



UNIVERSITI
TEKNOLOGI
MARA

DIBUK SDN BHD

INTERNSHIP REPORT

PREPARED BY

NUR EZWANI BINTI AZIZAN
2021888206 BA2436C



waneey99@gmail.com



0124063384

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EXECUTIVE SUMMARY

Doing my industrial training at Dibuk Sdn Bhd is the best work experience that I have. I gained a lot of new experience and knowledge while working here. They teach me a lot here that I can never gain in the classroom. In this report, I will explain more in detail about my working experience and about this company. I managed to find out the SWOT analysis, which is strengths, weaknesses, opportunities, and threats for Dibuk Sdn Bhd. Firstly, the strengths are customer loyalty and providing a variety of products and services, while the weaknesses are that this company uses manual HR systems and buys paddy at a lower price than competitors. The opportunities for the company are to introduce new products to regular customers, encourage their loyal customers to try their new products, and cooperate with animal breeders, which are becoming their suppliers. Lastly, in order to eliminate the company's threats, they need to upgrade their human resource systems and reduce their product pricing without reducing the quality of their product and facing losses. I do believe that this company is able to grow the business at this company has many potential to be same level with other international rice mill companies.



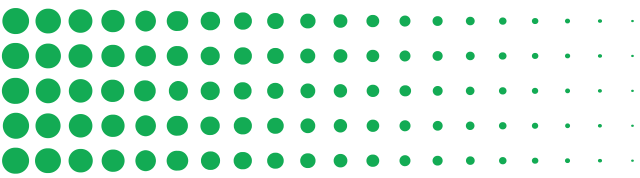
COMPANY PROFILE



Dibuk Sdn Bhd is a rice milling and manufacturing company that was founded in 1989. The headquarters are located in Perlis, Malaysia. Dibuk Sdn. Bhd. is a family business for 3 generations, whose core business is rice milling in full integration and centered all in the state of Perlis. As a result of this core business, Dibuk managed to expand the business with a portfolio that includes rice, agro-food, and maritime.

Dibuk Sdn Bhd is a company that specializes in the industrial processing of paddy rice. The main purpose of Dibuk Sdn Bhd is to supply rice wholesale (in jumbo bags of 1 m/t) to the country's major rice wholesalers. Since Dibuk Sdn Bhd has been established for more than 30 years, they are already a well-known company in the rice milling industry. Especially in the northern areas of Perlis and Kedah.

They have a few devoted wholesalers, such as Syarikat Faiza Sdn Bhd, Sofia Edar Sdn Bhd, YHL Trading (KL) Sdn Bhd, Muhsa Jaya Sdn Bhd, and others, that buy a jumbo of rice from Dibuk Sdn Bhd. Every paddy season, they will order a lot of tan for jumbo rice. Dibuk Sdn Bhd has built a solid reputation in the market by focusing on product quality and customer satisfaction. The company have nearly 20 devoted wholesalers across the country such as Kedah, Perak, and Johor.



VISION

- Become a diverse group that complements each other in 2 sectors, the main success is agribusiness and logistics (maritime).
- Be a pioneer and leader in every branch of agribusiness (paddy and rice) and logistics (maritime) that is worked on.

MISSION

- Exploring value-added products from paddy and rice by-products
- Increase the value of current rice through the quality and production of special rice.
- Develop product retailing efforts.
- Increase studies with research institutions for commercialization product

