



**FACULTY OF BUSINESS MANAGEMENT
BACHELOR IN INTERNATIONAL BUSINESS (HONS.)**



INDUSTRIAL TRAINING REPORT (MGT666)

22 SEPTEMBER 2025 - 6 MARCH 2026

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Executive Summary

This is an internship report that I needed to streamline up in order to get everything done and approve during the 6 month period of my internship which start from 22 September 2025 until 6 March 2026 that I placed into marketing department with Ms. Izadorah Binti Ahmad Tajjudin(AIA Malaysia). The intern was given a detailed insight into a world wide insurance company's high-tech corporate environment. Throughout the internship I assisted with marketing campaigns, as well as promotion work, paper work and digital marketing support.

The primary purpose why I pursued this industrial training was to gain more realistic approaches in actual workplaces based on theoretical concepts studied at the college. Introduction This report is based on my company profile internship at AIA Malaysia.

Acknowledgment

First and foremost, I would like to express my gratitude to Allah SWT for granting me strength, patience and good health throughout my industrial training.

I would like to thank Universiti Teknologi Mara (UiTM) for providing me with the opportunity to undergo industrial training as part of the Bachelor of International Business (Hons.) programme.

My sincere appreciation goes to AIA Malaysia for accepting me as an intern and for providing a supportive working environment. Special thanks to my supervisors and colleagues in the Marketing Department for their guidance and encouragement. Lastly, I would like to thank my family and friends for their continuous support.

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