



# INDUSTRIAL TRAINING REPORT



**ZUS<sup>®</sup>**  
COFFEE

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## Executive Summary

The purpose of this report is to write about my internship during these 6 months at ZUS coffee HQ Selangor from 4 September 2023 until 16 February 2024. ZUS coffee now one of the fastest coffee chain industries in Malaysia and still growing till now. I am very grateful to be placed in the HR department in line with the course I studied for my degree which is Bachelor in Business Administration (Hons.) Human Resource Management. In this report, I've included important things such as their company background, vision and mission of ZUS coffee, their objectives, organizational structure, my training reflection, PESTEL Analysis, SWOT Analysis and SWOT Matrix.

For company background, I provide some information about ZUS coffee, such as the year ZUS coffee was established, the number of branches that were successfully established, their collaboration and many more. This company background can further enhance the reader's understanding of ZUS Coffee. I also mentioned their vision, mission and objectives here.

As a conclusion, I learned a lot about how to conduct HR-related work during my six-month internship at ZUS coffee. In addition to advancing my HR knowledge, these six months of experience have helped me develop my soft skills and get ready for the future working environment.

## 2.0 COMPANY PROFILE

### 2.1 BACKGROUND OF THE COMPANY



**Zuspresso (M) Sdn Bhd Location**

ZUS Coffee company has been established in 2019. It stated that the ZUS Coffee Company's dream is to always deliver specialty coffee as a daily necessity for all groups of people to enjoy. For most people, specialty coffee is considered as a luxury drink or something that people will usually have on special occasions or as a treat for yourself. So Zus Coffee Company wanted to change these perceptions that most people have now.

What makes ZUS Coffee able to be considered as a necessity and not a luxury is due to the effort that ZUS Coffee Company put to make it happen.

ZUS Coffee is a cup of clean, consistent, and well-handed coffee. With the



use of high-quality ingredients, high-level coffee brewing technology and innovative business model, ZUS Coffee is evolving the concept of coffee consumption. This is because they wanted to make people consume the specialty coffee everyday as they are making the specialty coffee affordable for everyone to consume every single day.

ZUS Coffee launched their first ever outlet in 2019 at Binjai. In February 2021, ZUS Coffee then launched their first ever frappe drinks. In June 2021, it was during the MCO 3.0, ZUS Coffee appreciated the superhero frontliners at Hospital Canselor Tuanku Mukhriz for fighting the good fight that time. In October 2021, ZUS Coffee launched their ZUS Rice Straw. With the tagline of “blue is the new green”, they proudly launched the straw that is 100% plant-based, edible, and also turtle-friendly. In November 2021, ZUS Coffee had partnered with Oppo for their very first lifestyle latter art workshop that has been held in My OPPO Space, The Gardens.

ZUS Coffee Company uses three ways to redefine a daily necessity which are by using the premium coffee beans, using the crafting excellence effort and by using the innovative business model. ZUS Coffee Company is using the premium coffee beans for their drinks where they partnered with the Award-Winning Farms Papua, New Guinea, Brazil and Indonesia. This is to