



اَوْنِيُوْ سَيِّتِي تَيْكُونُو لَوِيْجِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Fakulti  
Pengurusan  
dan Perniagaan

## INDUSTRIAL TRAINING REPORT AT BERTAM PROPERTIES SDN. BHD.

29<sup>TH</sup> AUGUST 2022 - 10<sup>TH</sup> FEBRUARY 2023



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## **EXECUTIVE SUMMARY**

Industrial training is one of the compulsory courses for every student to qualify for the award of Bachelor. Students must pass the industrial training to get the Bachelor. This industrial training aims to provide early exposure to students about the nature of work for each field.

I have been training industry in Bertam Properties Sdn Bhd for this session for 24 weeks starting on 29 August 2022 to 10 February 2023. Within these 24 weeks, I have the opportunity to learn a variety of knowledge inside Property Industry. I was placed in the Finance Department, Bertam Properties Sdn Bhd. This company divides into five segments led by the Group of Executive Officer, Finance Department, Sales and Marketing Department, Project Department and Admin/It Department. This Department consists of 9 personnel staff that works closely with each other. I am under the supervision of Puan Jamilah Ibrahim her position is Assistant Finance Manager in Finance Department.

From the beginning, I always put a mindset to grab every possible opportunity given to grow and build my own personal development towards my career path. The idea of having an Industrial Training is to prepare every student for the upcoming challenges, the sweet and bitter experience that will shape and build strength to face the reality of the real working life.

This report begins with student's profile which is my updated resume that will be used to apply for employment. The resume contains my education background, work experiences, my skills and extra-curricular activities that I joined. Then, it moves to the company's profile that contains name, location, background, vision, mission, objective, organizational structure. Next, I will share about the training's reflection that includes the duration of the internship, the work experiences and what I gain from doing internship at Bertam Properties Sdn bhd. Then, there will be SWOT analysis along with discussions and recommendations that I can possibly point out to make the discussion more interesting. In a nutshell, the conclusion that I can conclude from spending 24 weeks of my time to experience the eye-opening experience that prepares me for the real journey of life ahead.

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### 3.0 COMPANY'S PROFILE

#### 3.1 Name, Location, Background



Bertam Properties Sdn Bhd (BPSB) was established in 1991. It is a well-known developer in northern Malaysia and is the main developer in the city. It is supported by other large companies and has gained a reputation for building houses of high quality. UDA Holdings Bhd and Bertam Consolidated Rubber Ltd each own 40% of Bertam Properties while Johor Land Bhd has the remaining 20%. The company developed the city with 3,750 acres of land in 1994. Over the years, the company has built and sold 7,500 residential units and 300 commercial properties. The company also sells land to universities and higher education institutions and now has a third of the original land left that will be used for future development. In the past, this company operated at Penang Golf Resort before it prospered and moved to a location at a more strategic time and made it easier for buyers to connect. This company is led by Ahmad Nor Bin Sabu, who is the Group Chief Executive Officer (GCEO) and is assisted by his staff. Day by day, this developer company became known in Penang because of its effectiveness in building quality houses at reasonable prices. This company has shown an encouraging performance by building a city that is almost complete with public facilities.

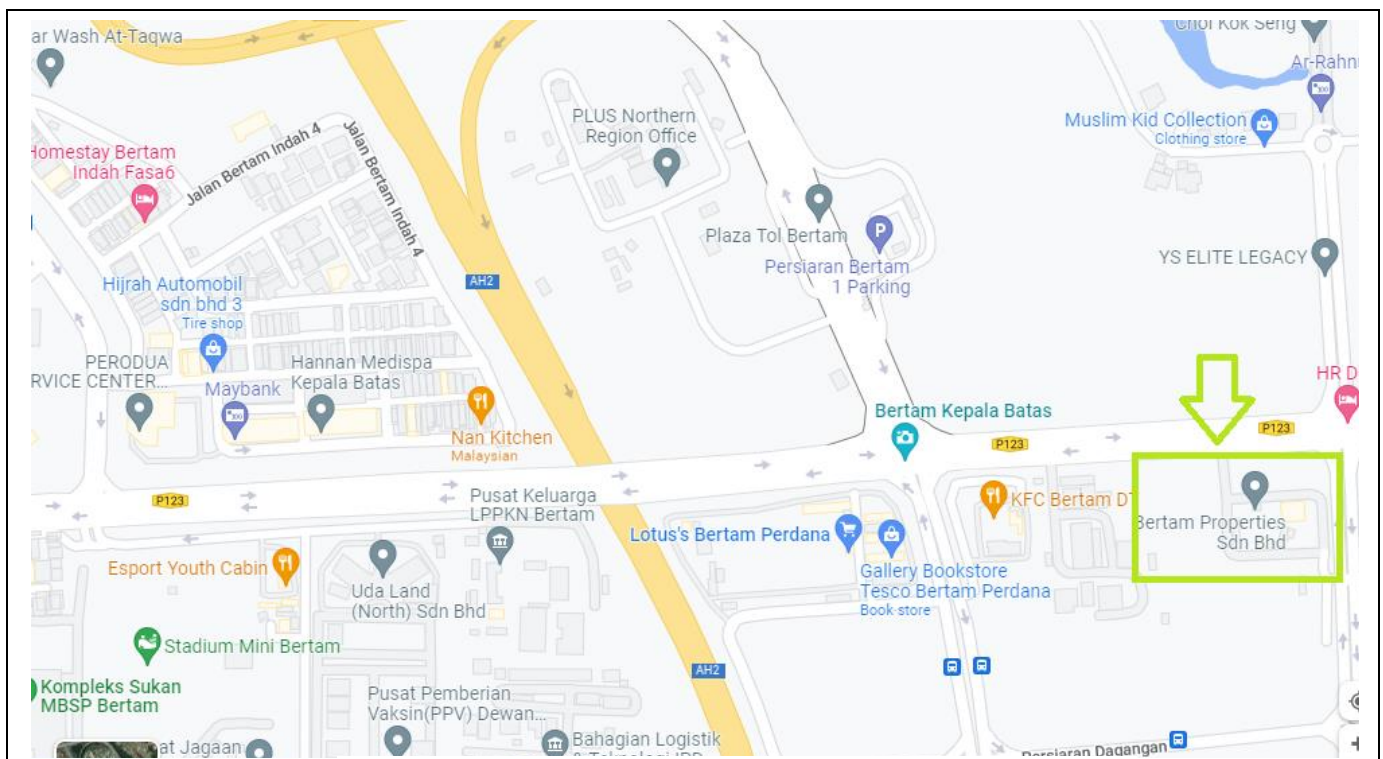


Figure 3.1 shows the location of Bertam Properties Sdn Bhd

### **3.2 VISION, MISSION AND OBJECTIVES**

#### **Vision And Mission**

To Develop a Self-Sustaining Township in a Choice Location  
Which Offers Reputable Quality Homes at affordable Prices.

#### **Objectives**

Objectives of the Establishment of Bertam Properties Sdn Bhd

- I. Become a high quality developer company
- II. Build a house at a reasonable price