



اوتنووتستيتو تيكولوونوون مارا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka



MGT666

INDUSTRIAL TRAINING REPORT

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NAME OF COMPANY:
ZIKAY GROUP BERHAD

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EXECUTIVE SUMMARY

This internship training report came up as a result of my internship program, which I completed as part of my UiTM academic requirements. This internship training report is based on my 24-week internship program at Zikay Group Berhad in Sales and Marketing department from 1st of March 2023 until 15th of August 2023. The purpose of this internship report is to examine Zikay Group Berhad's strengths, weaknesses, opportunities, and threats (SWOT).

Secondary data sources were used to prepare this internship report. The first part of this report contains the student's profile, and the second part contains the company's profile. In this company profile, I have introduced the mission, vision, background of the company, organizational chart, and products and services offered by Zikay Group Berhad. In the third part of this internship report is training reflection, I have touched upon my experience as an internship student in the Sales and Marketing Department, as well as the benefits I received and gained from Zikay Group Berhad.

I have highlighted some of Zikay Group Berhad's SWOT analyses and recommendations in the following section of this internship report. I have mentioned two points for each SWOT analysis. Firstly, the strength which are highly qualified staffs and positive work environment. Secondly, for weaknesses are need to invest in computers and understaffed. Next, opportunities are increase brand awareness by improving marketing and strategic site location. Lastly are threats which are competition with other property developers and uncertain weather condition. Finally, a general conclusion was added to the report.

ACKNOWLEDGEMENT

Firstly, I would like to express my gratitude and appreciation to all those who gave me the possibility to complete this report. A special thanks to Universiti Teknologi MARA (UiTM) Kampus Bandaraya for giving me chance to experience industrial training. As for me whose has never been in a working environment before, it was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be part of it.

I would also like to acknowledge with much appreciation to my academic supervisor, Madam Norashikin for guiding me before and after industrial training.

I express my deepest thanks to Mrs. Khairunnisa', manager of Sales & Training Department for accepting me to do my internship at Zikay Group. Not to forget, many thanks to all of the staffs at Zikay Group that has helped, giving advises and guidance during my internship. I choose this moment to acknowledge their contribution gratefully.

Special thanks to my friends, who assist me in providing motivation to continue with my studies and industrial training. Last but not least, I would like to say thanks to Madam Norashikin, Madam Norhazwani and Madam Norshiba for giving their full effort in guiding my friends and I from the start as well as their encouragement to maintain our progress in track, such as making sure all of us have a place to do our internship.

I discover this opportunity as a big step in my career development. I will try to use skills and knowledge gained in the best possible way.

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3.0 COMPANY'S PROFILE

3.1 BACKGROUND OF COMPANY



Figure 1: Company Logo

Zikay Group Berhad is founded by Dato' Mohd Khay Bin Ibrahim, an accounting graduate from UiTM. He is also referred to as a 'low profile' Malay millionaire. This company was founded by him and his younger brother, Dato' Iszhar Bin Ibrahim. In 1994, they started the company as a small landscape contractor. They never looked back after that. Later on, their company expanded into real estate development, infrastructure, and manufacturing. Aside from that, they are also involved in education and hospitality.

In 2018, Dato' Khay established a 42-story four-star hotel 'Tamu Hotel & Suites'. This hotel is well-known for its strategic location in the heart of Kuala Lumpur, directly across from the Kampung Baru Mosque and the Islamic Hospital, with a clear view of KLCC. It is also well-known for its service, which is comparable to that offered by of a five-star hotel, and is a source of pride because it is owned by Muslims.