



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka



SKINTIFIC

MY FIMEDIA NETWORK TECHNOLOGY SDN BHD

MKT666

INDUSTRIAL TRAINING REPORT

OCTOBER 2024 - FEBRUARY 2025

SKINTIFIC I

GLOWING SET

help to brighten & even out skin tone



USER: GLOWING & BRIGHT SKIN

ANTI DARK SP

Dark spots & acn



USER: ACNE & DARK SP

ANTI ACNE SET

Reduces acne & maintain healthy skin



HYDRATION B.

Repair skin & encourage new skin cells



USER: BREAK & DRY SK



Submitted By:

NUR EMYLIA EZZATI BINTI NA'AIMI

(2022905497)

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Prepared For:

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Tajuk Laporan	LATIHAN INDUSTRI	Nama Syarikat	MY FIMEDIA NETWORK TECHNOLOGY SDN BHD.

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Jawatan : HUMAN RESOURCE
No. Tel. :
No. Faks :

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PART 1: PRELIMINARY PAGES

1.0 EXECUTIVE SUMMARY

My final semester obligation is to finish MGT666, which is an Industrial Training program. I effectively completed my internship at My Fimedia Network Technology Sdn. Bhd., typically referred to as Skintific, which is located in Menara Binjai in Kuala Lumpur, for a period of approximately five months and twelve days. The internship began on August 12, 2024, and lasted until January 24, 2025.

This report provides an in-depth review of my five months and twelve days of internship at Skintific which is in the industry of Health and Personal Care Products. The focus of this report is to highlight my life goals, experiences, abilities, and personal development. My intensity of focusses will help me become a person of greater integrity.

Regarding my internship at Skintific, I work in the Content Department as a Marketing Administrator. My primary responsibility is to manage the video substances on my TikTok social media channels. This includes uploading videos, scheduling their release times, creating captions, generating interactions with audiences, and measuring their performance using analytics. Indeed, I carried out all my tasks proficiently.

Lastly, I ought to say that I believe doing an internship at Skintific is a great opportunity. My comprehension of the company's business is expansive. Throughout this experience, I am able to develop my technical and interpersonal skills and get valuable insight about how a successful organisation in the beauty and wellness industry operates. I sincerely appreciate the opportunity for me to join and gain knowledge in such a dynamic environment.

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1.1 ACKNOWLEDGEMENT

I want to take this opportunity to acknowledge everyone who helped me throughout my Semester 6 internship at My Fimedia Network Technology Sdn. Bhd., also known as Skintific, in Kuala Lumpur. My six-month experiences proved to be greatly helpful in terms of the development of my career.

First and foremost, I would certainly want to express my sincere appreciation to my Dr. Koe Wei Loon who acts as an Academic Advisor and Lecturer at UiTM Bandaraya Melaka. He is very skilled at giving guidance. As I started my internship journey, he was really helpful, setting out with a brief overview of what an internship is. He has contributed through looking up to me to make sure that everything is going well while on the internship period.

Second, to my adorable supervisor, Yapp Ann Gie, as a Talent Acquisition Specialist at Skintific. Throughout my internship, her support was highly supportive in carrying out the tasks assigned to me in the Marketing Admin's purpose. Her kindness in guiding me strengthens the qualities of my abilities, and capabilities for future growth.

Aside from that, I'm going to want to thank the Skintific team for teaching me how to start working as a Marketing Admin. I have admired them since the day I joined Skintific for failing to follow up on my questions. Their kindness is very much appreciated as they are very lovely people.

Last but not least, I take this opportunity to express appreciation to my backbone, my family, for their consistent backing regardless of how I reached my weakest. Even if they are far away, there is no excuse for them to reach out to me. In fact, I feel their warmth of love.

PART 2: STUDENT PROFILE



NUR EMYLIA EZZATI BINTI NA'AIMI

Degree in Business Administration in Hons Marketing

PERSONAL SUMMARY

Dynamic and motivated business administration student focusing on marketing, currently pursuing a degree with Honors in Marketing. Possessing a solid foundation in marketing principles and strategies, along with a keen interest in consumer behaviour and market trends. Proven ability to collaborate effectively in team environments and strong communication and analytical skills. Eager to leverage academic knowledge and gain hands-on experience through an internship placement to contribute to real-world marketing initiatives and further develop practical skills in the field.

EDUCATION

2022 - Present

Universiti Teknologi MARA (UiTM)
Degree in Business Administration in Hons Marketing
Current CGPA: 3.26

2019 - 2022

Universiti Teknologi MARA (UiTM)
Diploma in Office Management
CGPA: 3.33

2017 - 2018

SMK Kedondong
Sijil Pelajaran Malaysia (SPM)

SKILLS & HIGHLIGHTS

Language Proficiency:

- Native or Bilingual Proficiency in Bahasa Malaysia.
- Professional Working Proficiency in English.

Technical Skills:

- Proficient in Microsoft Office Suite (Word, PowerPoint, Excel) for various tasks like document creation and data analysis.
- Skilled in using CapCut for video editing, including trimming, transitions, effects, and audio synchronization to create engaging content.

Interpersonal Skills:

- Experienced in Publisher for desktop publishing and layout design.
- Effective time management, ensuring tasks are completed efficiently and on schedule.
- Strong communication and social skills, fostering positive relationships with colleagues and clients.
- Accurate typing and editing skills, maintaining quality and precision in written content.
- Flexible and adaptable to changing work environments, with a proactive problem-solving approach.

REFERENCE

Dr. Nornajihah Nadia binti Hasbullah
Universiti Teknologi MARA (UiTM), Campus Bandaraya
Melaka
Academic Advisor of Business and Management

LEADERSHIP EXPERIENCE / CO-CURRICULAR

Leader of Graphic and Media Digital 2022/2023

- Executed innovative digital media campaigns, leveraging graphic design skills to enhance brand visibility and engagement.

Assistant Leader of Collaborative Teaching with the Industry Sales Department

- Implemented strategies to enhance student engagement and retention through interactive teaching methodologies, contributing to a more dynamic learning experience.

Treasurer of Program Himpunan Organisasi Mahasiswa Eksklusif

- Implemented good financial management practices, ensuring transparency and accountability in budget allocation and expenditure.

Floor Manager of Faculty Dinner

- Executed a memorable and well-coordinated faculty dinner event, overseeing logistics, seating arrangements, and guest satisfaction.

Secretariat Student Representative 2022/2023

- Efficiently managed administrative tasks and communication channels, facilitating smooth coordination among various student bodies and university departments.

Secretary of Youth Edupreneurs Society Club 2022/2023

- Managed club communications and documentation, ensuring members were well-informed about upcoming activities and opportunities for professional development.

Exco Multimedia of Marketing Student Association Club 2021/2022

- Collaborated with cross-functional teams to integrate multimedia elements into marketing campaigns, effectively reaching target audiences and driving engagement.

WORK EXPERIENCE

August 2024 - Present

My Fimedia Network Technology Sdn. Bhd.
Marketing Admin

- Responsible for posting and arranging videos on social networking platform, TikTok Ads, ensuring timely and consistent content delivery to keep audiences engaged.
- Create compelling captions and descriptions that are specific to the audience and consistent with the brand voice to raise the impact of each post and boost engagement.

February 2024 - March 2024

Hayya Sofea HQ
Marketing Admin

- Maintained organized and up-to-date filing systems for supplier contracts, invoices, and other relevant documentation, ensuring easy access and compliance with record-keeping regulations.
- Established and maintained effective communication channels with suppliers, ensuring timely delivery of merchandise and accurate inventory management.

July 2023 - October 2023

Hayya Sofea HQ
Live Host

- Engaged and captivated audiences through live hosting on TikTok and Facebook platforms, leveraging dynamic presentation skills and charisma to foster viewer interaction and retention.
- Strategically promoted products or services during live broadcasts, driving sales and revenue generation to meet or exceed predetermined targets.

February 2023 - March 2023

Hayya Sofea HQ
Customer service

- Professionally handled incoming calls from customers, addressing inquiries, resolving issues, and providing accurate information promptly.
- Demonstrated exceptional communication skills to effectively respond to customer questions, concerns, and feedback, ensuring a positive and satisfactory experience.

PART 3: COMPANY PROFILE

3.1 Name, Location, Background



Figure 1: Skintific's Logo

The company is My Fimedia Network Technology Sdn Bhd or known as Skintific. Skintific is in the industry of Beauty and Health. Skintific tagline “We Repair Your Skin Barrier” shows that skincare will help people to get a good skin texture or beautiful skin. The simple logo is based with the blue color and white colour would catch-up the exclusive brand. Skintific originally from China in the year 2016. Skintific's rapid growth is largely tied to its thorough understanding and penetration of the Southeast Asian eCommerce sector. The brand appears to be from Indonesia, but it is actually owned by a Chinese corporation. The company has been committed to international expansion since its inception, establishing branches worldwide and using expert social media support for specific account management. Currently, Skitific has been widely marketed in Indonesia and Malaysia for three years already in the market. It is such a great way to enter Malaysia which is considered a very welcoming state. The company has been able to sustain in Malaysia as well as their reasonable prices with perceived high quality products.

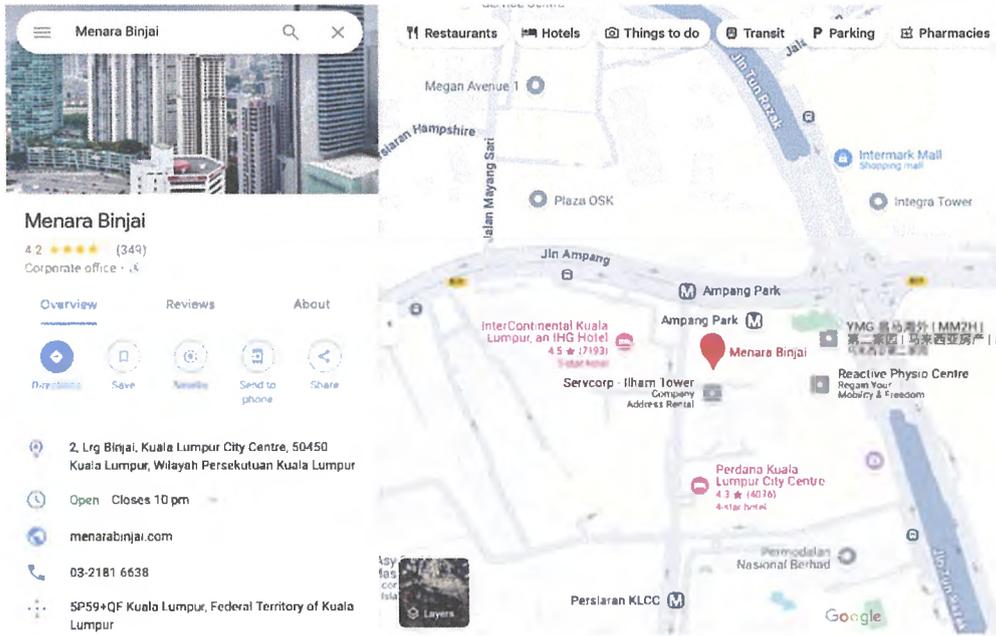


Figure 2: Office's Location



Figure 3: Location From House to Office



Figure 4: Menara Binjai's Building

Skintific is located at Menara Binjai which is a building of the 35-Storey Grade-A corporate office tower. The address is No 2, Jalan Binjai, 54050, Kuala Lumpur. The location is very good because it is in a town. Take for example, the office is very accessible to the public including public transports, stores and cafes or a short walking distance to the Kuala Lumpur City Centre (KLCC). It is very easy for me to come to work using RapidKL, Ampang Park which is about 15 minutes from my house which is located at Residensi RAH, Kampung Baru, Kuala Lumpur. Also, I can reach out to the stores to buy the stuff such as snacks or my personal medication. Not just that, having cafes nearby can easily be bought for my breakfast and lunch with their reasonable price. To be honest, I do love the location so much as it is very accessible as it is near to my house and near to the public accommodation.

As for the background of Skintific is a skincare product which is based in China or China beauty product. The existence of Skintific in China in 2016. Since the brand got known then the brand entered Indonesia in 2021. The existence of Skintific in Malaysia in 2022 to build a new favourite skincare brand since the quality of the brand reached the limit of over China and Indonesia. The revenue of the beauty and personal care industry in Malaysia reached

approximately 3.15 billion U.S. dollars in 2023, making it an attractive market for many well-known international beauty and skincare brands. Skintific provides a multiple range of the products. There are basic products including Cleanser, Toner, Moisturiser and Serum, advanced products including Symwhite 377 Anti Dark Spot, Acne products, Retinol and Peeling Solution and Cosmetics including Cushion, Foundation and Lip Serum.

3.2 Vision, Mission, Objective, Goal

3.2.1 Vision of Skintific
The vision for the beauty business is to be able to offer innovative goods that are accessible to everyone who wants to improve their skincare therapy with pure active ingredients, prudent formulation, and, of course, more modern technology.

3.2.2 Mission of Skintific
The mission is to revolutionise skincare by providing innovative solutions that address the roots of skin concerns, empowering individuals to achieve healthy and radiant skin.

3.2.3 The Objective of Skintific

- Skintific strives to develop new skincare solutions that address the needs of people with various skin types and concerns.
- The company has committed itself to putting customers first by recognising their skincare needs while offering practical, science-backed solutions.
- The company seeks to minimise its environmental impact by utilising eco-friendly packaging and environmentally friendly practices.
- The company values expanding its market internationally in order to broaden its products available to a larger audience worldwide.

3.2.4 The Goal of Skintific

- Skintific's goals include developing new and creative products each year to stay in tune in the skincare industry.
- The company hopes to establish itself as one of the world's leading skincare brands. Sustainability is also an absolute necessity, with desires to move nearly all of its packaging to recyclable forms.
- The company intends to improve customer loyalty by ensuring satisfaction and building lasting relations.
- The firm intends to grow into new markets and collaborate with professionals to teach millions about skincare and healthy skin practices.

3.3 Organisational Structure

Below is the organisational chart of My Fimedia Network Technology or Skintific. There are General Manager, Human Resources Department, Finance Department and Marketing Department and Operation Department.



Figure 5: Skintific’s Organizational Structure

These positions play a vital role in the company to make sure the company is run effectively. As for five months and twelve days being in the company, everything is going smoothly which means every position really takes their responsibilities seriously. Take for example, the Human Resource, Chew Pak Yong do fast respond whenever the staff ask for the leave with his concern.

3.4 Products



Figure 6: Products

Basic Products:

Skintific focus area is about products. The basic product is a primary ingredient which is to fulfill the purpose of skin need. There is no additional or enhanced ingredient. Skintific provides a variety of skincare such as the basic skincare and comes with the advanced skincare. Skintific's basic skincare range includes the core products that form the foundation of a daily routine, focusing on effective and gentle care.

As an example, Skintific 5X Ceramide is a combination of five different types of ceramides that work well together to supplant and preserve your skin's barrier by calming, reducing redness and irritation, profoundly moisturising, and enhancing skin texture. Starting with Skintific 5X Ceramide Low pH Cleanser which a gentle, pH-balanced face wash that helps maintain the skin's natural barrier, Skintific 5X Ceramide Soothing Toner which contains ceramides and hyaluronic acid to help soothe and hydrate the skin while balancing its pH after cleansing, Skintific MSH Niacinamide Brightening Moisture Gel includes niacinamide and ceramides, which help brighten the skin, retain moisture, and support the skin barrier and Skintific 5X Ceramide Serum.

Advanced Products:

However there is advanced skincare for attaining a clean skin, smooth skin and healthy skin. Advanced products refer to additional products which make skin enhance. Basically an advanced product to problematic skin and people who are looking for better looks. Advancement is targeting various skin concerns like acne, ageing, dryness, and brightening. As an example, Symwhite 377 Anti Dark Spot Serum is a vegan, cruelty-free serum that seeks to fade dark spots and improve skin texture. Retinol Skin Renewal Serum is focused on skin renewal with retinol, helping to reduce the appearance of fine lines. 2% Salicylic Acid Anti Acne Serum, on the other hand, is a serum that helps with acne, reduces pores, and brightens skin. Also with a Peeling Solution with 10% AHA, 1% AHA, 0.5% PHA and 0.5% LHA, skin feels softer and smoother after only 60 seconds of use. The result skin visibly looks brighter, pores look minimised, and blackheads are reduced.

Cosmetic Products:



Figure 7: Cosmetic

Also, Skintific produces a new product which is a makeup product. There are Foundation, Gold Cushion, Matte Cushion and Lip serum. The Skintific Foundation works to offer seamless coverage while soaking skincare perks. It is intended to cover up flaws, balance out skin tone, and feel light and breathable on the skin. The intention of the Gold Cushion is to deliver a beautiful, dewy finish. The gold-infused blend of cushions, which are well-known for their user-friendliness, is designed to give skin a radiant glow, thus being suited for those who like their complexion to appear natural and healthy. The Matte Cushion is intended for

people who want a velvety, shine-free feel yet have oily or mixed skin. Its medium-to-full coverage and ability to help reduce excess oil production make it perfect for longer-term use. The target of the makeup-skincare hybrid Lip Serum is to moisturise and nourish the lips while also imparting a touch of colour or gloss. It may offer hyaluronic acid, vitamin C, ceramides, and squalane, which help smooth, brighten, and evens out two-toned lips and smooths.

PART 4: TRAINING'S REFLECTION

I started my Industrial Training journey at My Fimedia Network Technology or Skintific on 12 August 2024 and ended on 24 January 2025. The duration of my training is five months and twelve days. The working days are on weekdays which is from Monday to Friday or considered as five days of working in a week. The time of working is nine hours, starting from 9:00 am until 6:00 pm with one hour of lunch break at 1 pm until 2 pm.

My first day was greeted by my charming supervisor, Miss Yap Ann Gie, having a simple orientation to get the how the company works. Starting by doing an office tour, handing over equipment and quick review over my roles at the company. I was assigned a role as Marketing Admin under a Marketing Department.

My responsibilities are clearly given by my supervisor which is responsible for video content management on social media accounts, TikTok, in the area of uploading, scheduling, caption writing, audience engagement and video performance analytics. The tasks given must ensure timely and consistent content uploads across social media channels, adhering to best practices for optimal posting times and frequency. All the tasks I have done must be recorded in the system named as Direct Message System (DMS) to track how many tasks I did per day which is considered as my KPI per month.

During the internship journey, I learned to be a perfectionist, competent person and detailed person. It is because handling video needs a higher patience since I need to make sure the video is perfectly good before posting on TikTok. Take for example, if there are any problems with the video, I need to take the video immediately for a better engagement. So, I need to be a dedicated staff member to make sure everything is in good order.

There are differences between being a student and a staff member as this is my first time working. Whenever I am a student, my side is needed to attend the class which is only scheduled for two hours per session, doing assessment and doing assignments which have a due date. While being a staff member, I need to spend almost a day in the office, doing tasks which need to be submitted daily and need to achieve KPI monthly. However, I managed to adapt to the new situation as I completed my internship well.

In addition, the best part of the company is providing some benefits. One of the benefits is that the company provides an allowance of RM1800.00, considered a huge amount for training students. Also, the company provides a monthly refreshment such as Chagee to make the staff happy after spending a lot of the month. Last but not least, the company provides samples for the products for the staff to try which the staff can make videos as affiliated on personal social media.

PART 5: SWOT ANALYSIS

The issue in the company which is related to SWOT Analysis is about the company's products, skincare and makeup. A company's products ought to be its primary priority because these have significant effects on how well the company is performing. The company's overall success largely depends on the sales volume and global reach of its products. There are two Strengths, Weaknesses, Opportunities and Threats about the company, Skintific.



Figure 8: SWOT Analysis

5.1 Strengths

A). Strong Brand Name

Skintific is from China which has been a beauty brand since 2016. In 2021, Skintific entered the Indonesian Market. In line with local reports, Chinese skincare items have dominated sales in Indonesia's e-commerce market. According to the Jakarta-based Institution of Development of Economics and Finance, Chinese brands exceeded popular local brands last year.

Then, Skintific entered the Malaysian market in 2022 which is still in high demand presently. The release of the product matched concerns rising consumer interest in skincare products that focus on skin barrier health, hydration, and skin issues like sensitivity and acne in Malaysia. Skintific's products being a first choice of every Malaysian which make Skintific can sustain in the market due to a very high quality. Take for example, the new launch on 13th October 2024 is Lip Serum that has sold about 10,000 in five days. It is clear that Skintific has a strong brand name and has the potential to grow its brand worldwide.

B). Wide Market Reach

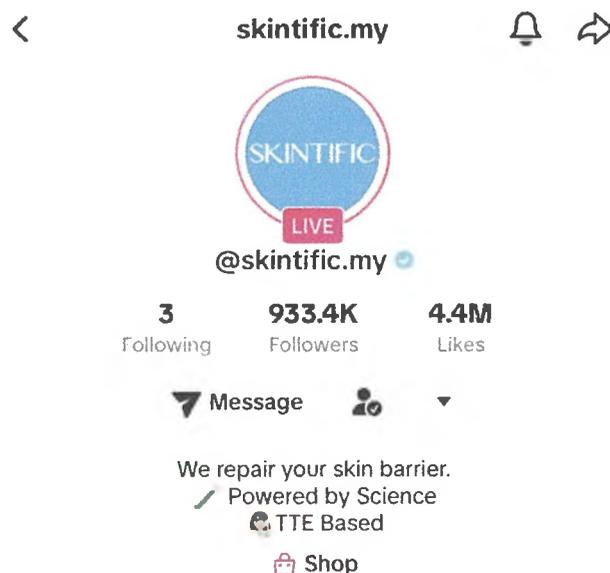


Figure 9: TikTok's account

Skintific widely reaches audiences around the world since it uses online platforms such as TikTok, Shopee and Influencers. These play a vital role to make sure that the brand spreads into everyone's platforms. As for TikTok, Skintific has 933,400 followers, uses user-generated content, challenges, and viral trends as chances to build awareness of the brand. Additionally, Skintific markets their products by performing live on TikTok and Shopee live streams to generate more orders. The audience can then buy the products straight from the showcase.

Further, collaborates with influencers on TikTok, including Dahlia, Leona, and Neelofa to market its products since they can influence the audiences to make purchase decisions. To be honest, I am the person who is influenced by the influencer to purchase the products. It is because their feedback is very trusted as well as I can see the changes on their skin after they use the products.

Also, having retail outlets such as Watson and Guardian are powerful. It is such a convenience placement since Watson and Guardian are famous drugstores in Malaysia. People who love buying physically will get the products directly through stores where they can see the products in detail. Also, if the users run out of stock, they can directly get it as soon as possible.

5.2 Weaknesses

A). No Loyalty Program

Skintific does not provide a loyalty program for the customers. Loyalty Program is a voucher card where the customers can get discounts over the products or can get benefits if they reach the maximum of purchases. Take for example, the loyalty card provides a stamp of 10 times of buying then the customers will get one free product. Other than that, customers can get 10% discounts for every purchase that reach RM50 of purchases.

It is such an important way to get a return or regular customer. Even though Skintific already has the return customers, if they provide loyalty cards, the purchases may be higher than before. To secure their customers, they need to provide it as much as the company can to

have a better brand performance. In fact, having a loyalty program can make customers glad to repeat the purchases.

B). Limitation of Website

A website is an indispensable tool to broaden customer reach and visibility online. Skintific has a website, Skintific.My to display all the products with details of description of every type of the products. Skintific provides a website not to sell the products just to show the audience know about the existence of the product. In fact, the website to sell the product is only in Indonesia.

To be honest, by not selling the product on the website burdening the audiences because they need to go to another platform which are TikTok or Shopee to purchase the products. Here, the interest of buyers will slow. In fact, the website allows Skintific to reach a wider audience than the company could reach through the marketing and advertising activities alone.

5.3 OPPORTUNITIES

A). Collaboration with Artist



Figure 10: Artists

Collaboration is defined as a partnership or working together, particularly on an intellectual endeavour, with others. Working together represents a dedication to having the potential to develop something that exceeds what might have been achieved on their own. Scha Al-Yahya, an artist with 6.5 million and Daiyan Trisha with 1.7 million Instagram followers, is collaborating with Skintific. These two artists Scha Al-Yahya and Daiyan Trisha started to work internationally, including in Milan and New York for a fashion frenzy.

Scha Al-Yahya and Daiyan Trisha have been the face of 5x Ceramide products. One of the videos posted on Skintific's TikTok account, Skintific.My, reached 3.8 millions of views. A lot of the comments express interest in the products. Collaborating with an artist is in fact a prudent choice considering that they can reach a broader audience. The reason for collaborating is because they have chances to encourage the large audience to purchase the product. In addition, people who do not know about the existence of the product will know because these artists have high chances of viewers which reach 500 thousands viewers per story. In fact, the audiences will purchase the product as soon as the review of the artists.

B). Change in Consumers Taste of Young Generations

In the era of globalisation, young generations are getting in love over skincare. The young ones are very fond of being as beautiful as possible, so, skincare products will be the thing that they need. As stated in demographics, the female segment contributes the most to the total market in terms of value in 2019 and is expected to grow at an annualised rate (CAGR) of 7.3% from 2021 to 2027 (Shankar Bhaldankar). Skintific is one of the brands that will catch the eyes of young ones due to a known one.

Skintific's brand sells all types of skin products. All of the products are suitable for everyone. It is because Skintific provides multiple choices of products. For example, basic skin products and sensitive skin products. So, they can choose the products which suit their skin. Having good skin makes them proud since they will be a confident person to face the real world. Also, beauty privilege is real because everyone is catching for something that is beautiful.

5.4 Threats

A). The Number of Competitors - The Originote and Glad2Glow



Figure 11: The Originote and Glad2Glow

Competitors serve as significant challenges to any businesses. Indeed, Skintific is facing strong competitors when it originally launches in Malaysia in 2021. Malaysia's skincare market was assessed about \$485.1 million in 2021. The market is estimated to increase at an average annual rate of over 4 percent during the forecast period. The Originote and Glad2Glow are the most well-known competitors. These two companies are selling the same products with Skintific. Consider the following, each brand offers basic skincare products such as toner, serum, cleanser, and moisturiser, as well as cosmetics, which includes cushions.

The competitors are very significant to take seriously over the company because the company sells the different prices, different qualities and different appearances. The audiences may offer a try to various things that attract their interest. They seek to compare the high-quality product with the affordable one and try the one with the attractive packaging. As a result, Skintific will either acquire or lose return customers. For the company to keep staying viable in the market, the products' quality must be updated or maintained.

Besides, there are other competitors such as Cosrx, The Originote and Axis-Y. These three provide very similar products in terms of bundle selling, and packaging. This makes the audiences confused which one they need to buy since they are quite the same.

B). Fake Brand

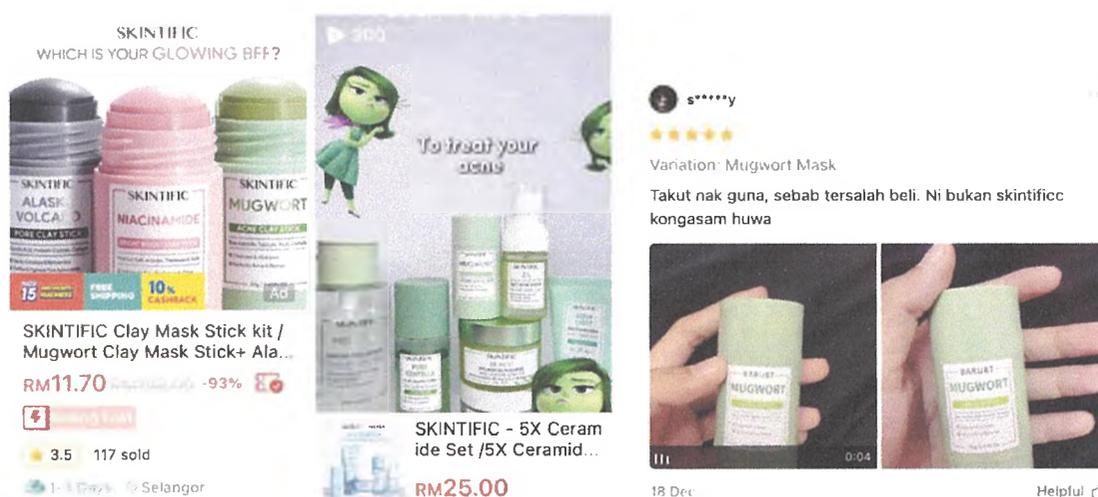


Figure 12: Fake brand

Malaysia is facing an increase in fake products. This occurs when products become widely known and get a lot of attention from the public. We are determined to put down action against individuals selling counterfeit products, as Malaysia currently ranks third in Asia for the sale of counterfeit goods. This harmed the country's reputation (Azman). Since Skintific gained popularity in Malaysia, the public are starting to know the existence of fake products. Like the fake Brightening Claysticks that have become widespread on Tiktok, with similar packaging, colours, and designs. The fake product is in fact being offered for a lower price than the original one. This implies that the public will spend money on the fake one since they assume it to be exactly the original one.

However, the quality of the fake one is not the same as the original one. As a result, it might negatively impact the company's reputation since the user will complain about the quality, which is in reality fake. Thus, the company has to be aware of the surge in fake products in order buyers are aware of it before they make a purchase.

PART 6: DISCUSSIONS AND RECOMMENDATIONS

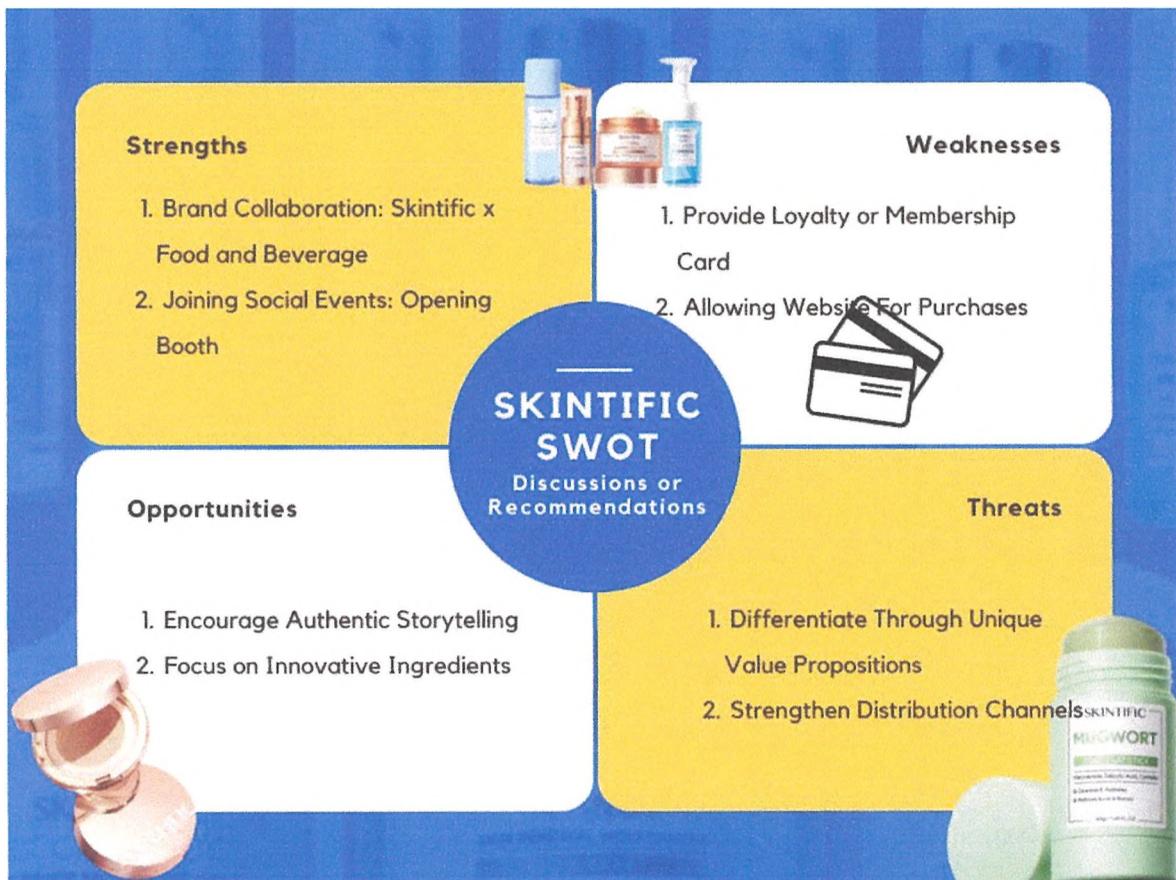


Figure 13: SWOT Discussions and Recommendations

6. 1 Strengths

A). Brand Collaboration: Skintific x Food and Beverage

Brand collaboration is one of the successful marketing strategies. This marketing strategy is very helpful since people are going to be excited over different things. As for suggestions, Skintific can collaborate with food and beverage companies such as “Skintific X Tealive” or “Skintific X Texas”. According to the other collaboration, there is lots of attention towards the products, everyone is delighted to purchase that collaboration.

It is suggested to collaborate to choose food and beverage because it is something unique that everyone will be curious about. Take for example, if you buy Milk Tea you will get Cleanser, with the tagline “You will have a smooth skin if you drink the Milk Tea”. We trust

that Skintific's collaboration will get a huge amount of attention from audiences because we know that people are looking for something new to try which will go viral. Furthermore, Skintific is a known skincare brand, so there is no reason for why it should not sell out. The collaboration will get greater sales from both firms, Skintific and brands that have collaborated.

B). Joining Social Events: Opening Booth

The social event is participated by public people, everyone over Malaysia can join the event for free. Opening booths in public events such as Lenggang Kebaya 2024 by Locco, Rapid KL 2024 or Pasar Gadis 2024. The event is likely to take place during the weekend, which is an occasion of choice for many people because everyone is off from classes, working and matters.

Even though Skintific is already known by many people, opening a booth can help the brand gain credibility over Malaysia because not everyone is exposed to skincare due to factors of age or interest. So, opening a booth can help them to assist what the Skintific brand actually is. To be fact, whenever in events, they will know the brand in detail as they see, they hold and they get to try the products. Here, they would fall in love, adding new users and the market would expand. In addition, throughout the event, Skintific can collect and gather the feedback of the products as to how far the products affect the users.

6.2 Weaknesses

A). Provide Loyalty or Membership Card

Having a loyalty or membership card is actually an effort to have return customers. This kind of card is able to help the company sustain in the market since it has their own benefit. The benefits such as providing a discount of 10% if spent over RM150, free items if spent RM1000 and above and collecting coins to get items for free.

As a known brand, Skintific must provide a loyalty or membership card for their customers as match with the brand known. Customers will be pleased to have the card as this card will get them a discount, freebies and lots of benefits having this card. Skintific will consequently

continuously have loyal or repeat consumers. In addition, Skintific can provide greeting cards, birthday cards or any wish cards. This is to make customers feel excited to purchase or even purchase to their loved one. In actuality, Skintific will make more money the more customers it has.

B). Upgrading Website For Purchases

Websites have become essential for businesses as the world has become increasingly digitised. Having a website for purchasing products is a good way as it is a modern transaction which is easy, fast and accessible.

Skintific must allow websites to make transactions to get the best purchases ever. Selling products on a website is a very good way since it provides the details about the products such as the ingredients, the packaging and the usage of the products. So, the customers will get very clear information about the products. Without wasting customer's time, they can directly make a payment since everything is clearly mentioned on the website.

6.3 Opportunities

A). Encourage Authentic Storytelling: Review or Testimony

Using artists for reviewing Skintific's product is very beneficial. Artists review the products by encouraging authentic storytelling on their own social media about the products. Take for example, the artists, Scha Al-Yahya and Daiyan Trisha can share to the viewers the journey of using Skintific.

The "before and after" using the products has a big impact since that is what the viewers require. The artists can share that, after using the Ceramide Moisturiser for one week, the skin is smoother and brightens. Also, the artists can share the others testimonies of using the products to gain more trust from the viewers. Providing photos of effectiveness using the products makes viewers trust them. In fact, we use artists because we know they give a big influence to the public.

B). Focus on Innovative Ingredients

As stated by Yale Medicine, acne, one of the most common skin problems, peaks during adolescence and early adulthood, affecting around 85% of those aged 12 to 24. Exosomes are certainly among the most popular beauty trends to pay attention to. Exosomes, or little message molecules, allow cells in your body to interact, says Mona Gohara, MD, a dermatologist with board certification and clinical instructor of dermatologist at Yale School of Medicine. It can help lighten hyperpigmentation in softened wrinkles, and increase firmness while simultaneously assisting with repair of the skin.

According to Beauty News, Astaxanthin is another popular marine-based ingredient for 2024. This reddish-orange active ingredient is derived from the xanthophyll group of carotenoids and occurs naturally in several marine species, giving them their pink colour. Astaxanthin, which has stronger antioxidant activity than vitamin C, slows skin ageing and reduces pigmentation, wrinkling formation, and collagen breakdown. So, innovative substances serve as vital for resolving the skin problems that arise in younger generations.

6.4 Threats

A). Differentiate Through Unique Value Propositions

The Originote and Glad2Glow are the top competitors of Skintific in terms of the basic products and the advanced products, packages are the same in the way promoted such as basic products consist of four products. Then, differentiating through a unique value proposition which is a company's value proposition outlines to a customer why a product or service is the best choice for themselves.

Take for example, Skintific can put QR codes on packaging that lead to tutorials, product benefits, or personalised skincare tips which customers can simply refer directly over the packaging. Also, allow customers to add their names or messages on the packaging which creates an aesthetically appealing product seeing as we possess presentable stuff. Clearly, the customers can easily recognize which one is beneficial to have.

B). Strengthen Distribution Channels

It is a good thing to have a lot of distribution channels to market the products including Instagram, TikTok, Facebook, Shopee and Lazada. As for Skintific's, the company markets the products on every social media to get huge impressions but it proves to be a terrible thing when dealing with fake products.

Then, Skintific needs to take a serious action by strengthening the distribution channels such as on Tiktok and Shopee using company main accounts which are Skintific.My, Skintific My Store and Skintific Malaysia. This issue needs to be announced to the public to purchase on these three accounts only, other than that, it is considered as fake products. If customers are still buying instead, the company will not be responsible for the products. So, it is a good move to have a good performance for the company.

In addition, the trusted products also sell in offline stores such as Watson, Guardian, and Caring Pharmacy. These three companies already signed in to collaborate with Skintific. It is an easy buy for customers who love to buy physically.

PART 7: CONCLUSION

In conclusion, My Fimedia Network Technology Sdn. Bhd. or known as Skintific is a very known company as it entered three worlds already which is China, Indonesia and Malaysia. Skintific is committed to transforming the skincare industry by offering innovative and effective products that cater to a variety of skin needs. The brand's vision is to help people feel confident and comfortable in their own skin by providing solutions that truly work. Through its dedication to science and innovation, Skintific sets itself apart as a brand that customers can trust.

By focusing on sustainability, customer satisfaction, and global expansion, Skintific is building a foundation for long-term success. The brand's efforts to reduce environmental impact and educate customers about skincare highlight its commitment to making a positive difference. These initiatives not only improve the lives of its customers but also contribute to a healthier planet

Overall, my internship at Skintific has been a transformative journey, equipping me with valuable skills and insights into the world of digital marketing. The experience has strengthened my confidence and prepared me for future challenges in my career, leaving me with a deep appreciation for the role of hard work and innovation in building a successful brand.

PART 8: REFERENCES

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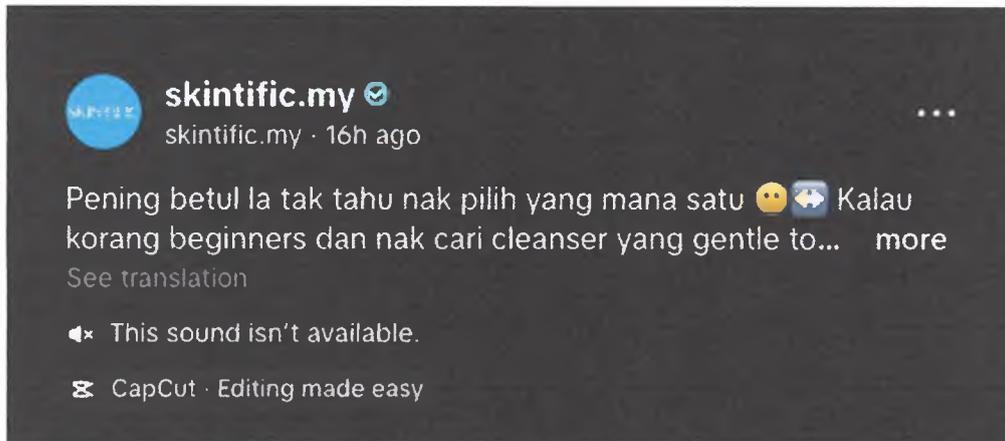
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4. Example of copy writing



5. Company annual's dinner



6. Marketing admin's team



7. Celebrating No.1 brand in Malaysia



8. Monthly refreshment for department



9. Workstation and facilities provided



10. Teamwork-Marketing Admin



11. Firedrill activity



12. My supervisor

