



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan



**PREPARED BY:
NURUL IZZATIE BINTI MOHAMAD**

**STUDENT ID:
2021609374**

**GROUP:
RBA2436A**

**ADVISOR:
DR. NURSYAMILAH BINTI ANNUAR**

INTERNSHIP DATE: 1 MARCH - 9 AUGUST 2024

**INDUSTRIAL TRAINING AT
HT GLOBAL CORPORATION SDN. BHD.**



THE- CONTENT

01

- EXECUTIVE SUMMARY
- ACKNOWLEDGEMENT

02

- STUDENT'S PROFILE

03

COMPANY'S PROFILE

- VISION
- MISSION
- OBJECTIVE
- ORGANIZATIONAL CHART

04

- TRAINING'S REFLECTION
- DURATION, DEPARTMENT, ROLES AND RESPONSIBILITY
- INTRINSIC & EXTRINSIC BENEFIT

05

- SWOT ANALYSIS
- PESTEL
- SWOT MATRIX

06

- RECOMMENDATION
- CONCLUSION
- APPENDICES

EXECUTIVE SUMMARY

An overview of my 24-week internship at HT Global Corporation Sdn Bhd, that was conducted from 1 May 2024 to 9 August 2024, is provided in this report on the internship. I was given responsibility for the marketing department, where I engaged mainly on e-commerce and conducted plenty of business administrative tasks, all under the supervision of Madam Lim Ken Eng, the Sales and Marketing Manager.

The report encapsulates comprehensive insights into the company's profile, my personal profile, and the range of responsibilities I executed during the internship. It includes comprehensive evaluations that are based on my firsthand observations and experiences within the organization, including PESTLE, SWOT, and SWOT matrix.

The PESTLE analysis offers a macro-environmental perspective, evaluating the Political, Economic, Social, Technological, Legal, and Environmental factors influencing HT Global Corporation. The SWOT analysis highlights the company's internal strengths and weaknesses, alongside external opportunities and threats. The SWOT matrix further synthesizes these elements to propose strategic recommendations for the company's future growth.

Through this report, I aim to demonstrate my understanding of the industry, gained through practical exposure and hands-on experience. The recommendations derived from the SWOT matrix are intended to provide actionable insights that HT Global Corporation can implement to enhance its market position and operational efficiency.

COMPANY'S BACKGROUND

HT Global Corporation Sdn. Bhd., or known as HTG, is one of the largest bicycle companies in Malaysia. HTG was established in 2008 as a limited by shares private company located in Klang, Selangor. It offers a wide range of bicycle and bicycle accessories trading activities, which include distribution, dealerships, wholesales, repair and services, product design and manufacture, supply local projects, as well as international trade.

Even though the company provides a number of services, HTG still claims its major position as a Malaysia manufacturer and distributor, that introduces hundreds of bicycle models and catalogues. The nature of the business specifically aims to attract sports lovers and low-budget transport seekers. The company sells bicycles suitable for children to adulthood, which have an economy to premium quality, regardless of classic bikes, mountain bikes, city bikes, and so on. Notably, HTG particularly targets capturing the attention of Malay ethnic in the market, which has the highest population of around 60% in Malaysia (Department of Statistics Malaysia, 2024). To approach a more diverse customer base, this brand distributes its products at an affordable price to more than 600 bicycle retail shops in different locations across West Malaysia.

In addition, HTG calls itself a 'cycle spirit,' a central idea of providing customers with an active lifestyle, aiding mind-body connection, and encouraging enthusiasm among people. This central idea supports HTG in the intense competition with several rivals, such as YANSAN, ASOGO, VEEGO, and Yuan Tai Xing Sdn Bhd, leading it to stand out along its journey.

COMPANY'S LOGO



LOCATION & ADDRESS

*Location of
HT Global
Corporation SDN
BHD Jalan Kapar,
Klang Selangor.*



**ADDRESS: 7, JALAN SUNGAI CHADONG 8, BATU 5, JALAN KAPAR,
42100 KLANG, SELANGOR DARUL EHSAN, SELANGOR**