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LONGI

MGT666 INDUSTRIAL TRAINING REPORT

SWOT ANALYSIS "LONGI"

MARCH-AUGUST 2025

Faculty Of Business And Management

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Internship Period: 03 March 2025 - 15 August 2025

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Tajuk Laporan	SWOT Analysis	Nama Syarikat	Longi Serendah Sdn. Bhd.

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EXECUTIVE SUMMARY

This report is about my internship in the Human Resources department at LONGi. LONGi is a company in the solar power or PV industry. My main goal was to get real-world HR experience and use what I learned in my studies. This summary covers my key tasks and findings. It also gives suggestions to help the company.

During the internship I learned about the entire hiring and employment process. My main task were in recruitment and selection. I helped find candidates and set up their interviews. I also supported the company at career fairs and helped with promoting the company. My work included welcoming new employees during inductions and handling daily HR tasks. I also assisted in planning a team-building event which helped me understand the company's work culture.

I completed a SWOT analysis to understand the company's current position. The analysis looked at the company's internal Strengths and Weaknesses. It also reviewed external Opportunities and Threats. This helped to get a clear picture of where the company stands.

Based on this analysis I have offered several strategies:

- SO Strategies: To use the company's strengths to grab new opportunities.
- ST Strategies: To use company strengths to protect against outside threats.
- WO Strategies: To fix weaknesses by taking advantage of good opportunities.
- WT Strategies: To make plans so threats do not make weaknesses bigger problems.

In conclusion the internship at LONGi was a very valuable experience. I learned how HR works inside a large international company. The skills I gained in hiring and HR have given me a strong start for my future career. The findings and suggestions in this report are offered to help LONGi continue to grow and improve.



ACKNOWLEDGMENT

Firstly, all praises to Allah S.W.T for His blessings. I am pleased to announce the successful completion of my industrial training at Longi Serendah Sdn. Bhd as an intern within the Human Resources & Administrative department. Although the beginning felt like a roller coaster ride, Alhamdulillah, I successfully navigated the challenges and completed this rewarding journey.

First and foremost, I extend my heartfelt thanks to **my university internship coordinator, Dr. Irfah Najihah binti Basir Malan and second examiner Dr Intan Maizura Abdul Rashid** for their invaluable guidance, expertise, and encouragement throughout this period. Their insights significantly supported my learning process.

I am sincerely grateful to the management and **staff at LONGi Serendah** for providing me with this opportunity. I would especially like to thank my company supervisors within the Human Resource and Administration Department; (Human Resources Manager) **Ms. Kymberly Teh Lay Yan**, and (HR Senior Executive) **Mohammad Zyed Bin Ibrahim**, for their mentorship, patience, and constructive feedback. Your support was instrumental in helping me navigate my responsibilities and develop essential HR skills. Thank you also to the entire Human Resource and Administration team for the warm welcome, collaboration, and willingness to share knowledge, which created a positive and dynamic learning environment.

I would also like to acknowledge the broader **LONGi Malaysia organization** for fostering a conducive environment for growth and providing exposure to real-world industry practices.

Finally, my deepest gratitude goes to **my family and friends** for their unwavering love, encouragement, and support throughout my internship journey. Their belief in me was a constant source of motivation. This internship was a pivotal experience, and I am truly thankful to everyone who played a part in making it successful and memorable.

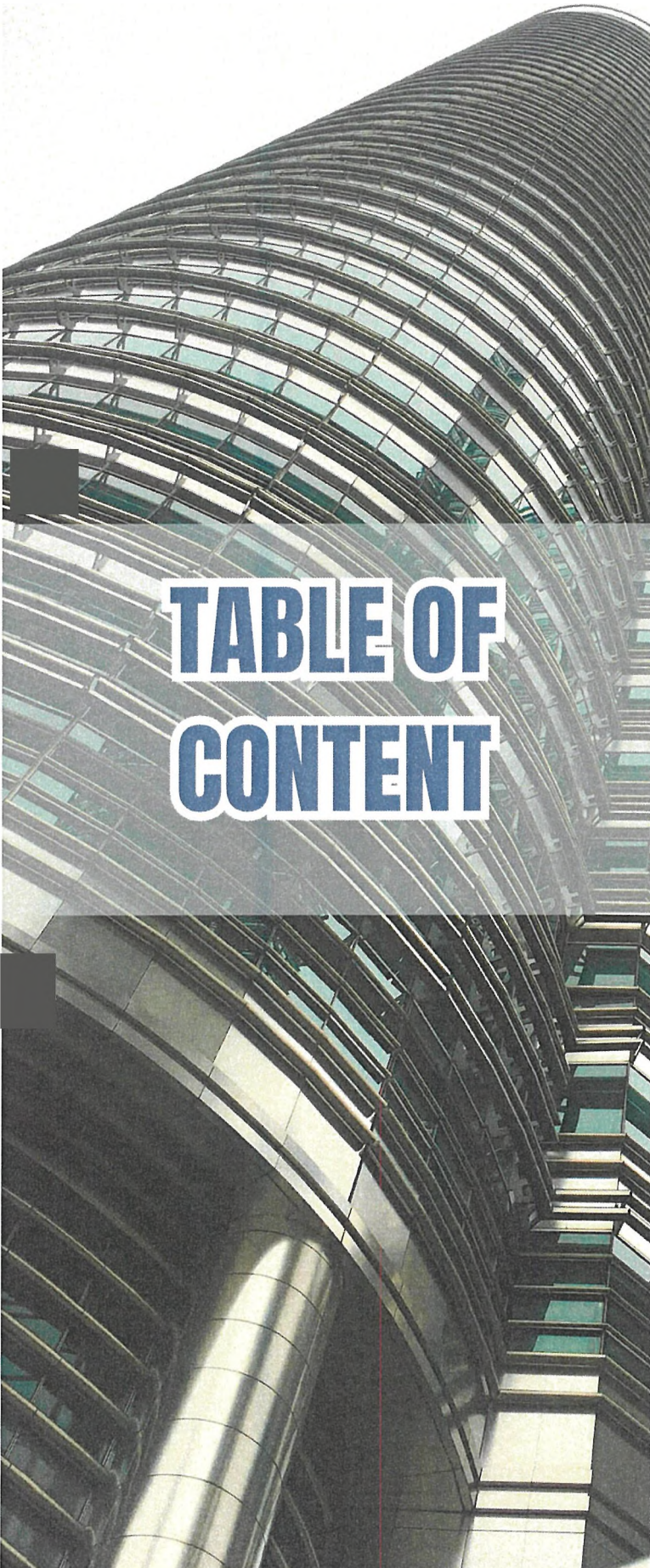


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