

## **EXECUTIVE SUMMARY**



University Teknologi Mara (UiTM) has obligated the final year students to attend an Industrial Training Program and undergo hands-on experience at a qualified company. Industrial training entrusted students with this opportunity to apply their knowledge from courses they took in the company they get into. Meanwhile, analyzing the company's potential and challenges to understand the industry growth and needs to efficiently operate.

As one of the final year students, I am preparing this report for my advisor and examiner to review my experiences and findings of the company which is KLCC (Holdings) Sdn Bhd.

This report contains following materials of myself introduction to give a brief information about my qualifications and skills. Besides, the KLCC (Holdings) Sdn Bhd's information would clarify their background along with their achievements that motivated me keen to learn new knowledge and skills in the corporate industry, especially in Finance.

Next, I would include the analysis of KLCC as a screening process to identify the potential of KLCC and what kind of challenges they need to overcome in the industry. This screening process would be using the Strengths, Weakness, Opportunities, and Threats (SWOT) analysis to have a clear picture of each facto that could contribute to their success or threaten their business position.

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