

INDUSTRIAL TRAINING REPORT

1 MARCH 2023 -
15 AUGUST 2023

SWOT ANALYSIS of INSTITUTE OF
LEADERSHIP AND DEVELOPMENT (iLD),
UiTM BANDAR ENSTEK

NUR ADLINA NAZURAH BINTI MOHD RIDUAN

2020878094

BA 242



PREPARED FOR:

DR. AQILAH NADIAH MD SAHIQ

EXECUTIVE SUMMARY

This executive summary provides an overview of my industrial training experience at Institute of Leadership and Development (ILD) UiTM, Bandar Enstek during the period of March 1, 2023 to August 15, 2023. The industrial training was conducted in the Finance and Business Venture Unit of the organization, with the primary objective of gaining practical industry knowledge and applying academic concepts in a real-world setting.

During the industrial training, I actively assist and contributed to the team in performing clerical duties, involved in event handling, and proposing ideas and suggestions. I experienced job shadowing to observe and learned about a particular job from skilled staff. Additionally, I assisted in day-to-day operations of Finance and Business Venture Unit.

During my industrial training, I actively contributed to the completion of paper work for equipment rental charge proposal. Additionally, I have created a customer feedback form using '*Google Form*' for the purpose of customer satisfaction survey that helped ILD UiTM Bandar Enstek to identify pain points and make product and service improvements.

One of the main challenges I encountered during the industrial training was adapting to a fast-paced work environment and managing tight deadlines. However, I successfully met project deliverables with guidance from my supervisor and my mentor.

Based on my industrial experience, I recommend that ILD UiTM, Bandar Enstek to invest further in providing customer service trainer as this service offering demonstrated significant potential in meeting the customer needs. Additionally, actively operating Mini Market in ILD UiTM Bandar Enstek during programmes could help in income generation.

My industrial training at ILD UiTM, Bandar Enstek was a transformative experience that has provide me with practical knowledge and skill development in the finance domain. I am grateful for the opportunity to contribute to the organization's success and I am confident that the lessons learned will serve as a strong foundation for my future career in finance.

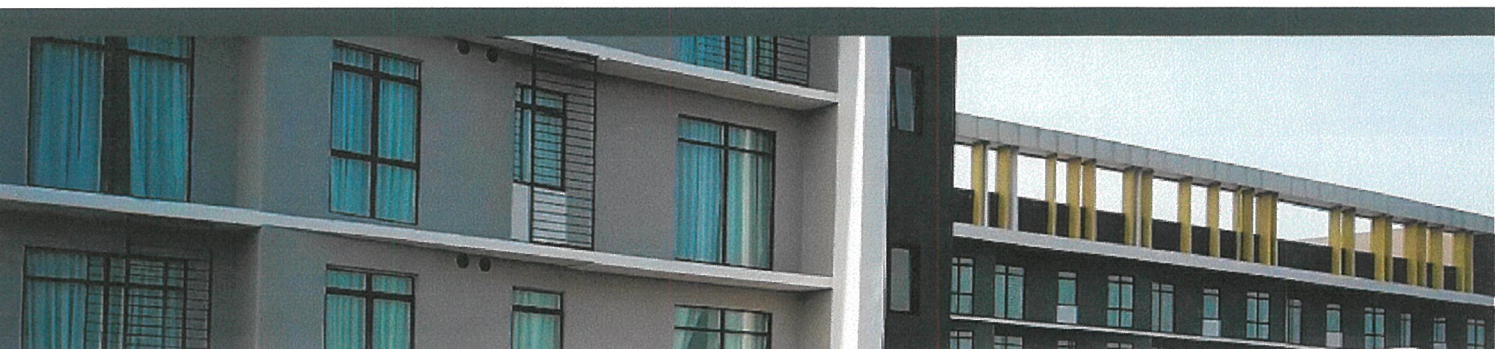


TABLE OF CONTENTS

<i>Acknowledgement</i>	1
I. STUDENT'S PROFILE	
<i>Updated Resume</i>	2
II. COMPANY'S PROFILE	
<i>Name, Location, Background</i>	3
<i>Mission, Objective, Goal</i>	4
<i>Organizational Structure</i>	5-6
<i>Products and Services</i>	7
III. TRAINING'S REFLECTION	
<i>Duration: Date, Working day and time</i>	8
<i>Details: Department, Roles, Responsibilities, Tasks</i>	8-10
<i>Gains: Intrinsic & Extrinsic benefits</i>	11-12
IV. SWOT ANALYSIS	
<i>SWOT Analysis</i>	13
<i>Strengths</i>	14
<i>Weaknesses</i>	15-17
<i>Opportunities</i>	18
<i>Threats</i>	19-20
V. PESTEL ANALYSIS	
<i>Political, Economic, Social Factor</i>	21
<i>Technological, Environmental, Legal Factor</i>	22
CONCLUSION	23
REFERENCES	24
APPENDICES	25-26

ACKNOWLEDGEMENT



I would like to express my heartfelt gratitude to all those who have supported and contributed to the completion of this project. Without their valuable assistance, this project paper would not have been possible.

First and foremost, I am deeply indebted to my internship advisor, Dr Aqilah Nadiah Md Sahiq, for her unwavering guidance, encouragement and invaluable feedback and advise throughout the project. Her expertise and dedication have been instrumental in shaping the direction of this work.

Besides my advisor, I would like to express my sincere gratitude to my internship supervisor, Madam Norhaida Awang for her invaluable guidance and support throughout my internship at Institute of Leadership and Development (ILD) UiTM, Bandar Enstek. Madam Norhaida played a pivotal role in shaping my learning experience and professional growth.

I would also like to extend my gratitude to the entire organization of ILD UiTM Bandar Enstek. Their warm welcome and willingness to share their knowledge created a positive and nurturing work environment, which allowed me to thrive and learn from the best.

I am thankful to the management of ILD UiTM Bandar Enstek for providing me with the opportunity to be a part of their esteemed organization and for entrusting me with real responsibilities that helped me grow both personally and professionally.

Lastly, I want to express my profound appreciation to my family and friends, whose unwavering encouragement and belief in my abilities motivated me to pursue this internship and strive for excellence.

In conclusion, this internship has been an incredible journey of learning and self-discovery, and I am truly grateful to each and every individual who played a part in making it a resounding success.

COMPANY'S PROFILE



The **Institute of Leadership & Development (ILD)** UiTM is a leading training institute located in **Bandar Enstek, Nilai, Negeri Sembilan**. It was officially established on 23rd August 2016, with the honorable presence of YB Dato' Seri Idris Jusoh, the former Minister of Higher Education of Malaysia. The opening ceremony took place at the recently completed campus located near Bandar Enstek, Nilai, Negeri Sembilan. The construction of the campus began in 2012 as part of the Private Fund Initiatives and was later handed over to UiTM on 22nd July 2016. The institute began its full operation on 1st August 2016.

The institute offers leadership and staff development programmes for all UiTM personnel, including lecturers, also managerial and support staff. With its modern training facilities, the institute also extends an invitation to other public and private sector organizations to utilize its facilities at a reasonable price. ILD previously comprised of two distinct entities, which were '*Bahagian Latihan, Jabatan Pembangunan Sumber Manusia (JPbSM), Pejabat Pendaftar*' and '*Institut Kepimpinan dan Pengurusan Kualiti/ Institute of Leadership and Quality Management (iLQAM)*'.

After conducting a comprehensive review of functions and operations across UiTM, the decision was made to merge two entities, giving rise to ILD. Established in July 2015, the primary objective of this institute is to ensure that all training and human development programs cater to the university's current needs, aimed at producing staff members with exceptional performance and outstanding leadership skills.

In addition to this main function, ILD is responsible for the planning and delivering integrated and structured training to enhance the skills of UiTM staff. Also, assessing the effectiveness of organized programs, analyzing their impact on trainees and the organization. Last but not least, to ensure the proper execution of programmes in accordance with the public sector human resource training policy.