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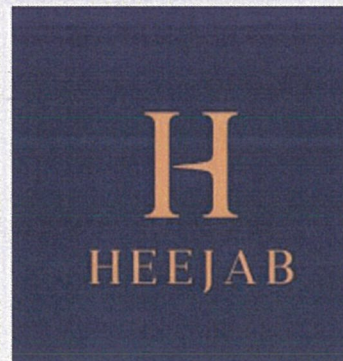
UNIVERSITI
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Pengurusan
dan Perniagaan

INDUSTRIAL TRAINING REPORT AT HEEJAB INTERNATIONAL SDN BHD

1 March - 15 August 2023

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| 2021393279 | BA240



1.0 EXECUTIVE SUMMARY

This report is about the task that has been worked on during the internship. Six months of industrial training began at Heejab International Sdn Bhd starting 1st of March 2023 until 15th of August 2023.

This report presents the content of the student's resume, company background, vision, mission, goals, organizational structure of a company and product. There are also SWOT analysis of Heejab International Sdn Bhd included in this content of report. The scope of this report is to identify a SWOT analysis that has been applied in industrial training during six months based on job tasks completed, a task has been learned, the experience that has been gained, and the student's achievement during industrial training under Marketing department in Heejab. The trainee were introduced to the system that has been used, terms of procedures, and the most important was work culture and work environment.

There was also the suggestion or recommendation for strength, weaknesses, opportunities and threats. The trainee discovers how to overcome those problem. Communication, problem-solving skills, and also management skills are applied based on the practical knowledge of student internship.

After the internship, the trainee gained more knowledge of working behavior, practiced in the working environment, and have a depth understanding of how to work in a company.

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2.0 ACKNOWLEDGEMENT

Alhamdulillah, without the guidance and assistance of several people who helped the trainee a lot throughout the process of preparing and completing this report, this Industrial Training Report (MGT666) would not have been completed successfully. In order to prepare the trainee report, the trainee needed the assistance and guidance of some respected individuals, for whom the trainee eternally grateful.

First and foremost, I thank Allah for providing me with the opportunity to complete this industrial training by working at Heejab International Sdn Bhd in Shah Alam. As the completion of this industrial report and working in Heejab International Sdn Bhd has brought the trainee great pleasure, I would like to express my gratitude and appreciation to my beloved advisor lecturer, Miss Masliana Binti Tamrin for the valuable guidance and advice. I would also like to thank Miss Msliana Binti Tamrin for providing me with a good guideline for reporting during completing this proiect.

Next, I would like to express my gratitude to my company and my supervisor, Encik Muhammad Affifudin, for providing me with the opportunity to working at Heejab International Sdn Bhd . I would also like to express my gratitude to my supervisor and all staff members who have directly and indirectly guided me during my working journey here. I am very grateful to them for the effort and initiative that company have shown during the first day I have been working here until I successfully completed my industrial training that Heejab have given me, which has made me feel so comfortable to be part of the team.

Besides that, I am grateful for my parents' and the rest of my family's moral support, as well as the trainee enthusiastic encouragement. Everything was made possible for me by the support I received throughout this long and difficult journey. Not to mention an honorable mention goes to all friends for the patience and assistance in completing this report and industrial training. Thank you very much once more.

Lastly, I apologize to all other unnamed individuals who assisted me in various ways to complete this report, and we hope that this industrial training report can provide us with additional knowledge about the industrial world and facts about how to become an entrepreneur in the future.

3.0 STUDENT PROFILE



FARAHIN HANNANI NORDIN
Marketing (Honors)
Universiti Teknologi Mara, Bandaraya Melaka, 75000 Melaka.



About Me

Proficient in making online sales and achieving set goals, understanding market needs and strategies required to drive sales and ensure proper product presentation

Experience

Online Business 2022 - Present

- Promoting and selling oyster through online platform such as Facebook and Tiktok
- Delivering order for customers by myself

Starbucks Coffee Company Mar2021 - August 2021

Barista

- Responsible for preparing and serving beverages to customers.
- Working with other Baristas to help take orders, make drinks and provide timely service to customers. Educational institutions and online classroom management

Reen Brilliance Resources 2017-2018

Sales Department

- Worked closely with the sales team
- Assisted in the development and implementation of online marketing programs
- Creates and publishes sales materials

Education

2021 - Present

UiTM Bandaraya Melaka

Bachelor in Business Administration, Marketing

- 3.67 CGPA

- Joining Ittihad Member

2018-2020

UiTM Alor Gajah, Melaka

Diploma in Business Studies

- Maintain 3.40 GPA

- Volunteer as a crew for curriculum event at Ayer Keroh, Melaka

Language

- English
- Malay

Skills

- Create communication skills
- Can work independently
- Problem-Solving
- Dedication when performing a given task
- Microsoft skills (Word, Excell & Power Point)

Reference

Puan Mastura Binti Roni

UiTM Bandaraya Melaka

Phone