



اَوْنُوْ رَسِيْتِيْ بِاَتِيْ كُنُوْ لُوْ كِيْ بِمَارَا
**UNIVERSITI
TEKNOLOGI
MARA**

**FACULTY OF BUSINESS MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE BA242
INDUSTRIAL TRAINING REPORT (MGT666)**

1 MARCH – 13 AUGUST 2021



**DELCASIS GROUP
SDN.BHD**

NAME : Izzatun Najihah binti Zainal
STUDENT ID : 2019582355
GROUP : BA242 6C
COMPANY'S SUPERVISOR : Puan Dayang NurJannah binti Awang
Iskanderdzulkarnein
FACULTY'S ADVISOR : Encik Fadli Fizari bin Abu Hassan Asari

EXECUTIVE SUMMARY



- I have experienced unforgettable and fun journey for my industrial training at Delcasis Group Sdn.Bhd (Ipoh, Perak) for six months.
- My name is Izzatun Najihah binti Zainal and I am a final-year of Business Administration (Hons) Finance student at Universiti Teknologi Mara Arau, Perlis.
- Puan Dayang NurJannah founded of Delcasis Group in industry of food manufacturing.
- During my industrial training, I was assigned to the management department as an operation manager where I gain new experienced, new knowledge and go through a real-life task that I had learned during my studies to be apply in finishing task given to me.
- In this industrial training report, I will include the information and studies that I have gathered through my training in Delcasis Group Sdn.Bhd.
- I will explain in this report about my company's profile, my training's reflection, SWOT analysis and PESTEL analysis of the company and the conclusion of my industrial training report.
- At the end of report, I will also include appendices which as the prove of my involvement in the company.

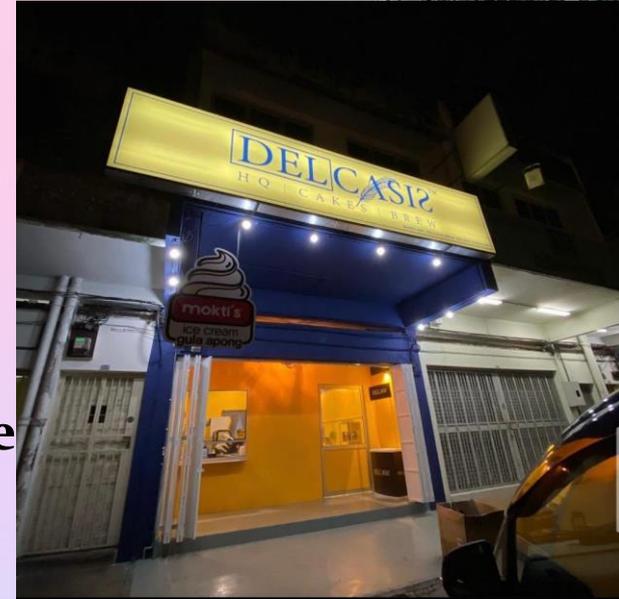
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COMPANY'S PROFILE



- **Name, Location and Background**
- **Vision, Mission and Objective**
- **Products or Services**
- **Organization Structure**



Name, Location and Background



**Logo of Delcasis
Group Sdn.Bhd**



**Founder and Employer
of Delcasis Group**

- The name of the company for my industrial training is Delcasis Group Sdn.Bhd.
- The name of the company came from the spelling of “delicious” but to make it different, it turns into “Delcasis”.
- The location of the company is at Taman Cempaka, Ipoh, Perak.
- It took 20 minutes for me to arrive at my workplace despite the busyness of traffic in the morning.
- Delcasis Group Sdn.Bhd was run by my employer also known as the founder, Puan Dayang NurJannah binti Awang Iskanderdzulkarnein.
- This company has been established since 2019.
- During the early years for my employer start to build Delcasis Group Sdn.Bhd, my employer sells beverages at the street.
- From the profit of selling beverages, she starts to open her own bakery and café.
- Through the success of the bakery and café opening, she founded the company I work for now.