

INDUSTRIAL TRAINING REPORT



FRASER & NEAVE HOLDINGS BHD

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Subject: HRM666






EXECUTIVE SUMMARY


This internship report is based on the great six-month industrial training I finished with flying colors at Fraser & Neave Holdings Bhd in the Human Capital Department. The entire experience began on February 22, 2023, and lasted through August 15, 2023, for me to finish my last semester of study in Bachelor of Business and Administration (Hons.) Human Resource Management. The purpose of training practical is to give students early exposure to the field of marketing, management, accounting, finance, human resource management and other related so they will be a potential workforce in the future. Every hour I spent working during my internship gave me a variety of experiences that are all indescribable in words because I was completely unfamiliar with the working atmosphere in a big company like F&N. As a human resources student, I was eager to put the knowledge I had learned in the classroom to action during my internship and to discover and gain knowledge there as well. Throughout my internship, I was given a variety of duties and assignments to complete. I also being a Human Capital committee for some of the organization's activities and helped with the new joiner on the first day onboard. In this industrial training report, I have included the advantages of my industrial training as well as the knowledge and abilities I've picked up for the job and self-improvement, like problem-solving and multitasking abilities. Then, based on what I had observed during the training, in this report, I also explained the SWOT analysis of the company.




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2.0 COMPANY'S PROFILE

2.1. Company's Background



FRASER & NEAVE HOLDINGS BHD

Figure 2.1: FNHB Logo

The Singapore and Straits Aerated Water Company was established in 1883 by two visionaries, John Fraser, and David Chalmers Neave, to make carbonated soft drinks. This business later evolved into Fraser & Neave, which the company immediately recognized initials "F&N" were formed from. F&N operations fall into three categories which are first, Food & Beverages Malaysia (F&B Malaysia), which comprises both dairy products and soft drinks. Next, property and other services, and lastly, Food and Beverages Thailand (F&B Thailand). The subsidiary of Fraser and Neave, Limited, Fraser and Neave Holdings Berhad conducts business in Malaysia, Brunei, Thailand, and Indochina.

F&N's portfolio of drinks, which includes 100PLUS isotonic drinks, F&N NUTRISOY soy milk, F&N sparkling drinks, F&N ICE MOUNTAIN drinking and sparkling water, F&N NUTRIWELL Asian drinks, F&N SEASONS Asian drinks and fruit teas, F&N FRUIT TREE FRESH juice drinks, and F&N cordials, has become popular with consumers of all ages.

Additionally, F&N dominates the markets for evaporated milk and sweetened condensed milk in Malaysia and Thailand. A cup of milk tea (teh tarik) or coffee, cakes, or confections made with F&N's wide selection of dairy products under the F&N, TEAPOT, CARNATION®, Cap Junjung®, and IDEAL® brands, as well as liquid milk and juice products under the F&N Magnolia, FARMHOUSE, and F&N Fruit Tree brands, are enjoyed by millions of consumers from all walks of life every day.

In 2020, the Sri Nona food brand has been added to F&N's wide range of product offerings. Three businesses that operate under the Sri Nona name Sri Nona Food Industries Sdn Bhd, Sri Nona Industries Sdn Bhd, and Lee Shun Hing Sauce Industries Sdn Bhd are three food and beverage (F&B) companies that Fraser & Neave Holdings Bhd (FNHB) has announced in 2020 it will acquire the entire issued share capital of (Lin, 2020). The production, distribution, and retail sales of rice cakes (ketupat), condiments (oyster sauce and paste),

beverages (ginger tea powder), sweets (pudding and jelly powder), jams, and spreads under the "NONA" and "Lee Shun Hing" trademarks are the main activities of these three businesses.

In mid of 2022, FNHB proposed to purchase all of Cocoaland Holdings Bhd's equity (Aman, 2022). PT Cocoaland Indonesia, CCL Food & Beverage Sdn. Bhd., L.B. Sdn. Bhd., Cocoaland Industry Sdn. Bhd., and Lot 100 Food Co. Ltd. are the five subsidiaries that make up Cocoaland Holdings Berhad today. A small number of siblings oversee the network of businesses. Since 2010, their company has expanded to include beverages. It is a leading producer of sugar confectionery items in Malaysia, including fruit gummies, sweets, chocolate, wafers, and snacks. Products from Cocoaland are currently sold not just in Malaysia but also in Southeast Asia, the Middle East, East Asia, North America, and Europe.



Figure 2.2: FNHB Corporate Structure

2.2. F&N Main Offices in Klang Valley



Figure 2.3: F&N Offices

The placement of my internship is at the headquarters office of Fraser & Neave Holdings Bhd, located at 26, No.1 Jalan Bukit Belimbing, 38, Persiaran Kuala Selangor, Seksyen 26, 40400, Shah Alam Selangor. The F&N Beverages Marketing Sdn. Bhd. and F&N Beverages Manufacturing offices are also located there.

2.3. Vision & mission



2.4. F&N Global Values

GLOBAL VALUES

F&N Global Values serve as a compass for their actions and describe how they behave in their organisation



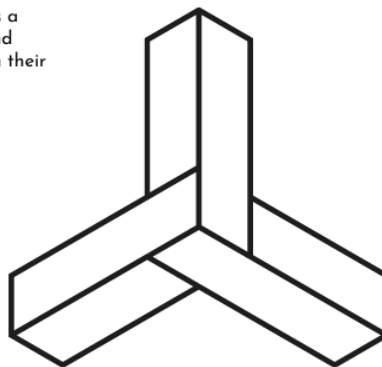
Collaboration

We leverage the power of inherent strengths and diversity to create inclusive synergies and commit to team goals.



Creating Values

We are passionate about applying new ideas and seizing opportunities to create positive impacts.



Caring for Stakeholders

We embrace our stakeholders' perspectives with good intent to bring them into our long-term sustainability efforts.

Figure 2.4: F&N Global Values

2.5. Organizational structure

The CEO of FNHB, Mr. Lim Yew Hoe, has been appointed on 1st December 2014. Other than holding 15,000 shares in FNHB, he does not hold any shares in the company's subsidiaries. Figure 2.5 and Figure 2.6 below shows the Fraser & Neave Holdings Bhd's management team.



Figure 2.5: FNHB Management Team

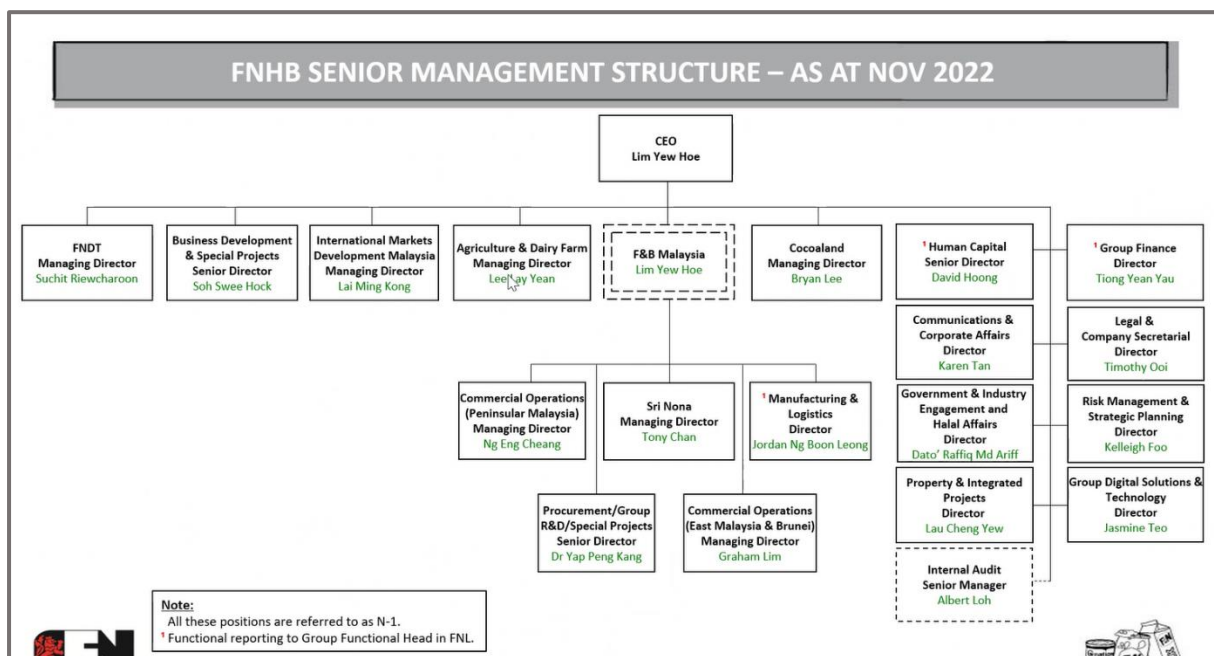


Figure 2.6: FNHB Organizational Structure

Figure 2.7 below shows the current organization structure for Human Capital Department, the department which I was attached to during my internship. I was assigned as Human Capital Trainee under Talent Acquisition team.

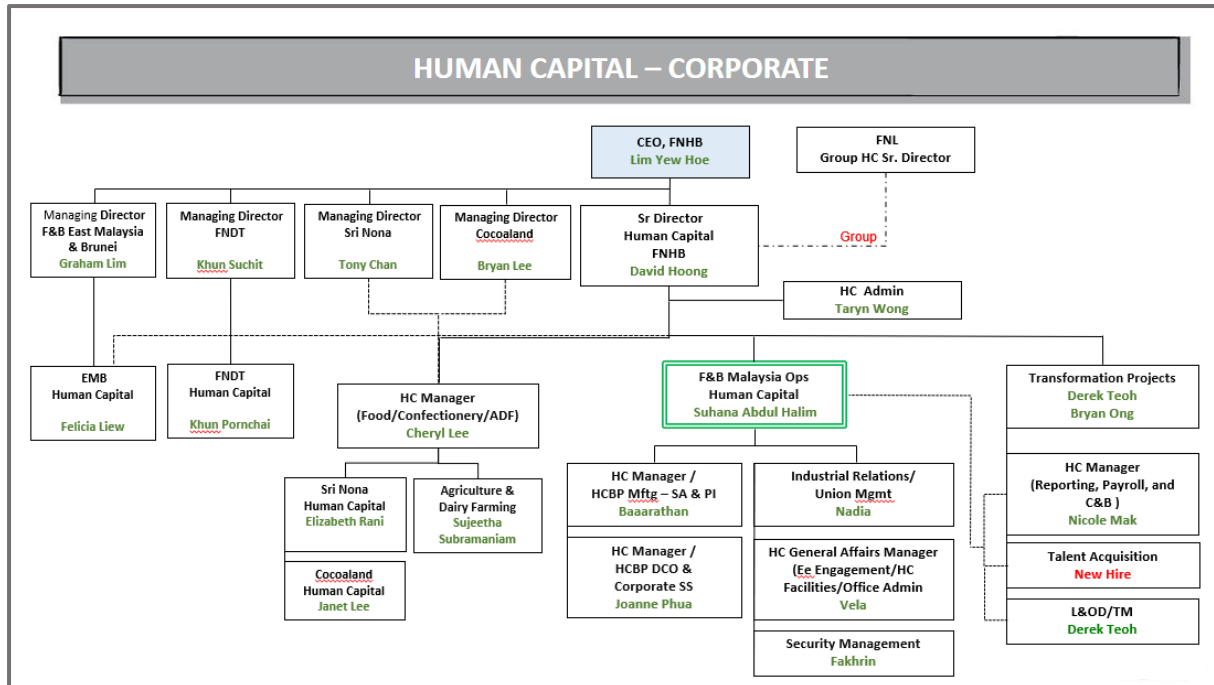


Figure 2.7: FNHB Human Capital Corporate Structure

2.6. F&N Product Categories



Figure 2.8: F&N Products

2.7. F&N Winning Brands



Figure 2.9: F&N Brands



3.0 TRAINING REFLECTION

3.1. Duration of internship

Faculty of Business Administration, Universiti Teknologi Mara (UiTM) has required all its Human Resource Management students to undergo their internship or industrial training for 6 months (24 weeks) in the last semester. The internship period starts on 1st March 2023 and ends on 15th August 2023. However, I report for duty as an intern on 22nd February 2023 since the supervisor, Ms. Norfahayu binti Hashim require me to take over the previous intern's tasks before she ended her internship. Thus, my total duration of the internship is 26 weeks approximately instead of 24 weeks as per required by the faculty.

The official training hours for all interns in Fraser and Neave Holdings Bhd. are eight (8) hours per day, where the hours shall be from 8.30 a.m. to 5.30 p.m. and five (5) days a week, Monday to Friday which I was required to undertake as directed by my supervisor in-charge.

3.2. Details of training

- Department attached

I was attached to Human Capital Department at Fraser and Neave Holdings Bhd. and I have been assigned to join the Talent Acquisition team, formerly known as Recruitment since my supervisor, Ms. Norfahayu, Assistant Manager, Human Capital is from the Talent Acquisition team.

In Human Capital Department, there were many teams such as Compensation and Benefits/ Rewards, Learning and Organizational Development, Employee Engagement and Branding, Industrial Relations, Payroll, Security Management, Transformation Projects, Food Pillars/ Confectionery/ Agriculture & Dairy farm (Sri Nona/ Cocoland/ F&N AgriValley), and my attached team, Talent Acquisition.

- Roles, responsibilities, assignments, tasks

On my first day onboard, the Digital and Solutions Technology (DST) or IT team assisted me in signing up for my company email and taught me how to use the functions of SafeQ6 Printer like photocopy, scanner, and fax.



Figure 3.1: Tasks & responsibilities

During the internship period, I was allowed to do many kinds of tasks. Since I am a Talent Acquisition trainee, mostly the tasks that I have been assigned by my supervisor were recruitment processes as shown in Figure 3.1 above.

Table 3.1 below shows the details of my tasks and responsibilities in the Talent Acquisition team during my internship at F&N.

Table 3.1: Tasks & responsibilities

Arranging and scheduling an interview

- Called candidates and asked if they are still interested or not with the position.
- Sent the interview invitation link via Microsoft Teams and the appointment confirmation email that included the forms that the candidates need to complete before the interview.

Conduct background check

- Conduct background checks for candidates through the Genesis Through Intelligence system.
- Proceed with generating the report after two days the report's result comes out and is shared with the Talent Acquisition team.

Before proceeding with the necessary hiring process, conducting background checks for candidates is crucial. It is to see whether the candidate is involved in a lawsuit or not.

Conduct reference check

- Call the candidates' ex-employer (referee) and ask them some questions regarding the candidate's performance at the previous company.
- Did the reference check reports and sent them to the Talent Acquisition team and hiring managers.

By doing this it helps F&N to determine whether the candidates are best fit for employment.

Prepare the shortlisted candidates' necessary documents

- Prepare pre-employment medical checkup forms.
- Fill in the candidate's details in the interview assessment forms.

New joiners onboarding documents compilation

- Upload all the documents in the shared Teams folder with the Compensation and Benefits team for their kind further actions to payroll.
- Requested missing or incomplete onboarding documents with new joiners.
- For pre-employment documents, need to request from the Talent Acquisition team.

Request new joiners' employee ID numbers

- Sent an email to the payroll team to request employee ID numbers for new joiners before they join the company.

Register access cards

- Register an access card for the new joiner through the F&N Vendor Calms system where the first step is to key in the candidate's details and information into the system and issue the access card.

Print employee ID tags

- Print employee ID tags for new joiners and re-print the existing employees' through Assure ID system.

Assist new joiners on their first day onboard

- Assist new joiners on their first day onboard with the employee ID tags, access cards, office tour, and car parking stickers.

Request face recognition

- Sent an email to the Executive, Human Capital, the person in charge of face recognition registration.
- Provide him with the new joiners' names, employee ID numbers, and pictures and he will register through the Filezilla system.

Assist in internship student placement

- Screening candidates' profiles before sending them to the hiring managers.
- Arrange and schedule the interviews between candidates and hiring managers.
- Prepare the intern's offer letter and assist with the onboarding process arrangement.

3.3. Benefits

INTRINSIC BENEFITS

CONFIDENCE BUILDING

Through internships, I can challenge myself and explore outside of my comfort zone. I get practical experience and grow more at ease in the workplace as I take on responsibilities and projects. My confidence can be greatly increased by completing projects successfully, getting good comments from superiors, and overcoming challenges.



COMMUNICATION IMPROVEMENT

Internships have offered the chance to grow and improve a variety of abilities. I can learn new skills that will help me in my jobs, whether they are hard skills like communication, teamwork, problem-solving, or industry-specific technical capabilities.



LEARNING AND KNOWLEDGE EXPANSION

Through internships, I can pick up the knowledge of experienced workers and learn about industries. This first-hand exposure helps me to gain a deeper understanding of my chosen subject, learn about modern trends and practices, and broaden my knowledge beyond what I have learned in the classroom



EXTRINSIC BENEFITS

ALLOWANCES

The company offers an internship allowance of RM900.00 per month. This helps me in paying other financial commitments as well as living expenses and transportation fees



FREE F&N RM5 KOPITIAM VOUCHER

The Human Capital team always organizes events at F&N and for those who participate in the events, the team will give free kopitiam vouchers for them. The most amount of vouchers I ever got was RM100



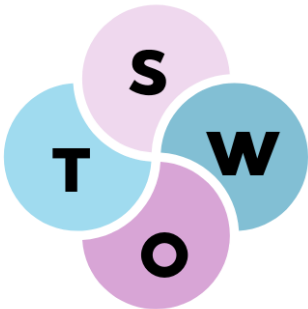
PROFESSIONAL REFERENCES

Good professional referrals can result from an internship that is completed. For future job applications, supervisors and coworkers who have seen my development and work during the internship can offer references. Positive recommendations can boost my credibility and improve my prospects of finding a job



4.0 SWOT ANALYSIS

Table 4.2: SWOT



A diagram showing four overlapping circles labeled S (Strengths), W (Weaknesses), O (Opportunities), and T (Threats) arranged in a cross pattern.

| | STRENGTHS | WEAKNESSES |
|--|--|--|
| | <ol style="list-style-type: none"> 1. Strong brand recognition and reputation 2. Product innovation 3. Well-established distribution network 4. Strong financial position 5. Customer loyalty | <ol style="list-style-type: none"> 1. Lack of popularity of many F&N's drinks 2. High level of turnover 3. Products offers not align with certain dietary preferences |
| OPPORTUNITIES | SO STRATEGIES | WO STRATEGIES |
| <ol style="list-style-type: none"> 1. Consumer behavior 2. Potential for mergers and acquisitions 3. Health and safety concerns 4. The digitalization of e-commerce | <ul style="list-style-type: none"> • Offer attractive and exclusive promotions (S5, O1) • Invest in research and development to create products that prioritize health and safety (S4, O3) | <ul style="list-style-type: none"> • Consider strategic partnership or acquisitions with established brands or companies (W1, O2) • Work on reformulating its existing products to align with certain dietary preferences (W3, O3) |
| THREATS | ST STRATEGIES | WT STRATEGIES |
| <ol style="list-style-type: none"> 1. Changing consumer preferences towards healthier alternatives 2. Fluctuating raw material prices 3. Regulatory changes impacting the industry 4. Competitive disadvantage | <ul style="list-style-type: none"> • Strengthen relationships with suppliers to secure stable sourcing of raw materials (S3, T2) • Products improvement and refinement (S2, T1) | <ul style="list-style-type: none"> • Promoting drinks with reduced sugar content or natural ingredients (W3, T1) • Prioritizing employee wellbeing and growth (W2, T4) |



5.0 DISCUSSION & RECOMMENDATIONS

5.1. SWOT Discussion

5.1.1. Strengths

S1. Strong brand recognition and reputation

Strong brand recognition and reputation for F&N serve as important assets that foster customer loyalty and give the company a competitive edge. Through its regular supply of high-quality products and outstanding client experiences, F&N has effectively established a favourable perception and trust among consumers over the years. Due to the brand's established market position and dedication to sustaining high standards, it has a devoted following of clients. By making it simpler for F&N to draw in and keep customers, this customer loyalty gives the company a competitive edge. It also contributes to the trust and familiarity people have with the F&N brand.

S2. Product innovation

F&N constantly strives to stay on the cutting edge of industry trends and consumer preferences, introducing innovative and imaginative products that enthrall and satisfy customers. F&N's creative approach incorporates a variety of fields, including beverage formulations, package designs, and brand strategies, through intensive research and development activities. F&N consistently pushes the limits of product innovation by utilising cutting-edge technologies and a thorough awareness of consumer needs. As a result, it introduces mouth-watering new flavours, healthier alternatives, and inventive packaging styles that appeal to its target market. This commitment to innovation not only enables F&N to keep a competitive edge in the market but also encourages client loyalty and positions the business as a trendsetter, influencing the future of the beverage sector.

S3. Well-established distribution network

F&N's robust distribution network is a key strength that ensures the efficient delivery and availability of its products to customers. The business has made investments to create a vast and interconnected distribution infrastructure, which consists of warehouses, logistics networks, and alliances with several distributors and retailers. F&N can successfully reach clients across numerous geographic places, both locally and abroad, thanks to this vast network. With a robust distribution network, F&N can guarantee that its items are easily accessible on shop shelves, online marketplaces, and other points of sale, promptly satisfying customer demand.



S4. Strong financial position

F&N's strong financial position is a significant advantage for the company, offering stability and flexibility to pursue strategic investments and fuel expansion. F&N can launch numerous expansion strategies, including mergers and acquisitions, new market entry, and infrastructure development if it has enough financial resources. The company's strong financial condition enables F&N to take advantage of market possibilities, invest in research and development, and allot money for marketing and advertising campaigns to increase brand recognition and boost market presence. Additionally, F&N is better positioned than its rivals to weather economic downturns and overcome business obstacles thanks to its financial strength. It offers a strong foundation for long-term planning and sustainable growth, helping F&N maintain an advantage in a cutthroat market.

S5. Customer loyalty

One of the top food and beverage companies, F&N, excels at winning over loyal customers. Through constant delivery of high-quality products, interesting marketing activities, and excellent customer service, the company has developed strong relationships with customers. F&N has built a customer loyalty base that continues to favour its products because of its dedication to satisfying customer demands and preferences, as well as its capacity to continually innovate and adapt to new trends. F&N's emphasis on fostering trust, upholding open communication, and constantly soliciting consumer feedback to improve their overall experience serves to further strengthen this loyalty. F&N benefits from a strong foundation of client loyalty as a result, positioning the business for ongoing success in the very competitive food and beverage sector.

5.1.2. Weaknesses

W1. Lack of popularity of many F&N's drinks

Many F&N drinks are not popular, which might be considered a weakness for the business. It implies that some of F&N's products might not be well received by customers or fail to establish considerable market traction. Numerous causes, including low brand awareness, inadequate marketing tactics, poor product positioning, and rivalry with other well-known brands, could be to blame for this lack of popularity. As a result of this flaw, F&N can see slower sales growth, less market penetration, and decreased brand recognition.



W2. High level of turnover

Excessive turnover can interfere with workflow and production because it necessitates ongoing hiring and training of replacement staff. As a result, hiring and onboarding procedures may become less efficient and more expensive. Second, as experienced personnel departs the company, turnover can lead to a loss of institutional knowledge and expertise. Decision-making, continuity, and the capacity to provide customers with consistent quality may all be impacted by this. Thirdly, high turnover may be a sign of deeper problems including unhappiness with working conditions, a lack of opportunity for professional advancement, or poor employee engagement and recognition.

W3. Products offered do not align with certain dietary preferences

F&N's product portfolio includes both healthy and non-healthy drink options. They offer a variety of beverages, including carbonated soft drinks, fruit juices, isotonic drinks, teas, and more. Some of these products may contain added sugars or other ingredients that may not align with certain dietary preferences or healthier lifestyles. The fact that F&N's choice of products might not suit some dietary requirements is one of its weaknesses. As a result, some customers who adhere to dietary habits, such as being vegan, gluten-free eating, or low-sugar diets, might only have a few selections from F&N's product line. Being inconsistent with dietary choices may result in market share loss and dissatisfied customers.


5.1.3. Opportunities

O1. Consumer behaviour

F&N has the chance to adapt to shifting customer habits brought on by rising living expenses and spending less. Consumers are increasingly adopting a strategic approach to purchasing as they become more cost-conscious, waiting for deals or promotions before making purchases. In addition, the rise of smaller households and a generally busier lifestyle has also led to smaller basket sizes, more frequent shopping travel, and an increase in the popularity of convenience stores close to residences and places of employment. F&N may profit from this trend by providing consumers with value-added value packs, enticing promotions, and discounts.

O2. Potential for mergers and acquisitions

The possibility of mergers and acquisitions gives F&N the chance to think about strategic alliances or purchases with well-known brands or businesses that have a significant presence in the beverage sector. F&N may access a larger client base, boost the visibility of its



drinks, and expand its accessibility by taking advantage of these partners' already-existing popularity and distribution networks. Additionally, collaborating with well-known brands or businesses can provide F&N access to their knowledge and experience in fields like marketing, product development, and supply chain management.

O3. Health and safety concerns

As consumers' awareness of their health increases, they look for calorie- and nutrition-efficient meals and beverages. As a result, organic food shops and low-fat versions of many food categories have appeared. Many people in the beverage industry have shifted to low- or no-sugar variations of their beloved drinks. The elderly population is also expanding, creating a new market that food and beverage firms may target with goods that supply the nutrients necessary to guarantee continued health. The growing need for food and beverage companies to create more creative products is a result of greater awareness of healthier products through social media and online news feeds.


O4. The digitalization of e-commerce

There are a lot of chances for F&N because of the digitalization of e-commerce. F&N businesses expand their reach to a worldwide consumer base and get around geographical restrictions by utilizing online platforms and technologies. With the help of e-commerce, F&N companies can connect with their customers directly and collect useful information for improved product development and client engagement. F&N see digital platforms as chances to interact more intimately with customers and receive immediate feedback, which enables them to sense the pulse of the market rapidly and effectively. With a specific focus on improving their online presence, they have been making greater investments in their digital platforms. In addition, they just created their own F&N Life App and e-store, allowing users to make purchases, stay informed of fantastic discounts, and reap the rewards of the loyalty programme.

5.1.4. Threats

T1. Changing consumer preferences toward healthier alternatives

There is a rising demand for products that satisfy consumers' preferences for wholesome selections, all-natural ingredients, and lower sugar or calorie content. It is crucial for keeping a competitive edge and position of leadership in the industry. Customers' wants and desires have shifted to focus on convenience and healthier lifestyles. Innovation is essential



for long-term commercial success as well as for addressing the expanding social and environmental challenges.

T2. Fluctuating raw material prices

The profitability and cost structure of beverage production at F&N is severely impacted by fluctuating raw material prices. Increased production costs may result from volatile prices for important raw resources like sugar, fruits, or packaging materials. Financial uncertainty may emerge from F&N's inability to predict and budget for these costs accurately. If F&N is unable to pass on the increased costs to consumers through higher product prices, increasing raw material prices may reduce profit margins. Furthermore, unexpected price increases could mess up the supply chain, which could cause delays or a shortage of raw materials.

T3. Regulatory changes impacting the industry

Regulations that have an impact on the sector, such as changes to product labels, restrictions on ingredients, or environmental regulations, might make it difficult for F&N to operate in compliance. F&N may need to update nutritional information, modify packaging designs, or add new warnings or disclosures in response to changes in product labelling regulations. Like this, ingredient limitations might require F&N to reformulate products or locate replacement ingredients that abide by new laws. To maintain compliance and minimize disruptions to operations and customer pleasure, F&N must keep up with changing rules, engage in research and development, and implement changes quickly.

T4. Competitive disadvantage

In F&N, high turnover can be a competitive disadvantage because it makes it harder for them to stay up with competitors in the sector. The continuity of information and skill within the organization might be disrupted by personnel leaving the company frequently, which can impede innovation. When new hires are constantly being trained and may lack the experience of their prior work, it becomes difficult to maintain consistent quality standards. Additionally, a high turnover rate reduces the company's ability to react quickly to market developments because it takes time to hire and educate new employees. This ultimately reduces F&N companies' ability to compete effectively in the market against rivals that have more stable workforces.



5.2. SWOT Strategies

5.2.1. SO Strategies

- **Offer attractive and exclusive promotions (S5, O1)**

F&N has a significant edge in exploiting changing consumer behaviour to its advantage due to its strength in customer loyalty. F&N may tap into its client base's loyalty and trust by building strong relationships with them, which can then affect their purchase decisions. F&N may profit from its loyal consumers by providing special promotions, discounts, and rewards programmes catered to their interests as customers become less wasteful with their purchasing and seek value. F&N may offer personalised offers and experiences that resonate with loyal consumers by learning about their purchasing behaviours and preferences. This helps to promote repeat business and long-term loyalty. Overall, F&N has a strong basis for adapting to consumer behaviour and maintaining a competitive advantage in the market due to its current customer loyalty.


- **Invest in research and development to create products that prioritize health and safety (S4, O3)**

F&N can gain a lot from investing in research and development (R&D) to produce cutting-edge products that put health and safety first. The nutritional value, quality, and safety of a company's products can be improved by investing in R&D and creating new formulations, methods, and technologies. As a result, they can meet the changing needs of customers who want healthier and safer solutions. Innovative goods can help F&N businesses stand out in the marketplace, draw in health-conscious customers, and boost customer loyalty. R&D investments can also result in improvements in production techniques, packaging options, and food safety procedures, assuring regulatory compliance and preserving consumer confidence.

5.2.2. ST Strategies

- **Strengthen relationships with suppliers to secure stable sourcing of raw materials (S3, T2)**

F&N companies can make the most of their extensive distribution network to lessen the risk posed by changing raw material costs. Companies can ensure steady and cost-effective sourcing of raw materials by enhancing connections with suppliers and developing strategic collaborations. To reduce the impact of price fluctuations, this involves finding dependable suppliers, negotiating long-term contracts, and putting in place effective supply chain management procedures. Utilizing market insights and data analytics may help in forecasting



and planning for anticipated price changes, facilitating proactive decision-making and risk-reduction methods.

- **Products improvement and refinement (S2, T1)**

F&N succeeds in consistently enhancing and perfecting its products to ensure that they satisfy the changing needs and preferences of customers. F&N identifies opportunities for improvement and modifies its products as necessary by attentively observing market trends and conducting in-depth consumer research. F&N may assure that its products constantly fulfil high standards in terms of flavour and nutritional content through stringent quality control procedures. By balancing innovation and client expectations, F&N can produce products that meet evolving consumer needs while maintaining the high calibre that customers have grown to expect. Because of its dedication to improvement, F&N can adapt to changing market conditions and maintain its standing as a dependable supplier of popular beverages.

5.2.3. WO Strategies

- **Consider strategic partnerships or acquisitions with established brands or companies (W1, O2)**

F&N can make use of the possibility of mergers and acquisitions to lessen the risk of the lack of popularity of several of their drinks. F&N can expand its product line and draw on the consumer bases of other businesses that already have well-known brands or popular beverage offers by strategically purchasing or combining with them. By doing this, F&N would be able to strengthen its position in the market, gain market share, and capitalize on the success of merged or acquired brands to make up for its lack in the popularity of drinks. Through such agreements, F&N can also access new market sectors and distribution channels, enhancing its leadership in the sector.

- **Work on reformulating its existing products to align with certain dietary preferences (W3, O3)**

The company can take advantage of the potential related health and safety concerns to lessen the weakness of F&N products not being consistent with certain dietary preferences. F&N can work on reformulating its existing products to align with certain dietary preferences and address health concerns. This could involve developing and promoting drinks with reduced sugar content, natural ingredients, functional benefits, or healthier alternatives. By catering to evolving consumer preferences for healthier choices, F&N can align its product portfolio with market trends and enhance its competitiveness.

5.2.4. WT Strategies

- **Promoting drinks with reduced sugar content or natural ingredients (W3, T1)**


F&N can overcome its weakness of product offers not aligning with certain dietary preferences to make its threat of changing consumer preferences towards healthier alternatives by adapting its product offerings to include more healthy and nutritious beverage options. F&N can effectively communicate the advantages of its healthier drink alternatives by drawing attention to elements like natural ingredients, low sugar content, or health benefits. By doing this, F&N will strengthen its reputation as a company that places a premium on customer well-being and attract the attention of health-conscious customers who are actively looking for healthier solutions.

- **Prioritizing employee's well-being and growth (W2, T4)**

To overcome the weakness of high levels of turnover and mitigate the threats of competitive disadvantage, F&N businesses can implement several strategies. First, spending money on training and development programs for employees can promote a healthy workplace culture, increase employee morale, and lower turnover. Talented people can be attracted and retained by offering attractive remuneration and benefits. The possibility of turnover can be decreased by implementing efficient training programs and distinct career advancement tracks that can improve employee skills and job satisfaction. Higher staff retention rates can also be attained by fostering a welcoming and inclusive work environment, encouraging work-life balance, and putting in place employee feedback tools. By prioritizing employee well-being and growth, F&N businesses can lessen their turnover-related threats and maintain a competitive advantage in the market.

6.0 CONCLUSION

In conclusion, I feel that my internship was a fantastic and fulfilling experience for the entire 24 weeks I was at Fraser and Neave Holdings Bhd. I can honestly say that working at F&N allowed me to put the information and soft skills I acquired during my degree journey at UiTM Arau, Perlis to good use. The most significant skill I have developed during my internship is increased confidence in my ability to engage and communicate with others. I am certain that I have more self-assurance now than I had in the past. I got to gain knowledge about working in a corporate setting and gained knowledge of how to solve problems on my own and take charge of my situation. Despite my attempts to solve problems on my own, I will continue to seek confirmation from my superiors. I made a lot of new friends at F&N and learned how



to respond to questions more effectively. I am happy with how much I have learned about the hiring process because I must complete it almost every day, starting when I am required to call applicants for interviews and ending when the new hires start joining the company. Even after they have joined, they will contact me and inquire about a few things if they have any questions. Despite being shy, I liked being a part of the recruitment team since I appreciate meeting new people. I do occasionally have anxiety related to my work since I strive to complete everything flawlessly and without any mistakes. But I must remember that I am simply a regular person. My confidence has grown, and my communication skills have improved thanks to this internship. I have changed from who I was previously.

7.0 REFERENCES

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[expand-packaged-food-segment](https://www.nst.com.my/business/2022/11/854824/fn-leverage-cocoland-expand-packaged-food-segment)

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8.0 APPENDICES

Document Information

| | |
|-------------------|---|
| Analyzed document | Ouriginal.docx (D172038719) |
| Submitted | 7/13/2023 5:28:00 AM |
| Submitted by | MUHAMMAD AIMAN BIN ARIFIN |
| Submitter email | aimanarifin@uitm.edu.my |
| Similarity | 4% |
| Analysis address | aimanarifin.UITM@analysis.ouriginal.com |

Sources included in the report

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| SA | UNIVERSITI TEKNOLOGI MARA (UITM) / MGT657_GROUP REPORT_F&N_NURIN'S GROUP.pdf Document MGT657_GROUP REPORT_F&N_NURIN'S GROUP.pdf (D155977654) Submitted by: syahmifadzil@uitm.edu.my Receiver: syahmifadzil.UITM@analysis.ouriginal.com | 1 |
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| SA | UNIVERSITI TEKNOLOGI MARA (UITM) / HRM666_REPORT _ FADLIN NATASHA BINTI ASMADILAH_2020477178_RBA243 6B.pdf Document HRM666_REPORT _ FADLIN NATASHA BINTI ASMADILAH_2020477178_RBA243 6B.pdf (D157735141) Submitted by: 2020477178@student.uitm.edu.my Receiver: mohdniza.UITM@analysis.ouriginal.com | 1 |

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Human Capital department at F&N Shah Alam



The respected chairman of Fraser & Neave Holdings Bhd, Tengku Syarif Bendahara Perlis Syed Badarudin Jamalullail ibni Almarhum Tuanku Syed Putra Jamalullail came to visit the F&N Shah Alam office



Wearing sports attire for F&N 3Cs Global Value Photoshoot



F&N main office at Seksyen 26, Shah Alam



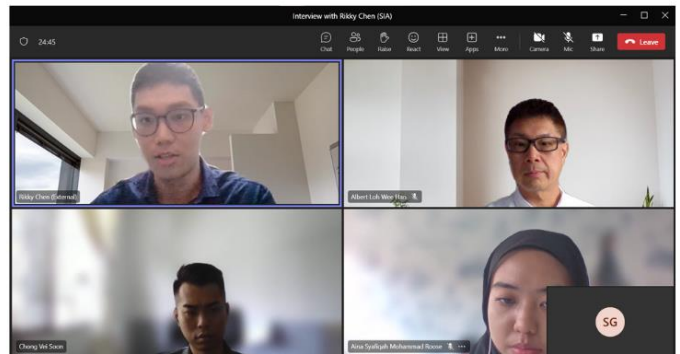
Visited F&N Dairies Manufacturing at Pulau Indah



With my supervisor, Mrs. Norfahayu at FNMD Pulau Indah



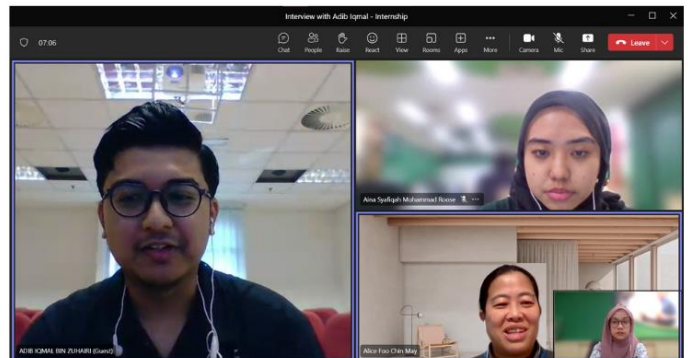
140323 - Joined online induction program for new joiner, conducted by my supervisor, Mrs. Norfahayu the Assistant Manager, Human Capital



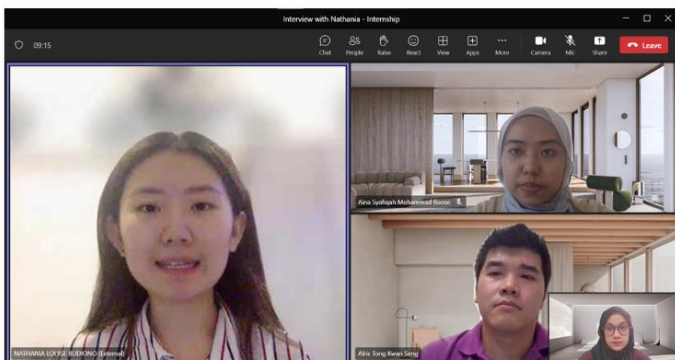
140323 - Joined interview for Group Internal Auditor position with the 2 hiring managers and Ms. Aina, Human Capital representative



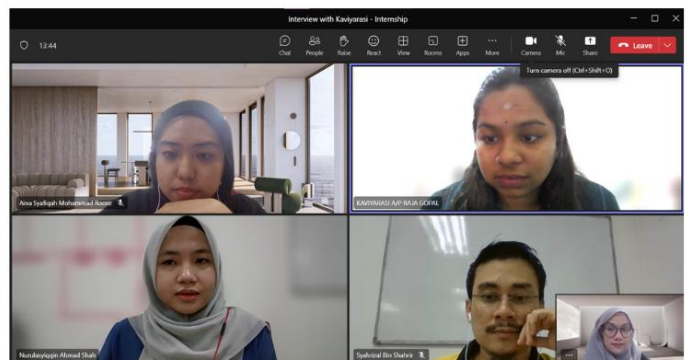
270323 - Joined interview for Commercial Finance position with the hiring manager and Mrs. Norfahayu, Human Capital representative



120623 - Joined interview for Finance Internship position with the hiring manager and Ms. Aina, Human Capital representative



110723 - Joined interview for Food Solutions Internship position with the hiring manager and Ms. Aina, Human Capital representative

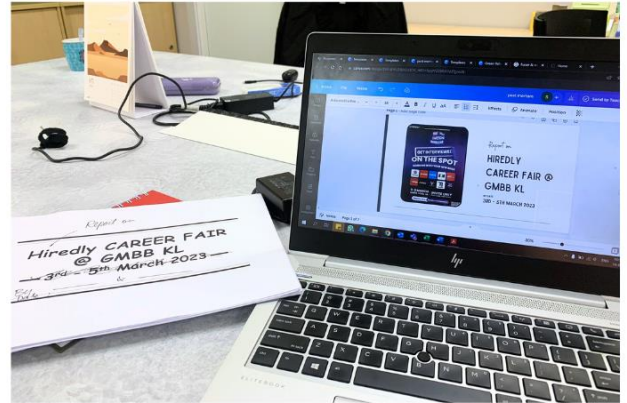


140723 - Joined interview for Quality Assurance Internship position with the 2 hiring managers and Ms. Aina, Human Capital representative





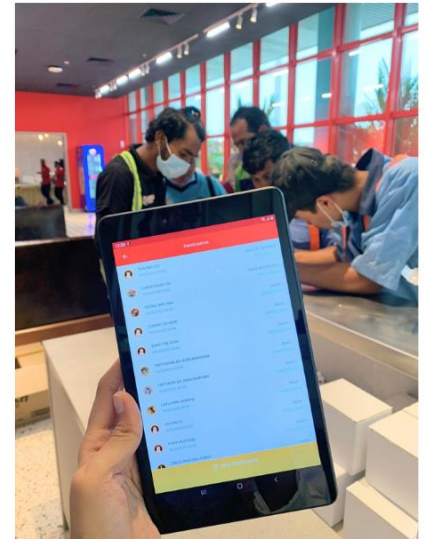
140423- Print 162 employee ID tags for FNMD foreign workers in one day



080323- Prepare Hiredly career fair event post-mortem slides



120523- Involved in Mother's Day event at F&N Shah Alam, organized by Human Capital team



160623- In charge for employees' registration during Father's Day event at F&N Shah Alam, organized by Human Capital team



240323- Hiredly Career Fair event post-mortem with Miss Aina, Executive, Human Capital



140623- Went to FNMD Pulau Indah to organize Father's Day event



230323 - Participate in F&N 3Cs Global Values Photoshoot video



310323 - Joined BIPO briefing for foreign workers



050423 - Visit FNDM Pulau Indah with my supervisor



050423 - F&N's Farm House giving free 2 boxes of fresh milk for all employees



160523 - Joined new joiners' policy briefing orientation



120623 - Backdrop booth for career fair events discussion with vendors and Talent Acquisition team



010623 - New joiners' first day onboard orientation



130623 - Hotel inspection for F&N employees' training placement and dinner with Ms. Ashikin and Ms. Aina from Human Capital at Geno Hotel



030323 - Hiredly Career Fair event Day 1 at GMBB Mall, Kuala Lumpur



040323 - Hiredly Career Fair event Day 2 at GMBB Mall, Kuala Lumpur



100523 - Jobstore Career Fair event at MUST Campus, Petaling Jaya



230523 - Talent Bank Career Fair event Day 1 at MMU Campus, Cyberjaya



080623 - Talent Bank Career Fair event at INTI College, Subang



240523 - Talent Bank Career Fair event Day 2 at MMU Campus, Cyberjaya



140623- Human Capital group photo at FNDM Pulau Indah for Father's Day event



270323 - Gave appreciation token to retired Human Capital staff



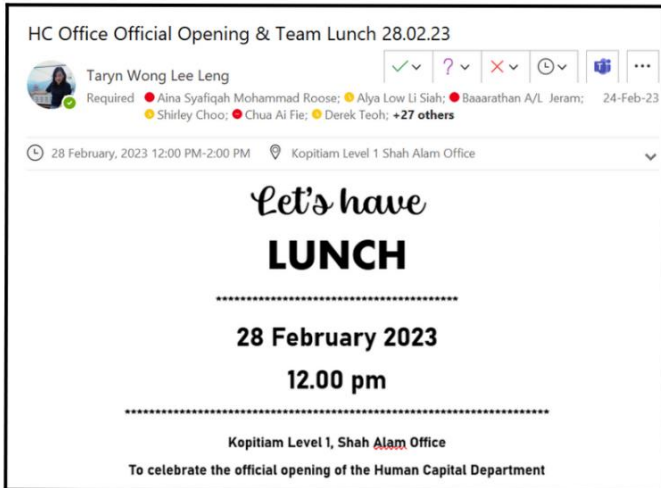
140423- Celebrate Cheryl, Human Capital Manager's birthday with Human Capital team



120723- F&N Professional Photoshoot with Human Capital team



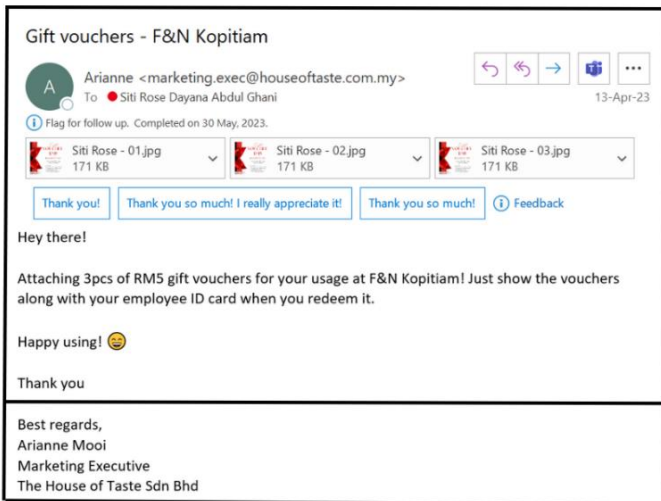
180523 - Human Capital group photo during F&N Hari Raya Open House 2023



Email from Human Capital Project Secretary, Taryn Wong



Certificate of Completion from Digital Solutions & Technology department



Email from Marketing Executive, HOT



F&N Kopitiam gift voucher



Advertisement posters for Internship and Job vacancies

