UNIVERSITI TEKNOLOGI MARA

ZHENG FOOD (MALAYSIA) SDN BHD

INDUSTRIAL TRAINING REPORT

01 MARCH 2024 – 09 AUGUST 2024
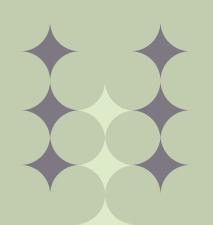
SWOT ANALYSIS & PESTEL ANALYSIS

Prepared by :

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MGT 666 | RBA2426A

EXECUTIVE SUMMARY

Throughout my six-month internship at Zheng Food (Malaysia) Sdn Bhd, a halal dim sum producer, I had the opportunity to learn about applying concepts in the food industry. As a Finance major at UiTM, the course given me with hands-on experience that spanned the gap between theoretical knowledge and practical application in a dynamic food production scenario. As a Finance major at UiTM, the course given me with hands-on experience that spanned the gap between theoretical knowledge and practical application in a dynamic food production scenario. I used a PESTEL study to explore the factors determining Zheng Food, such as political stability, economic trends, consumer preferences, advances in technology, environmental restrictions, and legal framework. This analysis, combined with a SWOT analysis, revealed the company's strengths, weaknesses, opportunities, and threats. While it initially proved challenging to manage Zheng Foods systems, conquering this challenge helped me improve my thinking skills. In conclusion, this internship experience was genuinely transforming because it provided me with skills and motivated a desire to thrive in the food production profession after graduation.

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Product or Services

ZHENG FOOD

COMPANY NAME	ZHENG FOOD (MALAYSA) SDN BHD
LOCATION	8, JALAN P4/3, SEKSYEN 4, BANDAR TEKNOLOGI KAJANG, 43500 SEMENYIH, SELANGOR
OWNER'S NAME	MR PHILIP GOEY SOON LOONG
DATE OF ESTABLISHED	1998
OPERATION HOUR	MONDAY - FRIDAY 8.00 AM - 5.00 PM
NUMBER OF EMPLOYEES	25 PEOPLE
WEBSITE	https://www.myzhengfood.com/
PHONE NUMBER	03-8724 9308
EMAIL	admin@myzhengfood.com