

SENHENG SCHOLARSHIP

Background

Incorporated in 1989, Senheng Electric KL Sdn Bhd has humbly served generations of families over the past three decades, and grown from half a shop lot in Kuala Lumpur to become Malaysia's leading retailer of consumer electrical and electronics ("E&E") with over 100 retail stores nationwide.

Helmed by visionary leaders, the Lim brothers K.H., K.C. and K.Y., Senheng has undergone multiple phases of transformation, as we strive to constantly be in the forefront of the latest retail landscape in Malaysia. Senheng also undertook the first transformation, "Chain Store Concept", in 2000. To build a cohesive brand identity, we chose to standardize store front design, signage and customer service procedures for all stores, which laid the foundation to Senheng's expansion over the years.

In 2002, Senheng standardized product pricing through our "Fixed Price Policy" to give customers peace of mind. We also launched the prestigious "PlusOne loyalty programme" to foster long-term relationship with customers, providing members with numerous benefits such as free extended warranty coverage, S-coin cashback for redemptions, members' exclusive deals and many more.

A year later, we embarked on our "Two Channel Strategy" by setting up new "senQ" stores to complement the existing "Senheng" network. "senQ" concept stores hold a wider range of digital gadgets and smart electronics, and are predominantly in shopping malls to target the affluent crowd.

Senheng also invested in business intelligence in 2004 as well, to leverage on data analytics and insights to make informed business decisions. We undertook a full-scale "Digital Transformation" in 2015 to automate and digitalise our operations and business processes, to enhance efficiencies and harness comprehensive data and business analysis to drive future growth.

In 2017, Senheng became Malaysia's first E&E retailer to introduce the "Seamless Retail Model" with omnichannel sales and touch points. Supported by technology and digital capabilities, Senheng integrates physical stores with online platforms to provide customers a seamless, consistent and enhanced shopping experience. This transformation drove exponential growth, propelling annual revenue to above the RM1.0 billion mark since 2018.

In Senheng's next leap forward, we are leveraging our new Senheng App to embark on a platform business model, which gives our members one-stop convenience for all their shopping and lifestyle needs. Today, the Senheng App ecosystem hosts an increasing number of third-party merchants of goods and services beyond the consumer E&E universe, while allowing members to earn lucrative S-Coin cashbacks. Ultimately, this will continue to drive our exponential growth.

Guided by our tagline **"Different... Truly Different"**, Senheng is committed to being the leader who is always ahead of the rest, providing an unparalleled experience in the years to come.

Eligibility Criteria

1. Must a citizen of Malaysia
2. 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. Obtained CGPA 3.3000 and above / STPM at least 1A, 3B.
4. Be from a household who earns a gross income of not more than **RM15,000** per month
5. Hold at least 1 leadership role or active members/participants in any extracurricular activities in the recent years

Value of Scholarship

1. Full university fees as per student bill and monthly living allowance of RM1,000.
2. 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 holder shall be required to perform a **Service Bond** in Senheng upon graduation for 2 years.

Other Terms & Conditions

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 3.3000** every semester.
5. The award will be disbursed through the Bursary of 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 21 June 2023.
2. Completed application form with relevant documents shall be submitted/mailed to Senheng at **5pm** before **15 August 2023** (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