FINAL REPORT OF INDUSTRIAL TRAINING AT SOQAR (M) SDN BHD PETALING JAYA, SELANGOR

By

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Bachelor of Management (Marketing)

Industrial Training Report Prepared For :

Management and Marketing Department
Faculty of Management and Economics
University College of Science and Technology Malaysia
(KUSTEM)

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Approval Sheet

I, Rohgini A/P Kishnasamy hereby declare that the report of industrial training for the course PGN 4799 is based on my original work. The content of this report are my personal view based on the theory and experiences gained during my industrial training.

Signature,

Name: Rohgini A/P Kishnasamy

Date: 20/11/2005

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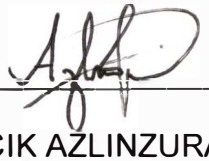

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Other than that, I am also thankful to Mrs.Kokilavanee as Accounts Manager and to all the other staffs whom treated me as one of them and help me a lot especially to Miss Saratha, Mrs. Sunitha Shanthi and Mr.Thiruvarasan. Finally I would like to wish a great thanks to my friends and my family members for giving me a full support to undergo my training smoothly and successfully. Big thanks to everyone who helped me for my industrial training and report preparation.

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Kolej Universiti Sains Dan Teknologi Malaysia (KUSTEM)

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EXECUTIVE SUMMARY

This executive summary was prepared as a summary of the activities that trainee done during the industrial training. This report was started with the introduction of the organization ISOQAR generally and followed by background of ISOQAR(M) and then the company's profile, organization chart, other activities done by ISOQAR(M) and the thing that trainee learn from the industrial training.

In the second chapter, is all about the problems finding and suggested solutions together with the implementation. The two problems found in marketing department especially in enquiry system and quotation preparation system and another one is from administration department in filing system. Trainee identified the problems after working in each of the departments and at the end; there is conclusion of this report. Other related documents such as certificates, forms, questionnaire, the scope of accreditation and many more are included in the appendix.

During the twelve (12) weeks trainee attended the industrial training to ISOQAR (M) SDN BHD in Petaling Jaya office, trainee was given chance to work in two department only, but she learned a lot in two department only. Trainee learned more about the problem solving techniques and the leadership skills. During twelve weeks trainee learned how to improve a company's achievements and prestige. This company is also having a close relationship with some consultancy companies to help each other in the marketing and business aspects. Trainee also learned how to attend phone calls from clients and more about telemarketing.

Trainee also learned how to create database to keep certain information's and to make it easier to ac Add values of ISOQAR (M) are as following; Low cost: ISOQAR's audit fees are amongst the lowest in the industry. Expenses are not normally charged for attending companies' premises within the UK and a certificate is provided free to organizations achieving the standard. To comply with accreditation body guidelines, ISOQAR carries out triennial audits.

Costs for this will be kept to a minimum and discussed in advance; friendly and down-to-earth: There is no need for audits to be traumatic. ISOQAR's auditors are selected for their ability to work with the representative from the company and to be approachable. They establish that the appropriate management system works for the benefit of the company and check it as though they were customers of the firm. Emphasis is firmly placed on practicality; a rapid response: Whether it is a query about certification, or an urgent need to achieve registration itself, ISOQAR specializes in providing answers or audits at speed