



اَوْنَبُوْ سَيِّدِيْ تِيْكَوْ لُوْ كِيْ بِمَارَا
UNIVERSITI
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MARA

Cawangan Melaka

**UNIVERSITI TEKNOLOGI MARA MELAKA CAMPUS
BANDARAYA MELAKA**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
INTERNATIONAL BUSINESS
MGT666: INDUSTRIAL TRAINING REPORT**

BABYMAMA TRADING SDN BHD

12 August 2024 - 24 January 2025

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Tajuk Laporan	Industrial Training Report	Nama Syarikat	Babymama Trading SDN BHD

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Acknowledgment

First and foremost, I want to say my sincere gratitude to Allah S.W.T and Nabi Muhammad S.A.W. All credit belongs to Allah S.W.T because of my abilities and with His guidance, I was able to finish my industrial training report for the internship course which is MGT666 and prepare this report without any problems.

I would also like to express my gratitude to my advisor, Madam Noraishah, for her invaluable support in spreading information about this industrial training and providing me with countless instructions on how to complete the report to obtain a good industrial training report. This industrial training report cannot be completed in the manner described here without her direction.

I would also like to thank Babymama Trading Sdn Bhd for giving me a chance to do my industrial training with them. Especially to my supervisor, Puan Siti Syafurah Abas, who is Babymama Trading Sdn Bhd Chief of Operation. Thank you for being my supervisor and helping me with everything from the start until the end.

I would also like to express my appreciation for my parents' unending love, prayers, and unwavering support from beginning to the end. Not to forget my classmates for their excellent cooperation, support, and advice, all of which motivated me to find several methods to make this assignment better. I appreciate everyone's dedication to working together and for making a strong commitment to completing assignments on time and in full.

In addition, I would like to thank everyone who has helped with the completion of this case study report. Thank you for taking part in this work and being willing to provide comments. Your contribution means a lot to me. Without the support, assistance, and support from several individuals, this industrial training report would not have been able to be finished. I am grateful to thank everyone who contributed and provided essential assistance in completing this report. Thank you.

1.0) Executive Summary

Industrial training is the last course for every undergraduate major at the Faculty of Business Management. It is done on the 6th and final semester. Every student needs to be a part of an internship programme where they need to gain experience in a realistic environment of an organization. This is where they will learn to develop their soft skills and also their practical knowledge by doing the tasks that are given by their supervisors or organization.

In the 24-week internship period, this report goes in depth in what I have learnt from the experiences that I got from accomplishing tasks and being a part of projects and events while interning at BabyMama Trading Sdn Bhd. My internship period started from 12 August 2024 and finished on 25 January 2025. The position that I held in the company was Graphic Designer Intern under the Marketing Department. The usual tasks that I did were regarding designs and also did other tasks that were given by my supervisors. All the tasks that were done helped me understand the functions of different aspects of a corporate business.

Other than fulfilling my contracted duties as an intern, the main reason for doing industrial training for undergraduates is to conduct a study on the aspects of the company in the form of a SWOT analysis which consists of Strength, Weakness, Opportunities and Threats. This type of analysis was already mentioned in a few subjects due to the effectiveness of the system. The methods that were used to gain data for the analysis are by observation, research and interviews.

2.0) Student's Profile

AMIR SULAIMAN BIN SARIF



CAREER OBJECTIVE

A highly motivated and hardworking individual seeking a position or role in a company where I can launch my career and build a valuable skill set. To get an opportunity where I can make the best of my potential, contribute to the organization's growth and take the company to the next level.

WORK EXPERIENCE

KKM Covid-19 Volunteer | Kementerian Kesihatan Malaysia, Hulu Langat, Selangor

Jun 2021 - Jul 2021

1. Provide assistance to Covid-19 Positive patients in registering online to increase efficiency entry flow to the medical checkup area
2. Facilitate Patients into medical checkup area
3. Responsible in data entry for patients' detail into Microsoft Excel for recording purposes
4. Manage check-in counters in Red-Zone area to provide smoother registration process

Part-Time Middle Kitchen Worker | KFC Sdn Bhd Bandar Seri Putra, Kajang, Selangor

Aug 2021 - Oct 2021

1. Preparing the sides (fries, nuggets, rice, etc) in the menu according to the orders.
2. Cleaning the cutleries, stations, sink and surrounding area of the kitchen after closing hours.

Part-Time Store Keeper | KK Mart Sdn Bhd, Bandar Seri Putra, Selangor.

Oct 2021 - Dec 2021

1. Managing the cash register and provide assistance to customers.
2. Keeping the premises clean and tidy by sweeping and mopping every day.
3. Manage and organize the products on the shelves according to the designated areas and racks.

Marketing Intern | BabyMama Trading Sdn Bhd, Bandar Baru Bangi, Selangor

Aug 2024 - Jan 2025

1. Designing posters for promotions and events.
2. Create and edit video for content and advertisement
3. Live stream on Tiktok and Shopee Live daily
4. Handle various types of events
5. Take pictures and videos for Instagram story and content purposes
6. Handle social media accounts (Instagram & Facebook)
7. Package and drop off online order parcels to parcel hubs

SKILLS

Multimedia skills: Microsoft Office, Canva, Mobile Editing, Mobile Photography

Technical Skills: Technologically adept, craftsmanship skills

Soft skills: Adaptability, problem solving, self-awareness, teamwork, time management and communication.

Language skills: Bahasa Melayu (Native Proficient) and English (Fluent).

EDUCATIONAL BACKGROUND

Bachelor Degree of International Business

2022 - 2025

- UiTM Bandaraya Melaka, Melaka
- CGPA : 3.32

Diploma in Business Studies

2019 - 2021

- Kolej Profesional Mara Beranang, Selangor
- CGPA : 3.51

Malaysian Certificate of Education (SPM)

2017 - 2018

- Sekolah Menengah Kebangsaan Bandar Seri Putra, Kajang, Selangor
- Result : 3A's 4Bs

EXTRACURRICULAR INVOLVEMENT

1. Multimedia Committee in International Business Unity Club (IBUC) 2022-2023
2. External Relations Committee in Youth Edupreneur Society Club (YES Club) 2022-2023
3. IBM554 Trip to Aston Martin Kuala Lumpur Project Leader
4. HTH558 Seminar Project Leader
5. IBUC International Business Annual Congregation Assistant Project Leader
6. IBUC 2023 Dinner Logistics Committee
7. IBM651 Trip to Indonesia External Relations Committee
8. YES Club Glamping Trip Activity Committee

ACHIEVEMENT

- IBUC achieved Anugerah Kelab/Persatuan Terbaik for 2023

REFERENCE

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110 Off Jalan Hang Tuah, 75350
Melaka, Malaysia

Mrs Nurul Azrin bin Ariffin
IBM554 Advisor,
UiTM Bandaraya Melaka
110 Off Jalan Hang Tuah, 75350
Melaka, Malaysia

3.0) Internship/Industrial Training:

3.1) Company / Place of Internship Profile



Figure 1: Tateh Official Brand Logo

Babymama Trading Sdn Bhd is well known as Tateh is founded in 2012 by Mr. Sheikh Ahmad Haiqal, who is the CEO. The name Tateh came from the word that Malay parents use to teach their baby how to walk. So the meaning of the name is a place where the baby and parents also can learn slowly on becoming a family. Which is shown in the tagline in the logo which says “PapaMamaBaby Learning Boutique”. Tateh specialize in products for baby care such as clothing, breastfeeding items, ailments, other baby necessities. They also have products for mothers who just gave birth, items such as ailments and clothing for women that are pregnant and going through postpartum. Tateh also provides consultation on the products if the customers have any questions on the products. Other than products, Tateh also provides classes with professionals from various aspects of parenthood. Some well-known classes that are usually held by Tateh would be breastfeeding class and parenting therapy. It shows that Tateh not only provides the products but also teaches the parents on how to use them and also teaches them practical knowledge that the parents need to know.

Tateh’s mission is to be Malaysia’s proud brand that provides mom and baby essentials by empowering young smart parents to choose the best quality product for their baby. Their vision is aspiring to be one of the largest moms and babies retail store brands in Malaysia, Tateh aims to franchise out more branches nationwide, making Tateh’s 50 branch vision a reality. Both the mission and vision focuses on being a brand that Malaysians will know of and will be proud of in which they focus on the local market instead of foreign markets. Tateh also joined the

initiative of supporting local brands called SupportLocal movement. This is because they are a local brand themselves, so they are collaborating with other local brands to help each other to grow which shows the company's ethics as a local brand.

3.2) Industrial Training Reflection

For the 24 weeks training period that I had at Babymama Trading Sdn Bhd as a marketing department intern, I have learned about various things ranging from the business aspects to the corporate environment. The knowledge and skills that I gained during the period are from doing the tasks that were given to me and also handling a project. I was lucky to join the company at the time that they are going through a restructuring process where I can get hands-on experiences from my supervisors on how they handle a company that is restructuring due to the effects of the current economy post Covid-19 pandemic.

On one hand, I have gained multiple understanding of the system of an organization, this is because Babymama Trading Sdn Bhd is the parent company of Tateh where the place that I had my training is the headquarter for all the Tateh branches in Malaysia. Which means that the work that is done by me involves all the other branches from different states. So, one of the things I learned is how to communicate with people, whether it is my colleagues or the supervisors from the other branches. Having to build my communication skills helps me get used to speaking formally to my higher ups in a way to avoid any misunderstandings with the other party. Other than that, I also communicated with people from other organizations due to them being a customer, a supplier or even a collaborator, I got the chance to learn on how to respond to people in a proper way which vastly improved my communication skills as a whole.

Another major aspect that I have learned while doing my internship is having to adapt myself to the systems that are being used. This is because there are a lot of parties involved in the business aspect of the company where there are suppliers and also workers that need to communicate with each other from different departments in a process. This flow is important to ensure the communication line from one person goes smoothly to the other person without any information loss. When I entered the company in August, there were already multiple plans and projects being handled by multiple people at the same time. So, I need to adapt to find the

suitable place for me to be in where I can provide the best support to my department which happens to be the marketing department. I learn to adapt to the current situation where each project has a different main focus, so shifting between different topics can be difficult to handle if I don't adapt quickly to the situation.

I can confidently say that everything I have learned for my industrial training will be useful for me as a person and also as a worker where all the things that I have learned can be applied both in the workplace and also outside. Which helps me not only as a corporate worker but also as a human being.

4.0) SWOT ANALYSIS

4.1) INFOGRAPHIC



Figure 2: SWOT Analysis Infographic

4.2) FINDINGS

4.2.1) INTERNAL ASPECTS

STRENGTHS

- Strong Brand Recognition
- Strong Networking Channels
- Multiple Established Outlets

WEAKNESSES

- Lack of Manpower/Employees
- Low Employment Retention

4.2.2) EXTERNAL ASPECTS

OPPORTUNITIES

- Baby Related Product Market Growth
- Other Segmentations

THREATS

- Declining National Birth Rate
- Competitors from Online Shopping Platforms

5.0) DISCUSSION

5.1) Strengths

5.1.1) Strong brand recognition

Tateh has a long history of being a well-known brand in Malaysia when it comes to local baby and mother's products. Also, it helps that Tateh is a Malay-owned business. Which helps drive the popularity in Malaysia for being a local brand. Being a local owned brand, the majority of the population would trust the brand more compared to other brands. Thus helping build customers' loyalty towards the brand. Which comes with benefits in itself. One of them being a lower price sensitivity. This is because the customers are loyal towards the brand, any changes done by the brand would not have a major impact on the customers purchasing decision.



Figure 3 : News snippets of Tateh's history and achievements

Being a trustworthy brand is a good strength for a brand and company where the public will have a positive view on the brand name from the get go which makes it easier for the brand to do something new and gain a customer pool easily. This can help if the brand decides to launch a new product or service in the future.

5.1.2) Strong networking channel

Tateh is a long-standing business when it comes to baby products in Malaysia, they also built strong relationships with other brands that they interacted with along the way until now. Relationships with other entrepreneurs and organizations. With the CEO and COO being entrepreneurs themselves, they build networks with other entrepreneurs with the help of their other businesses.



Figure 4 : Strategic Partners with Tateh

Tateh being a major player in the market in Malaysia, made connections with other major players from different sectors, from SMEs and other organizations. The figure above shows that they collaborated with other organizations on an event where they are collaborating with organizations that are in the child care sector like other kindergartens and baby product brands.

With the help of expertise from other organizations, it can help for Tateh to gain new knowledge and experiences with every collaboration.

5.1.3) Multiple established branch outlets.

Tateh opened branches around Malaysia to make it accessible to people in each state. Well-known branches are in Putrajaya, Shah Alam and Johor Bahru. With that, people would look at Tateh as a reliable and trustworthy brand. By spreading the branches to different areas, they can attract different types of customer base since different areas have their own preferences of products. With the spread of branches across the peninsula, they also gain more market spread where people from different states will also recognize the brand which can make the public think positively of the company due to the various branches that the company has around Malaysia.



Figure 5: Map showing Tateh's Branches in Malaysia

5.2) Weaknesses

5.2.1) Lack of Current Manpower/Employees

One of the weaknesses that I have found while interning in the company is the lack of manpower where some of the employees frequently resign from the company due to many reasons. Which makes the employees that stay having to handle a bigger workload. With the headquarters having multiple branches to take care of, it takes a bigger number of people to make sure the process for anything runs better. With the current economy where fresh graduates are only looking to work at bigger places and not SMEs, it would make it harder for Babymama Trading to gain new employees within a certain period of time.

5.2.2) Low Employee Retention

With the majority of the employees in the marketing department are interns instead of permanent employees and some of the remaining permanent employees are close to the end of their contract, it would have an impact on efficiency since the knowledge and information on previous things of the company would not be readily available since the interns would probably not know every information on the company from the start. This also poses an issue to the future of the company since the intern would probably leave after the internship period. The two figures below show the difference of employment in the company within a period of one year from 2023 to 2024. There would be other reasons that cause the drastic shift in employment in the company such as personal reasons that would be harder to calculate and distinguish.

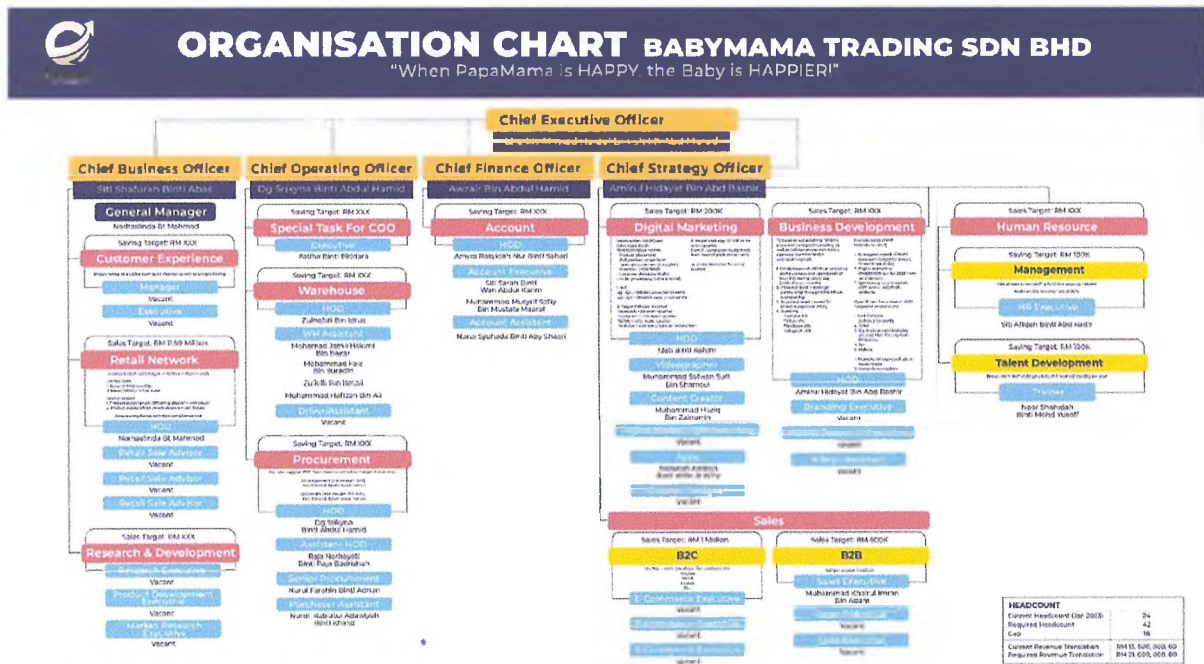


Figure 6: Babymama Trading Sdn Bhd Organizational Chart 2023

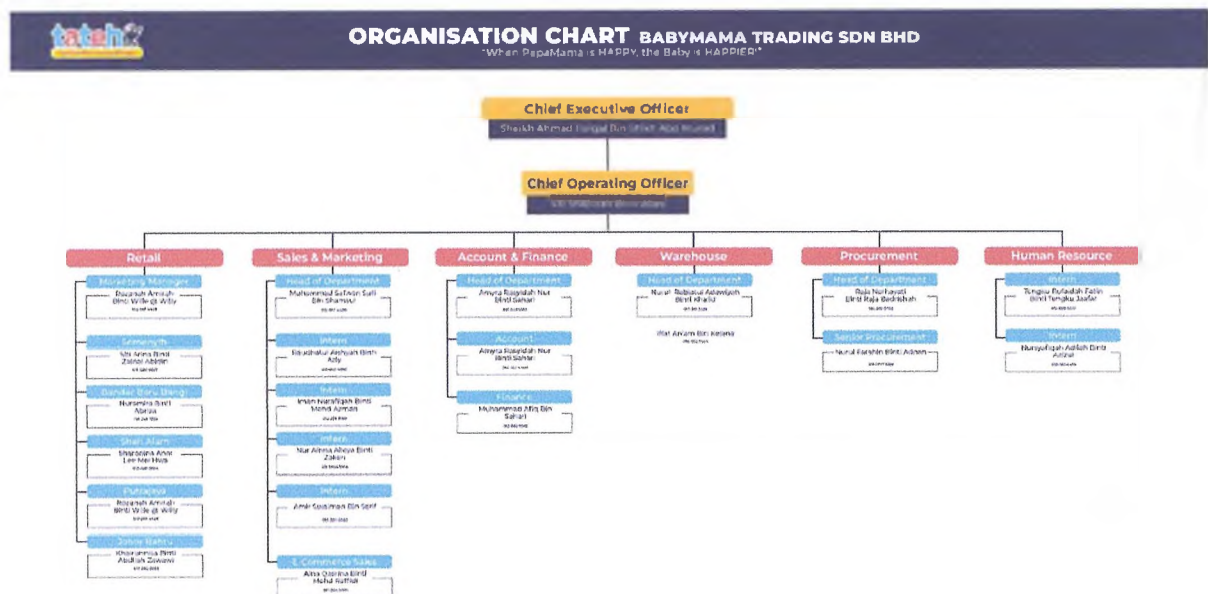


Figure 7: Babymama Trading Sdn Bhd Organizational Chart 2024

5.3) Opportunities

5.3.1) Baby related products market growth

A data that was collected by Statistica shows that the Malaysian market for baby related products is expected to grow in the next upcoming years. The expected annual growth rate is 3.30% annually and the expected revenue from the market in 2025 will be 70.85 million US Dollars or approximately 318 million Malaysian Ringgit. This can be an opportunity for Tateh since the market is still growing significantly for the coming future. Tateh has a chance to find local brands to help promote to the Malaysian market in which people would want to have a bigger selection in products and brands. Which is an advantage for both consumers and producers. People are still becoming parents and families are growing merrier, there is still a market for the products in the future.



Figure 8: Yearly Revenue for Baby Product Market in Malaysia (Statistica)

5.3.2) Expand to other business structures.

Other brands are focusing only on the retail side of the business. So Tateh is chasing the opportunity to branch out to other aspects of the market of parenting and baby items. One of the segments that Tateh is trying to put more effort in is the education services segment, where they are handling classes with professionals where they can educate parents on knowledge that they need to know in their parenting journey. One of the reasons why Tateh is pursuing this angle is that Malaysia has seen records of the service sectors proving to be the main attraction in the economy and Malaysia's National Statistics Organization shows that half of the national GDP comes from the service sectors such as education, transportation and health.

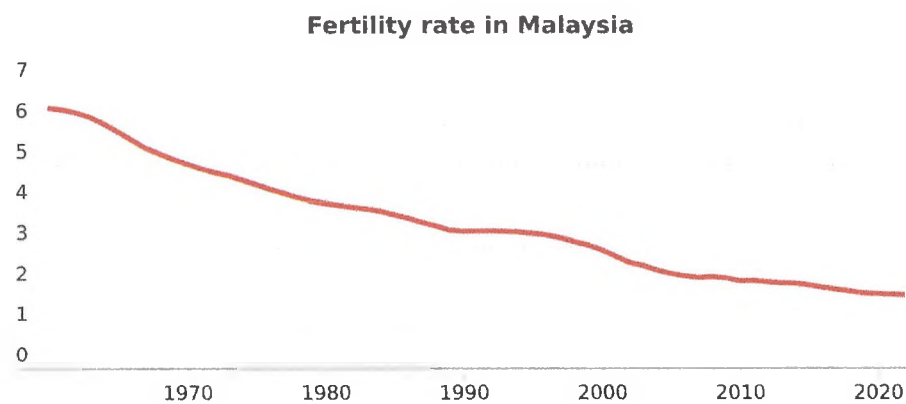


Figure 9: Parenting Love Therapy Class held by Tateh

5.4) Threats

5.4.1) Declining national birth rate in Malaysia

Study shows that the birth rate in Malaysia is declining due to multiple reasons ranging from economy to preferences. Tateh being a company around baby products, will be affected by the declining rate. With there being less babies being born each year, the number of potential customers in the future for Tateh will decrease as well and as the customers that are already purchasing from them having their baby growing up, also makes the customer base for the company decrease. The chart below shows data that the World Bank collected on the fertility rate in Malaysia. It shows a significant decreasing rate each year, and if nothing significant is done to change it, the rate would carry on with the current rate.



Data from datacatalog.worldbank.org via Data Commons

Figure 10: Fertility Rate in Malaysia chart between decades (World Bank)

5.4.2) Competitors from various Online shopping platforms

The rise of online shopping in the current economy that was introduced because of the Covid-19 pandemic posed a threat to Tateh and other baby product related companies since the accessibility of purchasing direct from foreign factories such as from China for a lower price. This makes it harder for local SMEs companies to compete with. Even though some companies and Tateh itself too delve into the online shopping market, they are still struggling with foreign sellers that are playing the price game where they offer a lower price compared to the local brands.

The introduction of the various online shopping platforms such as Shopee, Tiktok Shop, Lazada and many more comes with its pros and cons. The main disadvantage for the local companies would be competing with foreign sellers in a wide market especially in the cost competitiveness where foreign companies have the price advantage when it comes to cost from materials, labor and manufacturing.

6.0) Recommendation

6.1) Strong Networking Channel + Other Segmentation (Strength + Opportunity)

One recommendation that I have after studying the SWOT analysis of Babymama Trading is using their network with other organizations in the childhood related sector such as education and parenting to help build another department that focuses on the other segmentation in the market other than retail. It can be seen that Babymama Trading have connections with kindergartens, which can bring in parents from their clientele to said programs. Babymama Trading also have connections with baby related product brand

One segmentation that looks promising is the education part of parenting where the number of places that provide training or education on becoming a parent is lacking currently. With the help of the other organizations in the existing network, they can come up with a program that can benefit both parties, where their main goal would be educating the parents in Malaysia on different topics. There are topics that would attract new parents or even current parents where they would feel interested in learning for the sake of their children.

I think this would be a suitable idea because the other companies in the baby related product market focus on their retail department instead of trying to delve into another segment. Thus making the option reasonable and may bring significant results in the near future.

6.2) Strong Brand Recognition + Lack of Employees (Strength + Weakness)

Not having enough people is a major weakness in Babymama Trading Sdn Bhd and also struggling in being in a bad position due to the pandemic at the same time makes it worse for everyone. They are trying to recover in the post-pandemic economy but it is a slow process. For my recommendation regarding this issue would be using their strong brand recognition more actively in their actions in recruiting. Right now, they do not put their brand name in front of their job vacancy postings whenever they are posting it online in various groups and platforms.

By putting their brand name more prominently in the posters, it could attract people that recognize the brand and being a brand that has been operated for more than 10 years. Other than that, having a trusted brand name in front of the postings would make it stand out in the crowded

job platforms. Also, it tends to bring people in their company because they would want to have experience in a company that has a rich history.

6.3) Multiple Branches + Competitors from Online Platforms (Strength + Threats)

Having multiple established branches around Peninsular Malaysia is significant strength because having a brick and mortar store comes with its benefits to the brand itself, one of them being able to provide first hand experiences to customers that want to see the product physically before buying. This is a major advantage against the online competitors where the items that they are selling usually come from other countries which makes it difficult for customers to see the product itself without relying on the pictures provided on the platforms. Having this upper hand against online competitors has a lot of benefits, one being having the chance to charge a premium price for the items due to the convenience of having the items readily available for the customer to see and also to buy instantly, removing the shipping time for the products.

With all of these in mind, I would recommend Babymama Trading Sdn Bhd to focus on the brick and mortar stores that would help in various aspects. Being a shop that can be more than just a store, such as being a place where new parents can learn things they need to learn to be a parent and also providing consultation in multiple things such as diet, health and others. This way, Babymama Trading can be a place that parents come to for not just the products but also other things, which can make the store truly a one stop center for parents to learn about everything they need in their parenting journey.

7.0) Conclusion

In conclusion, Babymama Trading Sdn Bhd has significant factors when it comes to internal and also external aspects of their company. One of the most promising strengths that they have is their strong brand name. Which comes with plentiful other benefits that they can take advantage of in their future. Whether in competing or improving their company. With that, they can also take advantage of it to figure out their other factors like their weaknesses and threats.

Each factor that was listed can be related to each other. This shows that it is not impossible for them to overcome anything that they will face in the near or far future. They are capable of using the resources that they have whether it is talents or connections to get over any hurdles that they face. The first recommendation that was mentioned would be the best example of their capability in using their resources in resolving their issues.

8.0) References

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9.0) Appendices



