

INDUSTRIAL TRAINING REPORT



FRASER & NEAVE HOLDINGS BHD

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EXECUTIVE SUMMARY


This internship report is based on the great six-month industrial training I finished with flying colors at Fraser & Neave Holdings Bhd in the Human Capital Department. The entire experience began on February 22, 2023, and lasted through August 15, 2023, for me to finish my last semester of study in Bachelor of Business and Administration (Hons.) Human Resource Management. The purpose of training practical is to give students early exposure to the field of marketing, management, accounting, finance, human resource management and other related so they will be a potential workforce in the future. Every hour I spent working during my internship gave me a variety of experiences that are all indescribable in words because I was completely unfamiliar with the working atmosphere in a big company like F&N. As a human resources student, I was eager to put the knowledge I had learned in the classroom to action during my internship and to discover and gain knowledge there as well. Throughout my internship, I was given a variety of duties and assignments to complete. I also being a Human Capital committee for some of the organization's activities and helped with the new joiner on the first day onboard. In this industrial training report, I have included the advantages of my industrial training as well as the knowledge and abilities I've picked up for the job and self-improvement, like problem-solving and multitasking abilities. Then, based on what I had observed during the training, in this report, I also explained the SWOT analysis of the company.



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2.0 COMPANY'S PROFILE

2.1. Company's Background



FRASER & NEAVE HOLDINGS BHD

Figure 2.1: FNHB Logo

The Singapore and Straits Aerated Water Company was established in 1883 by two visionaries, John Fraser, and David Chalmers Neave, to make carbonated soft drinks. This business later evolved into Fraser & Neave, which the company immediately recognized initials "F&N" were formed from. F&N operations fall into three categories which are first, Food & Beverages Malaysia (F&B Malaysia), which comprises both dairy products and soft drinks. Next, property and other services, and lastly, Food and Beverages Thailand (F&B Thailand). The subsidiary of Fraser and Neave, Limited, Fraser and Neave Holdings Berhad conducts business in Malaysia, Brunei, Thailand, and Indochina.

F&N's portfolio of drinks, which includes 100PLUS isotonic drinks, F&N NUTRISOY soy milk, F&N sparkling drinks, F&N ICE MOUNTAIN drinking and sparkling water, F&N NUTRIWELL Asian drinks, F&N SEASONS Asian drinks and fruit teas, F&N FRUIT TREE FRESH juice drinks, and F&N cordials, has become popular with consumers of all ages.

Additionally, F&N dominates the markets for evaporated milk and sweetened condensed milk in Malaysia and Thailand. A cup of milk tea (teh tarik) or coffee, cakes, or confections made with F&N's wide selection of dairy products under the F&N, TEAPOT, CARNATION®, Cap Junjung®, and IDEAL® brands, as well as liquid milk and juice products under the F&N Magnolia, FARMHOUSE, and F&N Fruit Tree brands, are enjoyed by millions of consumers from all walks of life every day.

In 2020, the Sri Nona food brand has been added to F&N's wide range of product offerings. Three businesses that operate under the Sri Nona name Sri Nona Food Industries Sdn Bhd, Sri Nona Industries Sdn Bhd, and Lee Shun Hing Sauce Industries Sdn Bhd are three food and beverage (F&B) companies that Fraser & Neave Holdings Bhd (FNHB) has announced in 2020 it will acquire the entire issued share capital of (Lin, 2020). The production, distribution, and retail sales of rice cakes (ketupat), condiments (oyster sauce and paste),