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UNIVERSITI  
TEKNOLOGI  
MARA

# INDUSTRIAL TRAINING REPORT

JannahNoe

JANNAHNOE EMPIRE SDN.BHD.

12 AUGUST 2024 - 24 JANUARY 2025

NAME: MUHAMMAD ADHA NAIM BIN NOR HAIZAN

STUDENT ID: 2022458382

PROGRAM: BACHELOR OF BUSINESS ADMINISTRATION (HONS.)  
HUMAN RESOURCES MANAGEMENT

PREPARED FOR: HELMY FADLISHAM BIN ABU HASAN



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Tarikh : 15/1/2025

Kepada :

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No. Matriks	2022458382	Nama Program	HUMAN RESOURCES MANAGEMENT
Tajuk Laporan	JANNAHNOE EMPIRE SWOT ANALYSIS	Nama Syarikat	JANNAHNOE EMPIRE SDN. BHD.

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# EXECUTIVE SUMMARY

JannahNoë

JannahNoë Empire Sdn. Bhd. is a well-known Malaysian modest fashion business founded in 2016. It specializes in high-quality women's wear such as Baju Kurung and Baju Melayu, as well as hijabs, children's clothing, and seasonal bridal collections. The brand distinguishes itself by presenting current, modern designs while adhering to the fundamental values of modesty. With a strong commitment to exceptional craftsmanship and customer service, JannahNoë manufactures all of its items in-house to ensure the highest quality standards.

The company now has physical locations in Bandar Baru Uda, Bandar Baru Bangi, Shah Alam, and Angsana Mall, with ambitions to expand further. Furthermore, JannahNoë has embraced e-commerce through its website and Shopee Mall, which provide international shipping to a variety of nations.

During my internship as an Accountant Assistant in the Finance Department, I acquired hands-on experience in crucial areas such as financial report creation, account reconciliation, and cash flow management, especially during peak periods. I also had the opportunity to assist with inventory management, which helped me grasp the necessity of costing and inventory valuation in ensuring profitability. The internship experience helped me improve my technical skills, time management ability, and awareness of how financial data influences business decisions.

A SWOT analysis suggests that JannahNoë's primary assets are its strong brand identification and commitment to high-quality, luxury products. However, the corporation confronts several obstacles, including high production costs and reliance on trends. To remedy these flaws, ideas include optimizing production methods, introducing limited-edition collections, and creating a timeless design philosophy that combines trends with the brand's basic values. Furthermore, there are significant opportunities for growth through collaborations with influencers and celebrities, as well as incorporating advanced technologies such as augmented reality and AI-driven fashion recommendations to improve the customer experience, especially during the Hari Raya season.

Despite increased competition from fast-fashion behemoths and established luxury brands, JannahNoë's emphasis on exclusivity, workmanship, and customer service positions the company well to maintain its competitive advantage. However, the brand must adapt to shifting consumer preferences, particularly among younger generations that prioritize sustainability and social responsibility.

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# ACKNOWLEDGEMENT

*JannahNoe*

I'd like to offer my heartfelt gratitude to everyone at JannahNoe Empire Sdn. Bhd. for giving me the opportunity to complete my internship as an Accounting Assistant in the Finance Department. This experience has been both instructive and enriching, and I am really appreciative for the knowledge and skills I received while working with the organization.

I'd want to express my heartfelt gratitude to my supervisor and the entire financial team for their ongoing support, guidance, and encouragement throughout my internship. Their patience in addressing my queries and desire to involve me in various accounting chores helped me gain a thorough understanding of real-world financial operations and accounting processes. I'd also like to thank JannahNoe's HR department and all of its employees for establishing a pleasant and collaborative work atmosphere. Their professionalism and pleasant attitude made my internship enjoyable and worthwhile.

Finally, I'd want to thank my family and friends for their continuous support during my education and internship. Their encouragement has been a constant source of inspiration, and I am grateful for their faith in me. This internship has been tremendously gratifying, and I am excited to apply the knowledge and skills I learned to my future profession. Thank you again, JannahNoe Empire Sdn Bhd., for this fantastic opportunity.

# 1. STUDENT PROFILE

## RESUME



### MUHAMMAD ADHA NAIM BIN NOR HAIZAN

I am capable of working both independently and collaboratively on group assignments. I am committed to continuous improvement and am recognized for my reliability in completing tasks and overcoming challenges. I am eager to learn new skills and gain valuable experience to achieve success.

#### SKILLS

- Microsoft Excel
- Microsoft Word
- Microsoft Powerpoint
- Canva
- Problem solving
- Communication skill
- Teamwork
- Data analysis
- Flexibility

#### LANGUAGES

- Malay
- English

#### PROFESSIONAL EXPERIENCE

##### CAWANEMAS KOPITIAM

Waiter | March, 2022

- Greeted guests and escorted them to their tables, making menu recommendations and taking orders promptly.
- Demonstrated knowledge of drinks and food pairings, assisting guests in choosing complementary dishes.
- Capable of multitasking in a fast-paced environment, managing multiple tables, and prioritizing tasks effectively.

#### EDUCATION & CERTIFICATIONS

##### DIPLOMA IN BUSINESS STUDIES

UiTM Segamat, Johor, Malaysia (2019-2022)

CGPA: 3.14

##### BACHELOR OF BUSINESS ADMINISTRATION (HONS.) HUMAN RESOURCES MANAGEMENT

UiTM Bandaraya Melaka, Melaka, Malaysia (2022- Present)

CGPA: 3.26

#### EXTRACURRICULAR ACTIVITIES

##### Kawad Hos in PERKOM (2019)

involved in the host parade in PERKOM

##### Zooventure Volunteers (2024)

Become a treasurer and ensure that all financial aspects of the event run smoothly. Help with feeding animals, cleaning enclosures, leading tours, or participating in educational programs.

##### E-sport in Sukan antara program (SAP)

Become an esport player in the Mobile legend category and get bronze for the Human resources program.

##### Oh My Cikgu (2023)

Organizing and conducting the event at IPGM Kampus Perempuan Melayu Melaka.

##### Infographic Poster (2024)

Conducting event for the live pairing presentation among student. Become AJK hadiah and preparing hamper and doorgift for the participants.

##### Webinar The Role of Talent Onboarding (2024)

Participate in webinar about how to designing structured onboarding programs, integrating company culture, facilitating learning and development



## MUHAMMAD ADHA NAIM BIN NOR HAIZAN

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17, Jalan bayan 44, Taman megah ria, 81750 Masai, Johor.

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### REFERENCES

Dr Juan Rizal bin Datuk Hj. Sa'ari  
Pensyarah Kanan  
UiTM Cawangan Melaka Kampus Bandaraya  
Melaka 110 Off. Jalan Hang Tuah 75300 Melaka.

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# 2. COMPANY'S PROFILE

## 2.1 Company background

JANNAHNOE EMPIRE SDN. BHD.

The logo for JannahNoé is displayed in a light blue, rounded rectangular box. The brand name "JannahNoé" is written in a cursive script, with "Jannah" in a darker blue and "Noé" in a lighter blue. A thin horizontal line is positioned beneath the text.

JannahNoe Empire SDN. BHD. is a modest fashion brand established in Malaysia in 2016. Specializing in women's wear, the brand offers trendy, modern designs while preserving the principles of modesty. While its primary focus is on Baju Kurung, JannahNoe also offers a range of ready-to-wear hijabs, modest clothing for men, and a variety of children's apparel. Additionally, JannahNoe provides seasonal collections for brides, ensuring a diverse selection for every occasion.

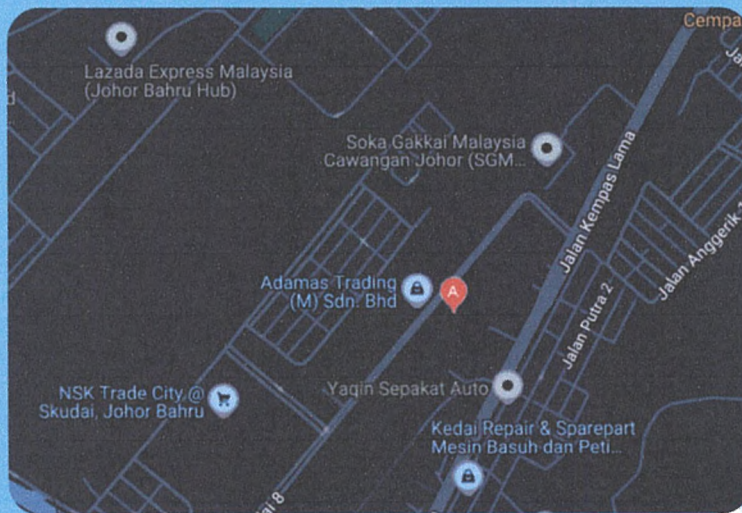
At JannahNoe, the commitment is to deliver the latest fashion trends, superior-quality fabrics, excellent craftsmanship, and exceptional customer service. JannahNoe oversees all aspects of production in-house to maintain the highest standards of quality, value, and service for its customers.

JannahNoe's physical stores are located in Bandar Baru Uda, Bandar Baru Bangi, Shah Alam and Angsana mall. In response to customer demand, JannahNoe plans to expand to additional locations in the near future. JannahNoe's collections are also available for purchase online through its website at [www.jannahnoe.com](http://www.jannahnoe.com) and via its official store on Shopee Mall. The brand offers international shipping to various regions, including Singapore, Brunei, Indonesia, China, the United States, Australia, and select other countries.



# COMPANY'S LOCATION

JannahNoé



Address: NO.40, JALAN PERSIARAN SKUDAI 8, PUSAT PERUSAHAAN SKUDAI 8, 81300 SKUDAI, JOHOR.

No Tel: 07-5542016

## OPERATION HOUR



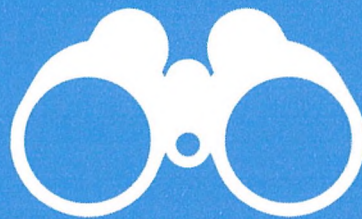
**Monday to Friday**

**9 AM to 7 PM**



# VISION

**TO BE A BRAND LEADER  
IN FASHION INDUSTRIES**



## MISSION

**BY  
CHAMPIONING  
THE JANNAH  
WAY**



## VALUE

**J - JUST DO IT**

**A - AUTHENTIC**

**N - NEAR TO PERFECTION**

**N - NEXT LEVEL**

**A - AUTHORITY**

**H - HONESTY**

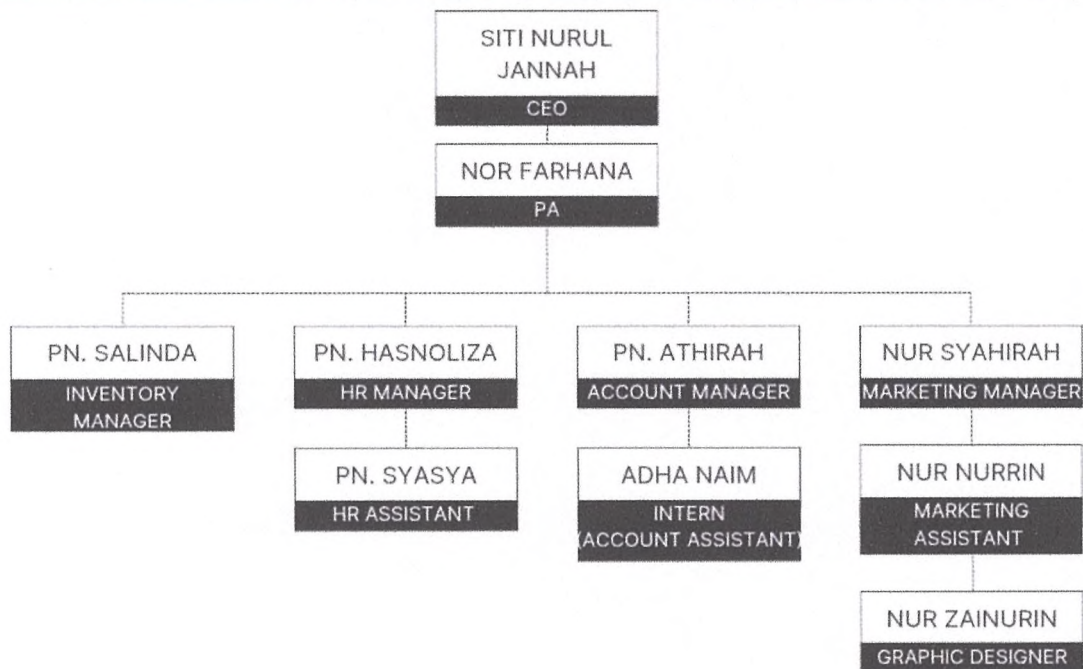




# ORGANIZATION STRUCTURE

JANNAHNOE EMPIRE SDN. BHD.

*JannahNoé*



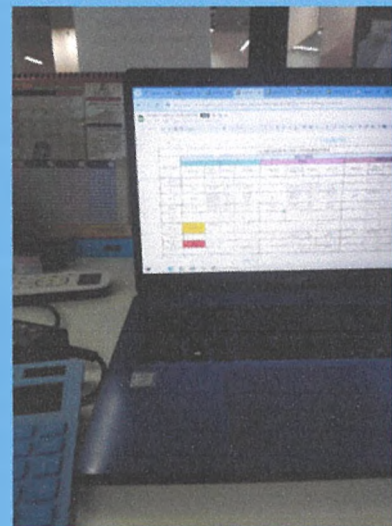


# 3. TRAINING'S REFLECTION

My internship as an Accountant Assistant in the Finance Department at JannahNoe Empire Sdn. Bhd. was a valuable and instructive experience. Throughout my tenure at the company, I gained practical experience in important accounting areas, which greatly improved my grasp of financial operations in a real-world situation. I helped prepare financial reports, reconcile accounts, and keep proper financial records. This helped me appreciate the necessity of precision and structure while managing financial data, especially for a developing and dynamic fashion firm like JannahNoe.

One of the primary topics I concentrated on was cash flow management. Cash flow management is critical at peak periods such as event, especially given the increased need for Baju Raya collections. I was able to watch how the finance team ensured that there were adequate finances for inventories, vendor payments, and other operating requirements. I also helped track and manage inventory data, which helped me appreciate the importance of costing and inventory management in preserving profitability. This experience gave me firsthand knowledge of how accounting principles such as cost of goods sold (COGS) and inventory valuation affect a company's bottom line.

Working with the financial team taught me the value of efficient collaboration and communication across departments. I gained an understanding of how financial data is utilized to inform company decisions, particularly in the retail sector. I also had the opportunity to work with accounting software, such as autocount accounting, which helped me strengthen my technical abilities in report generation, transaction processing, and account reconciliations. The fast-paced nature of the fashion industry also presented some obstacles, particularly when it came to fulfilling deadlines during peak seasons. However, these obstacles taught me the value of time management and meticulous attention to detail in assuring financial data correctness.





# 4. SWOT ANALYSIS

*JannahNoé*

## STRENGTHS

- Strong Brand Identity
- Quality Products



## WEAKNESSES

- High Production Costs
- Dependence on Trends



## OPPORTUNITIES

- Collaborations and Partnerships
- Technology Integration



## THREATS

- Intense Competition
- Changing Consumer Preferences





# 4. SWOT ANALYSIS

## STRENGTHS

- Strong Brand Identity

Jannahnoe has cultivated a distinct brand image that resonates with its target audience, making it recognizable and fostering customer loyalty.

- Quality Products

The company is known for high-quality, stylish clothing, providing a competitive edge in the market and nurturing a dedicated customer base.

## WEAKNESS

- High Production Costs

The premium quality of Jannahnoe's products often translates into higher manufacturing and design costs, which may impact pricing and margins

- Dependence on Trends

The ever-evolving nature of fashion trends means that Jannahnoe must stay agile; failing to adapt quickly could result in unsold inventory.

## OPPORTUNITIES

- Collaborations and Partnerships

Strategic collaborations with influencers, celebrities, or complementary brands can drive brand awareness and introduce Jannahnoe to new consumer segments.

- Technology Integration

Adopting technology such as virtual fitting rooms, AR shopping experiences, or AI-driven fashion recommendations could enhance customer engagement and boost online sales.

## THREATS

- Intense Competition

The fashion industry is highly competitive, with numerous established brands and fast-fashion companies constantly vying for consumer attention.

- Changing Consumer Preferences

Rapid shifts in consumer tastes, particularly among younger audiences, can challenge Jannahnoe to remain relevant and trendy.



# 5. DISCUSSION AND RECOMANDATIONS

## STRENGTHS

- Strong Brand Identity

- Discussion

One of Jannahnoe's greatest competitive advantages is its excellent brand identification. This is significant because in the competitive fashion business, differentiation is essential. The brand is able to create and maintain an emotional connection with its target consumer, unlike its competitors. Jannahnoe has gained more notoriety and developed a following by developing a distinctive style and value proposition. This brand loyalty is essential for long-term success in the fashion industry, as client retention often outperforms client acquisition in terms of cost-effectiveness.

JannahNoe's competitive edge stems from its strong brand identification, which helps it stand out in the competitive fashion sector. By merging current, trendy designs with modesty values, the brand has created a distinct value proposition that appeals to its target audience. This distinct positioning creates an emotional connection with customers, resulting in brand loyalty and long-term customer retention. Furthermore, JannahNoe's comprehensive product offering, which includes not only women's attire but also modest clothes for men, children, and seasonal bridal collections, broadens its appeal and assures that it can meet the needs of a wide spectrum of customers. The brand's devotion to high-quality textiles, unique designs, and continuous value delivery strengthens its competitive advantage.

**Recommendation:** By emphasizing consistent brand message across all platforms, such as social media, advertising, and customer interactions, Jannahnoe should keep fostering its emotional bond with its target audience. Brand loyalty can be further enhanced by developing and broadening the brand narrative through storytelling that is consistent with the values of its target audience. This relationship can also be strengthened by interacting with clients through special events or customized experiences. To reach new audiences while preserving the integrity of its identity, the business can also think about utilizing influencer collaborations or partnerships.





# 5. DISCUSSION AND RECOMANDATIONS

## STRENGTHS

- Quality Products

### -Discussion

The brand's commitment to producing high-quality goods gives them a competitive advantage. By focusing on craftsmanship and appealing to a certain market segment that prioritizes superior design, distinctiveness, and permanence over passing trends in fast fashion, Jannahnoe has made a name for itself as a luxury option in the market. This creates a unique value offer in a sector where fast-fashion brands often rule due to their low prices and rapid inventory turnover. Jannahnoe distinguishes itself from mass-market brands and has a clear edge in attracting premium clients by emphasizing uniqueness and quality, which allows it to charge higher price points.

JannahNoe Empire SDN. BHD. has gained a significant competitive edge by emphasizing high-quality craftsmanship and creating distinctive, timeless designs that address the needs of a certain market segment. Their concentration on making high-quality Baju Kurung, modest clothing, and seasonal designs distinguishes them from fast-fashion competitors who prioritize low prices and rapid turnover. By providing a luxury alternative to mass-market brands, JannahNoe not only draws discerning clients looking for exclusivity and durability, but also justifies higher price points, establishing itself as a premium choice in the modest fashion business. This strategic emphasis on quality over quantity and trend-based fashion enables the brand to establish a devoted customer base while remaining appealing in a highly competitive industry.

**Recommendation:** It is advised that Jannahnoe make investments in ethical production methods and sustainable sourcing in order to uphold and grow its reputation for producing high-quality goods. In addition to appealing to the expanding number of customers who value sustainability, this would set the brand apart from rivals in the fast fashion industry. The impression of exclusivity can be increased by providing limited-edition releases, displaying workmanship through behind-the-scenes footage, or being transparent in sourcing. Additionally, to improve the perceived worth and longevity of their products, Jannahnoe might think about introducing a product care program or providing post-purchase services (such repair or customization).





# 5. DISCUSSION AND RECOMANDATIONS

## WEAKNESSES

- High Production Costs

### - Discussion

The high cost of production of Jannahnoe is one of its possible drawbacks. This is mostly because of the brand's dedication to premium components and workmanship, which may result in higher operating costs. Jannahnoe's premium pricing approach might make it more difficult for the company to compete on price for consumers who are price conscious when compared to mass-market fashion companies, who enjoy the advantages of economies of scale and reduced production costs. Furthermore, this may have an effect on profit margins and call for increased sales volume in order to sustain profitability, which may be difficult in a market that is becoming more and more competitive.

Another possible difficulty for JannahNoe is its reliance on seasonal collections and specific product offerings. While the brand's emphasis on high-quality, timeless designs appeals to a specific demographic, its reliance on seasonal collections, particularly for brides, may cause variations in demand. This means that sales may vary throughout the year, making it more difficult for the business to maintain a continuous cash flow. Furthermore, seasonal commodities have a limited shelf life, and if demand does not reach expectations, unsold inventories may cause financial strain. The requirement to constantly introduce new designs while preserving quality and exclusivity may put additional pressure on production timetables and resources. This may cause supply chain complications, especially if the company increases its services or enters new market

**Recommendation:** Jannahnoe might look into ways to streamline its manufacturing procedures without sacrificing quality. Assessing the efficiency of its supply chain and possibly negotiating better terms with suppliers or looking into partnerships for large purchases without compromising artistry would be one solution. Investing in technologies like 3D design tools or robotics could potentially save overhead costs and expedite manufacturing. Jannahnoe might think about creating limited-edition collections that command higher price points while justifying the premium or putting in place a pricing structure that incorporates tiered offerings in order to better manage high production expenses. Examining economies of scale in exclusive or capsule collections is an additional choice that could help the company save expenses while preserving its premium positioning.

# 5. DISCUSSION AND RECOMANDATIONS

## WEAKNESSES

- Dependence on Trends

### Discussion

Jannahnoe might have to deal with the difficulty of relying on the fashion industry's fluctuating and unpredictable trends. Consumer tastes can shift quickly, and the fashion industry is always changing. Jannahnoe runs the risk of becoming irrelevant in the market if it doesn't adjust to these shifting trends. Furthermore, the brand's emphasis on timeless quality and exclusivity—two important components of its value proposition—may be jeopardized by being overly trend-sensitive. As a luxury brand, it must strike a careful balance between following trends and preserving a distinctive, one-of-a-kind personality that distinguishes it from rivals in the fast-fashion industry.

JannahNoe also has the problem of handling the fickle nature of the fashion industry, where consumer preferences can shift quickly and unexpectedly. The rapid pace of trend cycles can put pressure on the company to constantly adapt, potentially causing it to shift its focus more frequently than desired. If JannahNoe becomes overly reactive to these trends, it risks jeopardizing its essential values, which include a commitment to timeless elegance and high-quality craftsmanship. Furthermore, by focusing too heavily on short-lived fads, the company risks diluting its luxury appeal, making it more difficult to maintain exclusivity and prestige.

**Recommendation:** To reduce the hazards of trend dependency, Jannahnoe should prioritize building a timeless design philosophy that connects with customers year-round, while carefully adopting trends that are consistent with the brand's core values and style. Jannahnoe can lay a solid basis for client loyalty by focusing on crafting versatile, durable items that outlast short-lived fashion cycles, ensuring that its products stay attractive even as trends shift. In addition, the brand can launch limited edition or capsule collections that reflect current trends, allowing it to remain relevant while emphasizing its exclusivity. Jannahnoe could also benefit by conducting market research and attentively tracking fashion movements in order to predict and respond to trends strategically, rather than reactively.



# 5. DISCUSSION AND RECOMANDATIONS

## OPPORTUNITIES

- Collaborations and partnerships

### - Discussion

Jannahnoe has the ability to significantly increase its visibility and market share during the festive Raya season through collaborations and partnerships with influencers, celebrities, and other high-end businesses. By collaborating with well-known celebrities, particularly those with fashion impact, Jannahnoe can reach out to younger, fashion-forward consumers looking for the appropriate Baju Kurung and Baju Melayu for Hari Raya. These collaborations could include limited edition Baju Raya collections or influencer-led design partnerships, generating excitement and exclusivity for the brand. By collaborating with fashion icons or well-known figures, Jannahnoe may strengthen its position as a luxury, trendsetting brand for traditional wear, making it the go-to choice for clients looking for exquisite, sophisticated, and high-quality festive dress.

JannahNoe has a significant chance to strengthen its competitive edge by proactively exploiting the high-profile Raya season to improve awareness and market share. Through collaborations with influencers, celebrities, and other premium businesses, JannahNoe may reach a larger, more fashion-conscious audience. Partnering with well-known fashion leaders or celebrities with substantial cultural influence enables the business to present its Baju Kurung and Baju Melayu collections to younger, trend-conscious clients who value both tradition and modern aesthetics. Exclusive, limited-edition collections made in conjunction with these people may spark interest, enhancing the brand's elegance and exclusivity while distinguishing it from mass-market competitors.

**Recommendation:** To enhance the impact of these collaborations, Jannahnoe may explore hosting special events or creating limited-time capsule collections in collaboration with influencers or celebrities. These collections could be launched shortly before Hari Raya, with special promotions to generate attention. Collaborating with figures that are well-known on social media platforms such as Instagram and TikTok could help to increase reach, as these channels have a significant influence on fashion trends and purchasing decisions.





# 5. DISCUSSION AND RECOMANDATIONS

## OPPORTUNITIES

- Technology intergration

### -Discussion

The incorporation of innovative technologies could provide Jannahnoe a competitive advantage, particularly during the peak shopping season leading up to Hari Raya. Virtual fitting rooms and augmented reality (AR) could allow customers to digitally try on Baju Kurung and Baju Melayu designs, providing a more immersive and convenient buying experience from the comfort of their own home. This is especially useful for clients who look for their holiday costumes online but are afraid to buy without first trying them on. Additionally, AI-powered fashion recommendations may propose complimentary things, such as complementing accessories or designs, that are appropriate for the customer's tastes, height, and body type. By embracing these technologies, Jannahnoe may improve customer happiness, increase sales, and make the Raya shopping experience more pleasurable and frictionless, which is critical as shoppers search for the appropriate attire to celebrate the festive season in style.

Integrating modern technologies can give JannahNoe a significant competitive advantage, particularly during the peak Hari Raya season. Virtual fitting rooms and augmented reality (AR) enable customers to digitally try on Baju Kurung and Baju Melayu, improving the online shopping experience and reducing the risk of purchasing without trying on. Additionally, AI-powered suggestions might propose complementary items based on the customer's interests, body shape, and style. This personalised approach not only improves consumer pleasure, but it also boosts sales by encouraging the purchase of similar accessories or clothing. By implementing these technologies, JannahNoe can set itself apart from competitors by providing a convenient, engaging, and modern shopping experience. This reinforces its position as a luxury, technologically advanced brand in the modest fashion market, drawing new customers and increasing brand loyalty.

**Recommendation:** Jannahnoe should prioritize creating a seamless, user-friendly mobile app or website experience that incorporates AR technology, allowing clients to virtually try on the Baju Kurung and Baju Melayu right from their smartphones or desktops. The app could include a "Raya Style Guide" function powered by AI that recommends whole Raya costumes depending on individual customer preferences or body type. This would not only make the shopping experience more dynamic, but it would also enhance customer engagement and the possibility of making a purchase. Furthermore, providing personalized styling consultations via chat or video conversations could improve the consumer experience by allowing purchasers to make confident selections while choosing their holiday clothes.



# 5. DISCUSSION AND RECOMMANDATIONS

## THREATS

- Intense Competition

### - Discussion

The fashion market, particularly the Baju Raya segment, is fiercely competitive, with both fast-fashion behemoths and high-end luxury labels vying for customer attention. Fast-fashion firms can offer contemporary Baju Kurung and Baju Melayu at lesser prices because of their speedy production capabilities. This is a direct threat to JannahNoe, which prides itself on high prices and exclusive designs. Furthermore, established luxury labels, with greater resources and brand awareness, are pursuing the same high-end client base for holiday clothing. JannahNoe must constantly innovate and use its devotion to quality, uniqueness, and workmanship in order to justify its premium price point and preserve its competitive advantage.

The Baju Raya category is fiercely competitive, with fast-fashion behemoths and luxury labels seeking similar clientele. Because of their rapid manufacturing skills, fast-fashion companies may offer Baju Kurung and Baju Melayu at lower prices, directly competing with JannahNoe, which focuses on high-quality materials and exclusive designs. Furthermore, established luxury brands with more resources and brand awareness are targeting the high-end client base for festive clothing. To keep its competitive advantage, JannahNoe must constantly innovate while highlighting its key values of workmanship, distinctiveness, and timeless appeal. By doing so, it can justify its high prices and distinguish itself from both fast-fashion competitors and larger luxury brands, ensuring that it remains a desirable option for people looking for distinctive, high-quality clothing.

**Recommendation:** To counter this danger, JannahNoe may try introducing limited-edition collections or exclusive Baju Raya collaborations that stress workmanship and luxury. These collections might be positioned as one-of-a-kind, high-quality alternatives to mass-produced items from fast-fashion businesses. Furthermore, highlighting the brand's story, focusing on the authenticity and lineage of its creations, may help it stand out from both quick fashion and larger luxury competitors. Offering great customer service and personalized experiences may help increase customer loyalty among those who appreciate exclusivity and are willing to invest in high-quality, distinctive holiday attire.



# 5. DISCUSSION AND RECOMMANDATIONS

## THREATS

- Changing Consumer Preferences

### -Discussion

Consumer preferences are continuously changing, particularly among younger generations, which poses a significant danger to Jannahnoe. Consumer needs are continually moving due to the influence of social media, increased interest in sustainability, and changing cultural norms. Younger clients are increasingly looking for fashion that is consistent with their ideals, such as ethical production, eco-friendly materials, and current trends. If Jannahnoe does not adjust swiftly to these changes, it risks losing relevance, particularly in the Baju Raya product category, which is directly linked to cultural trends and modern fashion tastes.

Consumer preferences are increasingly changing, particularly among younger generations, posing a threat to JannahNoe's competitive advantage. These developments are being driven by social media, an increase in demand for sustainability, and shifting cultural norms, with younger consumers increasingly wanting fashion that is ethically produced, uses eco-friendly materials, and follows modern trends. If JannahNoe does not change swiftly, it risks losing relevance, especially in the Baju Raya market, where cultural and fashion trends are inextricably interwoven. To maintain its competitive advantage, JannahNoe must embrace sustainability, include current designs, and align with the values of today's socially conscious consumers. By doing so, JannahNoe can distinguish itself from both fast-fashion competitors and classic luxury brands, ensuring its long-term attractiveness and market position.

**Recommendation:** Jannahnoe should explore incorporating more sustainable and eco-friendly options into its Baju Raya designs, such as organic textiles or eco-friendly colors. Collaborating with influencers or celebrities who promote sustainability could also help the brand establish itself as a responsible luxury label. Additionally, keeping an eye on social media and developing trends will enable Jannahnoe to quickly adjust its designs to changing tastes, particularly among younger generations who value unique, trendy, and socially conscious fashion. Offering adaptations or "made-to-order" choices for Baju Raya may also appeal to a more discriminating consumer seeking personalized and meaningful items.



# 6. CONCLUSION

Finally, my internship as an Accountant Assistant at JannahNoe Empire Sdn. Bhd. gave me tremendous hands-on experience in accounting and business operations. I've gained a better knowledge of how critical correct financial management is to the survival of a dynamic fashion company, especially during peak seasons. Working with the finance team on duties like cash flow management, inventory costing, and financial reporting has helped me improve my technical abilities and increase my knowledge of accounting processes. Furthermore, being exposed to cross-departmental communication and accounting software has improved my capacity to manage various duties effectively.

The obstacles I had, especially during busy seasons, taught me the value of time management, attention to detail, and adaptability. Furthermore, the opportunity to assist with HR responsibilities, such as assessing resumes, widened my skill set and provided me with a comprehensive understanding of corporate operations. Overall, this job has reaffirmed my interest in accounting and provided me with practical skills that will be useful in my future profession. I am grateful for the assistance and encouragement I received from the JannahNoe team, and I look forward to utilizing what I've learned as I continue my accounting and human resources education and career.



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# APPENDICES



Figure 1



Figure 2