



PITMASTER SDN BHD

INTERNSHIP REPORT

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1 EXECUTIVE SUMMARY

This report was prepared to fulfil the requirements of the Bachelor of Business Administration (Hons.) curriculum, with a specialisation in Human Resource Management. During my time at Pitmaster Sdn Bhd, I successfully completed a 24-week/6-month internship curriculum. Every moment I spend at my organisation holds immense importance since the experiences I gain will enhance my prospects of securing a superior position once graduation. This report will encompass all of the tasks and assignments that I have completed.

During my internship, I was assigned to the Human Resource Department, which greatly enhanced my knowledge and proficiency in human resource skills. Throughout my internship, I acquired a comprehensive understanding of human resource management through my assigned tasks. Additionally, top management provided me with valuable insights and knowledge in the industry, therefore acquainting me with the professional pathway. In general, my internship has been a favourable experience due to the presence of a supportive and compassionate supervisor, as well as amiable colleagues. I am pleased to recommend Pitmaster Sdn Bhd as a suitable organisation for prospective students to undertake their internship.

Pitmaster Sdn Bhd is a privately held corporation established in Puchong, Selangor, Malaysia in 2020. Pitmaster Sdn Bhd has used the 4p's marketing approach to guarantee the production of a high-quality Halal product at a cheap price, while also ensuring prompt delivery to customers. Pitmaster Sdn Bhd's operational strategy focuses on maintaining consistent hygiene and adhering to halal standards for their products. Pitmaster sdn bhd has chosen to oversee the whole production process of the company's goods, from sourcing the raw materials to the final product.

Pitmaster Sdn Bhd offers prospects due to the presence of their research and development department, which enables them to enhance and create innovative products. Pitmaster Sdn Bhd faces challenges from the growing popularity of healthy eating and promotional efforts, as well as competition from frozen food production companies. Furthermore, Pitmaster Sdn Bhd is faced with three significant economic challenges, including a deficiency in advertising.

3 COMPANY PROFILE

Pitmaster Sdn Bhd established and named their restaurant as PitBoyBBQ in October 2022. Pitmaster Sdn Bhd is a food and beverage industry. They have 3 restaurants in Malaysia: one in Bukit Puchong, one in Dato Onn Johor Bahru and Bangi Square 2. They also have 2 cabin concept that allocate at tapak urban street KLCC and tapak urban street PJ Evo City. Pitmaster sdn bhd is a business model in which a group of people has separate rights and responsibilities from the individuals engaged. Because it is a family business, the people who are involved in it are just their family members. Over time, the company grew to include several locations around Malaysia. The company director Mr. Mohammad Arizal Bin Mohd Aziz is an executive chef in Singapore restaurant before running the company as managing director. The industry that the company focused is on food and beverage, frozen food, and retort product.



No. 01 — VISION

Pitmaster Sdn Bhd has developed a vision that wanted to produce halal, clean and quality product.



No. 02 — MISSION

- 01 Develop more branch
- 02 Produce more quality product
- 03 Produce western food product mix with malaysian cuisine
- 04 Establishing and preserving a robust brand image in the food sector, emphasising reliability and halal authenticity.
- 05 Creating novel and cutting-edge items to maintain competitiveness in the market and cater to the changing preferences of customers.



No. 03 — OBJECTIVE

- Increasing the geographical scope of the market, both inside the country and globally, to target untapped client segments and pursue novel commercial prospects.
- Establishing and preserving a robust brand image in the food sector, emphasizing reliability and halal authenticity.
- Integrating sustainable principles into industrial processes and procurement to minimize environmental effect.



No. 04 — GOALS

- To provide best smoked food product in Malaysia.
- To provide best quality product to the consumer.
- To provide best service for customer service.