



INDUSTRIAL TRAINING REPORT

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EXECUTIVE SUMMARY

Since its establishment in 2016, MH Milk Sdn Bhd has grown to become Pulau Pinang, Malaysia's top distributor of Farm Fresh products. The company, led by Mohd Helmi bin Ahmad Adnan, has raised the bar for the dairy industry with its strategic vision, capable management, and dedication to quality. The goals of MH Milk are to establish Farm Fresh as the leading dairy product in Malaysia and to guarantee that all Malaysians have access to fresh milk. The company sells a variety of dairy products that have been processed to guarantee their safety, quality, and nutritional content. These products include pasteurised milk, UHT milk, coconut milk, and Farm Fresh Grow Powder.

The company's savvy sales force, friendly workplace culture, and effective marketing strategy are all responsible for its success. But there are obstacles to overcome, like a lack of employees, insufficient promotion of other products, and problems with the products themselves. Partnerships, making the most of online presence, and focusing on health-conscious customers are all areas where they might expand. Risks from shifting governmental regulations, seasonal variations in demand, and competitive pressures need to be carefully controlled.

COMPANY'S BACKGROUND



The journey taken by MH Milk Sdn Bhd since its founding in 2016 is evidence of the strength of foresight, careful preparation, and dedication to quality. The company, which is led by Mohd Helmi bin Ahmad Adnan, has become a major distributor of Farm Fresh products in Pulau Pinang. It has done this by effectively managing a varied distribution network, interacting with the local community, and adopting cutting-edge strategies to attract new clients.

In addition to helping the Farm Fresh brand succeed, MH Milk's devoted work has raised the bar for distribution firms operating in the Malaysian dairy sector. The company is positioned to have an even bigger impact on the direction of dairy distribution in Malaysia and worldwide as it grows and broadens its reach.

The success story of MH Milk Sdn Bhd is a motivational illustration of how a strategic vision, competent management, and a dedication to quality can result in outstanding accomplishments in a cutthroat industry.

VISION AND MISSION

VISION

Further expanding the Farm Fresh brand and promoting Farm Fresh products

MISSION

To ensure Malaysians drink fresh milk and drive Farm Fresh to become No.1 dairy product in Malaysia