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TEKNOLOGI  
MARA

Cawangan Melaka  
Kampus Bandaraya Melaka

**FACULTY OF BUSINESS AND MANAGEMENT BACHELOR OF BUSINESS  
ADMINISTRATION (HONS.) HUMAN RESOURCES**

**HUMAN RESOURCE INTERNSHIP  
(HRM666)**

**INTERNSHIP REPORT  
“SWOT ANALYSIS OF ROYAL SELANGOR INTERNATIONAL SDN BHD”**

**ROYAL SELANGOR<sup>®</sup>**

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**CLASS:**  
M1 BA243 6D

**SUBMISSION DATE:**  
23<sup>TH</sup> OF JANUARY 2025

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Kepada :

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Yang Benar



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**No. Tel.** :  
**No. Faks** :

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4 Jalan Usahawan 6, Setapak Jaya  
53300 Kuala Lumpur, Malaysia  
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royalselangor.com

## **EXECUTIVE SUMMARY**

This report pertains to my six-month internship at Royal Selangor International Sdn Bhd, where I carried out in the Human Resources Department. The internship period was from August 12th, 2024 to January 24th, 2025, and allowed me to participate in every aspect of HR activities while also gaining hands-on experience. My primary responsibilities included conveying birthday greetings cards and gifts to employees, arranging onboarding sessions, assisting with recruitment, and doing administrative activities such as claims data inputting. I also helped to organise icebreaker activities for new employees, making them feel welcome and involved.

The company has an extended tradition in the pewter sector, with a focus on innovative product design and great craftsmanship. Under the leadership of Tan Sri Yong and Dato' Yong, Royal Selangor maintains its excellent standards while expanding abroad. The company's portfolio includes home decor, collectibles, and luxury products, as well as famous artist collaborations. Royal Selangor also cooperated with Royal Selangor Marketing Sdn Bhd, which handles global distribution, to help the brand's products reach a larger audience.

During my internship, I was also able take into account the benefits offered by Royal Selangor, which included a monthly allowance of RM800, free parking, access to the in-house clinic, and offered a discounts at the company's cafe. These bonuses contributed to a pleasant and supportive environment, allowing me to concentrate on my work without being distracted by day-to-day issues. The expertise I obtained through numerous HR processes, as well as exposure to the company's culture, will provide a solid foundation for my future career.

A SWOT analysis I have evaluated revealed important areas of strength for the company, such as its strong brand legacy and innovative product designs. However, I also identified weaknesses such as a small target audience and accessibility issues for engraving services. Opportunities for expansion include seeking new alliances and increasing the product portfolio. Potential challenges include fluctuating raw material prices and evolving consumer tastes. To conclude, my internship at Royal Selangor provided invaluable insights and practical experience, allowing me to improve professionally and personally.

## **ACKNOWLEDGEMENT**

First and foremost, I would like to express my deepest gratitude to Universiti Teknologi MARA (UiTM) for providing me with the opportunity to gain invaluable hands-on experience through this internship program. The exposure to real-world practices and the knowledge I have acquired during my time at Royal Selangor has greatly contributed to my personal and professional growth.

I am very grateful to the Head of Department, for her advice, encouragement, and steadfast support throughout my internship. Her leadership and skills have been invaluable in guiding me through the problems I've faced. My heartfelt gratitude goes out to my supervisor, for her tolerance, mentorship, and dedication. She was always accessible to provide meaningful comments, ensuring that I was constantly learning and improving. Her support made my experience at Royal Selangor memorable and gratifying.

I would also like to express my gratitude to the entire Royal Selangor Human Resources team. My internship experience has been genuinely enhanced by their collaboration, politeness, and eagerness to share their expertise. Each of them has taught me so much. My friends and family also deserve a special recognition for their unwavering support and tolerance during my internship. Your encouragement gave me the courage to take on obstacles and the perseverance to keep going.

Once again, I express my heartfelt gratitude to everyone who has been a part of this experience. Thank you for your time, efforts, and belief in my potential.

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## 1.0 STUDENT'S PROFILE



### NURUL IZZAH BINTI MOHD RAFIE

#### SUMMARY

I am hoping to stumble upon an independent internship or job in human resources that will allow me to implement my knowledge and technological talents. My primary goal for this internship is to gain practical experience in a variety of HR-related responsibilities, such as performance management, compensation and benefits, and recruitment. As a dedicated student from the widely recognized Universiti Teknologi Mara (UiTM) Bandaraya Melaka with excellent communication and interpersonal abilities, I am eager to acquire knowledge and advance within the human resources field.

#### EDUCATION

##### **Bachelor in Business Administration (Hons) Human Resource Management**

Universiti Teknologi Mara

- **CGPA : 3.30**

**Bandaraya Melaka**

*October 2022 - January 2025*

##### **Diploma in Business Studies**

Universiti Teknologi Mara

- **CGPA : 3.79**

- **Award: Vice Chancellor Award**

**Rembau, Negeri Sembilan**

*January 2020 - August 2022*

#### CO-CURRICULAR INVOLVEMENTS

##### **Maybank Group Global CR Day**

**September 2024**

- Joined CSR to clean the beach area at Sungai Buloh, Selangor.
- Divided into 7 groups and my team managed to collect 2.5 kg of trash items
- Demonstrated a strong commitment to corporate social responsibility (CSR) and environmental sustainability efforts.

##### **Royal Selangor: Jom Sihat Launching Event**

**August 2024**

- Attended the official launch of the Jom Sihat initiative, a health-focused campaign by Royal Selangor, aimed at promoting wellness and an active lifestyle.
- Participated in various health and wellness-related activities, showcasing an understanding of current market trends and brand alignment with wellness objectives.

##### **Infographic Presentation Day: HR Among The Globe**

**June 2024**

- Successfully led a team of students as a project leader in organizing and executing an infographic presentation day focused on human resources.
- Overcame technical challenges and unexpected issues during the project, demonstrating problem-solving skills and adaptability under pressure.

##### **Knowledge Transfer Program: Oh My Cikgu**

**June 2023**

- The program was conducted at IPG Kampus Perempuan Melayu, Melaka.
- Handled a training program to improve teamwork, motivation, and communication skills among UiTM students.

##### **Corporate Social Responsibility - Explorace**

**June 2023**

- Enabled students of Sekolah Rendah Kebangsaan Batu Berendam to identify their own strengths and weaknesses, enhance their self-identity, and refine their existing talents.
- Organized events and activities that promoted community involvement and social responsibility.

**1st International Competition of Entrepreneurship Business  
Innovation (iCEBIV) 2022**

**July 2022**

- Entered the competition under the "Business Model Canvas" category.
- Allowed me to develop and refine my entrepreneurial skills including business planning and innovation.

**Negeri Sembilan International Exposition 2021 (NSIEx 2021)**

**August 2021**

- Received a Silver Medal at the Negeri Sembilan International Exposition 2021 (NSIEx 2021) for outstanding innovation and creativity in a project "What To Makan".
- The competition encourages creativity and innovation, allows to develop and refine my skills in these areas, which are highly valued in the job market.

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**WORK EXPERIENCE**

**Human Resource Internship at Royal Selangor**

**August 2024 - January 2025**

- Administered sample tests for production operator candidates, assessing their skills and suitability for the role.
- Accurately input employee claim vouchers into the system, ensuring timely and efficient processing for reimbursement.
- Assisted the industrial nurse to support employee health and wellness programs, providing assistance with routine health check-ups and medical concerns.
- Assisted in the recruitment process for Sales Associate positions, from job postings to initial candidate screenings and interview coordination, ensuring alignment with company needs.
- Contributed to employee recognition by coordinating and writing birthday wishes for all Royal Selangor employees in the company newsletter.

**Freelancer Designer at Freelancer.com**

**October 2023 - February 2024**

- Able to showcase the skills and versatility in graphic design, demonstrating ability to adapt to different styles and client needs.
- Collaborated with over 20 clients from diverse industries to conceptualize and execute engaging graphic designs for websites, brochures, logos, and marketing collateral.
- Managed to win a contest with a 5 star ratings.

**Johnny's Restaurant Thai Cuisine Steamboat Aeon Seremban 2**

**February 2019 - November 2019**

- Demonstrated strong interpersonal skills and maintained a positive attitude in high-pressure situations.
- Managed multiple orders simultaneously, ensuring timely and accurate food preparation.
- Managed multiple tasks simultaneously, ensuring efficient service and minimizing wait times for customers.

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**SKILLS SUMMARY**

- **Languages:** Bahasa Melayu, English
- **Tools:** Microsoft Word, Microsoft Excel, Canva
- **Technical Skills:** Excellent typing accuracy and speed
- **Soft Skills:** Time management, good team player, attention to details

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**REFERENCES**

- Ms. Rozana binti Othman | Lecturer |
- Puan NoranaJuliana binti Abd Majid | Internship Supervisor |

## 2.0 COMPANY'S PROFILE

### 2.1 Company Background



*Figure 1: Royal Selangor's Logo*

One of the top producers of pewter goods worldwide, Royal Selangor was founded in Kuala Lumpur, Malaysia, in 1885 (Group Banyan, 2024). The company's rich history begins with its establishment by Yong Koon, a talented Chinese pewter craftsman who started making pewter locally and established the groundwork for what would grow to be a well-known brand throughout the world. Royal Selangor has become a household name over the years, renowned for its skill in creating exquisite pewter goods, from sophisticated tableware to elaborate collections. With a network of shopfronts, online platforms, and luxury retailers, the brand's products are available in more than 20 countries and are highly sought after not just in Malaysia but also abroad.

By fusing traditional methods with contemporary design sensibilities, Royal Selangor has been able to sustain its supremacy in the pewter sector. The business has expanded its product line to accommodate both traditional and modern tastes by introducing multiple partnerships with well-known designers and artists as part of its dedication to innovation. Its excellent brand image has been a result of its ability to adjust to shifting trends while maintaining basic craftsmanship. A talented group of artisans work in the company's cutting-edge manufacturing plant in Malaysia, upholding the tradition of superior production and guaranteeing that every pewter piece is expertly produced with attention to detail.

The company's long-term success has been driven by its dedication to excellence, quality, and the ability to remain competitive in the worldwide market. Royal Selangor earned numerous important honours for design and craftsmanship, cementing its position as a leader in the premium pewter industry. Furthermore, its products are frequently used as corporate presents, commemorative souvenirs, and collectibles, cementing its position in the luxury market. The company's emphasis on craftsmanship, quality, and design has helped it establish a long-lasting history that appeals to discerning customers worldwide.



# PURPOSE

We believe in celebrating Life's Special Moments through craftsmanship and design.

# VALUE

- Enterprising
- Design
- Sense of Pride
- Innovation
- Integrity
- Quality

## 2.2 Company Information



Figure 2: One of Royal Selangor's Retails

 4 Jalan Usahawan 6, Setapak Jaya  
53300 Kuala Lumpur

 8:00 AM to 5:00 PM  
Everyday

 +603 4145 6000  
+603 4022 3000

 [info@royalselangor.com](mailto:info@royalselangor.com)

 <https://www.royalselangor.com/my/>



2.1.1 Top Management Organizational Chart

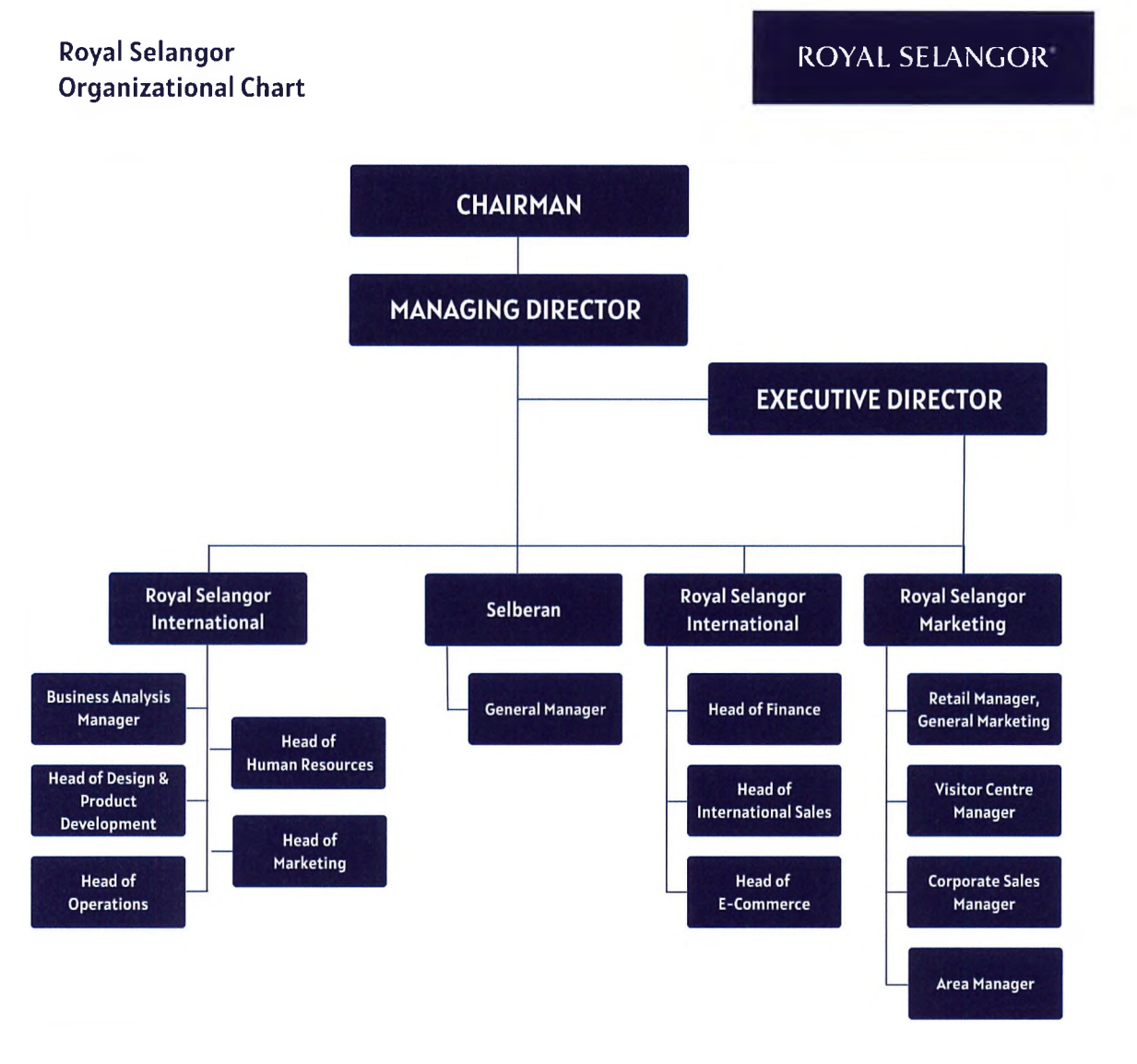


Figure 3: Top Management Organizational Chart of Royal Selangor



2.1.2 Human Resource Organizational Chart

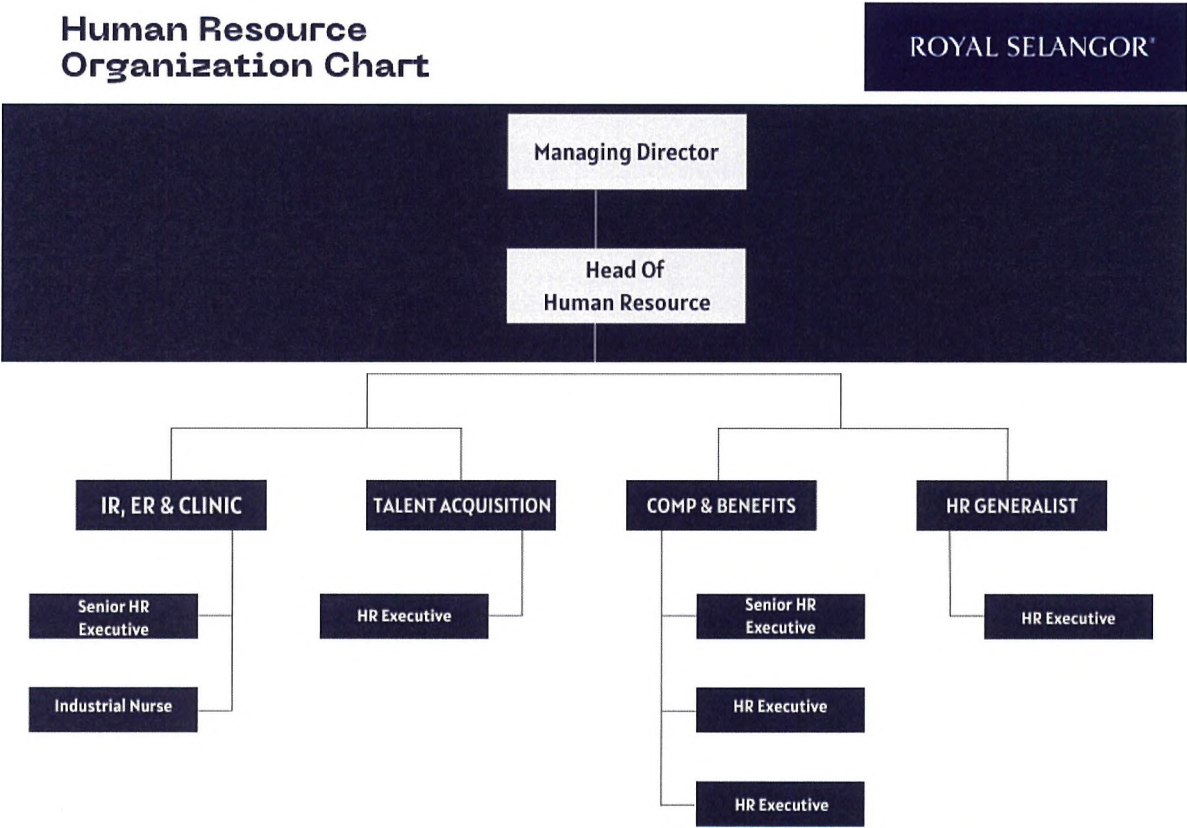


Figure 4: Human Resource Organizational Chart of Royal Selangor

## 2.2 Products and Services

### 2.2.1 Royal Selangor International Sdn Bhd

Royal Selangor International Sdn Bhd has been a pewter industry pioneer since 1885, providing a wide range of highly crafted products such as home decor, giftware, and collectibles (Group Banyan, 2024). Their unique designs blend ancient processes with modern aesthetics, resulting in timeless pieces cherished by collectors and design enthusiasts worldwide.



*Figure 5: Royal Selangor HQ at Setapak*

Royal Selangor International Sdn Bhd is currently led by Chairman Tan Sri Yong Poh Kon and Managing Director Dato' Yong Yoon Li, who continue to uphold the company's rich tradition of excellence and workmanship. Under their direction, the brand has grown globally while remaining committed to the highest standards of product quality and creative innovation. The company's commitment to sustainability and efforts to combine legacy and contemporary style have garnered it countless prizes, cementing Royal Selangor's position as a prominent name in the luxury goods sector.

### 2.2.2 Royal Selangor Marketing Sdn Bhd

Royal Selangor Marketing Sdn Bhd manages the global marketing and retail of Royal Selangor's products, bringing its unique style and craftsmanship to a wider audience. They provide a wide range of things that appeal to individuals seeking delicacy and elegance, including custom-made presents and rare limited editions. Royal Selangor items are accessible in a number of countries across the world, demonstrating the company's global reach and reputation for quality craftsmanship. In addition to Malaysia, where the firm is headquartered, Royal Selangor items are available in significant markets such as the United States, United Kingdom, Singapore, Australia, Japan, Hong Kong, China, and a number of other European and Middle Eastern countries.



*Figure 6: Royal Selangor Marketing at TRX*

Under Chen Tien Yue's guidance, Royal Selangor has expanded its reach by forming partnerships with luxury stores and developing tailored solutions for corporate clients and collectors. The company's emphasis on the customer experience, as well as its devotion to creating distinctive, personalised pieces, have helped it establish itself as a world leader in luxury gifting and collectibles. Royal Selangor Marketing Sdn Bhd prioritises both innovation and tradition, ensuring that each product symbolises Royal Selangor's heritage and craftsmanship while being current and appealing to modern sensibilities.



### 2.2.3 Selberan Jewellery Sdn Bhd

Selberan Jewellery Sdn Bhd is a well-known Malaysian jeweller that is proudly to be part of the Royal Selangor Group. The company is noted for its superb craftsmanship and timeless designs. Selberan has a long history in the jewellery industry and is well-known for making magnificent items that combine traditional workmanship with modern elegance. Each design is precisely constructed to meet the greatest quality and attention to detail, making it a popular choice for people looking for elegance and sophistication.



*Figure 7: Selberan Crafting Necklace Jewelry*

Selberan continues to prosper and expand under the general manager with the benefit of her leadership and vision. She has extensive experience and a commitment to upholding the brand's standards while propelling it forward in the ever-changing jewellery business. Her direction keeps Selberan's collections at the forefront of contemporary design while upholding the brand's commitment to craftsmanship and quality. Selberan is prepared to continue producing amazing jewellery items that appeal to discerning clientele seeking refinement, luxury, and exceptional creativity.

### **3.0 TRAINING'S REFLECTION**

- **Duration**

My internship lasted six months, from August 12, 2024, to January 24, 2025, and I worked Monday through Friday from 8:00 a.m. to 5:00 p.m. This period allowed me to thoroughly immerse myself in the company's operations and obtain hands-on experience in a variety of sectors. The constant work schedule gave me plenty of opportunities to learn and contribute to the team, as well as time to reflect on my professional development. The 6-month term was great for adjusting to the workplace, understanding the company culture, and acquiring practical skills to supplement my academic background. Overall, my internship helped me grow personally and professionally.

- **Experience**

During my internship as Human Resource intern at Royal Selangor, I acquired great hands-on experience with a variety of HR-related activities. One of my primary jobs was to create and update birthday wishes for employees on Canva and post it on the company's newsletter, I also got the opportunity to lead onboarding sessions for the new interns and new production operators which taught me the value of smooth transitions for new employees.

In addition, I was involved in organising and managing sample tests for production operator applicants during interviews, which gave me insight into the practical recruitment process. Furthermore, I helped with the recruiting of new retail staff, learning how to evaluate individuals' qualifications and fit with the business culture. I also learnt how to enter claims data into the system and gained expertise with administrative HR tasks. Another beneficial experience was organising an icebreaker game session as part of the onboarding program, which allowed me to interact with new employees and make them feel welcome. These different jobs enabled me to acquire a well-rounded human resources skill set and gain a better grasp of the day-to-day operations of a huge organisation.



- **Benefits**

During my internship at Royal Selangor, I was fortunate to get various practical benefits that made the experience go much smoother. I received a monthly allowance of RM800, which helped pay part of my expenses and allowed me to concentrate more on my job. A free parking spot was also supplied, which was really helpful given how expensive and difficult it can be to locate parking in the region. Furthermore, the company had an in-house clinic that provided free medical consultations, so I wasn't concerned about healthcare throughout my internship. These advantages made the entire experience more comfortable and enabled me to focus on my job without the worry of daily logistics.

In addition, the company offered staff purchase discount at the cafe, which was ideal for getting lunch or a coffee without breaking the budget. The canteen also provide subsidize and discounted food, delicious meals, so I did not have to worry about meal expenses. These considerate incentives enhanced my overall experience, allowing me to stay energised and focused while making the most of my time at the organisation. I was also able to join the monthly health and fitness program organized by the company.

Another significant advantage of my internship at Royal Selangor was the important learning experience I received. I got the opportunity to work on a variety of HR-related responsibilities, gaining hands-on involvement with procedures such as recruitment, employee engagement, and administrative management. This practical experience was really beneficial in developing my skills and understanding the day-to-day operations of an HR department. The information I obtained while pursuing my degrees there has laid a solid foundation for my future career in human resources, providing me with the confidence and practical understanding I will need to meet the problems that will arise once I begin working in the sector. It was an eye-opening experience that prepared me for the reality of the workplace beyond what I had learnt during my degree studies.

#### 4.0 SWOT ANALYSIS

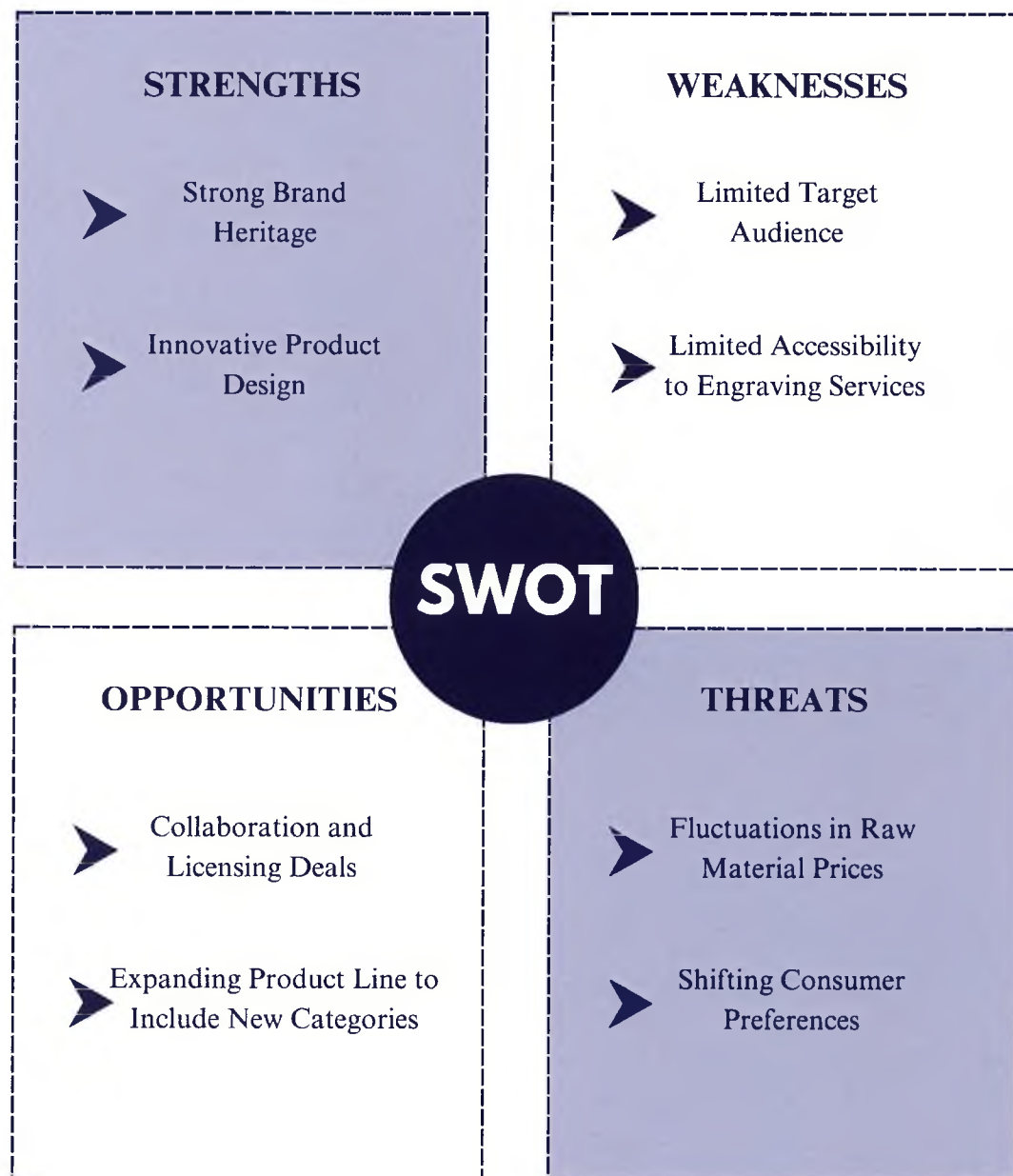


Figure 8: SWOT Analysis of Royal Selangor

## **5.0 DISCUSSION AND RECOMMENDATION OF SWOT**

### **5.1 Strengths**

#### **5.1.1 Strong Brand Heritage**

The office department benefits greatly from Royal Selangor's rich brand legacy. Since it was founded in 1885, the company has built a reputation for outstanding craftsmanship and high-quality pewter goods (Group Banyan, 2024). The company's strong brand also serves as a solid basis for internal operations to match the level of excellence associated with its products. For example, employees in the office department are acutely aware that their job, whether it is managing administrative tasks, responding to customer enquiries, or connecting with other departments, directly adds to the brand's reputation for precision and care. This creates an environment in which attention to detail and commitment to operational quality are essential. Furthermore, Royal Selangor's long-standing reputation allows the office department to manage business connections with credibility that upstart businesses may struggle to attain. The brand's popularity not only helps in external talks but also streamlines business operations, as suppliers, partners and stakeholders trust the company's established name.

Furthermore, the power of Royal Selangor's legacy creates a definite feeling of purpose inside the office department. The organisational culture reflects the brand's values and mission, and employees are encouraged to connect their specific jobs with the overall aims of the company (Obasan, 2012). This leads in a consistent approach to producing high-quality work, whether through efficient office logistics or careful management of internal communications. As a result, the office department is critical to ensure that the history of quality permeates all facet of the business, retaining the confidence and reliability that the Royal Selangor brand has built over decades.

### **5.1.2 Innovative Product Design**

Royal Selangor's strength in innovative product design is a key component of its long-term success and expansion. While the company is well-known for its expertise in pewter craftsmanship, it is constantly pushing the boundaries of design in order to remain relevant in a competitive industry. This emphasis on innovation enables Royal Selangor to set itself apart from competitors by providing products that combine traditional artistry with modern aesthetics, keeping them fresh, appealing, and in demand. The design process is more than just developing visually appealing pieces, it also focusses on functionality and versatility, ensuring that their products are not only attractive but also useful for everyday usage (Voltage Control, 2023)

While pewter has been the company's vital component, Royal Selangor has constantly expanded its product line to cater to evolving consumer interests. The company has worked with well-known global companies such as Disney, Marvel, and Star Wars to create limited-edition collectibles and themed products, which appeal to a wide range of collectors and enthusiasts. These collaborations enable Royal Selangor to remain competitive in the market by capitalising on pop culture and new design trends.

Furthermore, Royal Selangor's in-house design team frequently develops new designs that incorporate elements of modern art and fashion, appealing to a younger, more design-conscious clientele. This blend of innovation and history enables Royal Selangor to not only preserve its image as a premium brand, but also broaden its appeal beyond traditional pewter fans, allowing the firm to remain at the forefront of the luxury homeware and collectibles industry. In essence, innovative product design enhances Royal Selangor by keeping it relevant in a competitive marketplace while also providing personnel in the office with a clear and inspirational sense of purpose. This drive to innovation also guarantees that the organisation stays versatile, ready to respond to changing market trends, expanding client preferences, and emerging design innovations (TheEdge, 2021). It ties the internal office operations closely to the company's creative process, making the department an integral part of Royal Selangor's ongoing success.

## **5.2 Weaknesses**

### **5.2.1 Limited Target Audience**

Limited Target Audience has conveyed a major obstacle for Royal Selangor. The brand's focus on premium, luxury pewter products naturally appeal to a specialised buyers that values traditional craftsmanship, high-quality materials, and exclusivity. This often signifies that their target audience consists of collectors, affluent consumers, and those who appreciate fine art and design. While this strategy has helped the company create a strong and devoted customer base, it has limited its ability to reach the mainstream market (IMD Business School, 2025)

The higher price point of Royal Selangor's products, which can be considered as luxury or collectible items, further limits the target audience. Premium products may be out of reach for an enormous percentage of potential buyers in an era whereby consumers have grown budget-conscious or prioritise usefulness above looks. Furthermore, younger generations, particularly Millennials and Generation Z, may not immediately identify with the brand's history or the traditional nature of pewterware (Patocka, Z, 2022). They most probably would choose modern, minimalist designs or digital experiences over handcrafted, premium things.

To address this limitation, Royal Selangor could try broadening its product line to include more inexpensive items or expanding into different luxury categories, such as fashion accessories or lifestyle goods, that would appeal to a larger market (Edwin, 2023) Another option is to increase its appeal among younger buyers by offering products that blend modern trends with traditional craftsmanship, potentially attracting a new generation of consumers who might be willing to invest in the brand for its unique combination of history and contemporary design (Rensing, L, 2024)

### **5.2.2 Limited Accessibility to Engraving Services**

The limited accessibility of engraving services is a disadvantage for Royal Selangor, especially for clients who want personalisation but cannot easily obtain it since the services are only offered at the HQ, not at the other retails. Engraving is currently only accessible at the company's headquarters, with no additional retail locations offering the service. This presents a dilemma since, while the stores are open until 10 p.m., engraving services are limited to the headquarters, which closes at 5 p.m. Customers who visit retail outlets after hours will miss out on the opportunity to have their purchases personalised.

This can be unpleasant for customers who want to create the initial gifts or keep what they bought unique, especially since competitors may offer engraving or customisation in-store or online. The service's restricted availability may make Royal Selangor less practical for people with tight schedules or who like to shop in the evenings.

To improve, Royal Selangor might expand its engraving services to other sites or make them available throughout extended hours. Adding an option for online engraving or collaborating with retail businesses to provide this service will also increase accessibility. These modifications could help the company stand out by providing a more seamless, convenient buying experience for customers. Furthermore, offering personalised engraving services online will enable customers to simply customise their purchases from the comfort of their own homes, adding a distinctive and personal touch to their things (GravoTech, 2022). This flexibility would not only improve consumer pleasure but would also help Royal Selangor promote itself as a customer-focused brand that values ease and personalisation. By providing these services at multiple locations and times, Royal Selangor could reach a larger audience, making it easier for customers to engage with the brand and create lasting memories through unique jewels.

## **5.3 Opportunities**

### **5.3.1 Collaboration and Licensing Deals**

Collaboration and licensing deals are essential opportunities for Royal Selangor since they help the brand stay relevant and appeal to a larger audience. The company has a long history of cooperating with worldwide companies such as Disney, Marvel, and Star Wars (Royal Selangor Official Website Collaborations, 2025), allowing them to create limited-edition, themed collections. These collaborations capitalise on the large fanbases of these iconic franchises, generating a sense of exclusivity and desirability. A Star Wars-themed pewter collectible, for example, is both a work of luxury craftsmanship and a desirable item for collectors and franchise enthusiasts.

These collaborations also enable Royal Selangor to expand outside its typical market of luxury pewterware and attract younger, more diversified consumers who may not have previously explored the brand. Royal Selangor stays new and relevant by offering products inspired by pop culture, attracting customers who value both exquisite craftsmanship and contemporary ideas (Options, 2021). This prevents the brand from appearing too narrow or out of date, instead incorporating it into current trends and cultural discourses.

Furthermore, these collaborations allow Royal Selangor to increase its visibility in countries where its primary products may not have as great appeal. Licensing agreements provide the company access to a variety of consumer groups, generating additional revenue streams and expanding its client base. By continuing to collaborate with well-known companies and franchises, Royal Selangor not only reinforces its brand identity, but also creates new and exciting growth opportunities (Ng, K. 2021).

### **5.3.2 Expanding Product Line to Include New Categories**

Expanding the product line to include new categories is a significant opportunity for Royal Selangor since it helps the brand to reach new consumer segments and enter new areas of the premium market. While the company is most renowned for its high-quality pewterware, it has successfully expanded into other product categories, including jewellery, watches, and home furnishings. This diversity enables Royal Selangor to go beyond the confines of a single product category and appeal to a larger audience. For example, having a selection of luxury jewellery pieces in addition to their conventional pewter products exposes the business to clients who do not typically purchase home decor but are interested in high-end fashion accessories (Cole, J, 2024)

This growth into new product lines also allows for innovation with various materials and designs, which keeps the brand fresh and relevant. By developing items in fashion, leisure, and even technology, Royal Selangor can keep ahead of consumer trends and compete with other luxury brands in a broader range of sectors. It also frames the company as more than just a manufacturer of valuable things, broadening its appeal in both the luxury and leisure markets.

Furthermore, broadening the product line creates cross-selling potential, as clients who come in for a collectible pewter item may be lured by a luxury watch or piece of jewellery (Team. B, 2025). It's an efficient strategy to boost total sales and solidify the brand's position in the luxury goods industry. By continuing to innovate and offer new, complementary items, Royal Selangor can secure long-term success and attract a broader range of customers.



## **5.4 Threats**

### **5.4.1 Fluctuation in Raw Materials Prices**

Raw material price fluctuations constitute a huge danger to Royal Selangor, as the company's primary material is pewter, an alloy of tin, copper, and other metals. Prices for various raw resources might fluctuate due to variables such as global supply and demand, geopolitical crises, and changes in mining or production costs. When the price of tin or copper rises unexpectedly, it has a direct impact on Royal Selangor's production costs, thereby reducing margins and making it more difficult to sustain profitability without boosting prices.

Material cost fluctuations might also have an impact on the brand's ability to provide clients with consistent pricing (Sianheaphy, 2024). If raw material costs rise dramatically, Royal Selangor may be forced to raise product pricing, alienating price-sensitive customers or making luxury items even more unavailable to certain regions. According to Carias, M in 2025 if the prices of these components fall, the company may be unable to instantly pass these savings on to customers, potentially lowering its perceived value in the marketplace.

In order to reduce the risk of raw material price volatility, Royal Selangor could look into hedging measures or sign long-term contracts with suppliers to lock in favourable pricing. Furthermore, expanding into different materials or production methods may help to mitigate the impact of shifting metal prices on the company's overall operations (CCI, 2024). While these obstacles are prevalent in businesses that rely on raw materials, Royal Selangor's strong brand and premium positioning may help it to navigate these changes more effectively than smaller or less established competitors.

#### **5.4.2 Shifting Consumers' Preferences**

Shifting consumer preferences is also a rising danger to Royal Selangor, which works in a market where tastes and trends shift quickly. Over time, there has been a clear shift in what younger consumers value in luxury goods. Traditional materials such as pewter, which Royal Selangor is known for, may not appeal to younger generations that are more interested in minimalist designs, ecological materials, or high-tech products. According to Edwin in 2023, as younger buyers gain a larger share of the luxury industry, they frequently want things that reflect their personal style and beliefs, which may be less focused on traditional craftsmanship and more on modern aesthetics or digital experiences.

Furthermore, the emergence of "fast luxury" and more affordable high-end products is influencing how people perceive luxury. Consumers today are frequently looking for products that provide both exclusivity and practicality. While Royal Selangor's handcrafted pewter items are unquestionably unique, they may not necessarily appeal to younger shoppers who want sleek, high-tech products or newer materials that feel more modern or ecologically friendly.

Moreover, according to Qyunh in 2025 in order to remain relevant in the market, a company must adapt to shifting preferences by combining design aspects that appeal to a younger, more tech-savvy audience while preserving its handicraft tradition. This may include experimenting with new materials, adopting modern design trends, or even innovating methods to combine technology and luxury. If the brand does not develop in response to new consumer wants, it risks falling behind in a rapidly changing luxury market.

## **6.0 CONCLUSION**

Subsequently my internship at Royal Selangor was a comprehensive and enjoyable experience that helped me gain a better grasp of the company's operations and the larger human resources industry. Over the course of six months, I was able to participate in a variety of HR-related activities, including recruitment, employee engagement, and administrative responsibilities. This hands-on experience not only provided me with significant insights into a huge corporation's internal operations, but it also allowed me to improve my practical abilities. The work environment at Royal Selangor was friendly, and the benefits provided throughout the internship helped me focus on my professional development.

Furthermore, the opportunity to work for a company with such a long history in the pewter sector enriched my experience. The opportunity to learn about Royal Selangor's rich heritage, attention to quality, and commitment to product innovation was especially inspiring. The company's principles were clearly incorporated in its operations, making my time there even more useful as I learnt about the confluence of tradition and contemporary trends in the luxury goods business.

Overall, this internship was extremely beneficial to both my personal and professional development. It has not only reinforced my career goals in human resources, but it has also provided me with a unique view on how a prestigious organisation manages its people and retains a competitive advantage. The experience was excellent, and the knowledge and abilities I obtained at Royal Selangor have prepared me well for my potential career.

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## APPENDICES



Figure 9: Birthday Gifts for January Birthday Month



Figure 10: Poster for Jom Sihat Fitness Program

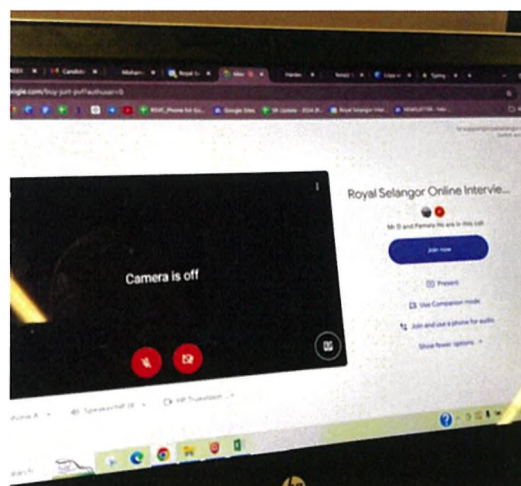


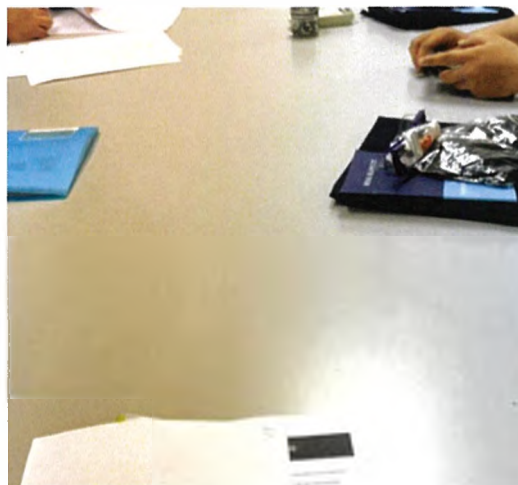
Figure 11: Assisted the Online Interview for Sales Associate



*Figure 12: Jom Sihat Fitness Program Launching*



*Figure 13: Jom Sihat Fitness Program Workout*



*Figure 14: Handled on Onboarding Session for Production Operator*