



MGT666 INDUSTRIAL TRAINING REPORT AT FARM FRESH BERHAD



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Executive Summary



Company Profile

Briefly explain on company profile such as name, location and background. In addition with vision and mission also with goal and objective of the company. There are also an organizational structure (team management). In this section also, there is a product line produced by company.

Training Reflection

Training reflection is where elaboration of what is my internship journey in form of duration, details of the work and what I gain personally during this internship training.

- Duration: specific date, working day and time.
- Details: department, roles, responsibilities, assignments, tasks.
- Gains: Intrinsic & Extrinsic benefits such as allowance, compensation, experiences, knowledge, skills, etc

SWOT Analysis

This part is crucial where explanation of SWOT analysis of company. The elaboration of SWOT were based on observation and experienced along the internship.

SWOT is an efficient tool to use during the evaluation phase in order to get a general idea of potential future effects. A straightforward analysis technique known as the SWOT analysis can offer a realistic interpretation of a company's strengths and weaknesses (Rahman, M. ,2021)

Discussion & Recommendations

Discussion and Recommendation part is where elaboration of SWOT more deeper in term of impact toward business.

- **Strength:** Recommendation on should company expand or maintaining the strength
- **Weakness:** Recommend to the company what to do to reduce the weakness or lessen the impact
- **Opportunities:** Recommend how can the organization take advantage of this opportunity? What potential outcome can the company gain?
- **Threat:** Recommend what can the company do to deal with this threat? Should they avoid it? How can they lessen the impact?

Conclusion

Overall, this report is the 6 months finding of Farm Fresh company. My findings indicate that the company had a strong SWOT analysis. But there were also a suggestions and recommendations for company to improve in little fine detail and strengthen the core of the business. The decision to work here must take into account these considerations for future employees and interns. We can assume that Farm Fresh Sdn Bhd. is a reputable dairy company in Malaysia that is already the TOP 1 preferred among Malaysians by following the recommended steps outlined in this report.

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