



اَوْبُورِ سِيْتِي تِي كُونُولُوجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

KAMPUS BANDARAYA MELAKA

BACHELOR IN BUSINESS ADMINISTRATION IN (HONS) MARKETING

MGT666 INDUSTRIAL TRAINING REPORT

OBSESS COSMETICS SDN. BHD.



OBSESS COSMETICS

NAME	NOR DAYANA SOFEA BINTI MOHD SOPIAN
STUDENT NUMBER	2020872584
CLASS	BA2406A
SUPERVISOR	NUR AZILA BINTI MAZLAN
SUBMISSION DATE	JULY 2023
SUBMITTED TO	DR JUAN RIZAL SA'ARI

1.0 PRELIMINARY PAGES

1.1 EXECUTIVE SUMMARY

Industrial training is a kind of work experience that must be completed in order to fulfill the requirements for professional growth prior to graduation. As a component of their academic requirements, all students at UiTM are required to successfully complete their required 24-week internship.

Students are required to take part in Industrial Training during the semester before their final one, during which they will be assigned an internship job at any respectable business of their choosing. The internship was scheduled to begin on March 1, 2023 and continue for a total of 24 weeks (six months). It was scheduled to terminate on August 15, 2023. The training was carried out at Obsess Cosmetics SDN. BHD. The practical trainee position was given to the trainee for the duration of the time period that was defined, and the trainee was required to adhere to the company's norms and regulations.

My assigned supervisor, Madam Nur Azila, HR & Finance Executive, who was in charge of supervising the trainee, oversaw the trainees' progress during the duration of the internship. During this time, the trainees were kept under close observation. The trainee is responsible for maintaining positive intentions, maintaining appropriate levels of discipline, and fostering positive interpersonal interactions not just with the supervisor but also with other workers and members of the general public.

During the course of the internship, I participated in a variety of events and was given a variety of tasks, both of which contributed to my development of new talents and important experience. I was in charge of a wide array of tasks, such as marketing and social media, providing customer support, and developing content, among other things.

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1.3 ACKNOWLEDGEMENT

First and foremost, I want to thank God, the Almighty, for showering me with His blessings during my internship job, allowing me to successfully fulfill the duty assigned to me.

This internship report would not have been possible without the opportunity it provided and the crucial advice provided by my adviser, Dr. Juan Rizal bin Sa'ari. His dedication, clarity of purpose, and inner drive have given me the strength to keep going with the work I've been given. He has made the course material and its meaning crystal plain to us. Working with him was an incredible privilege. I appreciate his help a great deal.

In light of the mentioned previously, I would like to take this opportunity to offer my profound gratitude and particular appreciation to my Founder, Puan Hafizatul Atikah, as well as my supervisor, Puan Nur Azila, for providing me with a lot of information as well as helpful input when I was doing my internship. During the course of my internship, everyone at Obsess Cosmetics who is in the same position as I am would want to receive my sincere gratitude for their hospitality. Thanks to all of you, I was able to feel comfortable and like I belonged there.

I am extremely grateful to my parents and other family members for the love, devotion, care, and sacrifices they have made for my education and future preparation. Thank you again to my family, who have supported me from birth until the end of time.

Last but not least, I would like to show my thanks to my friends who assisted me in completing this assignment in either a direct or indirect manner. I would like to express my gratitude to you for providing me with such an excellent suggestion for this assignment as well as the internship session.

2.0 STUDENT PROFILE

2.1 RESUME



NOR DAYANA SOFEA BINTI MOHD SOPIAN

EDUCATIONAL BACKGROUND

Oct 2020 - now (Semester 5)

UiTM Kampus Bandaraya Melaka

Bachelor of Business Administration (Hons.)
Marketing
Current CGPA: 3.49

June 2018 - Dec 2019

SMK PADANG SAUJANA

Sijil Tinggi Pelajaran Malaysia (STPM)
CGPA: 2.83

2017

SMK PADANG SAUJANA

Sijil Pelajaran Malaysia (SPM)
3A 2B 3C 1E

TECHNICAL SKILLS

- Social Media Marketing: FB Ads, Instagram, Tiktok, Twitter etc
- MS Office application: Word, Powerpoint, Excel **{Advance}**
- Graphics Editor: Adobe Photoshop, Premier Pro, Canva, CapCut **{Basic}**

LANGUAGES

- Malay **{Expert}**
- English **{Advance}**
- Mandarin **{Basic}**

REFERENCES

Mrs. Nur Azila Binti Mazlan

Human Resources & Finance,
Obsess Cosmetics,
No.79, Jalan Zapin Utama,
Bandar Inderapura,
27000 Jerantut, Pahang

WORKING EXPERIENCE

March 2023 - August 2023

Obsess Cosmetics Sdn. Bhd

- Internship as Marketing Administration
 - Plan, coordinate, and carry out activities related to the implementation of internet marketing strategies
 - Conduct a live session on the official Tik Tok account for Obsess Cosmetics Headquarters
 - Participating in every aspect of the company's operations
 - Handle and manage complaints, enquiries, and ideas from the public and customers
-

RELEVANT EXPERIENCES AND AWARDS

2022

- Participated in Brand Community Project under subject Brand Management
- Participated in Marcomm Community Project (MACOMP)
 - Managed Facebook page of Ittihad Group
 - Won 2nd place for group presentation
- Participated in e-USahawan Course Level 1- Go Digital
 - Managed partnership business @DaliaScarves
- Marketing Research
 - "Level of Satisfaction towards Facilities in UiTM"

2021

- Dean listed in Semester 1 (GPA: 3.62)
- Dean listed in Semester 2 (GPA: 3.74)
- Assistant Program Director of Masa Got Talent
- Exco Penaja of Marketing Students Association Club (MASA)
- Exco Perhubungan Luar of Forum 'How to Balance Study and Leadership'
- Handled social media of @bulumatahijab (Posting video, promotion deals, ads)

2019

- Bendahari of Majlis Perwakilan Pelajar (MPP)
- Handled Annual Dinner of 2019