



اَبُو سَيِّدِي تَيْكُونُ لَوَيْي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

INDUSTRIAL TRAINING REPORT (MGT666)

AT UV PRINT STATION SDN. BHD.
KOTA BHARU, KELANTAN

12th AUGUST 2024 - 24th JANUARY 2025

SUBMITTED BY:

NAME	STUDENT ID
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SUBMITTED FOR:

PUAN JUMAELYA JOGERAN

SUBMISSION DATE:

1 FEBRUARY 2025

SURAT KEBENARAN

Tarikh : 30 JANUARI 2025

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Maklumbalas (/)



Setuju



Tidak Bersetuju

Tuan/Puan

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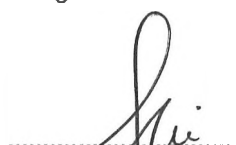
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Nama Pelajar	NUK `AIN QISTINA BINTI MAZELAN		
No. Matriks	2022930605	Nama Program	PEMASAKAN
Tajuk Laporan		Nama Syarikat	UVPS

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Yang Benar



Nama Pegawai : ILI IRYANI BINTI ISMAIL
Jawatan : PEGAWAI SUMBER MANUSIA
No. Tel. :
No. Faks :

Cop jabatan/organisasi:

KRAI D'SIGN SDN BHD
Lot A-1, Kompleks Premis Usahawan
SME Bank Kota Bharu 2,
Kaw. Perindustrian Pengkalan Chepa Fasa 2,
Mukim Panchor Kemumin,
16100 Kota Bharu, Kelantan,

EXECUTIVE SUMMARY

As part of the final-year students at Universiti Teknologi MARA (UiTM), a 24-week industrial training program is being held at UV Print Station in Kota Bharu, Kelantan. It was started from August 12, 2024 and to January 24, 2025. It was one of the biggest printing and advertising companies in Kelantan.

During my internship there, I was assigned to handle all aspects of video creation, including shooting, lighting, writing script, audio and editing. There are 3 different TikTok's account with each different niche. I also gained real-world expertise in the printing and advertising industry, contributed to projects involving signboard installation and learned practical skills in design and client management. These aligned with the objectives of my final year program.

Within a few months, I got valuable opportunities to implement offline sales where I was responsible for handling booths during BizNetwork Fiesta (*Zon Timur*). It was organized under *Majlis Amanah Rakyat* (MARA). Experience has been gained in handling offline sales, facing customers and audiences and interacting with the VIP. This enhanced my confidence and learned the importance of delivering work professionally.

1.0 ACKNOWLEDGEMENT

I am writing to express my sincere appreciation to each individual that supported me throughout my industrial training. Firstly, I am so thankful to Encik Mohamed Aniff bin Mohamed Arifin and Zarini Riana binti Zainal for their valuable advice and ongoing support throughout my internship journey at UV Print Station Sdn. Bhd. Their professional knowledge contributed to developing my understanding of the industry.

In addition, I'm also grateful to those people I work with at the Sales Department who made the training an excellent learning opportunity. Because of them, I managed to close sales during my first experience handling customers. Not to forget, to Cik Wan Anis Noor Ain for her willingness to share knowledge and offer assistance when needed.

Lastly, I would like to acknowledge the support of my advisor, Puan Jumaelya from UiTM Cawangan Melaka Kampus Alor Gajah. Special thanks to my family and close friends, who were always there to motivate me to keep going and do my best.

2.0 STUDENT'S PROFILE



NUR 'AIN QISTINA BINTI MAZELAN

A passionate recent graduate of Business Marketing. Capable of demonstrating leadership and creativity. Eager to bring fresh ideas while also applying theoretical knowledge in practice dynamic marketing role. Seeking an opportunity to develop professional skills.

CONTACT

MY SKILLS

- Teamwork & Leadership
- Content Creation
- Video Editor
- Digital Marketing
- Event Management
- Basic Computer Skills
(Microsoft Word, Excel, Canva, Capcut, SPSS)

LANGUAGES

- Bahasa Melayu - Native
- English - Professional Working Proefficiency
- Mandarin - Limited Working Proefficiency

JOB INTEREST

Marketing

EDUCATION

2014 - 2018

**SEKOLAH MENENGAH KEBANGSAAN
PENGKALAN CHEPA 2**

- PT3: 7A 3B 1C
- SPM: 3A 2B 1C+ 2C 1D

2019 - 2021

**UNIVERSITI TEKNOLOGI MARA (UiTM)
KAMPUS MACHANG**

DIPLOMA IN STATISTICS

- CGPA: 3.36

2022 - 2025

**UNIVERSITI TEKNOLOGI MARA (UiTM)
KAMPUS BANDARAYA MELAKA**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) MARKETING**

- CGPA: 3.41

EXPERIENCES

- National Certificate in *Pertandingan Menulis Surat 1 Malaysia* (2013)
- Secretary of *Persatuan Matematik* (Oct 2016)
- Runner-Up in the *Pertandingan Kawad Kaki* (May 2017)
- Assistant Secretary of *Persatuan Geografi & Sejarah* (Dec 2018)
- Completing Statistic Fun Run (Nov 2019)
- Exco in *Persatuan Diploma Statistik, I-TECHQS* (Dec 2020 - Apr 2022)
- Emcee in *Program Hari Raya bersama Penasihat Akademik* (May 2021)
- Biro Technical in *Program Majlis Anugerah Kecemerlangan Mahasiswa* (June 2021)
- Involve in *Program Hari Bersama Ahli: Strengthen the Bond* (Oct 2021)
- Interviewer of *Pencarian Sekretariat I-TECHQS Baharu* (Nov 2021)
- Involve in Program Team Building: One Team One Dream (Nov 2021)
- Started a Small Business: Agent Maaez Delights (June 2021-Apr 2022)
- Achieved target as a Stockist (January 2022)
- Part-time Worker at Zaqyra Beauty (March 2022)
- Facilitator in CSR programme at Pertubuhan Kebajikan Anak Harapan (January 2023)
- Biro Multimedia for Program Money Matters: Navigating Your Financial Future (January 2024)
- Interviewed Jabatan Alam Sekitar Melaka (May 2024)
- Biro Multimedia in Collaborative Teaching: Mastering the Art of Sales (May 2024)
- Organizing program Professional Hoteliers as Biro Protocol (June 2024)
- Organizing campaign Tiny Treasure Big Impact at Tadika Little Caliphs, Melaka (June 2024)

ACHIEVEMENTS

- *Anugerah Pelajar Cemerlang PT3* (Feb 2017)
- *Anugerah Kecemerlangan Mahasiswa* (Oct 2020 - Jan 2021)
- Top 5 Sales in June and July (2021)
- Top Performance in June (2021)
- Top 10 Sales in August (2021)

Figure 1: Student's Profile

3.0 COMPANY'S PROFILE

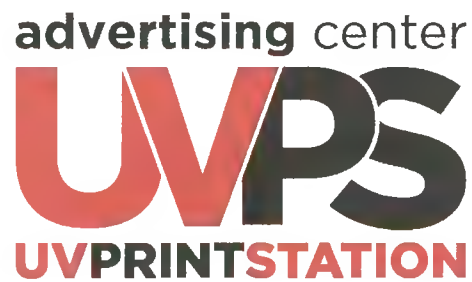


Figure 2: Logo UVPS

Company's Name	UV PRINT STATION SDN. BHD. (UVPS)
Company's Address	Lot A-1 Kompleks Premis Usahawan SME Bank 2, Kawasan Perindustrian Pengkalan Chepa Fasa 2, 16100, Kota Bharu, Kelantan.
Operation Hour	<ul style="list-style-type: none">• Saturday - Thursday: 9:00 am - 6:00 pm• Friday: Closed

Table 1: Details of the Company

3.1 COMPANY'S BACKGROUND

The company's journey began in 2004 under the name Krai D'sign, building its foundation for future expansion in the design and printing industries. Krai D'sign has years of experience producing various printing and advertising products and services in Malaysia. In 2005, the company made an important move ahead by being officially registered with the Companies Commission of Malaysia on 10 May 2005. This allows it to further grow its business and improve its service offerings. They expanded the field by registering under the Ministry of Finance. Through the years, the company has grown and adjusted to market demands which highlight an ongoing commitment to innovation and quality. Their vision is to be among the leading printing and advertising companies which use numerous high technology equipment including printing machines to enter the global market.

Furthermore, in the year 2018, the business introduced the brand UV Print Station (UVPS). This led to a new era in its growth. With its operations located in Lembah Sireh, UVPS has successfully established its position as a market leader by offering high-quality printing solutions to a diverse range of clients. This rebranding and move represented the growth of the business as well as its commitment to provide those it serves innovative technology and excellent customer service.

There are four departments in this company including management, designing, printing, and production. UVPS owns an elite team that consists of graduated employees from numerous varsities and qualified staff to deliver high-quality products. UVPS has two sub-brands to expand its offerings and reach a specialized market which are DecoDecoHouse and TalkInk. DecoDecoHouse focuses on precious islamic calligraphy for home decoration. Meanwhile TalkInk is a brand that offers custom-printed bottles, which are perfect for souvenirs, gifts and branding.

Moreover, UVPS has made significant investments in innovation and creativity to consistently introduce unique products. In order to meet the customers' demand, they also owned a variety of high technology equipment such as a 10ft Hybrid Machine, a Computer Numerical Control (CNC) Router, Eco Solvent Printer and the Laser Cutting Machine. Besides, they also use a crane lorry to install larger products like billboards, signboards and signage. The crane lorry is required to raise and set up these heavy and oversized items, making sure that they are installed safely at desired height and location. This equipment enables the company to successfully manage complicated installations even in difficult or high-altitude environments, while maintaining safety and quality.

3.2 ORGANIZATION STRUCTURE

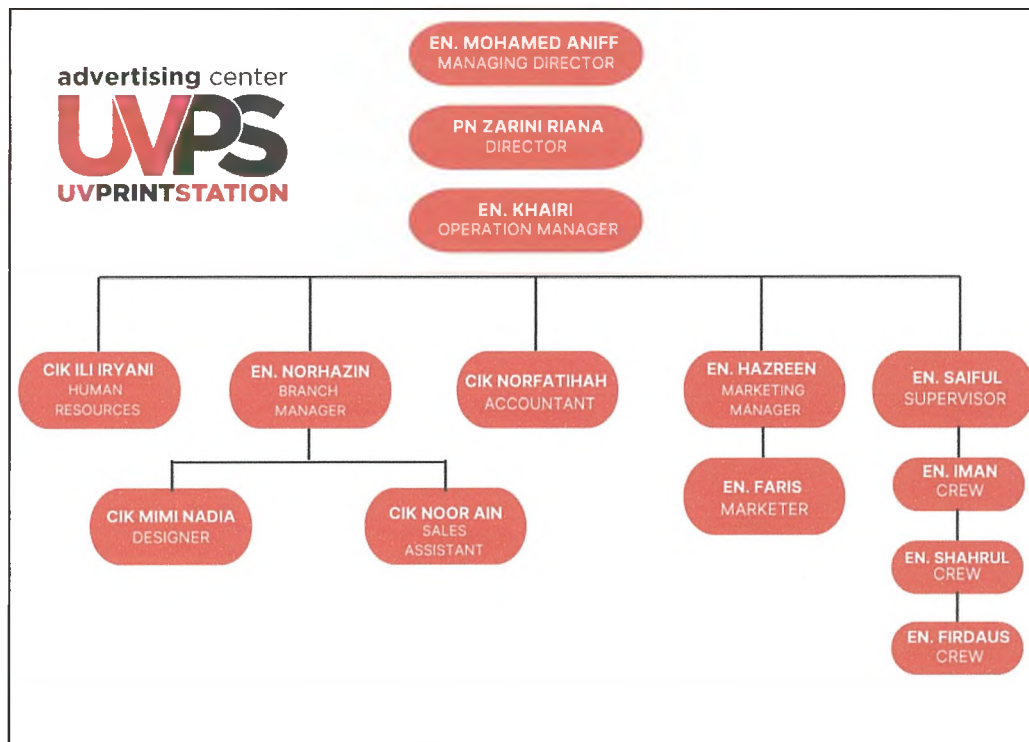


Figure 3: UVPS Organization Chart

3.3 PRODUCTS AND SERVICES OFFERED

- UV Print Station

UVPS is a printing and advertising industry leader that has expertise in UV printing and high-quality signage. With years of experience, they aim to offer innovative and impactful solutions to meet the specific requirements of their clients. The company supplies an extensive range of advertising products and services that benefit businesses and individuals.

Some of the major offerings are billboards and signboards, which have been created to achieve maximum visibility and efficiently promote brands, events and info in common areas. They also supply a wide variety of products including acrylic sign, LED signage and colorbond signs. Additional services consist of graphic design, UV printing on various surfaces and professional installation. They implement advanced UV printing technology to ensure longevity with long-lasting results and concentrate on producing eye-catching designs. These products are intended to increase brand awareness and attract customers' attention. We serve a wide range of clients which

includes small businesses, corporations and schools looking for ways to improve their visibility in a competitive market. They also frequently receive jobs from government departments like *Majlis Agama Islam Kelantan (MAIK)*, as well as orders for banners from in conjunction with the *Birthday of the Sultan Kelantan*.



Figure 4: Signboard Installation

Moreover, their installation services have the purpose for making sure that all projects are completed professionally and effectively. Pictures above show a moment captured while I was shooting video content for the installation of the signboard. That was my first time experiencing such a process. Formerly, I always wondered how a signboard that was as high as a building was installed. From small indoor displays to broad outdoor signboards, their expert team manages every step with careful attention to detail. For huge-scale signboards and billboards, they use specialized equipment which is skylift trucks to securely and successfully position at significant heights.

Additionally, they also offer a range of smaller advertising products including banners, signage, business cards, bunting, flag beach and stickers. These products are ideal for promoting brands, events and businesses in an affordable and impactful method.

- Deco-Deco House

The company concentrates in presenting a wide range of aesthetic calligraphy for home decoration by adding a sense of elegance. It's basically focusing on essential Islamic phrases such as "*Bismillah*", "*Lailahaillallah*" and "*Assalamualaikum*".

In terms of color choices, the calligraphy comes in classic tones like black, white and gold. Black gives a bold and universal look which is appropriate for both modern and traditional concepts. White is a color of neutrality that matches roughly any design style and color combination. It suits well in a minimalist and aesthetic theme. White calligraphy can blend into a variety of wall colors. Meanwhile gold, with its luxurious and striking finish, appeals to those who are looking to add a sense of elegance and beauty to their home.

Furthermore, the products are also available in different sizes which are small (S), medium (M) and large (L) to fit variable space dimensions and structure. Smaller sizes are perfect for more close areas like bedrooms and study rooms. Medium-sized portions look great in living rooms that will affect an appropriate balance between presence and elegance. For the large sizes which are frequently used in a generous space where the calligraphy can serve as the main point.

"*Bismillah*" (In the name of Allah), "*Lailahaillallah*" (There is no god but Allah) and "*Assalamualaikum*" (Peace be upon you), are handcrafted with care so that they maintain the attractiveness and significance of each phrase. The company also delivers customization services which will allow customers to choose the phrases of their preferred calligraphy to suit their own concepts. The products are made from PVC foam board. These types of materials are heat resistant and waterproof that will ensure strength and quality. These pieces are expertly made to meet the aesthetic requirements of many different demographics. For example to those seeking minimalist and complex designs.

- Talk Ink

The company also specialized in providing premium, custom printed bottles that have become widespread due to their usefulness and aesthetic appeal. The company frequently gets a wide range of orders from different industry sectors, showing its capacity to serve a diverse market. Their regular clients include schools, kindergartens and universities. These institutions often make large quantities for products like designed bottles, banners and other printed materials to be used by

students for events. The company also engages with business owners and entrepreneurs who prefer excellent, customizable products for branding and promotions. AINAA Beauty, a well-known beauty industry brand and Pak Mat Western, an established food and beverage brand are among the company's major clients. Businesses usually use the bottle as a souvenir by adding company logos and branding with the design to promote their brand in a memorable and effective way. Apart from industrial and commercial clients, the company accomplishes orders for personal events specifically for birthday celebrations. As customized gifts add a unique and memorable touch to the event. In fact, I have created a tagline that sounds like *"Satu Botol, Seribu Kenangan"*.

These plastic bottles come in a wide variety of colors including blue, green, pink, purple, yellow, red, black and white. Customers can select colors that fit their tastes or match with specific themes according to this variety, which makes the bottles suitable to a number of uses and events. For example, pink is frequently the best color to use when choosing bottles for cosmetics since it expresses femininity, elegance and charm. All of which are in line with the aesthetics typically connected to the beauty and personal care sector. However, blue and black are appropriately given as gifts to football players and those who love sports. These colors have an attractive, bold and exciting appeal which reflects the energetic and aggressive nature of the athlete. By providing a wide range of colors, the company guarantees that each bottle can be completely personalized according to their intended use, target audience and theme which makes them acceptable for a variety of industries, events and personal preferences.

One of the unique characteristics of these bottles is the advanced printing technology used in its production. The designs are not applied using traditional sticker methods, instead the bottles are printed directly on the surface by using an innovative flatbed printing machine. The flatbed machine is a modern printing technology that enables design to be printed directly to a variety of surfaces such as plastic, wood, glass and metal. Compared to traditional methods that only depend on stickers, this machine produces high-quality, long lasting and accurate printing. This makes sure a long-term finish that retains its quality throughout the years even with the frequent use. On top of that, the printing features spot UV effects which give the design advanced and premium looks. Spot UV strengthens the texture and stands out by creating a striking visual contrast.

The company's concentrate on quality, reliability and customization assures that these bottles will not only meet, but exceed customer expectations. By bringing together the latest innovations with strict attention to detail, the company generates the products that are both useful and visually appealing. Hence, these printed bottles are the perfect choice for gifting, branding and celebrating special occasions due to its refined look.

4.0 TRAINING'S REFLECTION

My industrial training at UV Print Station (UVPS) was an eye-opening experience as it offered me a great opportunity to help close the distance between the academic information gained during my studies and its practical application in a professional environment. I learned how to adapt to the office environment for the first time. During my academic career, I had mostly to deal with ideas, values and scenarios in the classroom. However this training allowed me to discover how theoretical ideas are applied in the real world, especially throughout the marketing field.

Before starting the internship, I thought my responsibilities would be simply designing marketing posters. Luckily the experience I had far exceeded my expectations. I was able to observe and gain insight into the entire process of signboard production where before this I just noticed passing while on the road. I learned about the different types of signboards and the material used for manufacturing. Besides, I additionally discovered how the various machines in the production process work. I also found out how decorative calligraphy and custom-printed bottles were made. Most of my days had been spent in the printing room, where I caught up with and obtained an extensive knowledge of all the steps required for printing designs on bottles with a flatbed machine.

Besides, this training improved my communication skills as I frequently communicated with supervisors, peers and clients. I learned how to present ideas clearly and effectively whether by formal presentations and daily discussions. Working in this energetic atmosphere also helped me to improve my ability to listen and respond to feedback, ensuring every task has fulfilled the requirements and clients' expectations. Time management was another important skill I learned. Balancing multiple tasks, such as planning for video content, shooting video, editing video content and wrapping calligraphy required me to assign tasks and meet deadlines. I figured out how to manage my time, plan my everyday tasks and adapt when unexpected challenges arise.

Moreover, even though I am not particularly technical at operating machines, my industrial training gave me invaluable access to their process. By closely following the production team at work, I learned a complete knowledge of how the printing machine works. Through observation, I gained knowledge on how to use the machine step by step which includes adjusting the settings of bottles' position and monitoring the printing process to avoid errors. From this, I notice how the production team reacts every time errors occur which gives me an understanding of the practical challenges in machine operation.

Moving on to the next point, one of the most challenging obstacles I faced was having a lack of confidence when talking in front of the camera for video content. This is because all those videos will be uploaded to social media platforms, which will be seen by a large number of audiences. Another challenge where I usually struggled to come up with creative ideas for video content, especially content that might attract high engagement and reach on TikTok and Facebook. However, I progressively overcome these obstacles by remaining consistent and committed to creating videos every day. This daily practice not only allowed me to become more relaxed in front of the camera but it additionally helped me to slowly build up confidence. I started focusing less on my insecurities and producing more reliable and engaging content. As my self-esteem grew, I noticed a significant improvement where I no longer needed to write a script before shooting. I became more spontaneous in my speech that makes the videos feel more natural. This willingness to take steps outside of my comfort zone eventually assisted me to enhance both my presentation skills and my ability to generate creative content ideas.

Furthermore, I contributed to the booth in BizNetwork Fiesta that was held at Aeon Mall Kota Bharu, Kelantan from 21 to 23 November 2024. For this event, I was in charge of retailing decorative calligraphy for home decoration. In preparation for the event, I had a major role in creating creative video content to attract the audience. These initiatives sparked anticipation and excitement among prospective participants. Throughout the event, lots of people became attracted to the calligraphy products on display. I learn how to communicate with customers, at the same time being able to close sales. I also had the opportunity to communicate with and build relationships with fellow business owners at nearby booths. That was my first experience handling offline sales and the results were satisfying. We sold almost 80% of the stock that was brought to the booth and successfully achieved RM2,828.30 within 3 days there. On the last day, YBhg. Dato' Zulfikri bin Osman, the Deputy Director of MARA Kelantan, paid a special visit to our booth. Many people were drawn and curious about what caught the VIP's interest. Dato' was impressed with my explanation of the calligraphy production process. It was my first VIP moment and it left an enduring impression by strengthening my confidence and highlighted the importance of presenting work professionally.

Overall, this industrial training provided a transformative experience. I am eternally thankful to UV Print Station for this opportunity, as well as the support from my supervisors and all the employees.

5.0 SWOT ANALYSIS

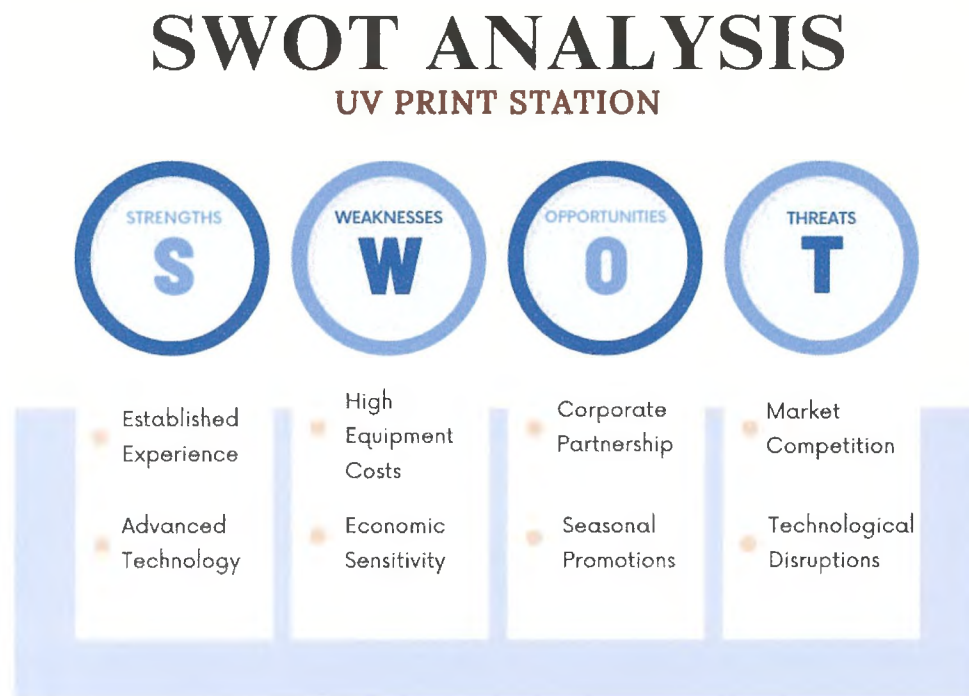


Figure 5: SWOT Analysis of UVPS

5.1 Strengths

5.1.1 Established Experience

UV Print Station's within two decades of expertise in the printing and advertising industries is an important strength that strengthens its reputation and competitive advantage. Since its beginnings as Krai D'sign in 2004, the company has established an excellent record of providing high-quality products and services while gaining trust and loyalty of its clients. UVPS has developed extensive knowledge of industry trends over the years. This allows it to remain relevant and expect changes, including the switch to eco-friendly materials. The rebranding to UV Print Station in 2018 demonstrates the company's evolution and willingness for modern challenges. This extensive history not only strengthens UVPS's reputation as a dependable and innovative service provider, but also positions it as a top choice for clients looking for proficiency and quality in the highly competitive advertising market.

5.1.2 Advanced Technology

UV Print Station's strength is its advanced technology, which is important to produce high-quality products and provide efficient services. The company uses cutting-edge equipment including a CNC Router, Eco Solvent Printer and Laser Cutting Machine. All

these machines to ensure that its advertising products are precise, versatile and develop outstanding results. The CNC Router is capable of detailed cutting and engraving, making it ideal for creating detailed signboards, decorative items and custom designs. The Eco Solvent Printer is beneficial to produce vibrant and resistant to the weather prints for banners, billboards and other outdoor advertising products while meeting the clients' durability requirements. In the meantime, the Laser Cutting Machine ensures precision and clean finishes, allowing for the creation of complex designs with minimal material waste.

5.2 Weaknesses

5.2.1 High Equipment Costs

One of UV Print Station's major weaknesses is the high cost of maintaining and upgrading its advanced machinery. All those machines need regular maintenance in order to guarantee optimal efficiency and avoid interruptions, which can be both time-consuming and costly. Moreover, as technology advances, the company must periodically invest in updated better performing vehicles to remain competitive and connect the market's growing demands. Upgrades like this frequently require significant capital expenditure, which may drain financial resources especially among small-medium enterprises. Unexpected maintenance and replacements caused by damage or use may interrupt operations and cause delays in project finalization. This may impact customer satisfaction. While this investment in technology is important for producing high-quality products and maintaining productivity, the resulting expenses are significant and should be handled with care to ensure profitability and sustainability over the long term.

5.2.2 Economic Sensitivity

UV Print Station's economic sensitivity is an important challenge due to the company's revenue heavily relying on its clients' advertising budgets, which are frequently impacted by broader economic trends. During phases of economic downtime, businesses and organizations prefer important expenditures while reducing extra expenses such as marketing and advertising. This reduction has a direct impact on demand for UVPS's products and services as clients might postpone or cancel their campaigns entirely. For example, industries that rely heavily on advertising materials such as retails and events, might notice less activity during economic downturns. This may cause fewer orders for UVPS. Meanwhile, smaller companies that make up a sizable portion of the client base would have difficulty paying for premium advertising products through times of economic difficulty, reducing UVPS revenue potential. This means UVPS must be prepared to deal with cyclical economic trends.

5.3 Opportunities

5.3.1 Corporate Partnership

Corporate partnerships give a valuable opportunity for UV Print Station because they allow the company to guarantee large orders especially for promotional items. For example banners and printed bottles as a gift. These collaborations can be useful for both parties, as corporations are usually looking for suppliers that can satisfy their large-scale branding and marketing requirements. Corporations often require advertising materials for events like product launches, gatherings and corporate prize giveaways. Custom printed bottles with company logos are popular branding items due to their usefulness and visible over time. Similar to this, banners and signage have become crucial for corporate advertising campaigns and event arrangements. This is because they give high-impact brand visibility. Among the famous corporations that have deals are from AINAA Beauty, Pak Mat Western, Kemudi Timur and Majlis Perbandaran Kota Bharu (MPKB). UVPS may gain from repeated business and long-term contracts by building connections with corporations, bringing sustainability during economic downtime. Collaborating with well-known companies additionally strengthens the company's portfolio and credibility. This also helps UVPS to remain strong in the competitive world.

5.3.2 Seasonal Promotions

The term seasonal promotions provide UV Print Station with an advantageous chance to take advantage of periods of the year when demand from clients increase naturally. By synchronizing its advertising campaigns with significant seasons and events, the company can also increase sales and boost its brand presence. For example, during Ramadan, DecoDecoHouse can promote its islamic calligraphy products as valuable home decorations. Encouragement of phrases like "*Bismillah*" and "*Assalamualaikum*" during this time connects strongly with customers that are looking for both spiritual and cultural. This might result in increased interest and purchases. Similar to this, the back-to-school season is a great opportunity for TalkInk to provide offers on custom-printed bottles. Educational institutions like schools, kindergartens and universities that frequently collect on such items for branding and incentives at the start of school season. UVPS may bring in large orders through offering competitive prices and bundle deals.

5.4 Threats

5.4.1 Market Competition

UV Print Station encounters significant threats as the printing and advertising industries become more competitive, both offline and online. A lot of local businesses provide similar products and services including signboard, banner printing and promotional products at

reasonable costs. The level of competition makes it difficult for UVPS to retain its position in the marketplace as customers might choose saving money over loyalty. Online competition contributes to the threat, with e-commerce sites and digital printing services offering quick access to a variety of customizable products. Furthermore, online services often come with user-friendly design tools and worldwide delivery. This will attract customers that seek convenience and accessibility.

5.4.2 Technological Disruptions

Technological advances in the printing and advertising industries represent a significant threat to UV Print Station as machinery and procedures advance at a rapid rate. Competitors who implement innovative technologies like improved large-format printers, AI-driven design tools and environmentally friendly printing solutions, could obtain a competitive advantage in terms of manufacturing speed, cost efficiency and quality of the product. UVPS faces the possibility that its current equipment will become out of date. Even though the company uses advanced machinery, the upgraded versions with improved features may soon reach the market. These include better quality, fast reaction times and reduced expenses for production. If UVPS's competitors are faster at embracing these innovations, they may be able to gain more customers by providing excellent services at lower costs. This situation would put UVPS under pressure to make investments in costly changes in order to remain relevant in the industry. Besides, setting up for new technologies often calls for the hiring of specialized workers, which also increases operational difficulty and costs.

6.0 RECOMMENDATIONS

6.1 Build in 20 Years of Reputation

UV Print Station's 20-years history in the printing and advertising sectors is a significant differentiation from their competitors. A strong background shows the company's credibility, skills and ability to adapt in a changing market. To efficiently capitalize the reputation, UVPS can create an outstanding marketing story-telling that points out its successful projects especially their collaborations with well-known companies like Majlis Perbandaran Kota Bharu (MPKB), AINAA Beauty and Pak Mat Western. This includes sharing the production process and final outcome of the products. It will give strong evidence for the audience and automatically build customer's trust. Furthermore, highlighting any awards, appreciation and certificates will enhance the reliability and assure clients about the quality. The company may additionally capitalize on its background to brand itself as a reliable partner, especially for companies who need consistent and high-quality advertising materials. By bringing together this with a concentration on advanced technology, environmentally friendly methods and excellent customer service, UVPS can develop a strong, positive image that brings in longer-term partnerships and strengthens its industry leadership.

6.2 Expand Revenue Channels

To decrease its dependability on particular industries, UV Print Station (UVPS) may diversify its financial streams by expanding its product and service offerings. This allows the company to attract new customers while also reducing the consequences of economic fluctuations. UVPS can provide eco-friendly products like recyclable promotional materials, in order to connect with consumers who care about the environment. For example, notebooks made from recycled paper, banners made from polypropylene and flyers made from seed paper. The change in focus not only expands the company's overview, but also separates it as an innovative brand that aligns with global sustainability trends. Furthermore, UVPS might additionally look into seasonal or based on events products to target specific markets. UVPS may generate various secure revenue sources by constantly innovating and offering products which can fulfill market demands, minimizing its reliance on one particular market segment during economic downturns.

6.3 Schedule Campaigns for Key Dates

UVPS may take advantage of important celebrations and events such as Ramadhan, New Year's and Back-to-School seasons, by developing specific marketing initiatives that are matched to its customers' cultural and practical needs. As an example, during Ramadan, DecoDecoHouse can run a special promotion on the islamic calligraphy pieces. By giving limited-time discounts and exclusive packages with recognized phrases like *Bismillah* and

Lailahaillallah. Getting involved in strategies by hosting TikTok live sessions, may assist in enhancing the campaigns. During the live sessions, the host live can demonstrate the artistic ability of the calligraphy, explain the historical significance of each design and provide exclusive discounts to the viewers for encouraging immediate buyers. Moreover, they may also boost sales by taking part in local events and bazaars with cultural themes. Organizing booths at a Ramadhan bazaar would make it possible for them to develop relationships with a community of consumers that are looking for meaningful home decorations during the period. At the booth, it can directly show demonstrations of the designs and close up the materials which are PVC Foam Board. This may give customers an engaging and genuine experience. Similarly, UVPS can attend school fairs at the start of the school session to promote TalkInk's customizable bottles, emphasizing how useful they are as the basic needs and branding tools.

6.4 Regular Technology Assessments

UVPS may carry out regular equipment and technology assessments in order to remain longer in the printing and advertising industries. These reviews ensure that the company's machinery is still productive, cost-effective and has the capability of meeting changing customer needs. UVPS could set up a schedule for evaluating the effectiveness of its CNC Router, Eco Solvent Printer and Laser Cutting Machine. This involves reviewing production speed, print quality and energy consumption to identify parts for improvement. If they discover that its existing equipment is unable to meet growing demand and produces low-quality outputs, it might consider upgrading to newer models. For example, if competitors start using faster printers with advanced color calibration, UVPS might think about investing in similar technology to maintain equal opportunities and gain a competitive advantage. Annual inspections can also help determine minor issues before it turns into major ones and will reduce interruptions and repair costs. Additionally, technology assessments should include an overview of new tools and software. For instance, implementing new design software with advanced features, such as virtual reality mockups, might assist UVPS in offering more imaginative and visually compelling goods to clients.

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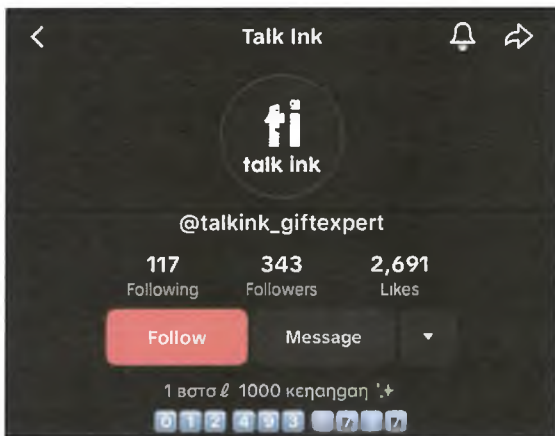
APPENDICES



TikTok account: DecoDecoHouse



TikTok account: UV Print Station



TikTok account: Talk Ink



Signboard Installation

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