

SENHENG SCHOLARSHIP

Background

Senheng New Retail Berhad (Senheng), established in 1989, is one of Malaysia's leading omnichannel retailer of consumer electrical and electronics (E&E) goods. We put the customer at the heart of everything we do, providing access to a comprehensive selection of the latest E&E products and exceptional service through our extensive network of physical stores and our user-friendly website and app.

Beyond retail, we are deeply committed to empowering Malaysians to lead better lives — especially the younger generation. Through our scholarship programme, we support students in building a strong foundation for their future, both academically and professionally.

Scholarship Objective

The Senheng Scholarship Programme aims to provide financial support and recognition to students, enabling them to pursue their education without financial constraints, while promoting academic excellence, leadership, and personal growth.

We believe that every student deserves a fair chance to pursue their dreams, regardless of financial background. Since 2019, the Senheng Scholarship Programme has supported 25 students with financial aid, internship experience, and a clear career pathway within the company.

Scholar Success Story

Two of our early scholarship recipients, Ben Lee Kim Thai and Hong Chin Yee, are perfect examples of what's possible when talent meets opportunity.

Ben Lee and Chin Yee were part of the first batch of Senheng Scholarship recipients in 2019 and have since grown into department heads. Ben, a Business Administration graduate, interned with our Merchandising and Corporate Sales teams before joining full-time in 2023 — and was promoted to Head of Corporate Sales just two years later. Chin Yee, who studied Management, completed his mini-internships as a Retail Operations Executive. After graduation, he joined as an intern in Channel Management & Partnership (senQ) and now leads the department.

Their journeys show that our scholars aren't just employees — they're future leaders shaping the company from within.

At Senheng, our mission is anchored by three **Core Pillars**: Happiness, Well-Being, and Better Quality of Living for employees, customers, and the community. Together, these form one connected ecosystem dedicated to uplifting lives.

We support education and talent development through initiatives like this scholarship—empowering young Malaysians who share our values and are ready to shape a bold future of their own.

Eligibility Criteria

1. Must be a Malaysian citizen
2. Must be a full time Bachelor Degree student from the following programmes:

Faculty of Accountancy, Finance & Business (FAFB)

- *Bachelor of Accounting (Honours)*
- *Bachelor of Business Administration (Honours)*
- *Bachelor of Banking and Finance (Honours)*
- *Bachelor of Business (Honours) in Human Resource Management*
- *Bachelor of Business (Honours) in International Business*
- *Bachelor of Business (Honours) International Business Management*
- *Bachelor of Business (Honours) in Logistics and Supply Chain Management*
- *Bachelor of Business (Honours) in Marketing*
- *Bachelor of Retail Management (Honours)*
- *Bachelor of Commerce (Honours)*
- *Bachelor of Corporate Administration (Honours)*
- *Bachelor of Economics (Honours)*
- *Bachelor of Business (Honours) in Entrepreneurship*
- *Bachelor of Business (Honours) Accounting and Finance*
- *Bachelor of Business (Honours) in Business Analytics*

Faculty of Computing & Information Technology (FOCS)

- *Bachelor of Computer Science (Honours) in Data Science*
- *Bachelor of Information Systems (Honours) in Enterprise Information Systems*
- *Bachelor of Information Technology (Honours) in Information Security*
- *Bachelor of Information Technology (Honours) in Internet Technology*
- *Bachelor of Computer Science (Honours) in Interactive Software Technology*

Faculty of Communication & Creative Industries (FCCI)

- *Bachelor of Communication Studies (Honours)*
- *Bachelor of Communication (Honours) in Advertising*
- *Bachelor of Communication (Honours) in Broadcasting*
- *Bachelor of Communication (Honours) in Journalism*
- *Bachelor of Communication (Honours) in Media Studies*
- *Bachelor of Creative Multimedia (Honours)*

3. Minimum academic requirement:
 - CGPA of 3.00 and above, or
 - STPM with at least 1A, or
 - SPM with at least 4As
4. Household gross income not exceeding RM10,000 per month.
5. Active involvement in extracurricular activities or leadership roles (added advantage).

Value of Scholarship

1. Full coverage of university fees as per student bill
2. Monthly living allowance of RM1,500.
3. The tenure of the scholarship is only for the normal programme duration.

Internship & Service Bond

1. Internship / practical training at Senheng is compulsory.
2. Scholarship holders shall be required to perform a [Service Bond](#) in Senheng upon graduation for 3 years.

Other Terms & Condition

1. The applicant must not be bonded to any other body organization.
2. During the programme of study, the scholarship recipient is not allowed to hold concurrently any other scholarship / loan / bursaries from other organizations / agencies unless with written approval from Senheng.
3. The scholarship is renewable every semester at the absolute discretion of Senheng and subject to satisfactory academic performance.
4. The scholarship recipient is required to maintain a minimum **CGPA of 3.00** every semester.
5. The award will be disbursed through the Department of Finance, TAR UMT.
6. Scholarship recipient shall not change his/her programme of studies unless with written permission from Senheng.
7. Scholarship recipient may be required to reimburse the scholarship award amount received up to date of termination / withdrawal / suspension, in case of termination / withdrawal / suspension from the TAR UMT.

**other terms and conditions apply.*

Application and Selection Procedures

1. Application form can be downloaded from TAR UMT website (Financial Aid section) from 1st July 2025.
2. Completed application form with relevant documents shall be submitted/emailed to Senheng at **5pm latest by 31th July 2025** (application closing date).

By Courier or Hand:

HR Division (Recruitment - Scholarship Application)
44B, First Floor. Jalan Pandan 3/2, Pandan Jaya, 55100 Kuala Lumpur, Selangor

By Email: scholarship@senheng.com.my

3. The shortlisted applicants will be required to attend an interview; Senheng representative shall conduct a home visitation for shortlisted applicants whereby applicants shall make an effort to coordinate the visitation.
4. Only successful applicant will be notified via call and email.
5. For any enquiry regarding to application procedures and progress on the scholarship application, please contact: scholarship@senheng.com.my