



اَبُو سَيِّدِي تَيْكُو لَوِيْن مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka  
Kampus Bandaraya Melaka



# **INDUSTRIAL TRAINING REPORT AT NMIT RESOURCES SDN. BHD.**

**NAME: NOOR FATIHAH BINTI MAHADI**

**NO. MATRIC: 2020819036**

**CLASS: M1BA2466A**

## **EXECUTIVE SUMMARY**

This report will go through my industrial training programme at NMIT Resources Sdn Bhd. I completed my six-month industrial training from March 1st to August 15th, 2023. As a result, I explore each important aspect of the company that I witnessed throughout my industrial training course, including the product that Netherlands Maritime University College (NMUC) offers. My six-month industrial training began with a great experience, as the company provided me with a wealth of fresh knowledge. This university was founded in 2011 as a maritime education, training, research, and consulting institution. This company also offered maritime programme in diploma, bachelor as well as foundation which are Diploma in Maritime Transportation Management, Diploma in Port Management, Diploma in Shipping Management, Diploma in Maritime Occupational Safety and Health, Diploma in Maritime Law, Bachelor in Maritime and Logistic, Bachelor in Maritime Occupational Safety and Health and Foundation in Business.

Furthermore, during my six-month industrial training course, I had been assigned a few tasks by the organization's employees. I have been placed in the sales and marketing department, where I will be assisting with administrative and marketing work. This is because my supervisor, Mr. Ibrahim bin Hamzah, stated that he wants me to leave this organisation with an incredible amount of knowledge and an awareness of how to conduct job from every viewpoint. Furthermore, I conducted the SWOT analysis and TOWS analysis that I identified in the Sales and Marketing Department in this report. At first, it was a struggle for me to identify the department's problems and strengths, but the longer I stayed, the more I became aware of the department's benefits and drawbacks from both an external and internal standpoint. To summarise, the experience and information I received in this organisation will be useful to me in the future.

## TABLE OF CONTENT

|                                   | Page    |
|-----------------------------------|---------|
| Executive Summary                 |         |
| Table of Content                  |         |
| Acknowledgement                   | 1       |
| 1.0 Student Profile               | 2 - 3   |
| 2.0 Company's Profile             | 4 - 12  |
| 3.0 Training Reflection           | 13 - 17 |
| 4.0 Swot Analysis                 | 18 - 21 |
| 5.0 Discussion and Recommendation | 22 - 25 |
| 6.0 Conclusion                    | 26 - 27 |
| 7.0 References                    | 28 - 29 |
| 8.0 Appendices                    | 30 - 32 |

## ACKNOWLEDGEMENT



In the name of Allah, sending peace and blessing upon our Prophet Muhammad who with his willing and give me the opportunity to complete this report for industrial training. I'm very delighted that this task that I had done with all of my effort even though there was a few problems that were occurred while completing this task.

I would like to express my deepest thanks to our lecturer Dr. Najihah who guided us to finish this assignment. Thank you for giving us this opportunity to fulfil this task. She gave me a good moral support and guided me in different matters regarding this industrial training. Therefore, I would like to thank to NMIT Resources Sdn. Bhd. for giving me an opportunity to undergo my industrial training program as part of my fulfilment of university Bachelor Degree programme. My sincere gratitude to Mr. Ibrahim for accepting me and allow me to go through my internship under his guidance.

# **STUDENT PROFILE**



**NOOR FATIMAH  
BINTI MAHADI**

**PROFILE**

A dedicated and ambitious student pursuing a Bachelor in Business Administration (GPA 3.61). Been involved with university programs and events since 2020. Resourceful and well-organized, with a proven track record of leadership and team development.

**CONTACT**

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**REFERENCE**

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Kampus Bandaraya Melaka.  
Phone No. : 011-39029198

ii) Khalilah binti Ibrahim  
Lecturer,  
UiTM Cawangan Melaka  
Kampus Bandaraya Melaka.  
Phone No. : 019-3303375

**EDUCATION**

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**UiTM Bandaraya Melaka**

2020 - present  
Bachelor of Business Administration (Hons.) International Business  
GPA – 3.61

**SMK Bandar Kota Tinggi, Johor.**

2019 – 2020  
Sijil Tinggi Pelajaran Malaysia (STPM)  
CGPA – 3.67

**KEY SKILLS AND CHARACTERISTICS**

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- Excellent teamwork skill
- \* Attention to detail
- Able to adapt to changes
- Good analytical and communication skill
- Basic computer proficiency

**POSITION HELD**

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**Vice President**

**Kelab Warisan Budaya (KWB)**

2021 - Present

- Supervising the club's meetings when the president is unavailable
- Assisting the President with event planning for the entire semester

**Multimedia Bureau**

**Kelab Warisan Budaya (KWB)**

2020 – 2021

- Creating an eye-catching poster and video to advertise the club
- Promoting the club's activities and events on social media

**INVOLVEMENT IN UNIVERSITY'S PROGRAMMES**

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**Project Leader - 2022**

Webinar "Bakat VS Populariti"

**Deputy Project Leader - 2021**

Zapin Dance Workshop

**Editor Euphoria - 2022**

Webinar of Digital Nomadism : An Impeccable Stargaze Of The Future

**Multimedia Bureau - 2022**

Vocal Workshop

**WORK EXPERIENCE**

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**Quality Control Inspectors**

**Beyonics Technology (Flairis Sdn. Bhd.) Kota Tinggi, Johor.**

2018 - 2019

- Performing QC duties by executing a variety of quality control inspections in line with quality assurance processes.
- Conforming to legal requirements and verifying that the assembly or manufacturing line complies to standards and procedures

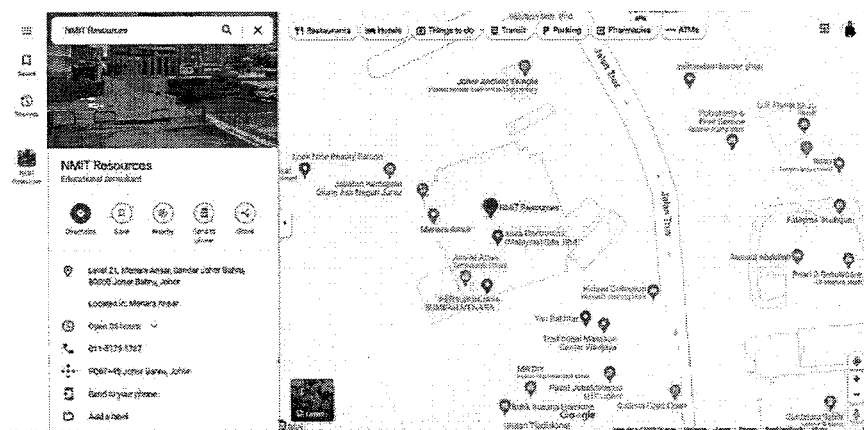
# **COMPANY'S PROFILE**

## 2.0 COMPANY'S PROFILE

### 2.1 COMPANY'S NAME, LOGO, LOCATION, AND BACKGROUND



Picture 1: Logo of NMIT Resources Sdn. Bhd



Picture 2: Location of NMIT Resources Sdn. Bhd

NMIT Resources Sdn. Bhd was founded in 2015 and this company is a subsidiary of Netherlands Maritime University College (NMUC), which is a private institution. However, the name was formally changed to Netherlands Maritime Resources (NMR) last year. The company is located at Level 21, Menara Ansar Johor Bahru. NMR works as a sales and marketing company for NMUC, in order to increase their visibility and attract more students. From social media campaigns to targeted WhatsApp marketing campaigns, the company uses the latest digital tools to reach prospective students and showcase the university's strengths. With the experienced team of marketing professionals, they have the ability to help NMUC achieve their enrollment goals.

Netherlands Maritime University College (NMUC) is a Dutch-Malaysian private higher learning institution specialising in maritime education, training, and consultancy



services that was founded by Dato' Captain Razali Yaacob. After having the opportunity to experience an 11-year sailing career and the privilege of teaching at the Malaysia Maritime Academy for an additional 11 years, Captain Razali believes that sharing knowledge and expertise with the appropriate attitude is honourable and a responsibility. With this in mind, Razali and his colleagues established a shipping-related institution in 2000, which developed into a college in 2010. Eight years later, the institution evolved into a university college, resulting in the establishment of NMUC.

NMUC is strategically positioned to support national and regional competitiveness in the maritime, logistics, as well as oil and gas industries through the offering of various accredited academic and training programmes. NMUC currently offers programs in the field of port operations, shipping management, maritime logistics, maritime law and maritime occupational safety & health. All the programs are accredited by the Malaysian Qualifications Agency (MQA) and recognized globally for further education in advanced maritime nations abroad such as in Europe, Middle East and Asia Pacific. Academics and industry professionals have developed NMUC educational courses that meet the industry's rising expectations as the maritime sector has become the cornerstone of all businesses. This will assist students in developing skills that are applicable to the practise of the industry.

## **2.2 THE DIRECTION OF THE COMPANY**

### **MISSION**

- To provide high quality education, training, research, commercialization expertise and leadership which benefits the industry.
- To provide excellence in teaching, research, and outreach, provide the highest quality of education to students, nurture their talent, promote intellectual growth, and shape their personal and professional development.
- To inspire the students by engaging in pursuit of excellence through the creation, conservation, transfer and application of knowledge and skills.

### **VISION**

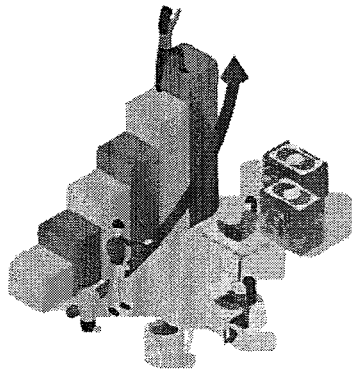
- To become a leading institution producing world-class graduates who shall contribute to society and build a better community.

## **OBJECTIVE**

- To foster the holistic development of students through multifaceted education and sustained engagement with local, national, and global communities, and inspire lifelong learners from across the globe.
- To provide the highest quality teaching and learning environment for the greater well-being of our students and society.
- To develop capable students through world-class education and technological solutions, and in so doing we will enhance the quality of life towards the betterment of mankind.

## **2.3 PROGRAMMES OFFERED**

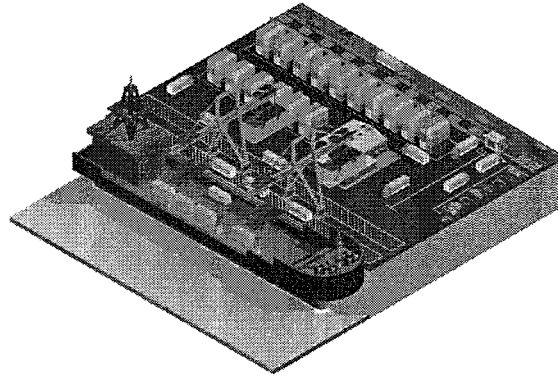
### **1. FOUNDATION**



#### **Foundation in Business**

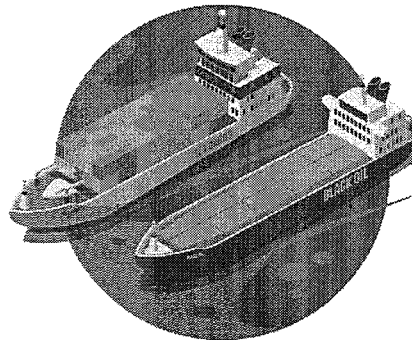
The programme offers good career opportunities since it is designed to equip students with a knowledge of the theoretical and practical abilities required for success in the corporate world. This program's overarching objective is to offer students with a sufficient foundation of relevant business knowledge in order to encourage personal growth and business career progression. Students can study several important areas of business and are strongly encouraged to use the program's benefits to advance their professional goals.

## 2. DIPLOMA



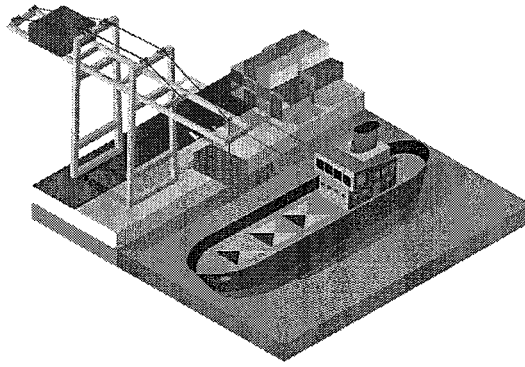
### **Diploma in Maritime Transportation Management**

With a specific emphasis on the management of ship and shipping activities, ports, and marine management, the study focuses on the essential operations carried out in the maritime transport and logistics sectors. Students will gain knowledge of management practises pertaining to the maritime and port industries as well as interpersonal communication, multimedia technologies, creative thinking, and general management. Additionally, the diploma equips students with necessary management, marine operations, maritime law, and transportation competencies.



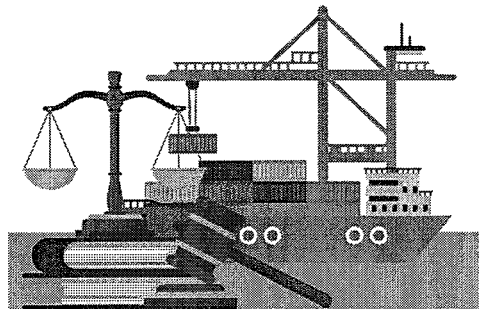
### **Diploma in Shipping Management**

This study gives students a wide understanding of the shipping industry's most recent developments as well as a look at the possibilities and problems faced by shipping experts. Additionally, it draws attention to the crucial concerns surrounding international shipping, such as those relating to shipbuilding, the production of marine equipment, maritime service providers, and the offshore and oil & gas industries.



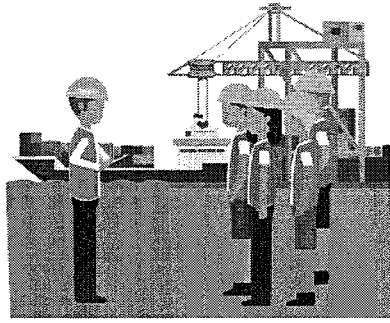
### **Diploma in Port Management**

Students will have the chance to fully comprehend the function of ports, particularly in the context of global commerce and logistics as the "economic engine" of progress. The course introduces students to various port types, their strategic geographic significance (natural, man-made, river estuary), and the variety of port operations owing to various cargo categories, including general cargo, bulk (dry and liquid), and containers.



### **Diploma in Maritime Law**

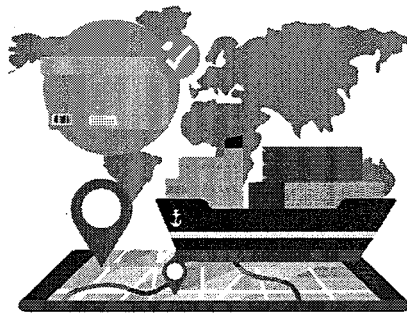
The purpose of the programme is to impart knowledge and comprehension of maritime law, which is essential for the efficiency of marine transportation operations. This diploma degree places a particular focus on the value of following laws and regulations throughout the whole marine transportation industry. From a legal perspective, it also examines how effectively the procedure influences the successful delivery of cargo to its destination.



### **Diploma in Maritime Occupational Safety and Health**

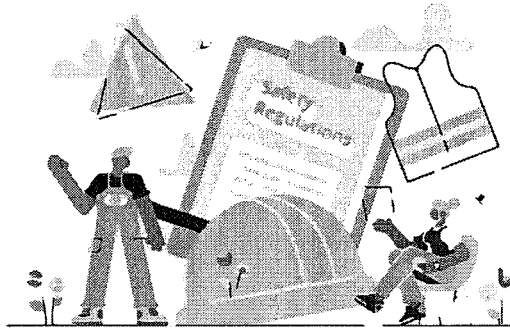
Examining the many roles and responsibilities in assessing the safety and health of the nautical field and in adjacent businesses is the focus of the diploma in maritime occupational safety and health. Since the marine environment includes the complete global supply chain (air, sea, and land freight), maritime occupational safety and health is essential to delivering business value through offshore and onshore operations while upholding global sustainability.

### **3. BACHELOR'S DEGREE**



### **Bachelor in Maritime and Logistics**

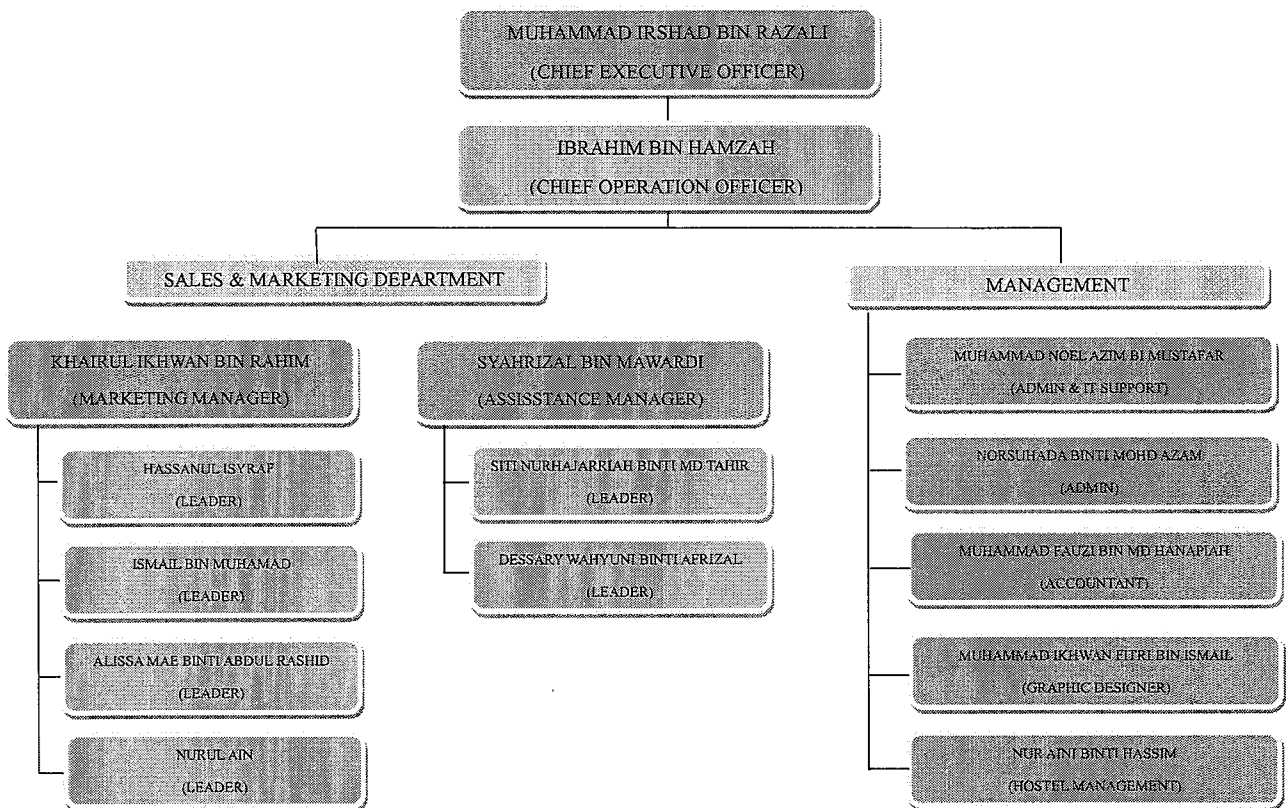
The course of study exposes students to the most recent advancements in the marine transportation sector, providing a wide perspective on the maritime transportation industry as well as the possibilities and difficulties facing practitioners in maritime transportation and logistics. It is centred on the logistics management and maritime transportation industry, with a special emphasis on shipping, ports, and marine management, including port pricing and maritime transportation legislation.



## **Bachelor in Occupational Safety & Health**

A bachelor's degree in Occupational Safety and Health (marine) studies the many roles and responsibilities in assessing the safety and health of the marine sector and in related industries. Since the marine environment encompasses the complete global supply chain (air, sea, and land freight), maritime occupational safety and health is essential to delivering business value through offshore and onshore operations while upholding global sustainability. In order to better comprehend occupational safety and health regulations, particularly on hazard identification, risk analysis, and risk control (HIRARC), the initiative takes into account advances in technology and data from marine research.

2.4 ORGANIZATIONAL CHART



# **TRAINING'S REFLECTION**



### **3.0 TRAINING REFLECTION**

I have conducted my industrial training at NMIT Resources Sdn. Bhd for six months. My industrial training started on 1<sup>st</sup> March 2023, and is expected to end on 15<sup>th</sup> August 2023, for a total of 24 weeks. Working days are Monday through Friday, with regular business hours of 9:00 a.m. to 5:00 p.m. However, during the Ramadan season, working hours have been changed from 8:30 a.m. to 4:00 p.m. The benefits of the internship include free housing and performance-based compensation. I will receive RM 500 for each student I am successful in bringing to NMUC to pursue their studies. During the internship period, I was assigned to the Sales and Marketing Department, where my major role is as an education adviser, but I also help the marketing team with other tasks. All interns will acquire a variety of skills such as filing, documentation, preparing invoices, and much more. They assure us that we will have knowledge in all areas as they would push us to enhance our soft and hard abilities. In this company, I am trained to do a variety of tasks rather than focusing just on what I learnt at university.

#### **Task 1: Handling Event Invitation for Students**

For every intake enrollment at NMUC, NMR will hold a scholarship briefing and interview session around Malaysia. So, the first task that I have been assigned is to invite students to the company's event. From social media advertisements to targeted WhatsApp marketing campaigns, the company employs innovative digital methods to reach out and invited potential students. I was instructed to notify the students about the event by Whatsapp message, phone calls, and social media posting. If any students are interested in attending the briefing and interview session, I have to perform a first screening by evaluating their SPM results. This is the important step in which I must thoroughly analyse their exam results to avoid any issues during the scholarship interview session. Following the initial screening, I must get in touch with the student three days before the event to ensure attendance. Students who confirm their presence at the briefing will be given an entry pass.

#### **Task 2: Handling Phone Calls**

I learned two types of phone call handling: inbound calling and outbound calling. Inbound calling refers to calls received from students, whilst outbound calling refers to calls made to students or parents as well as school counsellors. I received training on how to communicate with parents about our weekly briefing and interview session. During the first

training, I used a script to start and stop conversations in a way that maximises the caller experience. Not only that, but I also learned proper call-handling etiquette. Those etiquette play an important role in having a decent conversation with the parents and coming off as more assured and persuasive. A proper handling of phone calls can result in satisfied customers and more leads. Besides cold calls and follow-ups, I need to make calls to verify students credentials and explain benefits of joining company's event.

### **Task 3: Preparing A Full Documentation for Event**

I will be assisting my colleagues in the preparation of documentation for the company's weekly event. Documentation includes a registration form, a receipt book, and more things. Every document must be requested by admin first. The admin will then specify the number of documents required for the event, ensuring that no documents are discarded. I discovered that keeping a consistent, organised structure for documentation may be beneficial to an organisation. Documentation demonstrates to students and their parents that our company is serious about protecting crucial information and giving full information to interested parties. The practise of maintaining specific documents shows the professionalism of the company.

### **Task 4: Consultation with Students**

During the event, there will be a briefing on the NMUC scholarship and courses. The programme will be followed by a round of student interviews session. For this session, one consultant will assess candidates' eligibility for scholarships and inquire about their interest in entering NMUC. My supervisors trained me how to conduct interviews appropriately before I became a consultant. A few training sessions and role-playing exercises are also required of me. In order to convince students to enrol in classes at NMUC, I must be knowledgeable about the products before I attend the event. This is due to the fact that I will meet numerous individuals who will ask me various questions. So, if I am not properly prepared, I may be perceived as a newcomer, and the parents may not be convinced to allow their child to join at NMUC. I went to the event in Klang and Shah Alam after my supervisor assured me that I was capable to be a consultant. Throughout the training process, I have improved my communication abilities as well as my confidence level.

### **Task 5: Handling New Student**

I was tasked with creating a conditional offer letter for new students. Other employees will email me information on the upcoming student, such as registration dates and hostel needs. I will prepare an offer letter that fully explains the student's selected educational programmes and send it to them. So that they are always aware of their registration, I must provide them weekly updates on the documentation, accommodations, and other issues. Additionally, I must certify that the students have opened the SSPN-I, created a Bank Islam account, and obtained PTPTN pin numbers in order for their registration procedure to go more smoothly. Furthermore, if the new students decide to withdraw and discontinue their scholarship, I will be responsible for processing the registration fee refund procedure. I will get a refund form from the finance department and fill it out with the student's information. Then, approach the student and seek a formal letter of withdrawal containing their reasons for leaving as well as their bank account details. I will promptly fill out, sign, and return the refund form to the finance department. The entire procedure will take approximately seven business days to finish. Due to the responsibilities that have been placed on me, I will develop into a more responsible person.

### **Task 6: Join registration days in campus**

Registration day is one of the most important days for the Netherlands Maritime University College (NMUC). Registration day is handled by marketing divisions. I am one of the employees in charge of attending our campus and assisting with registration. I am responsible for double-checking each new student's documents to verify that all required forms are completed. By reviewing it twice, I am able to identify errors and fix them, which will help me avoid delivering a document that is inaccurate or incomplete. Then, I have to accompany them to PTPTN counters in order for them to open PTPTN accounts. After checking that the new students have completed their forms, I must accompany them to the counter to submit them. Students will proceed to the hostel once they have settled with the registration documents. I learned how to pay attention to detail as well as manage an important organisations event, which made the experience absolutely unforgettable.

**Task 7: Open booth at school**

I was given a task to open a booth at Sekolah Menengah Kebangsaan Desa Skudai alongside other interns during the SPM results. After the school administration approved our application to open booth, we prepared a number of materials that needed to be taken to the school, such as banners, brochures, and invitation letters for the event. We benefited much from being able to communicate with the school directly and exchange information with other organisations that set up a booth there. We also recently had the opportunity to set up a booth at the same school for a career fair. The goal of participating in the career fair is to educate and expose the students about the valuable opportunities NMUC provides for them to further their education in the marine industry. We were nevertheless able to have a fantastic reaction from the students, even if the majority of them were clueless of the potential in the marine business. I was able to speak with a variety of people who had various mindsets because to this duty.

# **SWOT ANALYSIS**

## 4.0 SWOT ANALYSIS

| STRENGTHS  | WEAKNESSES   |
|--|--|
| <ul style="list-style-type: none"><li>• Unique product</li><li>• Knowledgeable and skilled workforce</li></ul> | <ul style="list-style-type: none"><li>• Lack of brand recognition</li><li>• Staff shortage</li></ul>               |
| OPPORTUNITIES  | THREATS  |
| <ul style="list-style-type: none"><li>• Expand media outreach</li><li>• Market expansion</li></ul>             | <ul style="list-style-type: none"><li>• Tough competition</li><li>• Negative media coverage (bad review)</li></ul> |

## EXPLANATION ON SWOT ANALYSIS

### 4.1 STRENGTHS

#### 4.1.1 Unique products

The company has a unique product that stands out from its competitors. Some of the company's products cannot be found in any other university or college. It has the ability to differentiate itself from other products on the market and provide a unique experience to its users. Despite the fact that there are many more institutions that provide studies in the marine sector, most of them only offer general and basic levels in maritime management, but NMUC gives its students a specialist and one-of-a-kind programme. For example, only NMUC offers a diploma in maritime law in Malaysia.

#### 4.1.2 Knowledgeable and skilled workforce

A trained staff is a big advantage since human resources are the company's most valuable asset. Good quality skilled workers are difficult to find, and businesses who can keep their employees and consistently train them can gain a competitive edge. Every week, NMR offers product knowledge training to its staff in order to enable them give customers the most accurate information possible about the company's products. Knowledgeable staff provide a more professional sales pitch, resulting in a more trustworthy connection between the team and customers. Thus, the workers are proficient at highlighting the most impressive aspects that wow customers and explaining how the product will help them. As expected, NMR was successful in achieving its goals of raising NMUC's enrolment for the May Intake.

## **4.2 WEAKNESSES**

### **4.2.1 Lack of brand recognition**

The ability of customers to recognise one brand over another based on its features is referred to as brand recognition. A brand is deemed effective when consumers can identify it through visual or audible signals like logos, catchphrases, or even the business name. However, there is not enough brand awareness for this company. A lot of people I approached were unaware of NMUC's existence. Without brand recognition, the company might find it difficult to connect with its target market and gain new consumers. Consumers are more inclined to buy products or services from companies that they recognise and trust.

### **4.2.2 Staff shortage**

Despite having an excellent worker, the organisation is nonetheless short-staffed. Due to a staffing shortage, current employees are forced to take on greater responsibility, and the pressure to accomplish the task and satisfy performance standards grows. With fewer staff members to deal with the task at hand, the company's overall productivity may suffer. Work may build up, and tasks may take longer to perform, causing project and service delays. Existing workers may feel overwhelmed and anxious when their duties and workloads become bigger. This might result in burnout and lower work satisfaction.

## **4.3 OPPORTUNITIES**

### **4.3.1 Expand media outreach**

Expanding media outreach allows the company to pitch their content to people with a platform to share it with a broader audience. It is one of the finest strategies for businesses to use when marketing their goods and services to increase the value of their brand. Companies may increase their market position, stimulate development, and have a favourable influence on their target audience by expanding their media outreach.

### **4.3.2 Market expansion**

Market expansion is a growth strategy which involves offering the company existing product or service to a new market. The fact that NMUC programmes have been accepted for further study outside of Malaysia creates chances to broaden the target market. Recently, the Maldives Ports Limited and NMUC have signed a Memorandum of Understanding (MoU) to provide academic programmes for Maldivian students to study abroad and training programmes for the port workers. The goal of NMUC is to empower the human resources in the maritime sectors through education, knowledge transfer, and experience sharing gained through years of service in the industry.

## **4.4 THREATS**

### **4.4.1 Tough competition**

Competition in business decreases an individual company's market share and shrinks the available customer base, especially if demand is limited. Even if there are not many universities that provide the same field programmes as NMUC, those who do nonetheless give NMUC a fierce competition. For example, Meritus University and the Malaysian Maritime Academy have been strong competitors of NMUC. Due to the intense competition, the business constantly aims to improve its core goods and services, operations, marketing tactics, and customer service.

### **4.4.2 Negative media coverage (bad review)**

Any company's reputation can be damaged both immediately and permanently by negative media coverage. It destroys company's image of reliability and trustworthiness. Numerous negative reviews arising from the prior error and issue had threatened NMUC. Those negative reviews require some time to be addressed. The negative review expresses the student's frustration at having to pay more. Ten years ago, the student applied for a MARA loan to assist with the cost of their study. Due to an issue, MARA decided to stop providing loans to students at NMUC. So, the student was required to cover the balance of the fee on their own. Students at NMUC were outraged by this and began to refer to NMUC as a fraudulent university. However, it is possible to lessen the effects and manage the issue successfully with careful planning.



**RECOMMENDATION  
AND  
DISCUSSION**

## 5.0 TOWS ANALYSIS

|   |   |   |
|---|---|---|
| INTERNAL<br>FACTORS<br><br>EXTERNAL<br>FACTORS  | <b>STRENGTHS</b>  | <b>WEAKNESSES</b>   |
|   | <ol style="list-style-type: none"> <li>1. Unique products</li> <li>2. Knowledgeable and skilled workforce</li> </ol>          | <ol style="list-style-type: none"> <li>1. Lack of brand recognition</li> <li>2. Staff shortage</li> </ol> |
| <b>OPPORTUNITIES</b>  | <b>S/O STRATEGIES</b>   | <b>W/O STRATEGIES</b>   |
| <ol style="list-style-type: none"> <li>1. Expand media outreach</li> <li>2. Market expansion</li> </ol>                 | <ul style="list-style-type: none"> <li>• (S1,O2) International Partnerships and collaborations in higher education</li> </ul> | <ul style="list-style-type: none"> <li>• (W1,O1) Guerilla Social Media Marketing (SMM)</li> </ul>         |
| <b>THREATS</b>  | <b>S/T STRATEGIES</b>   | <b>W/T STRATEGIES</b>   |
| <ol style="list-style-type: none"> <li>1. Tough competition</li> <li>2. Negative media coverage (bad review)</li> </ol> | <ul style="list-style-type: none"> <li>• (S1,T1) Product differentiation strategy</li> </ul>                                  | <ul style="list-style-type: none"> <li>• (W2, T2) Hiring public relations expert</li> </ul>               |

### 5.1 S/O STRATEGIES (International partnerships and collaborations)

Institutions are frequently driven to collaborate because they have a common stake in the success of their students. Previously, NMUC has collaborated with a number of local public schools to provide access to college for SPM students. However, NMUC might establish a variety of international partnerships to further extend its market. The perfect kind of cooperation will be determined by the institutions involved's aims, resources, and areas of competence. The student exchange and research collaboration with the top maritime universities worldwide is the most valuable type of partnership that NMUC can engage in. NMUC can offer student exchange programmes that allow students to study overseas for a semester or a year. This kind of partnership fosters cross-cultural understanding, attracts international students, and expands the market for both universities. Furthermore, worldwide research collaborations across universities have the potential to provide innovative ideas and technologies. Through cooperative research collaborations, institutions may combine their

expertise, resources, and facilities, which can assist the market for certain research areas develop. Strategic collaborations in research, teaching, and knowledge transfer between universities as well as between universities and businesses outside of national borders will be the path of the future for higher education (Pamela, 2015).

## **5.2 W/O STRATEGIES (Guerilla Social Media Marketing)**

Social media marketing is a digital marketing that leverages the power of well-known social media platforms to achieve branding and marketing goals. As platforms such as Facebook, Twitter, and Instagram have grown in popularity, they made it easier for businesses to connect with customers by promoting content that maximizes engagement and extracting geographic, demographic, and personal data from users. These platforms are able to raise brand exposure and popularity at a lower cost and in a shorter period of time than traditional advertising. Since NMUC lack in brand recognition, this method is one of the most effective way to expand its media outreach and wider audience. Eventhough NMUC has previously implemented social media marketing, but it was not taken seriously. Therefore, it is suggested that NMUC engage in guerrilla social media marketing and also hire a trained social media team just for the approach.

To fully grasp the audience's preferences and interests, it is essential to initially identify the target market while creating marketing materials. As the result, the company will able to produce more relevant and interesting content if they has a better understanding of its audience. Other than that, in order to efficiently spread content and generate positive electronic word-of-mouth (eWOM) through social media networks, it is essential to identify key influencers. Keep the audience engaged by creating a variety of content kinds, such as educational website, captivating videos, visual story-telling and attention-grabbing images. According to researcher, company updates with inspirational content and trendy subjects may be more beneficial to the accounts' followers on social media. The company is also required to ensure that branded content is not only properly produced, but also effectively disseminated to achieve content virality and create a strong online presence of the brand .

### **5.3 S/T STRATEGIES (Product Differentiation Strategy)**

According to Dr. Vikas (2019), product differentiation is a strategy used by businesses to differentiate themselves from the competition by highlighting the distinctive characteristics and advantages of their products and services. Identifying the target market and modifying the product to match their demands is the optimal strategy for reaching company's objective. Product differentiation helps a product thrive on the market since without it, the firm would not be able to endure. The establishment of a competitive advantage for the product and its brand is made possible by effective product differentiation. NMUC must differentiate its programmes from rivals by emphasising quality and the fact that their worth grows over time. A unique product may compete effectively with others because it offers something special and valuable that sets it apart from competitors in the market. Due to the distinct product's complete satisfaction of their demands, it also enables customers to make subsequent purchases. In this approach, brand equity and customer loyalty are increased. However, NMUC needs to focus on consistently adding value while being prepared for any imitators to maintain their position educational marine industry.

### **5.4 W/T STRATEGIES (Hiring public relations expert)**

Negative social media evaluations from previous blunders are threatening the Netherlands Maritime University College (NMUC). Despite the fact that the problem was resolved by the NMUC a long time ago, it is still often debated by social media users. Some of the review cannot be addressed and resolved for a long period due to a staffing shortage. In order to improve media coverage and assist NMUC become more visible and reach a wider audience, they can hire public relations and crisis management experts. Positive media coverage is required for NMUC to achieve credibility and confidence among its target audience. NMR can hire Digital Public Expert or also known as E-PR to solve the issues. The hire of E-PR allowed NMR to reduce costs while resolving the NMUC's criticism. Employing a public relations professional is an investment as the long-term advantages they provide in terms of brand awareness, reputation management, and trustworthiness may have a big influence on the company's performance. As stated by Samuel Ubami (2018), public relations at any workplace or office is a privileged gift provided to the firm and the members, meaning they are guaranteed that reputation is not an issue, excellence is attained, and goals and objectives are reached.

# CONCLUSION

## 6.0 CONCLUSION

In conclusion, there are several advantages and key takeaways from my internship at the NMIT Resources Sdn. Bhd. Industrial training is a crucial component for a student to get new information and use what they have learned in their studies in the workplace. I have had the opportunity to observe firsthand the daily operations, difficulties, and industry best practises thanks to this industrial training. I have been able to grow and improve a variety of talents thanks to the experience, including technical proficiency, problem-solving skills, and effective communication. Additionally, the training gave me the chance to collaborate with a different team, which deepened my awareness of the value of cooperation and synergy in accomplishing organisational goals. I also had the pleasure of speaking with experienced professionals who have offered their knowledge and experience, which has shaped my viewpoint on the business and its potential future developments.

I am appreciative of the help and direction that my leaders and supervisors gave me during the training process. Their support and helpful criticism have been important to my career and personal development. I feel that the information and experience I have obtained will provide a solid basis for my future industry achievements as I wrap up this industrial training report. Finally, I want to express my deepest gratitude to the organization's management and staff for giving me with this precious opportunity. The industrial training has been a transforming experience that I will appreciate and keep with me as I continue on my academic and career path.

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## **&**

# **APPENDICES**

## 7.0 REFERENCES

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**8.0 APPENDICES**



**Preparing Documentation For Events**



**Open Booth During Career Fair**



**Joining Registration Day at Campus**



**Meeting with Leaders**



**Training Session With Leaders**