

FINAL REPORT OF INDUSTRIAL TRAINING AT
SQUIRREL HILL INTERNATIONAL SDN BHD
KUALA LUMPUR

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BY

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**Industrial Training Report Prepared For
Management And Marketing Department
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APPROVAL SHEET

I, **HII YII HUNG**, hereby declare that the Report of Industrial Training for the course **PGN 4799** is based on my original work. The contents of this report are my personal views based on the theories and experiences gained during my industrial training.

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EXECUTIVE SUMMARY

Squirrel International Sdn. Bhd. and Dataran Mantin Sdn. Bhd. is a subsidiary of Kumpulan Langkawi Resort Capital Sdn. Bhd. Squirrel Hill International Sdn. Bhd., launched on December 2003, and Dataran Mantin Sdn. Bhd. was over by the group in 1999.

During the Industrial Training at Squirrel Hill International Sdn. Bhd. and Dataran Mantin Sdn. Bhd, Kuala Lumpur, I was assigned to the Sales Department at Dataran Mantin Sdn. Bhd, and Marketing Department at Squirrel Hill International Sdn. Bhd. I recognized and identified the company's strength and weaknesses through personal observation while undergoing the Industrial Training.

The main problem identified in the Marketing Department of Squirrel Hill International Sdn. Bhd. is the lack of staff. This problem will make the department work goes very slow and unsmooth. Thus, company should recruit new staffs to fill in the vacant.

In the sales Department of Squirrel Hill International Sdn. Bhd, there are lacks of visitors. This problem especially will affect the company activities such as golf tournament. Thus, company should do more the advertisement to attract the visitors.

Problems of collecting purchaser's particulars occur at Sales Department of Dataran Mantin Sdn. Bhd. Sales department of DMSB is in charge of land and properties sales. Most of the time, it could be a hard job for sales agent to collect the particulars and needed documents from purchasers. The agent should give them more times to complete and send the document back to the company.

The company are very critical and the company should always have high level of awareness from time to time in order to solve the problems occurred. If the organization is able to handle and overcome the mentioned problems, for sure the company business operations would be smoother in the long run and help the company to achieve its mission and vision.