



اوپنرسیتی تیکنولوژی مارا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

INDUSTRIAL TRAINING REPORT

MGT666



IMIKA EMPIRE SDN BHD
15 August 2022 – 10 Feb 2023

THE DETERMINANT OF HOUSEHOLD CONSUMPTION IN MALAYSIA

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ABSTRACT

The internship program gives us a great introduction to a field or job that we might be interested in in the future. The internship program can help us gain valuable work experience, fulfill academic requirements, and provide information for our resumes. They give us the opportunity to explore our interests and fine-tune our individual professional goals while also exposing us to various aspects of full-time work. For this internship program, I having an intern at Imika Empire Sdn Bhd from August 15, 2022, to February 10, 2023. This internship program took me six months to complete. I was assigned to the administrative and accounting departments at my internship company. During this internship, I have been providing office support to either an individual or a team, which is critical for the smooth operation of a business. The purpose of this report is to provide information about the company's profile, history, vision, and mission. In addition, I will discuss my internship reflections, such as the experiences, knowledge, and skills that I gained. Aside from that, the research analysis related to my internship is also included in this report for better understanding.

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2.0 COMPANY'S PROFILE

2.1 Company's Name

The name of the business where I completed my internship is IMIKA Empire Sdn. Bhd. Rahim and Atikah, the names of the founder and his wife, were the origin of the company's name, which was shortened to IMIKA.

2.2 Company's Location

The company may be reached at No. 8A, Jalan Greentown 3, Greentown Nova, 30450 Ipoh, Perak.

2.3 Company's Background

Dato' Abdul Rahim bin Tahir, the founder of IMIKA Empire Sdn Bhd, founded IMIKA in its initial iteration in 2010. He launches the company out of a small corner shop lot in the Angsana Mall in Greentown, Ipoh. Imika Empire established the retail business in December 2017 and now has an unmatched presence in the technology market thanks to its own retail locations in the states of Perak and wholesale distribution deals with Malaysia's top retail brands. The business starts to expand, and in December 2017 it officially became IMIKA Empire Sdn Bhd. The business has now been operating for about 13 years. Beginning with the launch of a small shop, Imika Empire Sdn Bhd today has up to 30 branches nearly everywhere in Malaysia, including the north, south, east, and west, and the number is still continuously growing.

2.4 Vision

The company want to be the main contributor in providing and adapting the society toward the advancement of technology

2.5 Mission

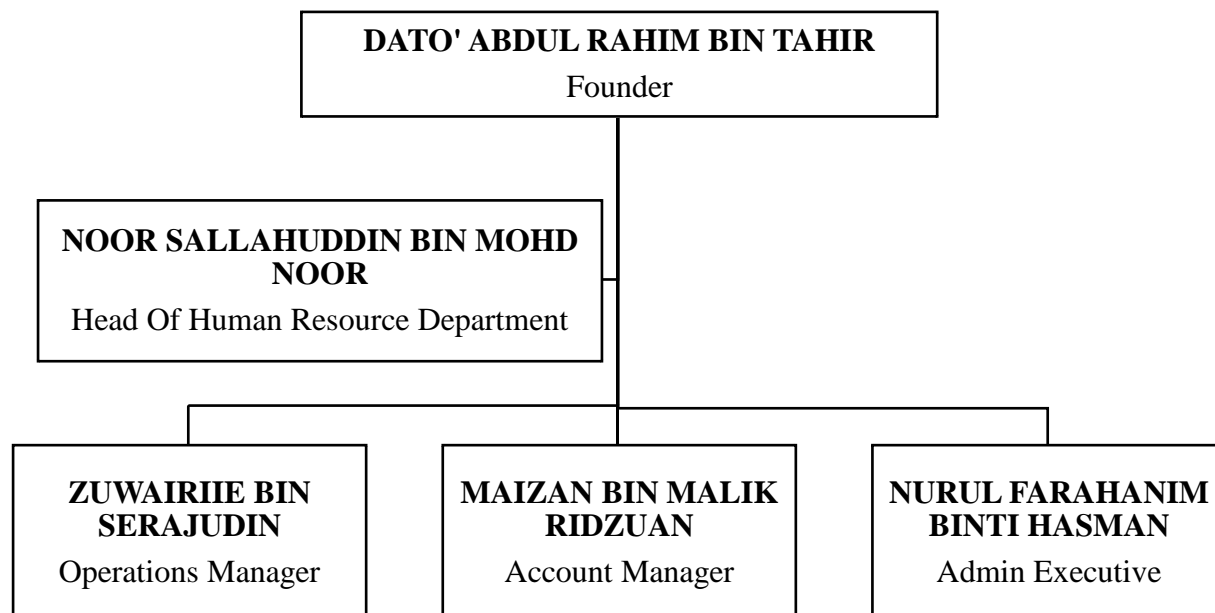
The mission's purpose is to provide the organization with a simple and useful decision-making process, which is critical. For IIMIKA, their mission is to link the community with the advancement of technology, to provide every user with basic knowledge and information about technology devices, to build a great long-term company-customer relationship with high quality product and services.

2.6 Objective and Goal

The company's goal is to assist families who cannot afford to purchase a high-quality laptop at an affordable price while running a profitable business without rejection.

2.7 Organizational Structure

Currently the company has five (5) working departments which includes Administrative Department, Marketing Department, Sales Department, Repairing Department, and Warehouse Department.



2.8 Product or Services

Imika Empire Sdn. Bhd. offers a wide range of IT and gadget-related products. Laptops, PCs, smartphones, gadget accessories, and many other items are available. The products available are imported from abroad and offered at reasonable prices. This company's products also provide customers with the option of paying in installments and come with a one-year warranty. Besides that, in terms of services, they offer computer and smartphone repair.