



اَبُو سَيِّدِي نِيَكُونُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

ROYAL SELANGOR®

INDUSTRIAL TRAINING REPORT
AT
ROYAL SELANGOR INTERNATIONAL SDN BHD
Faculty of Business And Management
BBA (Hons.) Human Resource Management



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EXECUTIVE SUMMARY

This internship report is based on my 6 months experience during my industrial training at Royal Selangor International Sdn Bhd in Setapak, Kuala Lumpur. I have been designated in the human resource department under the supervision of Puan Noranajuliana Abd Majid, senior human resource executive.

I actively contributed to many projects and tasks throughout the internship, acquiring significant hands-on experience and polishing my talents in areas such as communication skills, administrative skills, teamwork skills and so on.

This report consists of an overview of the internship, detailing the company profiles, training reflections, strengths, weaknesses, opportunities, threats (SWOT), political, economical, social, technological, environmental and legal (PESTEL) analysis based on what I have been analyzing during the internship in the company. Not only that, this report also included the SWOT matrix that I made with the recommendation that the company can improve.

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COMPANY PROFILE

ROYAL SELANGOR®

COMPANY NAME :

ROYAL SELANGOR INTERNATIONAL
SDN BHD

LOCATION :

4, Jalan Usahawan 6, Setapak Jaya, 53300 Kuala Lumpur,
Wilayah Persekutuan Kuala Lumpur

INDUSTRY:

Manufacturing

PRODUCTS :

- Pewter
- Jewellery
- Silverware

About Royal Selangor International Sdn Bhd



Yong Koon



Chen Tien Yue and
Dato Yoon Li

Royal Selangor International Sdn Bhd, is one of Malaysia's top brands and is well-known for its fine pewter goods. This company was established in 1885 by Yong Koon who arrived in Malaysia from the Chinese port of Shantou with only a set of tools and determination to succeed. The company first produced incense burners, candlesticks, and tea sets, among other pewter items for ceremonial usage. The future of Royal Selangor now lies in the hands of the fourth generation, with Tan Sri Yong Poh Kon serving as the chairman, his son Dato Yoon Li as the managing director, and collaboration with his cousin Chen Tien Yue, who holds the position of Executive Director at Royal Selangor (Sparrow Publishing House, 2022).

At first, the company name was Selangor Pewter and The Sultan of Selangor issued the company a royal warrant in 1979, and the name was changed to Royal Selangor in 1992 to reflect the royal endorsement and the company's diversity (Johnson, 2023). Royal Selangor has more than 250 expert artisans who work at the facility in Setapak, Kuala Lumpur, uphold the legacy of workmanship. Additionally, Royal Selangor has its own flagship store, which can be found in a number of well-known locations, including KLCC, Pavilion, TRX Exchange, KLIA 1 and 2 and more. Not only that, Royal Selangor operates standalone storefronts in the world's top retail capitals, including London, Hong Kong, and Singapore.



Pavilion retail Store



London Retail Store