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UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

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BANDARAYA MELAKA**

**FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN
RESOURCE MANAGEMENT
(BA243)**

HRM666: INDUSTRIAL TRAINING REPORT

GROUP: M1BA2436C



CAHAYAPACK (M) SDN. BHD.

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EXECUTIVE SUMMARY

This internship was conducted at Cahayapack (M) Sdn. Bhd., a logistics and movers company known for its operations in Sabah and Sarawak. The objective of this internship was to gain hands-on experience in logistics coordination, warehouse management, and customer service in the moving industry. Throughout the internship, I was involved in various daily operations, including preparing, assisting with packing and unloading activities, managing pantry inventory, and supporting HR tasks such as organizing staff leave records and attending meetings.

In this report, I will explain the Cahayapack strategy analysis using the S.W.O.T. analysis. This method analyzes the organization's strengths, weaknesses, opportunities, and threats, explaining the details of the organization's internal and external environments, and works to enhance the situation.

ACKNOWLEDGEMENT

First and foremost, I am grateful to Allah SWT for giving me the strength, guidance, and opportunity to complete my third year of study this semester successfully. It is through His blessings that I have been able to overcome the challenges throughout this journey.

I would like to express my heartfelt appreciation to Cahayapack (M) Sdn Bhd for allowing me to undergo my internship and gain valuable hands-on experience. My deepest gratitude goes to my internship supervisor, Cik Nur Syuhada, for their continuous support, guidance, and encouragement throughout my placement.

I would also like to thank all the staff members at the Operations Department for their friendliness, cooperation, and willingness to share their knowledge, which made my internship both educational and enjoyable.

Last but not least, I sincerely thank my advisor, Dr. Nur Fakhzan, for their guidance and support throughout the internship process and S.W.O.T work. Completing this internship during this semester would not have been possible without the guidance and support of several individuals.

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