



اوپوزیسیونی ٲیکنالوژی مارا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

INDUSTRIAL TRAINING REPORT

MGT666



AM SEEMA WORLDWIDE
(1/3/2021 – 13/8/2021)

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PROGRAM: BA242

ADVISOR NAME: DR. CHEN JEN EEM

TITLE: SWOT ANALYSIS OF AM SEEMA WORLDWIDE

SUBMISSION DATE: 28 JULY 2021

EXECUTIVE SUMMARY

This report highlights the experience and skills I gained during my six months of Internship Practical at Am Seema Worldwide, from March 1st to August 13th, 2021, under the supervision of the director, Puan Norhasima Binti Mohd Ibrahim.

The purpose of the project is to fulfil the core requirements for the award of a Bachelor in Business Administration (BBA) Finance Degree by providing students with a practical aspect of the theoretical work that they have studied at the university, as well as to allow students to gain experience working in a workplace.

During my period of this internship, I learned a lot of new things. This company provides multitasking to their intern. As a result, I learned not only about finance, but I also learn about various things such as documentation, human resources, marketing, and others.

This report discusses the SWOT analysis of Am Seema Worldwide as well as skills acquired and experience gained during the training period, thereby justifying the scheme's relevance in providing students with the professional abilities required to thrive in the real world.

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2.0 COMPANY'S PROFILE

2.1 NAME



Figure 2: Logo of Am Seema Worldwide



Figure 3: Location of Am Seema Worldwide

2.2 LOCATION

This company is located in Meru, Ipoh, Perak.

Table 1: Address of Am Seema Worldwide

| Address: |
|---|
| 24A, Jalan Meru Bestari A4/1, 31200, Ipoh, Perak. |

Tel: 05-5250267

Fax: 03-3281 2625

Website: amseemaworldwide.com