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UNIVERSITI
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MARA

FACULTY OF BUSINESS AND MANAGEMENT BACHELOR OF BUSINESS MANAGEMENT
ADMINISTRATION (HONS) MARKETING (BA240)



INDUSTRIAL TRAINING REPORT AT EZYDURIAN SOLUTION SDN BHD

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Tajuk Laporan	SWOT ANALYSIS OF EYZDURIAN	Nama Syarikat	EYZDURIAN SOLUTION

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EXECUTIVE SUMMARY

My six-month internship at EzyDurian Solution Sdn Bhd has been an invaluable experience that provided me with practical insights into the professional world, helping me transition into adulthood. This was done in the office located at Jalan 3, 69, Seksyen 3, 43650 Bandar Baru Bangi, Selangor, starting from August 12, 2024, and continued until January 24, 2025. Being my first exposure in a working environment within the marketing industry, I had a lot to take home despite being new to employment. The experience, knowledge, and skills obtained through the course of the internship were useful in looking for a job immediately after graduation.

I was allocated to the Marketing department where I could enhance my marketing skills and learn different strategies and tactics in marketing used in the industry. During my stay in EzyDurian, I was exposed to various aspects of marketing and guided by a very supportive supervisor and friendly co-workers. Their expertise and willingness to share knowledge greatly enriched my learning. I am grateful for the opportunity and would highly recommend EzyDurian Solution Sdn Bhd to other undergraduates when seeking an internship.

This report is divided into six major parts. The report is starting with the introduction of Student Profile which contains the student's latest resume. Next, is followed by the company's profile which includes a short briefing about the company, organizational structure, corporate vision, mission, objective, and goals of the company and the product and services offered by AiHealth Malaysia Sdn.Bhd. Moreover, the report will be focusing on student training's reflection which includes the details of the activities, benefits gained, and knowledge. In addition, the crucial part in this report is SWOT analysis and it will be followed by the recommendations and discussion based on the listed analysis. In the last part, a conclusion is summarized from the analysis of the entire study

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ACKNOWLEDGEMENT

First of all, I would like to thank Allah SWT for guiding and blessing me through the process; I was able to finish this report even though it has been really a long struggle to finish this report because I had to work and also take on this report simultaneously. This report is for the subject of Internship (MGT666), which is the final evaluation requirement to end my journey toward this bachelor's degree.

This report has helped me gain tons of knowledge since I must analyze the company based on SWOT Analysis. Moreover, in this industrial training, it helped me to prepare to face the working force and even the slightest meaning of adulthood. I would also like to take this opportunity to express my heartfelt appreciation and gratitude to my advisor Madam Aemillyawaty binti Abas, because from her, I have received guidance which could help me through the difficulty and responsibilities of preparing and completing the report.

I am also very much indebted to my supervisor, Mr Joewithly Johnny, for this opportunity and believing in me to be involved as a Marketing Intern in the company. Also, during the completion of this industrial training, a few individuals provided cooperation. Hence, I would also like to take this opportunity to thank Mr Hady Ali and Ms Aimi for their priceless assistance and advice during my internship.

My colleagues were ready to introduce themselves since the very first day of work and make me feel comfortable, share their expertise and knowledge, and were very patient to answer all my questions and help me better understand the company and the industry. I feel so happy to get this chance to work with such a dedicated and professional team.

PART 2: STUDENT PROFILE RESUME



SHAKIR ZUFAYRI

MARKETING STUDENT

About Me

An independent and self-motivated student that looking for a marketing internship . I'm used working under pressure and eager to secure roles that require use of skills acquired during my studies and past career.

LANGUAGE

- Malay ★★★★★
- English ★★★★★
- Mandarin ★★★★★

SKILLS

- Computer skills (Microsoft Office)
- Problem Solving
- Multitasking
- Verbal & Written communication
- Critical Thinking
- Leadership

EDUCATION

March 2024 - Present

Universiti Teknologi Mara (UiTM) Kampus Bandaraya Melaka

- Degree in Marketing Studies
- CGPA : 2.96

2019 - 2021

Melaka International College of Science And Technology

- Diploma In Business Studies
- CGPA : 2.93

2022

Malaysia University English Test (Muet)

- Band 3.0

2017

Sekolah kebangsaan Cyberjaya

- Sijil Pelajaran Malaysia (SPM)
- 1B+ 5 C+ 1D 1E

WORK EXPERIENCES

Econsave Kipmall Kotta Warisan

Store Clerk

2018

REFERENCES

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- Pensyarah Akademik Marketing

Figure 1: Latest Resume

PART 3: COMPANY PROFILE

COMPANY BACKGROUND



Figure 2: Ezydurian Solution Sdn Bhd

Ezy Durian Solution Bhd was set up in early 2017 under the brand name Ezy Home. From its humble beginning, Ezy Durian has grown slowly but surely to secure a place in the hearts of Malaysians who love durians.

With the vision to deliver quality durians at reasonable prices, Ezy Durian was founded by Mr. Khairul Anuar Mohamadiah. His goal was to make it easy for the busy person, with no time to buy their favorite fruit but wanted to eat it in the comfort of their home, too. So, with the birth of the website called Ezy Durian, customers could now place online orders, and durians will be delivered into their doorsteps. The whole experience is bound to be absolutely hassle-free.

As the company expanded, Ezy Durian grew its operations across Malaysia by opening several branches in strategic locations to serve more customers. To date, Ezy Durian has expanded to 7 branches across Malaysia in Batu Caves, Putrajaya, Bangi, Ampang, Cyberjaya, Klang, Cheras, and EzyCafe Bangi to ensure high-quality durians are easily accessible to durian lovers nationwide.

Apart from the delivery of durians, Ezy Durian launched another venture called Ezy Cafe, a specially introduced venue where customers could indulge in all types of foodstuffs and drinks, including cendol and pulut, part of its special menu. EzyCafe offers comfort and an eco-friendly atmosphere, making it popular for people to enjoy durian in various ways. EzyCafe has become a go-to destination for durian enthusiasts wanting to taste durian in another and different way, further rooting the brand presence in the customers' hearts.

Thus, with a steadfast pledge to quality and customer satisfaction, Ezy Durian continued to grow and innovate the durian experience with which customers could enjoy premium durians with unparalleled convenience. As led by Mr. Khairul Anuar Mohamadiah, Ezy Durian is not only changing the game regarding durian experiences but also making it more accessible throughout all segments of society within Malaysia.

MISSION & VISION

2.3 Vision and Mission

Vision:

- Served the best fresh premium durian in Malaysia with high quality with the lowest prices and affordable to buy.

Mission:

- To be a profitable high qualities fresh durian, and to deliver value to our customers and create a company that can attract, recruit and retain smart and talented employees in the marketing.

Figure 3: Vision & Mission

TRADEMARK

Trademark

'Trusted seller'

Figure 4: Trademark

ORGANIZATIONAL STRUCTURE

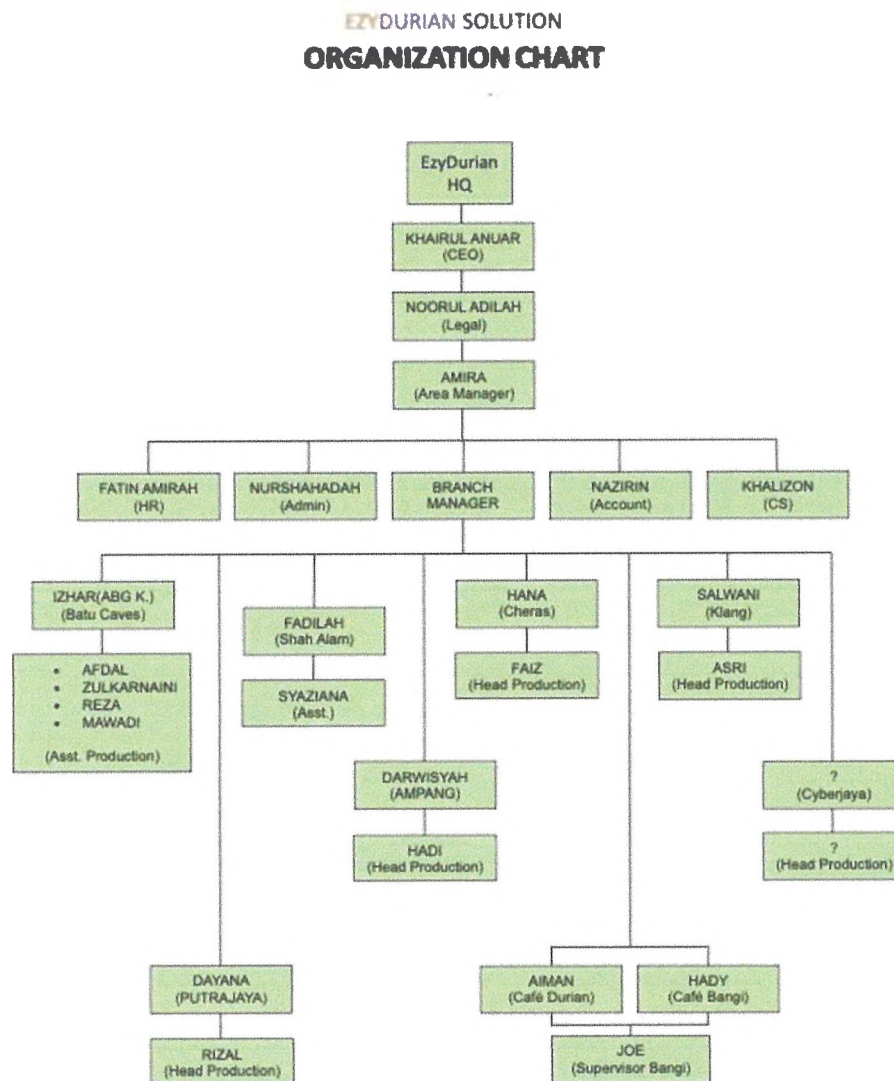


Figure 5: Organization Chart

PRODUCT

Ezy Durian proudly offers an assortment of the finest durians from across the nation. Each and every variety at Ezy Durian comes from selected farms that grow high-quality durians, while guaranteeing freshness, quality, and flavor in all their offerings. These include the popular Musang King, Tekka, Blackthorn, Udang Merah, Dato Nina, and Kampung Kahwin. These all have their unique flavor and characteristics, setting them apart to be loved by durian lovers.

MUSANG KING (RAUB, PAHANG)

The most famous and highly sought-after variety in Malaysia and the world over is probably the Musang King, better known as Mao Shan Wang. Grown in Raub, Pahang-a region gifted with fertile soil and ideal climatic conditions. Musang King durians have rich, creamy flesh with a bittersweet flavor profile. Musang King has a smooth and velvety texture, with the deep yellow color adding to its visual appeal. Sweetness with a high degree of bland, savory bitterness forms the perfect combination that gives the lovers of durian an unforgettable taste experience. The strong and distinctive aroma constitutes another key characteristic of this variety. Originating from the village of Raub in Pahang, Musang King is perfect for those customers who like to have a complex flavor profile comprising creamy richness and aromatic intensity.

TEKKA (RAUB, PAHANG)

The Tekka durian from Raub, Pahang, often appeals with a smooth, custard-like feel and rich taste. The thick flesh of Tekka durian is soft and creamy to such an extent that one can easily scoop it. The taste is a little sweeter compared to the others, where a delicate sweetness and slight bitter taste will definitely make them pleasing to any durian enthusiast. The smell of Tekka is strong but not overwhelming, and it is for this reason that the customers can be in its distinctive fragrance without choking. The flavor is complex and hence makes a very good variety for those who prefer their durian less intense than the Musang King but full of flavor.

BLACKTHORN (SG TANGKAS, JOHOR & RAUB, PAHANG)

Blackthorn durians, on the other hand, were among the rarest and high-end varieties of durians that emerged from two superior durian-growing regions: Sg Tangkas in Johor and Raub in Pahang. With thick, golden yellow flesh, durian Blackthorn is both rich and creamy in texture, sweet and subtly bitter with a deep and complex flavor unique to this cultivar. The aroma is strong and powerful, appealing to durian lovers who like the bold and aromatic taste. Blackthorn durians are ideal for those who wish to indulge in a luxurious, creamy durian that offers an enjoyable balance of flavors.

UDANG MERAH (SG TANGKAS, JOHOR)

The Udang Merah durian is grown in Sg Tangkas, Johor, an area fast gaining reputé for its durian orchards. This variety also boasts creamy and sweet flesh but with a streak of savory, giving it this special flavor. Udang Merah is just a little more firm compared with the Musang King but gives a rich smooth texture nonetheless to make it enjoyable. This is sweeter compared with most of the other durian varieties and possesses only just enough bitterness to balance it. It's fragrant but not pungent; thus, a good choice if one wants something aromatic yet easy.. It will suit well for any person who is looking for something a bit sweeter durian without compromising its quality or taste.

DATO NINA (RAUB, PAHANG)

Coming from Raub in the state of Pahang, Dato Nina is another pride of the durian varieties here that is well known to have sweet and creamy flesh. Dato Nina durians have a smooth and buttery texture that is gratifying to the mouth. Flavor-wise, this durian is relatively sweet, yet with a little bitterness that can add depth to its character. Dato Nina has rich, thick flesh-a perfect variety for those who enjoy a softer and creamier durian. It is also highly prized for its nice and inviting fragrance, which is not too strong, so the customers can slowly appreciate the flavor at their own pace.

KAMPUNG KAHWIN (BATU KURAU, PERAK)

The Kampung Kahwin durian from Batu Kurau, Perak, is a traditional variety of durian that has gained popularity among durian enthusiasts who prefer a more authentic and nostalgic flavor. Kampung Kahwin durians are softer in texture and sweeter, less bitter than other durians. The flesh is rich and custardy, which makes it easy to scoop into your mouth. The aroma is mild and nice, appealing for those who may find the stronger aromas of other varieties too intense. Kampung Kahwin is highly recommended for customers who like a well-balanced, smooth, and sweet durian with a slightly lighter fragrance.

SERVICE

In today's fast-paced world, convenience is everything when it comes to customer satisfaction; Ezy Durian understands the importance of an easy, accessible approach toward service for its customers. For them to enjoy their favorite fruits in the convenience of their own homes, Ezy Durian has introduced a very reliable online delivery service through the trusted online payment platform Onpay, integrated with Lalamove for swift and timely deliveries. This service is in pursuit of convenience, quality, and accessibility for durian lovers in various regions.

EASE IN EVERY ORDER

The ordering system at Ezy Durian is pretty easy to use; customers like the idea of sitting in their living rooms and flipping through various different varieties of premium durians, then ordering them from there. The customer was able to select, from this online store, the following varieties with ease through the menus on the store's website: Musang King, D24/XO, Blackthorn, Udang Merah, or anything else; all these were well documented on the website, replete with product descriptions, product images, the prices of the said products, and lots more.

Ordering durians online saves customers the trouble of making their way to an outlet, which can be very far away from where they reside, especially for Ezy Durian outlets. It is also suitable for those who have an affinity for online shopping. The flexibility makes it a favorite among busy professionals and families who want to indulge in premium-quality durians without leaving the comfort of their homes.

PAYMENT VIA ONPAY SECURELY AND CONVENIENTLY

Ezy Durian's integration with Onpay ensures that customers enjoy secure and hassle-free payment transactions. Onpay is a secure and reliable payment platform that offers a variety of payment options, including credit/debit cards, e-wallets, and online banking. Consequently, customers can have their orders processed without much hustle, knowing their financial information is safe and their payments are processed in record time.

With Onpay, in turn, this ensures seamless smoothness in customer experience, right from the time the order was placed to the time of delivery of durians. Since Ezy Durian provides many modes of payment, it allows accessibility to different kinds of payment preferences.

EFFICIENT DELIVERY THROUGH LALAMOVE

Lalamove shall undertake the duty of delivering such orders to customers upon ordering and verification of the payments made, with Lalamove being a leading logistics and delivery service company. With Lalamove, there is a guarantee of fast and efficient delivery that gets the order in on time and in very good shape, hence enabling Ezy Durian to offer speedy delivery among fresh, frozen, and tempoyak durians, among other durian-related products.

By tapping into Lalamove's delivery network, Ezy Durian will ensure orders are delivered fresh in the shortest time possible for customers to enjoy quality durians and have a reliable delivery experience. Whether it be for special occasions, family gatherings, or just to indulge in, the delivery service ensures that the durians arrive fresh and ready to enjoy.

QUALITY AND FRESHNESS GUARANTEED

Freshness and quality of delivery have always been one of the foremost concerns when ordering perishable items online, such as durians. Ezy Durian emphasizes the greatest care in maintaining quality standards down to the details, including how fresh the durians will be during delivery.

Coupled with the effective delivery service by Lalamove, Ezy Durian ensures that durians reach its customers in the best condition. With the company's strict handling procedures-from the selection of premium durians to the packaging procedure-the company makes sure each and every durian reaches the destination in optimum state. Whether fresh, frozen, or tempoyak, customers will always get the same quality and freshness associated with the name Ezy Durian.



Figure 6: Onpay Ezy Durian

PART 4: TRAINING REFLECTION

From 12 August 2024 to 24 January 2025, my industrial training was placed in the Marketing Department in Ezydurian and Floor Management in Ezycycafe. The experience has given me a fairly good idea of the professional world and helped in developing both technical as well as interpersonal skills.

ROLES, RESPONSIBILITIES, AND ASSIGNMENTS

During my internship, I was given the great opportunity to involve myself in various roles and tasks that enriched not only my experience but also strengthened my personal and professional growth. Every task I undertook was not just an ordinary duty; it provided me with valuable lessons that have shaped who I am today. The tasks I performed include:

CREATING STORE OPENING POSTS ON FACEBOOK



Figure 7: Creating Store Opening Posts on Facebook

This was a responsibility wherein, in addition to writing content, I also had to strategize on how to craft messages that would resonate with the customers. I learned how to tell a story in an impactful way that fostered a closer relationship between the store and its customers, sparking curiosity and interest for them to visit the store.

CREATION OF HARD SELL AND SOFT SELL POSTS ON FACEBOOK



Figure 8: Creation of Hard Sell and Soft Sell Posts on Facebook

This project taught me how to adapt my approach to communicate with the audience. I learned through this how to market products without being pushy yet effective. I also learned how to give value to customers while maintaining sales. Each word I wrote had a deeper meaning, and I started to realize how important each piece of communication truly is.

HOLDING LIVE SESSIONS FROM THE FARM WHEN THE DURIANS ARRIVE VIA FACEBOOK.



Figure10: Holding live sessions from the farm when the durians arrive via Facebook.

This experience opened my eyes to how technology can connect us with customers in real-time. I could feel the power of moments in real time to build trust and transparency with customers. To see their reactions and listen to their feedback during the live session was immense satisfaction, knowing that we were building a relationship that went beyond just business transactions.

WHATSAPP COMMUNITY POSTING



Figure 11: WhatsApp Community Posting

I helped in the delivery of updates and engagement with customers to know the current prices and fruits available within the store. In this way, customers could make purchases from this WhatsApp community and were thus kept updated on the latest news for ease in shopping.

BEING PART OF THE SALES TEAM AND CARRYING OUT DAILY SALES UPDATES

I was responsible for the sales achievement for every day and year at the Ezy Durian branches. This assignment taught me the importance of regular monitoring of sales and how to analyze sales results in order to improve the performance of the company.

CAMERAMAN AT EZYCAFE



Figure 12: Cameraman at EzyCafe

I learned not only to take pictures and videos but also to see the world from another perspective. Every angle I captured, every moment I froze in time, gave me the opportunity to tell a story through visuals. I felt great satisfaction when I saw my work used for showing the beauty and uniqueness of the place to customers. And I realized that photography is not just recording; it's all about bringing emotions and experiences alive.

EVENT SETUP PREPARATION AT EZYCAFE



Figure13: Event Setup Preparation at EzyCafe

I was mandated to make plans and bring together an arrangement suitable for events which would bring people together for an enjoyable experience. With every plan in place, this brought me closer to the goal in creating beautiful memories for every guest. This satisfaction felt when the event flowed smoothly, the customers smiled with satisfaction, was just hard to describe.

WAITER IN EZYCAFE

Direct interaction with customers, providing excellent service to the clients. Waiter-developing in deeper ways the need for understanding and trying to meet customers' wants, how every ordered dish was correct and timely, including even learning to deal with tricky situations in the restaurant, and letting each customer feel they are of value.

CASHIER AT EZYCAFE

As a cashier, my role was to ensure customers' payments were processed efficiently and effectively. Besides smooth transactions, I also learned the importance of keeping proper financial records and ensuring that every payment was processed with care. I was also tasked with ensuring that customers received the correct receipts and informing them of any ongoing promotions or offers.

CONDUCTING STOCK COUNT

I was entrusted with a number of things: doing regular stock counts. The thing it taught me was how important the accuracy of inventories is in making good procedures, preventing wastages and stock shortage. I had to analyze data and create accurate reports on inventory so that operational areas were running in the right place.

AS A DURIAN SORTER AND OPENER

One interesting thing I encountered was where I was also in charge of durian sorting and opening. The task entailed laying out properly and sorting the durians received according to quality and type for easy choosing and buying of the desired type of durians by customers. I also joined in the opening of the durians so that every customer could get fresh and high-quality ones. In the process, I learnt how to open durians properly in order for the fruit to be enjoyed to the fullest without damaging the flesh. This job also gave me experience in handling products with care for them to be presented in the best possible way and to provide satisfying service to customers.

CLEANING OF THE STORE AND MAKING IT MORE ATTRACTIVE

One of my responsibilities included keeping the store neat and organized at all times. The work was not just about mere cleaning, but also thinking creatively about the way the store should look to make it more attractive and appealing for consumers. I learned how the arrangement of shelves and products can influence the customer experience, enhancing their comfort while shopping. I ensured that all promotional materials and signage were well-displayed to make it easy for customers to get the information they needed. By keeping the store clean and pleasant, I was able to provide a setting where customers would want to linger and enjoy themselves while shopping.

PART 5: SWOT ANALYSIS

<h3>Strenght</h3> <ul style="list-style-type: none">• Order durian online using Onpay which is using a Lalamove for delivery(Khan et al., 2020).• Offering top-quality, fresh durians if durian damage we will change it immediately(Tan & Chia, 2021).• Strong brand recognition within the durian loving community(Chong, 2020).	<h3>Weakness</h3> <ul style="list-style-type: none">• Limited Audience(Chong & Lee, 2020).• Rainy season(Tan & Chia, 2021).
<h3>Opportunity</h3> <ul style="list-style-type: none">• Expansion into New Markets(Harsono, 2021).• Partnerships with Other Food Brands like Tempoyak Stall.	<h3>Threats</h3> <ul style="list-style-type: none">• Larger companies or local suppliers could enter the durian marketInternational Trade Centre. (2020).• Seasonality of Durian(Lee, 2018).

STRENGTHS

While it grew into one of the biggest in the industry of durian, it gained the trust and loyalty of the people in Malaysia who love durians. Because the company has established a foothold within the competitive food industry with its unique business model, strong brand recognition, and commitment to top-quality products. It therefore expects that Ezy Durian would continue to make good inroads in establishing its brand dominance as a prime purveyor of durian across Malaysia and internationally by leveraging on emerging strengths and better opportunities created (Khan et al., 2020).

EASE OF ONLINE ORDER VIA ONPAY AND LALAMOVE

Convenience in ordering durians online is one of the major strengths that Ezy Durian has achieved so far. Ezy Durian, in cooperation with OnPay-a safe and secure payment gateway-is trying to make it as easy as possible for its customers to shop from the comfort of their homes for a box of their favorite durians. This is done with the integration of OnPay, ensuring ease of online ordering (Khan et al., 2020).

Ezy Durian also partners with the famous delivery service, Lalamove, for fast and efficient delivery. Lalamove provides effective logistics in enabling Ezy Durian to deliver fresh durians right at the doorstep; hence, no hassle on the side of the customers in buying the fruit (Khan et al., 2020). Such services are most helpful for a customer who may either be too busy or without means of personally visiting a store.

QUALITY FRESH DURIANS: COMMITMENT PARAMOUNT

In simple words, Ezy Durian operates on the premise of a commitment to quality and fresh durians to the customer. Ezy Durian sources durians from reliable suppliers that can assure it of quality and freshness, so only superior and tasty fruits reach every customer. Indeed, it is product excellence that remains a vital strength for customer loyalty to be commanded by this company (Tan & Chia, 2021).

This also means ensuring that every delivered durian is in perfect shape. If one were to reach the customer with some defect, it would be exchanged without much fuss, according to their quick and easy replacement policy, as Tan & Chia (2021) mention. By this, they have earned customer trust for high-quality and reliable durians and satisfaction.

STRONG BRAND RECOGNITION WITHIN THE DURIAN-LOVING COMMUNITY

Another obvious strength of Ezy Durian is its strong brand recognition within the durian-loving community. Over the years, the company has built a strong portfolio of products, provided excellent customer service, and made online shopping easy, leading to a large and loyal customer base. This has resulted in positive word-of-mouth marketing and customer reviews, which further boost the company's brand recognition (Chong, 2020).

Ezy Durian actively engages with its audience through social media platforms like Facebook and Instagram, where it educates consumers on the various varieties of durians. The company has created an engaging community through interactive content and promotional offers (Chong, 2020). Such strategies have helped the brand become a household name among durian enthusiasts, fostering trust and loyalty, which are crucial for long-term business success.

WEAKNESSES

While Ezy Durian has had huge success in Malaysia, there would appear to be a number of weaknesses that stand in the way of further advances in sales or even penetration for the company moving forward. The challenges affecting the business focus on a still somewhat captive group and durians when the rainy seasons come. Both factors create particular issues with regard to Ezy Durian's maintaining a growing customer network and developing a constant level of its products' distribution throughout the year. Overcoming such weaknesses will be critical to making it sustainable in the long run (Lim et al., 2019).

LIMITED AUDIENCE

Ezy Durian is mainly aimed at a very specified customer target market. Consumption of durian is also greatly confined to a niche market that comprises durian lovers and those who have since acquired it through developed taste for its strong smell, taste, and texture. Due to its distinct characteristics, most consumers either love or dislike durian. This, therefore, is an acquired taste for many people (Tan et al., 2020). The latter relatively closes off the consumer base that Ezy Durian can reach, as the general population has yet to widely accept durian.

This focus on a niche market creates barriers to scaling up the business and expanding beyond its loyal durian-loving community (Rashid & Salim, 2021). The company's premium pricing strategy further narrows its target market, appealing primarily to higher-income, quality-conscious consumers. While these customers are willing to pay a premium for high-quality durians, budget-conscious consumers, who might be interested in exploring durian, may be deterred by the high cost (Khoo & Yusoff, 2019).

Additionally, the smell and taste of durian, so pungent and unknown, turn off many consumers who have become aware of or view the fruit in the market. It could be this reluctance to try that may restrain the company from expanding beyond this relatively narrow durian community (Lee & Tan, 2020). Such are the challenges when Ezy Durian tries to reach out for a wider market with varied consumers.

RAINY SEASON AND ITS IMPACT ON THE SUPPLY OF DURIANS

The other significant weakness of Ezy Durian refers to the seasonal cycles of durians. Durians are tropical fruits whose yields rely on ideal weather conditions at an ideal temperature, humidity, and rainfall levels. Sadly, excessive rains during the wet season can destroy the growth cycles of durians, leading to fluctuations in supplies and quality. Heavy rain forms low-quality fruits, which diminish the consumer experience of the products (Tan et al., 2020).

High moisture during the rainy season easily deteriorates the texture and flavor of the durians, thus less appealing to customers. Besides, there are cases where continuous rain impairs the farmers from reaping at the right time and delivering orders on time. Ng & Tan, 2021 stated that bad weather conditions related to heavy rainfall in supplying and distributing durians may put Ezy Durian at risk due to the inability to provide every customer with orders of fresh and high-quality durians.

Further complications arise from logistical difficulties during the rainy season. Transport delays, stockouts, and higher transportation costs could interfere with Ezy Durian's ability to meet demand, which may result in customer dissatisfaction and harm the company's brand image (Khoo & Yusoff, 2019). As Ezy Durian places a high premium on freshness, these seasonal challenges pose a significant threat to its operations, especially during periods when demand for durians is high.

More precisely, diversification can make it much more sustainable throughout its disrupted seasonal variation by taking better strategy approaches that increase its capacity towards supplying to end consumers a continuous and sustainable stream. Approach: for developing multiple strategic supplies with primary-based durian firms operating different levels of locations. It is to be taken by Ezy Durian in supplying its fresh variety at almost each juncture round every year. This approach would help smooth out the impact of weather variability and ensure that the company can maintain the quality of its products, even during the rainy season (Ng & Tan, 2021).

OPPORTUNITY

Ezy Durian is very well-placed to be involved in significant development through several strategic opportunities. This could involve the expansion into new markets and also creating strategic alliances with other complementing food brands, such as Tempoyak stalls. The opportunities listed have the potential for revenue increase, customer base, and market presence as Ezy Durian secures its place as a dynamic leader in the food industry.

NEW MARKET DEVELOPMENT

Among the most promising opportunities for Ezy Durian are the new markets, both domestic and international. Although the company has a strong presence in Malaysia, especially in Kuala Lumpur, Putrajaya, and Bangi, there is still great potential for growth in regional and global markets (Chia & Tan, 2022). Durian is considered the "king of fruits" and is highly valued in Southeast Asia. Due to the increasing interest of Southeast Asian diaspora communities, durian has gained popularity in Western markets, including the United States (Tan & Lim, 2021).

Geographical expansion, either through more physical outlets or via selling online, will see Ezy Durian market its premium durians to new customers who could not previously access quality fruits and/or have never tried the taste of durian (Lim & Wong, 2021). In addition, entry into these markets will give Ezy Durian an avenue to venture into value-added durian products, such as durian-flavored ice cream, cakes, and beverages that would have a wider appeal. Diversification into such products is an exciting opportunity to attract durian lovers and those who like new, exotic flavors alike (Chong & Lim, 2022).

International expansion would therefore minimize dependence on one single market and could help stabilize the revenues and build better brand awareness in the global markets. To achieve this, international partnerships with distributors, retailers, or food service operators could further increase the international presence of Ezy Durian (Lee & Tan, 2022).

PARTNERSHIP WITH OTHER FOOD BRANDS

Strategic partnerships with other food brands, such as Tempoyak stalls, also represent a significant growth opportunity for Ezy Durian. Tempoyak, a fermented durian dish, is growing in popularity, especially in Malaysia and Indonesia, and offers a way for Ezy Durian to diversify its product offerings (Chong & Tan, 2021). In return, through a partnership with either Tempoyak or another manufacturer of durian value-added products, Ezy Durian will increase brand visibility and attract other customer segments that do not typically consume fresh durians (Ng & Lee, 2022).

It may be in the form of high-quality durians supplied to Tempoyak vendors or by co-branding marketing activities and promotion activities within the store that will drive engagement amongst customers and create awareness of both brands, as suggested by Lee & Lim (2021). Additionally, collaborations with dessert chains or beverage companies to create innovative products like durian-flavored ice cream would introduce Ezy Durian to new customer bases, enhancing brand recognition in various sectors of the food industry (Tan & Lim, 2022). These collaborations would diversify the product range and increase the brand's exposure across different consumer groups, making Ezy Durian synonymous with high-quality durian-based food products.

THREAT

Just like any other business operating in a highly competitive market, Ezy Durian faces various threats in the market whose outcomes could either diminish its rate of growth or profitability level. The major threats this company faces are competition from bigger companies or local durian suppliers and the seasonal supply of durians.

COMPETITION FROM LARGER COMPANIES OR LOCAL SUPPLIERS

The durian industry is fast becoming competitive with both large corporations and local suppliers joining the fray. The high demand for durians both within Southeast Asia and internationally makes it a very lucrative market segment, as Lee and Ng (2022) established. All these new players entering this market threaten Ezy Durian seriously, especially those big food companies that already have broad resources, appropriate distribution networks, and marketing campaigns.

Larger firms are well-positioned to leverage economies of scale, which enables them to negotiate better prices with suppliers, streamline logistics, and invest significantly in marketing efforts (Chong & Lee, 2021). This financial advantage allows them to offer lower prices, challenging Ezy Durian's premium pricing strategy. Besides, local suppliers would be at a competitive advantage to their rivals because such proximity to areas of production lowers transportation delays and resultant costs in durian supply, hence being a fresh and relatively cheaper product; Tan & Lim, 2021.

SEASONALITY OF DURIAN

Other significant risks would be related to the seasonality of the durian production cycle. Durians grow in high-humidity, high-temperature climates, and those environmental factors fluctuate heavily during different parts of the year; this is to say that there will be certain times when durians' quality might suffer because of things like rain (Ng & Tan, 2022).

This seasonality creates significant challenges for Ezy Durian. The company may face difficulty meeting customer demand during the off-season, especially when fresh durians are in short supply. Such shortages may result in stockouts, which can cause dissatisfaction and potentially damage the company's brand reputation (Chong & Tan, 2022). In addition, the variability of supply during the rainy season may lead to price increases, which puts pressure on Ezy Durian to maintain its pricing strategy.

Furthermore, the quality of durians during the rainy season may be compromised. Excess moisture can affect the texture, flavor, and overall appeal of the fruit, which undermines Ezy Durian's commitment to delivering high-quality products (Ng & Lim, 2022). These seasonal quality fluctuations can erode customer confidence and weaken the brand's competitive position.

PART 6: DISCUSSION & RECOMMENDATION

Ezy Durian has been an innovative Malaysian durian firm that has shown impressive step-by-step changes within the local market due to its quality durian products and services involved with home deliveries and EzyCafe experiences. With the development of global markets, there is a range of opportunities for Ezy Durian to further extend its reach, increase its competitive advantage, and be well-positioned in both Asian and Western countries. This essay considers some of the possible ways in which Ezy Durian can develop its brand, build further market share, and maintain a leading competitive edge. Specifically, I intend to cover here diversification of promotional activities, use of the already strong EzyCafe brand, and some media promotions around product launches.

EXPANDING REACH TO GLOBAL MARKETS

Demand for durians globally has increased, especially in parts of Asia, like China, Singapore, and Thailand, as well as in the Western world, where durian is fast becoming a popular niche fruit. To respond to this trend, Ezy Durian can expand into such markets by establishing distribution channels, entering into partnerships, or even franchising with local entrepreneurs.

For instance, Ezy Durian can partner with distributors in strategic Asian markets such as China, an emerging hub for durian consumption. In fact, a report from the Food and Agriculture Organization of the United Nations (FAO) revealed that China has been experiencing rapid growth in durian demand over the last few years, thus making it a very ideal market for expansion (FAO, 2021). An expansion into such regions would take care of the growing demand and also tap into the wider cultural affinities for durian. The business may also push into more Western markets, such as in the United States, where consumer demand is on the rise for the consumption of exotic fruits. Such an approach can be taken online, where the products have a strategic position that will boost the visibility of the company in selling its durian products.

VARIEGATED PROMOTIONAL ACTIVITIES: BUFFETS AND EVENTS

To extend awareness and participation of more customers, Ezy Durian may need to diversify their promotional activities in a more interactive way. Ezy Durian can target segments of durian lovers, foodies, and curious customers with a value-added experience by organizing durian buffets where people eat all they can for a fixed price. In fact, the addition of premium types like Musang King and D24 can give a wide variety in flavor and texture. The buffet format would be all about a communal and fun atmosphere, therefore socializing both locals and tourists. This would be a great way to introduce new customers to durian and increase the overall appeal of the fruit.

These events can be held at any one of Ezy Durian's current outlets, pop-up sites, or hired event space venues in cities that have a substantial following for durians or a growing interest in exotic fruits. These events will be regular-monthly or seasonal-but well-timed to coincide with special occasions such as the time of harvest for durians or the celebration of durian festivals. Coupled with these events, Ezy Durian is poised to ensure it creates buzz within the durian-loving community.

These durian buffets ideate on interaction and create memories for the customers in trying the different species in a casual atmosphere, hence building loyalty and retaining customers, with word-of-mouth publicity. As the customers are having fun, indulging in durian, Ezy Durian also increases awareness of different varieties of durian and thus differentiates itself within a competitive marketplace.

Besides buffets, Ezy Durian can organize durian-themed events and festivals that will attract both locals who love durians and international visitors. Events to be organized shall include durian-tasting nights, cooking classes, and contests for durian desserts. This will showcase how versatile durians can be outside of just the fresh fruit itself. Targeting foodies, influencers, bloggers, and gastronomic enthusiasts will make such events engaging and an education in methods of enjoying and appreciating durians.

In effect, these events would serve well in major cities that have high interest in both cultural and novelty food experiences: Kuala Lumpur, Singapore, Hong Kong, and London. Other ideal venues could include trendy neighborhood food festivals and high-traffic malls. Such a venue appeals to foodies and those searching for unique eating experiences, which is why this will be a perfect space in which to hold such events in order to build brand visibility.

Timing is everything, and these events should, if possible, be conducted during slack months or in relation to major product releases, holidays, or peak seasons of durian. Dates such as "Durian Day" or special festivals are excellent times to build hype and drum up media publicity. At the right time, such events create anticipation and draw all sorts of people, from casual customers to durian aficionados.

LEVERAGING EZYCAFE AS A BRAND EXTENSION

The brand could expand the depth of Ezy Durian by developing EzyCafe, an extension of the core business that introduces durian-based desserts and drinks into a café environment. It promises a completely new adventure for customers who are eager to indulge in the fruit in various forms such as ice cream flavors, cakes, smoothies, and other innovations. EzyCafe may provide a common room to share the delights of durian in desserts with a high time of learning about its cultural significance.

EzyCafe would indeed be most fitting in cities that are highly populous and present novelty food experiences in high demand, drawing in both the loyal customer base from Ezy Durian and tourists alike. Cities such as Singapore, Hong Kong, and London, where there is already an appreciation for novel food experiences, could be expanded with the introduction of EzyCafe. In addition, this chain can also be opened in areas where there is a huge population of Southeast Asian immigrants who have a strong liking for durians.

The launch of EzyCafe should be done during food festivals or at times when a lot of people are more interested in trying new and different foods. Showcases can be opened each year, with each offering something different to bring in new customers and repeat business. EzyCafe will further

cement Ezy Durian's position as the pioneer in bringing durian to the rest of the world in exciting, accessible ways.

LEVERAGE MEDIA COVERAGES UPON BRANCH LAUNCHES

Ezy Durian can capitalize on media exposure to increase publicity and attract new customers to their branches. Such publicity will enhance word-of-mouth and increase awareness of the brand. Media activities can be harnessed with the help of journalists, food critics, bloggers, and social media influencers, who will document new store openings, product introductions, and events. Involvement in food publications and media that handle food, travel, and cultural matters will facilitate the right platform for the communication of such news.

Ezy Durian should develop media partnerships and invite influencers to attend events or press conferences surrounding the opening of new branches or the introduction of new products. Media interviews, press releases, and collaborations will help the brand create a buzz in local markets and reach global audiences. Special campaigns can target both traditional media outlets, such as magazines and newspapers, and digital platforms like Instagram, TikTok, and food blogs.

Media coverage should be ideally timed with key events such as new product introductions and store openings. Such timing captures the audiences at their highest level of attention. They will also use national holidays, special events, or durian festivals to maximize the interest in food-related experiences with the public. This timely media push will make sure that the brand is top-of-mind and viewed as a category leader in the durian market.

Ezy Durian can utilize innovative media campaigns to stir excitement for its new product or store launch. The food ambassadors will also support the exposure of their brand towards younger, more modern consumers presently attached to the social network sites. An interesting thing and novelty concerning durian-this is the way to frame this event within the publicity campaign to raise interest among customers, who may be interested in the taste of durian without thinking so before.

This will be achieved through strategic engagement with local influencers and food bloggers to create organic buzz, while paid media placements or sponsored content will amplify the brand's

reach. Influencer content is highly engaging in nature, as unique durian offerings are visually communicated to extend the digital footprint of Ezy Durian. It is vital that the media content aligns with the audience to stir excitement and curiosity.

EXPANDING GLOBAL PRESENCE

As Ezy Durian embarks on international expansion, flagship EzyCafes and local events have become ways for the brand to introduce durian to new markets. Cities such as Singapore, Hong Kong, and London demonstrate an increased interest in novelty food experiences that would serve Ezy Durian well during its global expansion. Each of them is a location for attracting not only Southeast Asian communities but also a greater number of international food consumers who are eager to taste something new.

By doing so, the brand can partner with local chefs and food influencers in every new market to tailor the EzyCafe experience to each region, infusing regional tastes and developing localized menu offerings that speak directly to the palate of the new customer base. This way, Ezy Durian will not only be providing a recognizable experience for durian enthusiasts but also one that appeals to the food interest of the residents in each market.

ENHANCING CUSTOMER LOYALTY

Events, festivals, and EzyCafe can help reinforce the customer loyalty of Ezy Durian. Giving customers an area to experience and enjoy durians in different ways will have them coming back for more. Adding to that, loyalty programs may be offered to customers in terms of discounts or exclusive invitations to events.

Furthermore, the creation of shared customer experiences and brand passion through such events around the durian fruit helps to nurture this community. Thus, Ezy Durian will be able to forge lifelong relationships with their customers by presenting themselves not as retailers but as part of all things durian and, in this way, becoming the destination of choice for every durian lover in the world.

Through more diversification by Ezy Durian and expansions across the world, the company will emerge long-term as one of the brand leaders in this industry. Because of the fabulous events it creates, new unique products such as EzyCafe, media publicity, its brand will come first in a customer's mind and create brand awareness. Only innovative marketing techniques coupled with superior quality and consideration for consumer experience will guarantee long-term growth and continued success within the fiercely competitive food industry.

PART 7: CONCLUSION

Now that the ability to expand the business exists and maintain a competitive advantage in the global marketplace, Ezy Durian will be poised for increased success through a number of promotional methods and in the building of the brand. Some of the largest opportunities for additional presence and reinforcement of such are found with the mentions of durian buffet options, along with other experiential events. By offering distinctive, interactive experiences, such as durian buffets where consumers can indulge in a wide variety of durians, the company will be able not only to attract more durian lovers but also to make the process of discovery of this exotic fruit much more fun and interactive for new consumers. Events like these will be part of a broader campaign aimed at raising awareness and developing a more diverse customer base. Besides, it can also organize special events and promotions during festive seasons or holidays to attract more customers and raise sales.

The Ezy Durian brand has also upped the ante with its creative EzyCafe concept. It is not just a place where one buys durians; it is an experience hub where customers can enjoy a wide variety of durian-based dishes and beverages. It was then that the idea of a food and beverage menu centered around durian would open even more doors for Ezy Durian to have those individuals who were more skeptical about trying the fruit in its raw state to try different variations of durian, such as through cakes, smoothies, or pastries. Such successful cafes could become the cornerstone that propels the business to become international, allowing more customers than ever to experience a fully immersive environment beyond the simple retail setup.

Ezy Durian actively reaches out with press coverages in growth and expansion by opening more branches to develop its branding, which is well-known and modern in the eyes of durian customers. Press releases, partnerships with local influencers, and participation in food-related media content will go a long way in improving the company's brand visibility. With efficient media outreach, Ezy Durian can generate hype for every store opening and make sure the company is mentioned in food and lifestyle publications, building even more excitement and anticipation for its products. Media attention along with focused social media marketing would place Ezy Durian as a powerhouse locally and internationally.

Customer loyalty needs to be developed for its new and existing markets in the regions and internationally as the company spreads its wings of operations. The strong loyalty program, wherein regular customers will get a chance to have some discounts or even early access to some limited edition products, to exclusive events, will definitely allow them to foster a deeper connection with the brand. Besides, establishing partnerships with popular regional distributors or local foodservice operators in overseas markets will grant Ezy Durian access to wider audiences. Whether through international chains of groceries, online marketplaces, or even partnerships with restaurants in those locales, such partnerships would finally provide the company with the infrastructure to scale up really fast and reach new markets.

In the end, Ezy Durian can be an internationally recognized brand and a household name across various regions. With continued innovation, a premium customer experience, and staying ahead of the trends, Ezy Durian can sustain its leading position in the durian business. This strategic development of the brand, portfolio diversification, and loyalty to customers will surely assure the successful implementation of these long-term objectives: to be the leading supplier of quality durians for retail as well as dining experiences. As it expands globally, Ezy Durian is setting up itself to be a leading force in the international market, commanding a strong loyal customer base that spans across cultures and regions.

PART 8: REFERENCE

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PART 9: APPENDICES

