especially in Malaysian weather which is the Equator. This raincoat combines superior waterproofness and safety into one complete package. It is made from a PU and polyester coating that prevents water from entering the jacket while preventing the user from experiencing the effects of the weather outside.

2.2 LOCATION OF COMPANY



The location of the company is at No.36, Jalan Kangar Jaya 2, Kangar Jaya Business Park, Jalan Syed Putra, 01000 Kangar, Perlis.

COMPANY PROFILE

2.3 VISION

To be a preferred producer of motorcycle apparel that focusses on safety, comfort, form and function designed for hot and hot weather.

MISSION

1. To ease the day-to-day riding experience to upsurge productivity, synergizing lifestyle and safety.
2. Strive to facilitate the dynamic growth of the nation's economy for greater success

OBJECTIVES

To improve the everyday driving experience with the objective increase productivity, lifestyle, and safety.

ORGANIZATIONAL CHART

COMPANY ORGANIZATION CHART WINDRUNNER GLOBAL SDN BHD

