



UNIVERSITI TEKNOLOGI MARA

INDUSTRIAL TRAINING AT
FELCRA URUS ESTET DANUM LAHAD DATU

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1.0 INTRODUCTION

1.1 AGENCY BACKGROUND

FELCRA Berhad is a corporate organization wholly owned by the Malaysian Government, under the Minister of Finance Incorporated, Abd Rahman bin Daud D.P.M.P, AMN, BSK Chief Executive Officer, President and Director. FELCRA (Federal Land Consolidation and Rehabilitation Authority) was established to develop rural areas by helping them to participate in national economic activities. Its goal is to create a dynamic, attractive and profitable rural sector. Felcra Berhad develops rural sector by helping its community to participate in national economic activities. It processes and produces palm oil; owns and operates a resort; and operates a paddy seedling center and laboratory. The company also develops residential and commercial properties. The company was formerly known as FELCRA and changed its name to Felcra Berhad in 1997. Felcra Berhad has a strategic partnership with Alliance Select Foods International, Inc. The company was founded in 1966 and is based in Kuala Lumpur, Malaysia with additional offices and subsidiaries in Malaysia. Felcra Berhad will be focusing on restructuring and strengthening its operations before the group considers any potential listing of its subsidiaries.

1.2 VISION

Become an efficient and competitive plantation management services company with the goal of gaining profit and customer satisfaction.

1.3 MISSION

To develop a company that manages to better plantation industry services in the plantation sector effectively and efficiently to provide profit and customer satisfaction. Creating a competitive and effective farming system by making the company a profit.