



INDUSTRIAL TRAINING REPORT

3rd March - 15th August



ROHDE & SCHWARZ

**Bachelor of Business Administration
(Hons.) Marketing (BA240)**

**PREPARED BY: MUHAMMAD ZHARIF HILMAN BIN
MOHD AMIN**

NO MATRIX : 2023338545

SURAT KEBENARAN

Tarikh : 25 Ogos

Kepada :

Penyelaras Latihan Praktikal

Fakulti Pengurusan Perniagaan
UiTM Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196

Email : praktikalfppmelaka@uitm.edu.my

Maklumbalas (/)



Setuju



Tidak Bersetuju

Tuan/Puan

**KEBENARAN UNTUK MEMUAT NAIK HASIL LAPORAN PELAJAR LATIHAN INDUSTRI
SEBAGAI "PUBLIC ACCESS" DI REPOSITORI UITM**

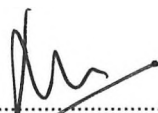
1. Merujuk perkara di atas, pihak organisasi bersetuju / tidak bersetuju pihak universiti memuat naik hasil laporan pelajar latihan industri sebagai "*public access*" di repositori UiTM.

Nama Pelajar	MUHAMMAD ZHARIF HILMAN BIN MOHD AMIN		
No. Matriks	2023338545	Nama Program	BA240
Tajuk Laporan	Internship	Nama Syarikat	Rohde & Schwarz Malaysia

2. Tindakan ini adalah di bawah tanggungjawab dan kesedaran penuh oleh pihak organisasi.

3. Sekiranya terdapat sebarang masalah atau kebocoran maklumat sulit pihak organisasi tidak boleh mengenakan sebarang tindakan undang-undang kepada pihak universiti.

Yang Benar



.....
Nama Pegawai : Nureen Syamina
Jawatan : Supervisor
No. Tel. : 011-33465170
No. Faks :

Cop jabatan/organisasi:



EXECUTIVE SUMARY

This Industrial Internship Report is on my turning point experience during my 6 months of stay at Rohde & Schwarz Malaysia, which commenced on 3rd March 2025, but as it turned out it ended on 15th August 2025. The participating Semiconductor and technology industry in this internship experience has evaluated my knowledge of corporate ethics as it goes through SWOT analysis of Rohde & Schwarz Malaysia.

With the support and guidance of skilled leaders especially my supervisor, the experience working at the Marketing division has always taught me more about the organization operation. As a result of this endeavor, I have enhanced my communication and teaching skills, I acquired an experience of applying the theoretical knowledge in the practical world and an experience of analyzing real life scenarios.

Throughout the internship period, I was involved in SWOT analysis in the internship where I delved into the Opportunities, Weaknesses, Threats, and Strengths of the Rohde & Schwarz Malaysia. As a result of the experience, the theoretical and practical skills have been identified through which there exist skills acquired in fields such as database management, technical competency, teamwork, and organizational and coordination skills. Also, I learned very essential things in the real working world, induction training, business communications and management systems in the companies.

This report is a witness to an eye-opening journey at Rohde & Schwarz where not only I got an insight into the very intricacy of the semiconductor and technology industry and its dynamics but also into a capability of making a meaningful contribution to this active environment. The thorough SWOT analysis completed serves as a better view of the internal structures of Rohde & Schwarz in Malaysia and the external factors, as well as the issues that affect it, therefore it is a good resource to be used in order to develop professionally in the further career.

ACKNOWLEDGEMENT

Alhamdulillah, first and foremost, praises are due to Allah SWT, and salutations upon the Prophet Muhammad SAW. My highest gratitude to Allah SWT for guiding me through this path, bestowing His endless love and mercy upon me, and granting me the strength, determination, and courage needed to complete this industrial training report.

I extend my deepest appreciation to my advisor, Madam Nashrah binti Talib. Her guidance has been invaluable, and I am grateful for the time and effort she invested in helping me navigate the challenges and opportunities of my internship. Special thanks are also due to my supervisor, Mr. Rakan Masoud AL Harith, whose profound knowledge, dedication, and passion have significantly contributed to shaping my understanding and enhancing my skills. His support has been crucial in my professional development throughout this 24-week, 6-month internship journey.

Additionally, my heartfelt thanks go to Rohde and Schwarz Malaysia Sdn Bhd for providing me with the exceptional opportunity to undergo my industrial training with the company. The guidance and instruction received from Rohde and Schwarz Malaysia Sdn Bhd have significantly contributed to my understanding of the intricacies of my work. I extend my gratitude to my manager and fellow senior at Rohde and Schwarz Malaysia Sdn Bhd, whose support and mentorship have been indispensable during this ten-week period.

The friendly and collaborative atmosphere at Rohde and Schwarz Malaysia Sdn Bhd has made my experience truly enjoyable. I appreciate the camaraderie and positive work environment, making it a pleasure to collaborate on shared projects. In closing, I want to express my gratitude to my family and friends for their unwavering support and patience. The challenges posed by the dynamic environment of the investing industry were mitigated by their encouragement, providing me with the resilience and optimism needed to overcome obstacles

TABLE OF CONTENT

EXECUTIVE SUMMARY.....	2
TABLE OF CONTENTS.....	3
ACKNOWLEDGEMENT.....	4
STUDENT'S PROFILE.....	5 - 6
COMPANY'S PROFILE.....	7 - 15
TRAINING'S REFLECTION.....	16 - 22
SWOT ANALYSIS.....	23
DISCUSSION & RECOMMENDATION.....	24 - 31
CONCLUSION.....	32
REFERENCES.....	33
APPENDICES.....	34 - 37