

INDUSTRIAL TRAINING REPORT (HRM666)



**DESIGNATION: HUMAN RESOURCE OPERATION
INTERNSHIP**

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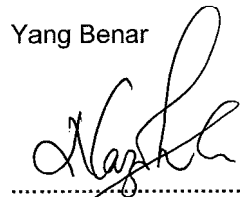
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EXECUTIVE SUMMARY

This industrial training report is a summary of my internship experience, which was conducted between 22 September 2025 and 6 March 2026 under Human Resource Management (HRM666) programme at Universiti Teknologi MARA (UiTM). I had an internship experience twice, the first one at PRYM Consumer Sdn. Bhd and the second one at the Youth Business Incubator (YouBI). The job provided me with a practical experience of how corporate HR functions and university-based entrepreneurial management work. The SWOT analysis of the operational performance of YouBI is also provided in the report and the findings and my recommendations are discussed at the end.

In my early days as an intern of PRYM Consumer Sdn. Bhd., I was assigned to the Human Resource Department and got first-hand experience in administrative and compliance-related activities. The stage made me aware of corporate governance, professionalism and the significance of accuracy and adherence to HRM. The second round of my internship was undertaken at YouBI, which is an entrepreneurship incubation centre of UiTM Melaka. That is where I could exercise theoretical knowledge in the practical business environment and develop my communication, leadership, financial accountability, and digital content creation skills.

I performed SWOT analysis in order to evaluate the performance of YouBI. Its core competencies are the high institutional legitimacy of the UiTM, institutionalized governance, practical business incubation and industry and alumni networking. Its vulnerabilities are that it relies on a student workforce, has few digital and data-driven systems and revenue that is reliant on the academic calendar. The national push towards graduate entrepreneurship, development of digital business and increased demand of experiential learning are the external opportunities, but the threats include increased expectations of digital convenience, economic demands on student expenditure and competition posed by huge online markets.

My discussion transforms these findings into strategic recommendations which center on continuity in governance, adoption of digital, diversification of revenue and improvement in measuring learning outcomes. Generally, this industrial training experience not only helped bridge the gap between the theory of the academic work and the practical implementation, but also helped to hone my professional skills and confidence and put me in a vantage position as I address the upcoming career challenges both in the corporate and entrepreneurial environments.

ACKNOWLEDGMENT

Alhamdulillah, all praise and thanks are due to Allah SWT for granting me strength, patience, and guidance throughout the completion of my internship. First and foremost, I would like to take this opportunity to extend my sincere appreciation to Madam Siti Nazirah, my supervisor at Youth Business Incubator (YouBI), who has been guiding me throughout my internship period. Her patience, kind assistance, and willingness to impart knowledge have played a significant role in my learning process.

I would also like to extend my gratitude to Madam Nani Shuhada binti Sehat, my internship advisor, for her advice and guidance during this internship period. Her advice and guidance helped ensure I stayed focused and committed to achieving my internship program goals and objectives.

My thanks also go to myself, for having endured and remained dedicated in this internship experience despite all the challenges and for constantly working on self-improvement every step of the way.

Special thanks are also accorded to my family and friends for their unreserved support and understanding during my time as an intern. They have been a source of motivation and strength for me to successfully finish this internship.

In addition, I would also like to take this opportunity to thank all the lecturers of KAG for their contributions and guidance throughout my internship period. Their influence and knowledge have also added value to my learning experience. I also wish to thank my Human Resource lecturers of KBM for providing me with the necessary knowledge that has helped me understand the work environment throughout my internship.

Lastly, I would like to thank all individuals directly or indirectly responsible for the successful completion of my internship. The cooperation received is greatly appreciated.

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