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INDUSTRIAL TRAINING REPORT

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EXECUTIVE SUMMARY

This internship report documents my six-month journey at the Royal Perak Golf Club in Ipoh, Perak. It includes my personal information, the organization's profile, and a comprehensive SWOT analysis. The observations, understanding, and insights presented in this report are based on the company's SWOT analysis, referenced through the PESTEL framework, which examines Political, Economic, Social, Technological, Environmental, and Legal factors.

The primary purpose of this report is to evaluate how effectively students can analyze a company's performance. By conducting a detailed SWOT analysis, I aimed to gain a deeper understanding of the company's strengths, weaknesses, opportunities, and threats.

My internship at Royal Perak Golf Club spanned 24 weeks, commencing on March 1st and concluding on August 9th, 2024. Throughout this period, I actively engaged with various departments and tasks, gaining practical insights into the club's operations and management.

This internship report reflects my observations and learnings during my time at the Royal Perak Golf Club. Through the application of the PESTEL framework in the SWOT analysis, I gained a comprehensive understanding of the factors influencing the company's performance. This exercise not only enhanced my analytical skills but also provided practical knowledge applicable to real-world business scenarios.

Company's Background

The **Royal Perak Golf Club (RPGC)** can be found in the heart of the city of Ipoh, which is located at Jalan Sultan Azlan Shah or well-known as 'Tiger-Lane'. It clearly shows the rich heritage and culture of playing golf in this country. Royal Perak Golf Club (RPGC) was established in 1879, and it is one of the oldest golf clubs in Malaysia. Perak Royal Golf Club (RPGC) has grown into a distinguished institution throughout its history. It is known for its challenging golf courses, extensive infrastructure and ongoing community.

The 18-hole championship golf course at RPGC is one of the best things about the club. By 1932, the number of members had grown to the point where nine holes were not enough. To make room for an 18-hole golf course, the State Government sold 180 acres of secondary forest that ran from Tiger Lane to Gunung Rapat. Many golfers, both beginner and expert, say that the course is very difficult because of the way it is laid out. The course is designed to make the most of the natural scenery by using rolling greens, bunkers, and water hazards in strategic places. Numerous trees and beautiful views make the course more enjoyable, which is why golf fans love it.



Company's Background



On November 10, 1968, the President of the Perak Turf Club Sports Club (PTCSC), the late Almarhum DYTM Raja Muda Perak, Raja Musa Ibni Almarhum Sultan Abdul Aziz, declared open the new \$500,000 clubhouse. This was the culmination of a farsighted and ambitious scheme by the PTC's dedicated Chairman, Dato Yeoh Cheang Lee, to create Ipoh a first-class sports complex that included facilities for squash, billiards, a six-lane fully air- conditioner bowling alley, and a spacious dining hall and kitchen.

The royal status was granted to RPGC by The Royal Charter in 1979 with the consent of DYMM Sultan Perak, the Patron of the Club. In 2006, it was formed to establish a new club known as Royal Perak Golf Club. It was run by the State Secretary Incorporated (SSI) as a fully owned subsidiary until now. RPGC had the official opening of a new clubhouse by the Patron of RPGC, DYMM Sultan Perak, Sultan Azlan Muhibbuddin Shah Ibni Al-Marhum Sultan Yusuf Izzuddin Shah Ghafarullahu-lah.