



اُيُونِيسِيتِي تِكْنُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING REPORT

COMPANY: CERASE CATERING

MGT666 : INTERNSHIP

FACULTY OF BUSINESS AND MANAGEMENT

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1. EXECUTIVE SUMMARY

This report presents my industrial training journey at Cerase Catering, a food business I personally own and operate. The internship took place from 1 April to 15 August 2025, where my main responsibility was managing a daily Nasi Berlauk stall at the UiTM Rembau food court, which serves a student population of approximately 2500 students. On a daily basis, I served a wide range of dishes to students—typically around 20 different options, consisting of rice with assorted side dishes such as chicken, fish, and vegetables.

Throughout the training period, I was directly involved in handling operations including menu preparation, team supervision, purchasing raw ingredients, customer service, and maintaining food quality. In addition to daily operations, I also accepted catering orders for special programs held by UiTM Rembau, such as student orientation week, Hari Raya Celebration, and formal faculty events although these were considered supplementary to the main business.

This hands-on experience gave me the opportunity to apply knowledge gained from my studies in Business Management and Marketing to real-life business challenges. It also allowed me to strengthen essential skills such as leadership, planning, communication, and adaptability. Overall, this internship played a crucial role in shaping my growth as an entrepreneur and has become a strong foundation for my future in the food industry.

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3.2 VISION AND MISSION



3.2 **VISION** STATEMENT

To become a leading and trusted foodservice provider in Negeri Sembilan, with a strong focus on the education sector, by delivering affordable, high-quality meals and professional catering services to universities, schools, and the wider community.

3.3 **MISSION** STATEMENT

To provide affordable, high-quality meals and reliable catering services with a strong focus on educational institutions, while upholding professionalism, hygiene, and customer satisfaction,

3.4 BUSINESS OBJECTIVES



01

To maintain consistent food quality and hygiene standards in all daily operations.

02

To strengthen relationships with educational institutions through reliable service and repeat orders.

03

To expand daily menu variety to meet diverse customer preferences on campus.

04

To increase brand visibility within the Negeri Sembilan in the education sector focusing University and Schools.

05

To improve internal operational efficiency through better inventory control and staff coordination.