



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Perlis
Kampus Arau



SWOT ANALYSIS OF HZHY ENTERPRISE

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EXECUTIVE SUMMARY

My amazing six-month industrial training journey began at HZHY Enterprise. This business specializes in catering and canopies. In addition, they offered additional services such as event management and hall rental.

"HZHY Enterprise" boldly and confidently positions Bumiputra as an economic competitor in the Northern Region and throughout Malaysia. With years of experience running small and large elections, large gatherings for VIPs, government and private bodies, and a variety of banquets, the company is confident that it can pull off any event. HZHY Enterprise has a hall that is open to the public and is available for hire for specific events.

Industrial training at HZHY Enterprise helps me improve my soft and hard skills. The things I learn at this catering company will help me in the future. The industrial training makes me more aware of the challenges I will face one day. The knowledge I learn during the class can be used during my jobs. Catering and the canopy sector are not easy, and I believe that if we want to stay in these fields, we must have a strong mental and physical foundation.

COVID-19 has also become a problem at HZHY Enterprise because many events need to be postponed during the MCO. That problem makes HZHY Catering stronger to overcome these issues because they want to give the best service they can. Their staff works together to make sure that they can fulfill their customers' needs.

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2.0 COMPANY PROFILE

2.1 NAME



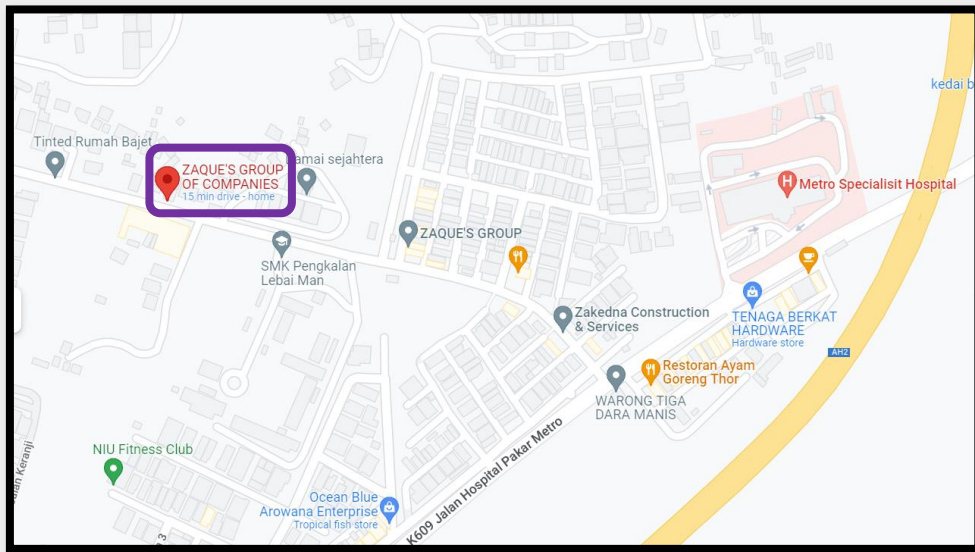
- HZHY Enterprise

2.2 COMPANY'S LOGO



- HZHY Enterprise Official Logo

2.3 COMPANY'S LOCATION



- Lot 69, Jalan Taman Berangan, 08000 Sungai Petani, Kedah Darul Aman

2.4 BACKGROUND OF COMPANY

HZHY Enterprise was established on October 18, 2007, at address No. 29, Lorong BLM 4/9, Bandar Laguna Merbok, 08000 Sungai Petani Kedah Darul Aman, and is fully functioning at Lot 69, Jalan Taman Berangan, 08000 Sungai Petani Kedah Darul Aman.

In addition, HZHY Enterprise has a company registration number of (AS-0298908-A) and has been registered with the Malaysian Ministry of Finance. These registrations were completed with the Malaysian Companies Commission (357-02097613).

Since its inception, HZHY Enterprise Company has functioned as a subsidiary of Zaque's Group. Where it was established and led by Encik Zahir bin Haji Yahya, who is the owner of Zaque's Group of Companies and also serves as its CEO. While CEO of HZHY Enterprise was Haji Zambri bin Haji Yahya.

"HZHY Catering & Canopy" maintains its forward momentum by strengthening the company with a range of other services, including event management. This is accomplished by focusing on its core competencies, which are the catering and canopy supply businesses. In