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MARA

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**FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION HONS. (MARKETING)**

MGT 666: INDUSTRIAL TRAINING

INDUSTRIAL TRAINING REPORT

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EXECUTIVE SUMMARY

This report provides an overview of my 6-month internship experience with ROSE Foundation, a non-profit organization dedicated to eradicating cervical cancer among women in Malaysia. The internship was undertaken as a requirement for the MGT666 course at the university which aims to provide students with practical exposure to the professional world and to apply theoretical knowledge in a real-world setting. During my placement from 1st March 2023 to 15 August 2023, I worked as a Marketing Intern within the Marketing and Outreach Department of ROSE Foundation. This report contains four main sections detailing my experiences and contributions to the organization.

The first part of the report introduces ROSE Foundation, highlighting its background, vision and mission, as well as the services and products it provides. The second part focuses on reflecting on my training and the invaluable skills and knowledge I have gained during my internship. As a Marketing Intern, my primary responsibilities involved content creation and design, as well as active participation in community outreach events. This exposure not only helped to hone my marketing skills, but also provided me with the opportunity to interact with other organizations and gain an insight into the healthcare community.

The third section is a comprehensive SWOT analysis conducted during the internship period. By analyzing the strengths, weaknesses, opportunities and threats of the organization, I gained a deeper understanding of its internal dynamics and external challenges.

Finally, the report concludes with recommendations tailored to each aspect identified in the SWOT analysis. These recommendations aim to build on ROSE Foundation's strengths, address weaknesses, capitalize on opportunities and mitigate potential threats, ultimately contributing to the organization's mission to eliminate cervical cancer.