



UNIVERSITI
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Cawangan Melaka

HRM666 INDUSTRIAL TRAINING REPORT

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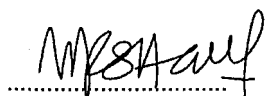
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EXECUTIVE SUMMARY

My meaningful and insightful 6-month of industrial training began at Eng's Legacy Sdn. Bhd which a rising local snack brand renowned for their premium popcorn under the name Eng's Popcorn. The company is a fast-growing local snack brand known for its handcrafted and Halal-certified caramel popcorn. As a Human Resource student, this placement gave me more than just administrative and recruitment experience but it is also immersed me in the dynamic world of SME operations which exposing me to key areas such as production, marketing and customer engagement.

Eng's Popcorn may be a small team, but it is big on ambition and heart. With attractive packaging, strong Halal and MESTI credentials and have a loyal customer base show the brand has carved a niche in Malaysia's competitive snack industry. I witnessed first-hand how teamwork, adaptability and passion drive daily operation that important the qualities that are essential in a rapidly evolving business landscape.

Through a structured SWOT analysis, I identified Eng's strengths, including product quality, operational resilience and their brand authenticity. However, I also observed challenges such as manual production processes, limited manpower and the lack of a long-term digital marketing plan. Externally, the brand faces growing pressure from established snack companies and rising raw material costs, which could impact profitability. Despite these hurdles, Eng's is well-positioned to seize exciting opportunities, from tapping into the booming global Halal snack market to leveraging government SME support programs.

This internship not only sharpened my skills in HR and business analysis but also gave me a deeper appreciation of the realities faced by local entrepreneurs. Eng's Popcorn is a testament to Malaysian innovation, resilience, and community spirit. Others that that, with the right strategic moves, it has the potential to grow from a beloved local brand into a regional Halal snack powerhouse.

ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest gratitude to Eng's Legacy Sdn. Bhd, especially the management and staff for granting me the opportunity to undergo my industrial training at their esteemed organization. My sincere appreciation goes to my company supervisor, Puan Nur Shahirah binti Ismail for the invaluable guidance, continuous support and encouragement throughout the entire internship period. Your mentorship has greatly contributed to my personal and professional growth.

I am also incredibly thankful to my advisor, Puan Surya binti Ahmad Royali and all the dedicated lecturers from the Faculty of Business Management at UiTM Bandaraya Melaka for equipping me with the foundational knowledge and skills that prepared me for this real-world experience. Your academic guidance has been essential in helping me transition from classroom learning to practical application in the workplace.

Special thanks to all my supportive colleagues and team members at Eng's Popcorn for their patience, teamwork and for welcoming me as part of the team. Working alongside all of them has been an enriching and enjoyable experience.

Lastly, I would like to extend my heartfelt appreciation to my family and close friends for their unwavering support, motivation and understanding throughout my internship journey. Your encouragement has been my strength in completing this industrial training successfully.

Thank you all for being part of this valuable learning journey.

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