



ARSHAD AYUB
GRADUATE BUSINESS SCHOOL

2024

ANNUAL REPORT

 <https://aagbs.uitm.edu.my>

9 DECEMBER 2024

AAGBS CONDUCTED AN INDUSTRY VISIT TO GARDENIA FACTORY

On 9 December 2024, AAGBS conducted an Industry Visit to Gardenia Factory! A total of 44 participants (including 9 lecturers and 35 students from MBA and MIBF programs) joined the trip, organized by AA7042BF for the OPM772 class under Assoc. Prof. Ts. Dr. Fathi Abu Yaziz.

Highlights of the visit:

- Observing the production of Gardenia's bread (Quick Bites) and waffles.
- Watching corporate videos showcasing Gardenia's legacy, supply chain process and CSR initiatives.
- Learning how Gardenia gives back to the community through impactful CSR programs, inspiring us to adopt similar values in our future endeavors.
- Engaging in a lively Q&A session.
- Enjoying free coffee, tea, and refreshments.
- Receiving thoughtful goodie bags from Gardenia.

The visit provided invaluable insights into managing large-scale operations and supply chains, bridging academic theory with industry practice. Thank you, Gardenia Malaysia, for hosting us and creating such a memorable experience!





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