ENEST GROUP BERHAD

Natural High-Purity Bird`s Nest

MGT 666

INDUSTRIAL TRAINING REPORT (15/2/2024-09/08/2024)

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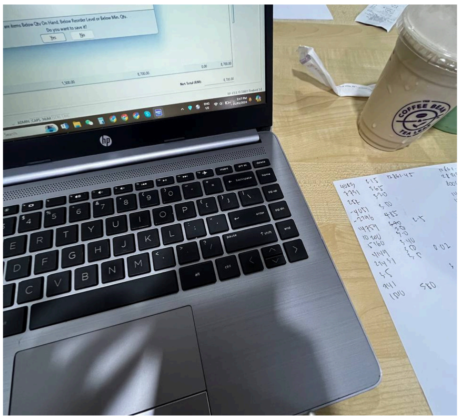
Enest Group Berhad listed in Leap Market

EXECUTIVE SUMMARY

Throughout my internship at Enest Group Berhad, I had the opportunity to fully engage in the company's financial operations. This involved undertaking comprehensive studies that yielded profound insights into its financial performance and strategic posture. By conducting a thorough examination of financial ratios, I evaluated important indicators such as the debt ratio, debt to equity ratio, times interest earned ratio, and profitability ratios such as gross profit margin, operating profit margin, net profit margin, return on assets (ROA), and return on equity (ROE). The assessments not only provided insights into Enest Group Berhad's financial condition but also emphasized its capabilities in effectively managing debt, profitability, and operational efficiency. In addition, they pinpointed areas that needed development, providing a thorough perspective that influenced strategic financial decision-making.



In addition, I performed a SWOT analysis to assess Enest Group Berhad's strategic position in its industry. This analysis has identified the company's strengths, including its strong market presence and its unique product offerings, which are the foundation of its competitive advantage. The analysis also identified vulnerabilities, such as inefficiency in operations or reliance on specific markets, which require specific solutions. The analysis revealed possible growth opportunities in developing market areas and through strategic alliances. It also highlighted potential challenges to the business, such as economic volatility or regulatory changes.

In summary, my internship at Enest Group Berhad provided me with essential hands-on expertise in financial analysis, strategic evaluation, and decision-making in a business environment. The course improved my comprehension of financial management principles and established a strong basis for my future career in finance. I intend to utilise these experiences to make valuable contributions to organisational success and long-term growth.

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Enest Group Berhad

ABOUT US

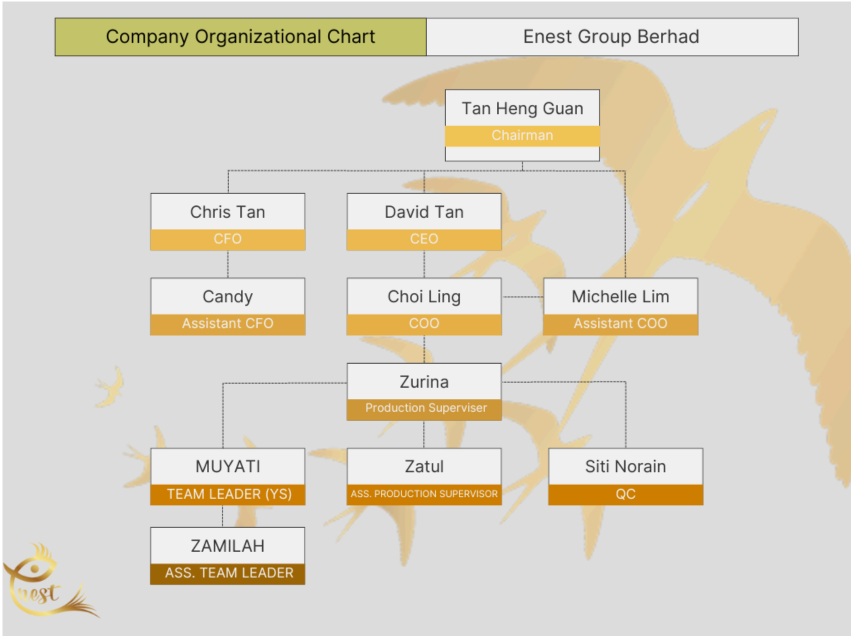
Our Background

Enest Group Berhad was officially incorporated in Malaysia as a private limited company on 9 April 2018. On 16 November 2018, they conducted a conversion process to transition into a public limited company and subsequently changed their name to their current one. This change was made to facilitate the listing of their Group on the LEAP Market. On 7 August 2019, they were officially listed on the LEAP Market of Bursa Malaysia, under the stock number 03025. Being a bird nest producer, they have their own bird houses and factory, as well as many advantageous conditions and capabilities. They are proud to provide a selection of bird nest materials that are of the highest quality and purity.

The Bird's Nest section is involved in the production and sale of bird's nest items. The Others division is involved in investment holding, property investment, and pharmaceutical industry. The Company markets its bird nest goods under the brand name Bai Leng Yen. The bird's nest undergoes sterilization using a heat treatment machine. The Company has several subsidiaries, namely Ming Feng Marketing (M) Sdn. Bhd., Dynamic Transform Sdn. Bhd., Ye Lin Industrial (Shanghai) Co., Ltd, Enest Properties Sdn. Bhd., Enest Swiftlets Sdn. Bhd., Kang Li Pharmacy Sdn. Bhd., and Enest Marketing Sdn. Bhd.

Bai Leng Yen is the designation of the building that acts as the company's headquarters. It is situated in Pekan Kajang, Selangor, Malaysia. They had two units in the shop lots building that occupies their office in Kajang, which is located in the same building. A human resources department, a shipping department, a purchasing department, a marketing department, an accounting department, and a director's office are all located in the first unit, which serves as headquarters for the management of their business. In the second unit, they have a three-story production facility for bird nests, where they process all of the raw bird nests that they receive from their supplier as well as from their own birdhouse into a finished product.

The vision of this company is To be the most internationally renowned producer of pure bird's nests through natural process and sincere corporate ethics and meanwhile for the mission, To produce the purest bird's nests through sincere work ethics, diligence and care using natural processes.



Organizational chart of Enest Group Berhad

Since 2015, Mr. Tan has been the Executive Chairman of Enest Group Berhad. Before taking over his father's business, Mr. Tan graduated with an SPM level in Malaysia. In 1980, he started "Chop Eng Seng Huat" with his brothers. Chop Eng Seng Huat was set up to trade rubber and palm oil kernels in Kerdau, Temerloh, Pahang, Malaysia. From 1980 to 1990, Mr. Tan worked hard to grow the rubber and palm oil kernel business with his brothers by opening branches to collect palm kernels and rubber scalps. In the plantation business, he got his first gold pile. Mr Tan had 30 years of experience selling goods like palm oil, rubber latex, rubber scalps and palm kernels. He also had 8 years of experience building homes and 7 years of experience farming bird nests. So, Mr. Tan was an important part of our company's management team, and his years of experience will help the business grow faster and become a well-known name.

Since 2015, Mr. David has been the group managing director of Enest Group Berhad. He was in charge of running the day-to-day business of the company, including marketing, internal management, and human resource management. He was in charge of making plans for the company's long-term goals and strategy. He got his Master of Industrial Business Management from Southwest State University in Russia. From 2013 to 2014, he was CEO of Zheng Feng Equity (M) Sdn Bhd, a company he and his partner ran in Johor that processed bird nests. In the beginning of 2015, he sold his shares in Zheng Feng Equity (M) Sdn Bhd to his partner.

Mr. Christopher started working for the business in June 2016 and is now in charge of all of its financial and accounting tasks, as well as making sure that all laws and rules are followed. Mr. Christopher's first job was with an auditing firm in Malaysia. He has worked as an auditor and tax consultant for more than 5 years for public companies, international companies, and other types of businesses. Some of the industries that are involved are manufacturing, trade and retail, developments, power generators, and more.

Enest Group Berhad focuses on manufacturing five types of raw bird nests for export to China, Taiwan, and Australia. For pharmaceuticals, Kang Li Pharmacy Sdn. Bhd. has two branches in Taman Equine, Seri Kembangan, Selangor, and Mantin, Negeri Sembilan. Both branches offer healthcare products for everyone.