



# ARENA WATSONS HEADQUARTER



## Industrial Training Report SWOT and PESTEL Analysis of Industry

Arena Watsons Headquarter

4 March - 9 August

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# EXECUTIVE SUMMARY

Here at Arena Watsons Headquarter, TRX Kuala Lumpur, was where my fascinating and eye-opening six-month industrial training program started. In Asia, Watsons is the most popular personal healthcare store brand. My internship experience is summed up in this report. Gaining as much knowledge as possible during an internship while also putting what I have learned in university to use is the major goal. This report includes my profile as well as the firm profile, which includes the background establishment, its vision, mission, organizational chart and products and services. Along with all the information, experiences and insights I had from my six-month industrial training at Arena Watsons HQ, I also included my training reflection in my report. Besides, I also analyze the company SWOT and PESTEL. I concluded this report by outlining a recommendation and conclusion I think I can reach throughout the internship. The memories created in Arena Watson's HQ were precious for me and will never be forgotten.

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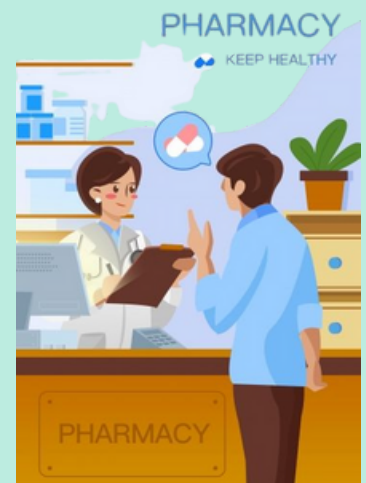


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# COMPANY PROFILE

- **Background of Establishment**
- **Vision and Mission**
- **Organizational Chart**
- **Product and Services**



# Background of Establishment

**The company is called Arena Watsons Headquarter and its address is Level 7, ARENA WATSONS, Exchange 106, Lingkaran TRX, Tun Razak Exchange, 55188 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur. Watsons, a worldwide leader in health and beauty retail, has a long 180-year history, having started as a modest drugstore in Hong Kong in 1841.**

**Watsons has been helping people look good, do good and feel great. They are proud to be number one for health and beauty in Asia, with over 8,000 stores and eshops in 15 different markets. And wherever they are in the world, they are working to make a positive impact through their sustainability pillars which was Planet, People and Products.**