



UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA

KAMPUS BANDARAYA MELAKA

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

MGT 666 (INDUSTRIAL TRAINING REPORT)

AT SYARIKAT FAIZA SDN BHD (21 AUGUST 2024- 24JANUARY 2025)



PREPARED BY:

NAME	STUDENT ID
NUR AINAA INSYIRAH BINTI TUMIN	2022949423

GROUP: BA240 6A

PREPARED FOR: MOHD ZAKI BIN SADIK

DATE OF SUBMISSION: 5 FEBRUARY 2025

SURAT KEBENARAN

Tarikh : 22/1/25

Kepada :

Penyelaras Latihan Praktikal
Fakulti Pengurusan Perniagaan
UiTM Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196
Email : praktikalfppmelaka@uitm.edu.my

Maklumbalas (/)



Setuju



Tidak Bersetuju

Tuan/Puan

KEBENARAN UNTUK MEMUAT NAIK HASIL LAPORAN PELAJAR LATIHAN INDUSTRI SEBAGAI "PUBLIC ACCESS" DI REPOSITORI UITM

1. Merujuk perkara di atas, pihak organisasi bersetuju / tidak bersetuju pihak universiti memuat naik hasil laporan pelajar latihan industri sebagai "public access" di repositori UiTM.

Nama Pelajar	NUR AINAA INSYIRAH BT TUMIN		
No. Matriks	2022949423	Nama Program	BACHELOR MARKETING
Tajuk Laporan	SWOT ANALYSIS	Nama Syarikat	SYARIKAT FAIZA SDN BHD

2. Tindakan ini adalah di bawah tanggungjawab dan kesedaran penuh oleh pihak organisasi.

3. Sekiranya terdapat sebarang masalah atau kebocoran maklumat sulit pihak organisasi tidak boleh mengenakan sebarang tindakan undang-undang kepada pihak universiti.

Yang Benar

Nama Pegawai :

Jawatan :

No. Tel.

No. Faks

FUZIAH BINTI A. RAHMAN
Penolong Pengurus Pemasaran
Syarikat Faiza Sdn. Bhd.

Cop jabatan/organisasi:

SYARIKAT FAIZA SDN. BHD. (247191-D)
PLO 442, JALAN WAWASAN 16,
KAWASAN PERINDUSTRIAN SRI GADING 2,
83300 BATU PAHAT, JOHOR.
Tel : 07-4556900 Fax : 4557900 (MD/HR & Admin)
Fax : 07-4557800 (Marketing, CCD/Account)
Fax : 07-4558660 (Logistic)

TABLE OF CONTENTS

NO.	CONTENT	PAGES
1.0	EXECUTIVE SUMMARY	1
2.0	ACKNOWLEDGEMENT	2
3.0	STUDENT PROFILE	3
4.0	COMPANY PROFILE	4-5
5.0	PRODUCT OFFERED	6
6.0	ORGANIZATIONAL CHART	7
7.0	TRAINING REFLECTION	8
8.0	SWOT ANALYSIS	9-16
9.0	DISSCUSSION AND RECOMMENDATION	17-22
10.0	CONCLUSION	23
11.0	REFERENCE	24-26
12.0	APPENDIX	27

1.0 EXECUTIVE SUMMARY

The purpose of this report is to analyze the company's strength, weakness, opportunity and the threats of the business. The goal is to identify key areas for growth and provide actionable recommendations to strengthen our competitive advantage in the marketplace.

The company strength includes have a good reputation in the market, and has a variety of product from rice product to non -rice product. However, the company also faces significant weaknesses, where the certain product is not available in stores, which it makes it hard to many customers to purchase a certain product and lack in term of promotional strategy that leads it to invisibility at online presence.

In this report also highlighting about the opportunities that company can do including on trends in hiking or travel and also healthy foods. From these trends, the company can come up with a new product line that can match with consumer preference and new style in living. This report also explaining on threats that company receive including presence from rice weevils, and competition from competitor in the market.

To address all these challenges, the report also provides a recommendation that the company can do to improve and maintaining their brands in the market. By implement this recommendation, a company can increase its market presence, overcome weaknesses, and capitalize on emerging opportunities to become number one in the industry.

2.0 ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest gratitude to Faiza's company for providing me with the valuable experiences during my internship in the Marketing Department. This experience has significantly contributed to my personal and professional growth, and I am thankful for the chance to work with such a prestigious company.

I would like to thank Mrs. Puziah, my supervisor, for her constant help and guidance throughout my internship. I greatly appreciate her patience in answering my questions and providing constructive feedback on my work. She always gives a guide when I doing my tasks.

Next, I would also like to express my appreciation to the entire Marketing Team for welcoming me and allowing me to contribute to various creative projects. Working alongside them in brainstorming sessions for social media content and participating in the filming of promotional videos has been an exciting and enriching experience. Their cooperation in providing input makes the learning process enjoyable.

Finally, I would like to thank my family and friends for their constant encouragement and support throughout this journey. Their understanding and belief in me kept me motivated and focused during my internship.

This internship at Faiza's has provided me with invaluable insights into the world of marketing and social media, and I am truly grateful for all the learning opportunities and experiences I get during internship.

3.0 STUDENT PROFILE


	<h2>NUR AINAA INSYIRAH BT TUMIN</h2> <h3>Objective Summary</h3> <p>Eager to use my communication, problem-solving, and analytical skills in a full-time marketing role in the future.</p> <h3>Educational History</h3> <ul style="list-style-type: none">BACHELOR OF BUSINESS ADMINISTRATION(HONS) MARKETING 2022-2024 Universiti Teknologi Mara, Campus Bandaraya Melaka, Melaka<ul style="list-style-type: none">CGPA: 3.53Dean List on Semester 1, 4 and 5.DIPLOMA IN ACCOUNTANCY 2019-2022 Universiti Teknologi Mara, Campus Segamat, Johor<ul style="list-style-type: none">CGPA: 3.19SIJIL PELAJARAN MALAYSIA 2018 Sekolah Menengah Kebangsaan Sri Tanjung, Benut, Pontian, Johor<ul style="list-style-type: none">SPM RESULT: 6A3B <h3>Experience</h3> <h4>MARKETING INTERN</h4> <p>Syarikat Faiza Sdn Bhd at Sri Gading, Batu Pahat : 12 AUGUST 2024 – 24 JANUARY 2025</p> <ul style="list-style-type: none">Assists in administrative work of marketing including key in sales ordersDevelop a proposal for promotions and samplingPrepare a stock record for marketing departmentReceived customer complaints and quickly transferred them to the right department for resolutionDoing a live host on TikTok to promoting the "door gift" products of company <h3>Activities</h3> <h4>PROJECT LEADER FOR RESPONSIBLE MARKETING SUBJECT CAMPAIGN (MKT622)</h4> <ul style="list-style-type: none">Learn how to manage the campaign including the process of making a decision and ensure smooth running of the campaignEnhance communication skills and self-confidence <h4>EXCO ACTIVITIES ON SULAM PROGRAM FOR SUBJECT PERSONAL FINANCIAL PLANNING</h4> <ul style="list-style-type: none">Plan activities of the program <h4>COMPETITION PARTICIPANTS IN CULTURE NIGHT (MAYA) AT CAMPUS</h4> <ul style="list-style-type: none">Participate in a group dance competition as a representative from the marketing faculty on campus <h4>EXCO COMMITTEE MEMBERS PERSATUAN SISWA SISWI DIPLOMA PERAKAUNAN (PERSIDA)</h4> <ul style="list-style-type: none">Faculty of accountancy club in UiTM Campus SegamatLearn how to handle and manage a program at campus <h3>Reference</h3> <p>Dr Nornajihah Nadia binti Hasbullah Pensyarah Kanan UiTM Bandaraya Melaka</p>
<h3>Contact</h3> <p>Phone</p> <p>Email</p> <p>Address</p>	
<h3>Software Skills</h3> <ul style="list-style-type: none">Microsoft Office (Intermediate)Canva (Intermediate)	
<h3>Muet Results</h3> <p>BAND ACHIEVE: 4.0</p>	
<h3>Language</h3> <p>Malay (Fluent)</p> <p>English (Intermediate)</p>	

Figure 1.0: Updated Resume

4.0 COMPANY PROFILE

Company name	Syarikat Faiza Sdn Bhd
Company Logo	
Company address	<ul style="list-style-type: none">• PLO 442, Jalan Wawasan 16 Kawasan Perindustrian Sri Gading 2 83300 Batu Pahat, Johor
Company operation hours	<ul style="list-style-type: none">• Monday - Friday 8:00 am–6:00 pm• Saturday closed• Sunday closed
Company contact	<ul style="list-style-type: none">• Phone : 07-455 6900• Fax : 07-455 7900

Figure 1.1: Company details

The company which is Syarikat Faiza Sdn bhd has been established on 1982 and has been founded by Hjh Faiza Bawumi Sayed Ahmad. The company also has a several branches across Malaysia which is in Bandar Baru Uda JB, Subang Jaya, Sungai Petani, Gopeng and Kuala Terengganu. The company has well established in the industry.

In 1992, it was officially registered as Syarikat FAIZA Sdn. Bhd. (SFSB) and later formed a partnership with Padiberas Nasional (BERNAS) in 1997. People began to pay more attention to the quality and processing of food products at late of 90s. At that time, SFSB discovered a special type of herbal rice from Karnataka, South India called "Ponni" rice. The company quickly decided to introduce it to the Malaysian market after seeing the potential health benefits of the product.

The company mission is to utilize modern technology to develop high quality products that satisfy consumer demand. They also want to be one of the best companies that provides a

good service to their customers while build and develop a good skill or knowledge of the employees to make the company become successful in the future.

Next, as for the vision the company want to be acknowledge as trusted brand in Malaysia and become a leader in producing a high quality of rice. This mission and vision statement has been shown that the company which is Syarikat Faiza Sdn Bhd is eager to dominate the industry of manufacturing rice across country of Malaysia.

5.0 PRODUCT OFFERED FROM THE COMPANY

1. Rice product

The company has a variety type of rice that they have been produced including ponni, basmathi, super import and fragrant rice. These variety has different function. For instance, one of their rices basmathi product which is moghul rice has been focus on the target market that are health conscious as the rice is not starchy. The company is not only delivering rice that is delicious but also of high quality, with strict quality control measures implemented at every stage of production.

2. Non rice product

Apart from that, the company also has been producing rice flour and other products such as soy sauce, sauce, kuey teow, spices, offering customers a more versatile choice of cuisine. The company's products are available in a variety of packaging sizes, from bulk sacks for wholesale buyers to smaller retail packages which can reach all target audience.

3. Goodies products

Faiza also offers interesting product goodies to attract customers who are looking for ideas for events. The product line includes basmathi rice 250 gm, soy sauce 150 ml, mini ketupat, vermicelli 150 gm. The company also offers gourmet gift boxes filled with a variety of these items, perfect for special occasions or as thoughtful gifts. The customers can choose whether they want the item that include box or just the items itself. The product form is available in a small and convenient size, suitable for use on the go which makes it suitable for the host to give as a gift or event souvenir to guests.

[illegible]

7

7.0 Training reflection

My internship at Faiza's company lasted from August 21, 2024 to January 24, 2025, which took 6 months. I worked on Mondays to Fridays with a working time of 8:00 am to 6:00 pm. I have been assigned to the marketing department, where I had the opportunity to contribute in social media platform of the company, and also doing administrative tasks.

As part of my training, I was assigned to hosting live TikTok sessions, and it was an exciting and practical method to engage with our target audience. I participated in planning and executing live streaming events, where I showcased products for goodies, interacted with followers and answered customer inquiries in real time. The live session takes about 1 to 2 hours per day whereby I will be replying all the comments in an interesting way so that people don't get bored and stay in the sessions. This experience allowed me to learn firsthand how direct engagement can be a powerful tool in building brand loyalty and connecting with all demographic. At first, I was not sure how to handle live streaming events especially when it came to handling responses from the audience in real time but with consistent practice and guidance from my instructor and the information from internets, I improved my technical skills and discovered how to keep live on tiktok interesting and relevant.

Next, I was given the exciting opportunity to participate as a member in the creation of content for the company's social media platforms including TikTok and Instagram. My main responsibility is to appear in content, where I perform in short skits, product demos aimed at engaging the audience. I can also provide suggestions for the video, including how to make the product presentation more interactive or how to make the scenario entertaining and relevant so that the audience finds it interesting. Although the majority of my work is performance-based, I still gain a lot of knowledge about the social media content creation process. After reflecting on this experience, I am grateful for the opportunity to support Faiza's social media presence and I gained extensive knowledge.

Lastly, I was also responsible for handling admin duties within the marketing team. The tasks involve handling leave forms, claims documents, customer new outlets, entering sales orders in the systems. Through this experience, I allowing me to improve my organizational skills and attention to detail.

8.0 SWOT ANALYSIS



Figure 1.3: SWOT Diagram

STRENGTH

1. Have a good reputation

A good reputation in the market is a vital asset for any business, as it establishes trust and credibility with customers, partners, and stakeholders. A business's reputation will influence customer satisfaction levels and their perceptions of product or service quality, and brand loyalty (Molinillo, Japutra, & Yuksel Ekinci, 2022). Building a strong reputation takes time and effort, as it has become a key intangible asset for companies in influencing consumer decisions, as it can be seen that 85% of consumers research brands before purchasing a product and 86% are willing to pay more for companies with a better reputation (Kiely, 2024).

Faiza is one of the examples of a company with a strong reputation in industry. Faiza has built a reputation not only as a rice brand but as a company that cares deeply about the state of society. The company is having a good reputation in the industry whereby company

is related with the reality TV3 program which is “Bersamamu”. The company is one of the sponsors for this tv program since it started. Thus, the company has been known in the community by this CSR program. The company has gained significant trust and credibility because they are committed to social responsibility whereas they have been involved in numerous charity activities, including supporting underprivileged communities. These efforts have not only benefited those in need but make a positive impact to the business.

Through Google reviews, the company has built a strong reputation, receiving a 4.4-star rating from 30 reviews on Google. For example, customers have left reviews saying the company has provided excellent customer service, a pleasant atmosphere and overall satisfaction and often recommending the business to others. Through these positive reviews, it can showcase the company's commitment to delivering high-quality experiences, which strengthens its reputation and encourages trust from potential customers. Having a positive reputation in business is important because it influences customer loyalty, trust, and overall success. Businesses that are known for reliability, integrity, and superior customer service have a higher chance of attracting new customers and retaining their current ones.

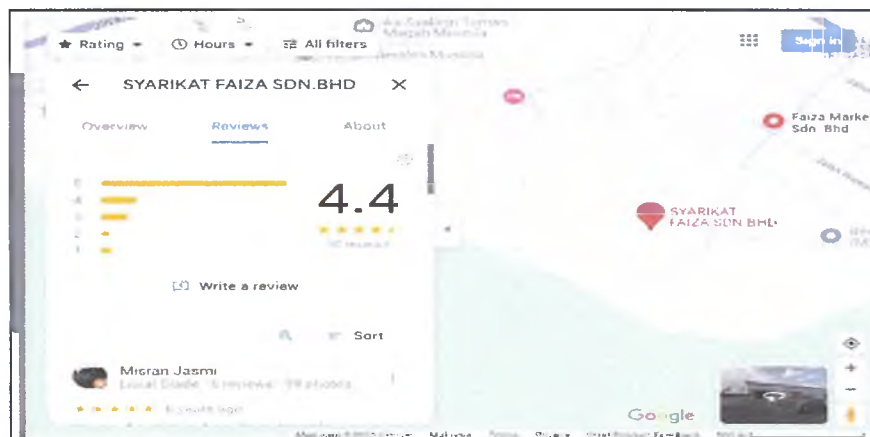


Figure 1.4: Google review of the company

2. Diverse product that matches customer preferences.

The term "product diversification" describes the variety of different types of a brand or product line that can be distinguished by attributes such as size, cost, design, or features (Lasa & Wijayanti, 2021). Diversification is one of the strategies made by companies to expand their business by offering various products or services, either horizontally, vertically or through conglomerates, to meet the needs of diverse consumers, increase satisfaction and create unique appeal in the market (Pratama, Evien, & Tarunay, 2024).

Generally, businesses use this tactic to provide a variety of goods to meet the diverse tastes and needs of their customers. Diversifying their offerings allows firms to reach a wider audience and provide additional choices to customers.

Faiza offers a variety of food products, including spices, flour, and other pantry essentials. This diversification allows the brand to cater to different consumer needs and enhances its market reach. The company has successfully diversified its product offerings to cater to a wide range of customer preferences, ensuring it match everyone preferences and needed. This variety of product become advantages to the company to match different preference of consumers and can enter new target market.

By introducing various rice type, including flavored rice,basmathi, ponni, rice flour, porridge, salt, soy sauce, chili sauce the company provides consumers with convenient, healthy, and flavorful options. This offer provides a practical solution for those who are looking for rice to maintain their health because the rice can be used to maintain a diet, is low in starch and is of good quality. Additionally, the company also has non rice product including soy sauce in different forms, such as sweet, salty soy sauce, oyster sauce, chili and tomato sauce, further expanding the product line to meet the culinary needs of diverse customers, from home cooks to restaurant owners.

By offering a wide range of products, Faiza's company can meet a wider range of customer preferences and needs, which can attract a larger and more diverse customer base. As the company having a diverse product range, it also helps reduce reliance on a single product which providing more stability to the company when there is a change on demand. To conclude, a wide range of product options has a positive impact on businesses because it can also increase brand recognition and customer loyalty, as consumers are more likely to return to businesses that meet all their needs in one place.

WEAKNESSES

1. Lack of promotions

Promotional activities are a type of marketing communication that aims to share information, influence opinions, or encourage people to buy a product or become loyal to a brand and convey their message and persuade them to choose and retain their products or services (Islahuben, Widayati, Yenita, & Budiawan, 2023). Thus, the impact of a lack of promotion can make it difficult for a business to reach its target audience. This is because, without effective promotion, potential customers may not be familiar with the product, or may not see enough

reasons to choose it over competitor offerings. A lack of promotion is a significant weakness for the company, particularly in a market where visibility and consumer engagement are key to growth.

Currently, businesses use radio stations and traditional media to advertise their products. Company faiza has one station radio which is on Best Fm. Having only one radio station, however, limits the company's capacity to interact with various customer groups because its reach is limited to its listener base and geographic coverage. The company only involved in one television broadcasting station which is TV3 in the program "Bersamamu". Relying solely on one radio station and one tv station may not be enough to drive significant growth or compete with competitors who use a more diverse promotional approach.

The business has also expanded its promotional efforts by using digital content. The business is still developing its online presence, although digital platforms can be more economical and interactive. A company's followers are the main source of its digital content, therefore the number of followers on its social media accounts directly affects the overall level of engagement. The company's social media presence is still in its infancy, especially on sites like TikTok, so its audience is currently less than that of its competitors, who may have a large following over time. A company's ability to build massive online engagement and customer loyalty is greatly hampered by the absence of a strong and established digital following. For example, the account TikTok company has 35.4k followers ,85.9k like and one of the company's TikTok videos reached 926.1k views on Your Page (FYP). Apart from that, the company only focussing on promotion on their rice product while other products non-rice such as spices receive less attention in promotions. These situations will lead to limited market reach and sales performance.

Therefore, the other businesses that are more well-established across a variety of platforms such as influencer relationships, social media, and targeted digital advertisements are probably going to have an advantage. The business needs to make investments in expanding its online presence, changing up its promotional channels, and developing a more dynamic and engaging marketing plan in order to effectively compete.

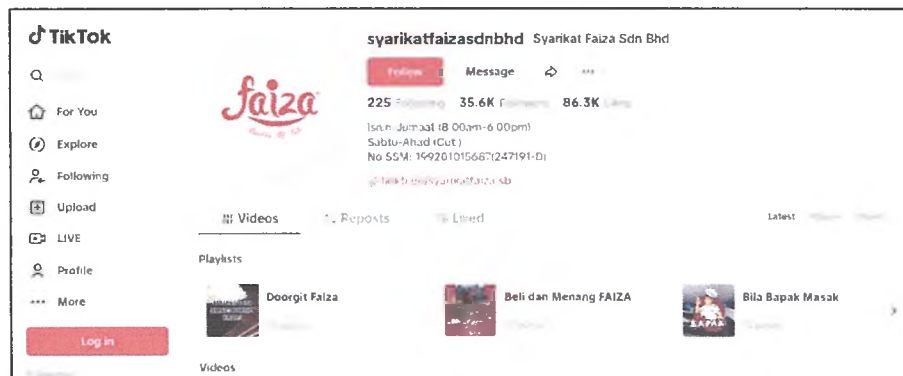


Figure 1.5: Company's TikTok Platform

2. Limited Product Availability in Stores

Product availability means ensuring that products are in stock and ready for customers when and where they need them, with the main goal being to increase sales and ensure customer satisfaction (Larson, 2024). Another weakness for the company is not all their product is available at stores. This lack of availability can create a gap between what customers expect and what stores can provide.

Although the company has a variety of product from rice, salt, sugar, soy sauce, mineral water, but not all them can be find on stores. This is because, there is high competition with well-known brands in the supermarket. Although the company's products are of high quality, but have to compete with more well-known and established brands in the retail space. For example, products such as soy sauce have to compete for attention against various popular brands such as “kicap cap udang, Jalen that already dominate the shelves in the stores. Limited shelf space in stores means that only a small selection of products can be displayed, and these shelves are often occupied by well-known brands that consumers are already familiar with. As a result, the company's products struggle to stand out and gain the recognition they deserve, even when the product quality is comparable or more to that of competitors. The company will find it more difficult to develop customer loyalty and brand recognition as a result of the limited shelf space and product availability in retailers.

As the certain product is not easily accessible, the customers will choose more accessible solutions from competing brands, especially those already in the market. For example, based on the report penetration, at AEON stores in Melaka, products like kerisik and sugar from the company are not available on the shelves, despite the high quality of these products. the unavailability of these products in these popular retail outlets reduces the company's ability to reach a wider audience.

OPPORTUNITIES

1. Travel and outdoor trends

The outdoors is the perfect place to relax and have fun from leisurely strolls through parks to hiking in the wild and it is the most accessible place for leisure, as almost anyone can enjoy spending time outdoors (Dashper & King, 2021). Regular outdoor activities offer a variety of benefits to the body, including better physical health such as cardiovascular health, boost vitamin D levels, better mental well-being and stronger social relationships, especially when enjoyed with others (King, 2024)

According to the tourism Malaysia data, Malaysians are predicted to have strong travel habits in 2024 with most of them organizing domestic and international trips. About 69% of Malaysians have intentions to travel overseas, while 66.1% are looking forward to vacationing within their own country (Malaysia, 2024)

This shows that Malaysians love to travel both domestically and abroad, which will bode well for the tourism sector.

The data also shown that Malaysian has their own preference in choosing destination to travelling from city, island, entertainment and nature. As for nature, the popular destination among Malaysians is Kota Kinabalu, Kundasang, and Port Dickson. About 2.4% of people chose Kota Kinabalu as a popular destination for nature lovers because of Mount Kinabalu and its amazing natural scenery while as for Kundasang ,2.0% people choose this destination because of its beautiful mountain and green valley views, which attract tourists to feel a connection with the natural world. With beaches and natural surroundings, such as Port Dickson has a 1.0% share provides a seaside holiday. From this data, we can conclude that most of Malaysians are fond to travel when they have time to do it even domestically or overseas that could lead to the advantages for company to introducing new product which can enlarge target market.

2. Healthy conscious trends

Nowadays, many people love a healthy life style from eating to exercising activities. Health awareness refers to a person's level of awareness about how their lifestyle choices can impact their overall health (Sánchez Romero & Ladwein, 2023).

In the wake of the COVID-19 pandemic, healthy eating also has become increasingly popular around the world. Many people have started making changes to their daily routines, including their food choices to stay healthy. The Food and Health Survey (2020) conducted by the International Food Information Council (IFIC) found that over 20% of American consumers

said the pandemic had caused them to change their eating habits. Malaysians have also responded to the new normal by increasing their exercise regimens and eating more nutrient-dense foods (Chandran, 2020; Herbalife Nutrition, 2020). Throughout the pandemic, consumers have become more mindful of their dietary choices due to the importance of maintaining a strong immune system (Jie & Abu Bakar , 2023).

Therefore, this data has shown that in the wake of the Covid-19 pandemic, consumer attitudes towards health have also changed, leading to a long-term trend towards more active lifestyles and healthier eating habits. These trends could have a positive impact on long-term health as people move towards a healthier diet and lifestyle. This shift is expected to continue and grow as people take responsibility to take care of their health, impacting purchasing decisions for years to come.

THREATS

1. Competition with the competitor

Competition involves rivalry between two or more businesses, and it can be categorized into three which is direct competition, where companies offer the same product to the same target market, while indirect competition is where businesses provide similar products to meet the same needs, and replacement competition, is when companies introduce new solutions that can replace existing offerings. (Wells-Mourre, 2023).

One of the key threats to the company's growth is competition with the competitor. The close competitor for Syarikat Faiza Sdn Bhd is Cap Rambutan and Jasmine. This is because, the competitors are well known brands and have a good reputation in local markets. This can be seen when Cap Rambutan is constantly maintain its quality that make it one of the best companies in producing rice product in Malaysia (Foodipedia, 2024). This can be considered as direct competitors because they target the same customer segment that uses rice products in Malaysia. When customers are presented with too many similar products or services, they may struggle to choose the best option, leading to hesitation, dissatisfaction, or even abandoning the purchase altogether (Kebbe, 2023)

As for spice, the company also face competition with ADABI and Babas that has been existed in the consumer's mind. When it comes to spices, many consumers will automatically choose these brands instead of spices from Faiza. This situation happens as they do not have awareness

that the company also has produces spices in the market. Therefore, this competition will make a big impact towards the business.

2. Presence of rice weevils

Rice crops are highly susceptible to various pests and diseases, which can significantly impact both the quantity and quality of production. These small insects, although often invisible in the eye, it can destroy rice by laying eggs inside the grain. While rice weevils are more commonly associated with improper storage, rice weevils can occur in rice even in ideal circumstances because of its natural environmental presence. The rice weevil, or *Sitophilus oryzae*, is a destructive pest that affects cereal grains such as wheat, corn, barley, sorghum and rice, and is found in warm and tropical regions throughout the world (Rajarushi, Nebapure, Biswas, Rajna, & Subramanian, 2024)

The presence of rice weevils is something that cannot be control as it is a natural occurrence. The potential for infestation is very difficult to completely eliminate due to this natural occurrence, especially in rice that has been stored for longer periods of time.

In 2024, our company received 62 customer complaints about rice weevil infestations. For example, based on the official complaint form, there is a customer complained to our company that the rice they bought which is “Moghul” from us was infected with the rice weevil, also known as *Sitophilus oryzae*. This pest is known to attack stored rice, especially in environments with poor storage conditions or improper packaging sealing. When rice beetles attack rice grains, they lay eggs inside the grain, and when the larvae hatch, they burrow into the rice, causing visible damage. Even if precautions are taken to reduce the possibility of infestation, such as routine inspection and appropriate storage methods, the rice weevil may penetrate the product occasionally. The rice weevil is a natural occurrence, which makes controlling this issue even more challenging because there is no certain way to completely overcome it.

9.0 DISSCUSSION AND RECOMMENDATION

1. Consistently produce a high-quality product

Delivering consistent quality is one of the most critical factors in maintaining a good reputation for any company. Product quality refers to the combination of features, reliability and good performance that enables a product to effectively meet customer needs, ensuring that the product consistently delivers the expected value and creating a satisfying and reliable experience for users (Team, 2023)

The company should produce a high-quality product in order to maintains a good reputation in the market. This is because the customers only want purchase the product that has a good quality and has a good brand name. This consistency can build trust with customers. To gain customer trust, it is essential for a business to consistently provide high-quality goods and services and customers are more likely to respect and support brand when they think it's worth it (Caramela, 2025).

High quality product can make customers more likely to return and recommend brand to others. In order to have a consistent quality, the company should have a quality control system where they can observe every stage of production. For instance, the company can do monitor their raw materials, the packaging and overall process of manufacturing. Inspections that may be performed may include routine inspections, testing for authenticity and taste, and ensuring that all packaging is intact and properly sealed. Product inspection is an important component of quality control (QC), which verifies that goods meet quality requirements by comparing them to established criteria. This procedure helps find and resolve problems early in the production process, avoiding supply chain disruptions and quality difficulties before goods are shipped to customers (Estrellas, 2023).

2. Understanding the customers' evolving needs and preference

The company should understand what is truly needed from customers to avoid the product not being purchase from consumers. This strategy not only helps the company to create products that customers are more likely to buy, but it also fosters connection between brand and its audience. Understanding consumer preferences involves in-depth analysis of customer opinions on various factors including quality, price, convenience and personal taste that can influence their purchasing decisions and can assist brands in what to produce and offer for a business (Venticinque, 2024)

For example, the company can do is to develop a survey to be answered by customers about their experience on using company's product. The survey can include the question about their

preference, needed and suggestion for improvements. The survey method can be best option for company to collect the data from consumers about their products. Through this survey, the company can summarize which product are mostly consume from consumers to least product. The company also can understand by monitor the reviews from the website to understand customer better. The Internet has changed the user to be active and informed. Today's consumers can easily share their experiences and opinions about products or services, reaching a global audience with the access to online feedback and reviews (Patil & Rane, 2023). This behavior has enabled them to influence others in purchasing decisions as people nowadays believing information from the internet.

Therefore, the company can use both method including offline survey or online survey to understand the preference of their consumers and can improve their upcoming products.

3. Collaborate with influencers

The company can collaborate with influencers on creating their contents of social media. This is because, influencers have the power to make people trust their recommendations, especially when it comes to food, health and lifestyle choices. By partnering with these influencers, companies can showcase the quality, taste and variety of rice in a way that resonates with their followers. Influencer can highlight the rice whether through recipe development, cooking videos or product reviews that making it more appealing to a wider and engaged audience. Online influencers are people, groups or virtual characters who have gained a large following on social media where they are seen as trusted figures and digital opinion leaders, holding a significant influence on the choices and behaviour of their audiences (Leung, 2022).

For example, the company can collaborate with online cooking influencers which is “Che Sayang Kitchen” whereby the influencers will provide the menu using Faiza’s products. Through this, the consumers who watch the content will automatically be interested in the products of the company. Che Sayang Kitchen is one of the best options because his followers are big and many people stay tune waiting with his new recipe. Che Sayang has a follower about 2.6 million on TikTok while the like 32.5 million. This data shown that, Che Sayang has a brand awareness when it comes to recipe of meals. This is because, the recipe is just taking only 2 minutes that make it the content convenience to be followed. This collaboration is a best option for company, Faiza as “Che Sayang” is popular with simple and delicious recipe about food and meals. Therefore, the company should do a collaboration with influencers in order to increase the engagement in the social media as the brand is still new in using that platform.

4. Focus on Online Food Delivery Platforms

As the company has issue about the physical shelf space in traditional grocery stores becomes more limited, one approach that company can do to overcome this issue is to use popular online food delivery methods such as GrabFood or FoodPanda as it is having a strong presence in doing delivery services. This platform is an important technique because the company can observe the purchasing behavior of consumers, especially among individuals who prefer the convenience of ordering food from home.

Great convenience for customers by allowing them to order anytime and from anywhere through the Online Food Ordering System. Customers do not need to call the restaurant or store or visit in person as they can easily order from the comfort of their home, office, or while traveling (Lucia, 2024).

By making product that are not available in stores available through online delivery services, the company may avoid the limits of physical shelf space and make it more accessible to a larger audience. These can help consumers who want a certain product that are not available in the stores a convenience without leaving home. The company can get advantage through these popular delivery platforms because many consumers are that regularly use this service can browse company's product anytime, anywhere as it only using an internet to purchase the products. For example, the product's "kerisik" and "sugar" that are hardly can be found on stores can be easily access using these delivery platforms. From these actions, it will give huge exposure to a large and growing group of consumers who use the service to find new products and services.

5. Company new travel friendly products

As nowadays people love to travelling, the company should take this as an opportunity to introducing a new product that travel friendly options. This convenience trends have driven many industries including the food industry to explore new technologies which is retort. The retort is a technique that using heat to increase the temperature of food containers in closed vessel. This retort method ensures that harmful bacteria and microorganisms can be ruin as it cannot alive in heat temperature. After sterilization, the food is packed in a sealed package, which keeps it edible for up to two years at room temperature (Jimenez, Bangar, Suffern, & Whiteside, 2023) .This technology is usually used for products such as canned food that need a long shelf life without refrigeration. It also allows rice company which is Syarikat Faiza Sdn Bhd an opportunity to develop a convenient product which is using retort technology for their rice and spices. The company can create one meal with their popular basmathi rice that can be easily consume using liquid water. The company can create this travel friendly product to

attract interest of people that involved outdoor activities including hiking, picnic, travel or even can be consume during emergency cases. These travel friendly product is essential to the company as people love convenient and easy way to cook during far away from their home. This travel friendly product also can help Muslim during traveller. For example, the meals from Faiza can make it easier for them to eat halal food while abroad. This makes it easier for them to enjoy their trip without compromising their values. Therefore, the company can help Muslim travellers feel more comfortable and connected to their faith, no matter where they are in the world through this travel-friendly product. From this travel friendly product, the company will gain the new market segments as they can attract people that always involve with outdoor activities.

6. Healthy rice cracker for health conscious

Snacking is a part of many people's eating routine, whether when hungry or bored, and while some argue that snacking leads to weight gain, research suggests that it can help maintain a healthy weight and offer important nutritional value in everyday life (BDA, 2025).

Nowadays, the demand for snack is increasing within the food market in Malaysia whereby the sale is expected to make 1.26 billion dollars on 2025 and is predicted to grow by 6.65% every year from 2025 to 2029 (statista, 2024). For the company like Syarikat Faiza Sdn Bhd can take this as an opportunity to producing a new product line that can meet consumers preferences and taste. This also including bunch of demand from consumers that want to become health conscious in snack options.

The consumers are more likely to purchase a snack that are more nutritious, have a natural ingredient as well as plant based and gluten free. Thus, Faiza can manufacture a healthier snack food that based on rice such as "rice cracker". The rice cracker, will contains healthier and natural ingredients that can be suitable for all age generations. Therefore, through this opportunity Syarikat not only be known for producing rice but also for producing a healthy snack product.

7. Continuous innovation

Innovation is essential for the company to stay relevant in the competitive market. Continuous innovation is known as the ongoing process of creating new concepts, goods and services that benefit customers and improve business performance. This process aims to help companies stay ahead of the competition by adapting quickly to changes in the market, customer needs and emerging technologies (Samani, 2024)

Nowadays, customers are increasingly looking for unique and customized products that meet their specific needs. With rapid advances in technology and fierce competition, businesses must

constantly innovate to stay ahead (Doddy Setiawan & Ida Farida , 2022). Innovation does not only involve launching a new product but how to deliver a value to customers. For instance, the company can innovate the existing product to have a different value from the offerings by competitors. The company could invest in new processing technologies that enhance the freshness, flavour, and nutritional content of the rice.

The company also can improve design of packaging to be more creative and stay in current trends to attract the customers. The packaging product also can be improved by adopting technologies so that it can improve the shelf life, environmentally friendly options, or even introduce innovative packaging that is easier for consumers, such as resealable bags or smaller portion-controlled packages. By updating packaging, company can reach a larger audience and attract new customers (West, 2023). Making these changes can increase customer base and open up new markets.

Therefore, through this innovation, it not only improves the company's offerings but also shows customers that the company is forward-thinking and committed to providing the best to consumers.

8. Educate customer about the rice weevils

Customer education is the process of guiding customers on how to achieve desired outcomes because they purchase a product or service to solve a problem or fulfill their needs, so companies need to help by teaching them how to use what they buy effectively without any problems (Howard, 2021).

In order to educate the customers, the company can conduct educational campaigns to raise awareness about rice weevils and how to prevent them. This could involve creating brochures, posters, or even online content that provides practical advice on proper rice storage and pest control. For instance, the company could host workshops for consumers to educate them how to identify and handle rice weevils when they find it on rice. The identification process of weevils is important to ensure the consumers can understand when this situation happen to them at homes so they can protect their rice product efficiently. This type of educational marketing is effective because it builds product trust, and is important in today's business world where consumers are becoming more doubtful of overly "salesy" tactics (Elawadhi, 2024).

Educating customers brings many advantages for the company and its customers. For customers, learning through educational programs helps them make smarter choices when buying and using products that make them aware on what actually they need on products and for overall experience (Sun, Foscht , & Eisingerich , 2021). Apart from that, the company can educate the consumer by providing a clear labelling on rice packaging. The labels must include

the important information and can make user easy to understand. The instruction on packaging should have the tutorial on keeping the rice to prevent from weevils and how to keep it on airtight containers, away from direct sunlight, and in a cool or dry place. For consumers who buy large quantities of rice, the company can suggest freezing the rice before long-term storage to eliminate any potential larvae or eggs. Therefore, it can be concluded that it is important to educate customers about the product including on how to manage and use it properly after purchases to avoid any issues so that the customers is aware to make an actions.

10.0 CONCLUSION

To conclude, this report outlines the analysis swot of the company, which is Syarikat Faiza Sdn Bhd. In this practical, I have gain knowledge and experience about marketing from administrative work to practical insight. I'm also able to improve my communication skills from doing live session in the social media account of the company. This internship has not only strengthened my technical skills but has also contributed to my personal growth, giving me greater clarity about my career aspirations. I am grateful for the opportunity and look forward to utilizing the experience in my future.

Moreover, during 6 months, I has been getting opportunity to study about the company where I analysing the strength of the business in the market, the weaknesses, threat and the opportunity.

After analyzing the company's product offering and conducting a SWOT analysis, Faiza's company had key strengths in the business such as a good reputation and product diversity, and opportunities for expansion in areas such as outdoor activities and health-conscious trends. However, the analysis also found the company's weaknesses, such as a lack of promotions and limited product availability in stores, while the company's threats were from competitors and the presence of rice weevils which could limit the company's growth if it is not addressed.

As part of requirement in report, I have to come up with the recommendation to address the issues that arises from the SWOT analysis. I recommend that Faiza's need to consistent in producing high quality product, understanding customers preference, collaborate with influencers, focus on online delivery platform, introducing new product line that always follow trends of outdoor activities and healthy conscious style. The company also need to overcome the threats by do a continuous innovation on their product to be unique and also educate customers on the issues of presence rice weevils. By doing so, the company can strengthen its market position and continue to grow successfully.

To conclude, Syarikat Faiza Sdn Bhd is a company that has a strong presence in the market from their products to their name in the community through csr program, Bersamamu. Therefore, it is clear that the company is well positioned to continue to thrive in a competitive market and can be more successful in the future.

11.0 REFERENCE

- BDA. (2025, January). *Healthy snacks*. Retrieved from BDA The Association of UK Dietitians: <https://www.bda.uk.com/resource/healthy-snacks.html>
- Caramela, S. (2025, January 9). *Elevating Expectations: 6 Ways Product Quality Affects Your Brand*. Retrieved from business.com: <https://www.business.com/articles/5-reasons-why-product-quality-matters/>
- Dashper, K., & King, J. (2021). The outdoors as a contested leisure terrain. *Annals of Leisure Research*, 435-443.
- Doddy Setiawan, & Ida Farida . (2022). Business Strategies and Competitive Advantage: The Role of Performance and Innovation. *Journal of Open Innovation*, 1-16.
- Elawadhi, K. (2024, November 20). *Educational Marketing: The Importance Of Education Over The Hard Sell*. Retrieved from Forbes: <https://www.forbes.com/councils/forbesbusinesscouncil/2024/11/20/educational-marketing-the-importance-of-education-over-the-hard-sell/>
- Estrellas, L. (2023, December 13). *A Quick Guide to Product Inspection*. Retrieved from SafetyCulture: <https://safetyculture.com/topics/quality-assurance-and-quality-control/product-inspection/>
- Foodipedia*. (2024, August). Retrieved from Foodipedia: <https://www.foodipedia.my/rice-brands-in-malaysia-unveiling-some-of-the-best-in-the-market/>
- Howard, S. (2021, August 24). *What is Customer Education? A Beginner's Guide*. Retrieved from intellum: <https://www.intellum.com/resources/blog/what-is-customer-education#:~:text=The%20term%20customer%20education%20refers,use%20the%20product%20or%20service.>
- Islahuben, I., Widayati, C., Yenita, Y., & Budiawan, L. (2023). The Influence of Product Quality, Promotion and Price on Purchasing Decisions . *Journal of Accounting and Finance Management* , 258-265.
- Jie, T. H., & Abu Bakar , A. (2023). Consumer Demand for Healthy Food: Evidence from a Regional Context in Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 469-480.
- Jimenez, P. S., Bangar, S. P., Suffern, M., & Whiteside, W. S. (2023). Understanding retort processing: A review. *Food Science & Nutrition*

- Kebbe, E. (2023, June 11). *Advantages And Disadvantages Of Competition In Business*. Retrieved from ECOMSTRIVE: <https://ecomstrive.com/advantages-disadvantages-of-competition-in-business/>
- Kiely, T. (2024, February 27). *Business Reputation Management: How to Create and Maintain a Good Reputation*. Retrieved from Meltwater: <https://www.meltwater.com/en/blog/how-a-business-can-create-and-maintain-a-good-reputation>
- King, D. (2024, July 25). *Exploring the Benefits of Regular Outdoor Activities*. Retrieved from ezra: <https://ezra.com/blog/exploring-the-benefits-of-regular-outdoor-activities#:~:text=Outdoor%20activities%2C%20such%20as%20group,sense%20of%20accomplishment%20and%20relaxation.>
- Larson, V. (2024, July 23). *Product Availability: Benefits, Issues & Ways to Improve*. Retrieved from leafio optimizing retail: <https://www.leafio.ai/blog/product-availability-benefits-issues-ways-to-improve/>
- Lasa, T., & Wijayanti, N. (2021). The impact of location, price, and diversity of products on buying interest in Omega Tirosa Store.
- Leung, F. F. (2022). Online Influencer Marketing. *Journal of the Academy of Marketing Science*, 226-251.
- Lucia, G. (2024, September 17). *Advantages of Using an Online Food Ordering System*. Retrieved from Orderable: <https://orderable.com/blog/advantages-of-online-food-ordering-system/>
- Malaysia, T. (2024). *MALAYSIA TOURISM STATISTICS*. Retrieved from Tourism Malaysia: <https://data.tourism.gov.my/>
- Molinillo, S., Japutra, A., & Yuksel Ekinci. (2022). Building brand credibility: The role of involvement, identification, reputation and attachment . *Journal of Retailing and Consumer Services* .
- Patil, D. R., & Rane, N. L. (2023). CUSTOMER EXPERIENCE AND SATISFACTION: IMPORTANCE OF CUSTOMER REVIEWS AND CUSTOMER VALUE ON BUYING PREFERENCE. *International Research Journal of Modernization in Engineering Technology and Science*.
- Pratama, Y. S., Evien, & Tarunay, O. I. (2024). The Effect of Product Diversification and Brand Equity on Purchase Decisions With Promotion Strategy as a Moderator. *eCoa-Buss*.

- Rajarushi, C., Nebapure, S., Biswas, A., Rajna, S., & Subramanian, S. (2024). Contact toxicity of insecticides against rice weevil, *Sitophilus oryzae* L. and its effect on progeny production. *scientific reports*.
- Samani, N. (2024, September 24). *Everything You Need to Know About Continuous Innovation*. Retrieved from Deskera: <https://www.deskera.com/blog/continuous-innovation/>
- Sánchez Romero, A., & Ladwein, R. (2023). Understanding the Role of Health Consciousness in the Consumption of Plant-Based Meat Alternatives: A Sequential Mediation Model. *Journal of sustainable marketing*.
- statista. (2024, December). *Snack Food - Malaysia*. Retrieved from statista: <https://www.statista.com/outlook/cmo/food/confectionery-snacks/snack-food/malaysia>
- Sun, X., Foscht, T., & Eisingerich, A. B. (2021). Does educating customers create positive word of mouth? . *Journal of Retailing and Consumer Services* .
- Team, M. S. (2023, March 31). *Product Quality*. Retrieved from mbaSKOOL: <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/3231-product-quality.html>
- Venticinque, L. (2024, April 24). *Changing consumer preferences: Insights and trends*. Retrieved from The Bazaar Voice: <https://www.bazaarvoice.com/blog/changing-consumer-preferences-insights-and-trends/>
- Wells-Mourre, W. (2023, November 21). *Competition in Business Overview, Types & Impact*. Retrieved from Study.com: <https://study.com/academy/lesson/what-is-competition-in-marketing-definition-types-quiz.html>
- West, G. (2023, April 27). *5 Reasons To Update Your Packaging Design*. Retrieved from GOLDEN WEST PACKAGING GROUP: <https://goldenwestpackaging.com/wp/5-reasons-to-update-your-packaging-design/>

12.0 APPENDIX

