



اوتو سنڤي تېكنولوگي مارا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka  
Kampus Bandaraya Melaka

**MGT666 INDUSTRIAL TRAINING REPORT**

**MY FIMEDIA NETWORK TECHNOLOGY SDN. BHD. (SKINTIFIC MALAYSIA)**

**FACULTY OF BUSINESS AND MANAGEMENT**

**BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) MARKETING**

**BA240 6B**

**SUBMITTED BY**

**SITI MUYASSARAH AZ-ZAFIRAH BINTI MOHD RAMLI ALZAKI**

**2022843982**

**SUBMITTED TO**

**MADAM NOR HAMIZA BINTI MOHD NOOR**

**SUBMISSION DATE**

**31 JANUARY 2025**

## SURAT KEBENARAN

Tarikh : 8 January 2025.....

Kepada :

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<b>Tajuk Laporan</b>	MGT666-	<b>Nama Syarikat</b>	SKINTIFIC MALAYSIA

**INTERNSHIP REPORT**

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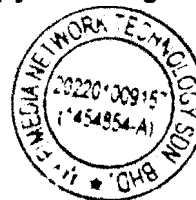
.....  
**Nama Pegawai : Carmen Lee**

**Jawatan : Senior Talent Acquisition Specialist**

**No. Tel. :**

**No. Faks :**

**Cop jabatan/organisasi:**



## **EXECUTIVE SUMMARY**

My most enticing and unforgettable six-month industrial training began here at My Fimedia Network Technology Sdn. Bhd. (SKINTIFIC), which equates to a duration of 24 weeks. My internship at Skintific Malaysia took place from 12th August 2024 until 24th January 2025.

This report marks my completion of my Bachelor of Business Administration (Hons.) in Marketing at Universiti Teknologi Mara (UiTM) Bandaraya Melaka Campus. This report showcases the summary of my internship journey at Skintific Malaysia. It entails my primary responsibilities, accomplishment and knowledge gained during the internship program. This internship time was dedicated to acquiring hands-on industry experience and exposure in how the online marketing field works for famous brands in Malaysia.

During my internship at Skintific Malaysia, my main duties were to handle comment operation tasks for all respected postings for the influencers. In order to create a buzz about the brand, I was responsible for commenting on the postings regarding the products. Furthermore, I was also responsible for coming up with unique and catchy trigger text for new upcoming products for influencers' postings in TikTok.

This report includes a SWOT analysis for Skintific Malaysia, as well as the suggestions and recommendations pertaining to the brand name. One of the qualities Skintific Malaysia possesses is their strong brand identity and diverse product range.

That work in Skintific Malaysia alone has been extremely beneficial. The experience used a lot of what I taught in class about market research, product analysis, and other similar activities in the skincare industry, which was really interesting, as well as associated regulatory work. This internship has helped me strengthen my communication, critical thinking, and collaboration skills while also increasing my understanding of the brand's commitment to innovation. In other words, the internship helped me build vital skills for personal and professional growth while I pursued a career in skincare and cosmetics.

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## **1.0 ACKNOWLEDGEMENT**

I would like to thank everyone who helped me during my industrial training. In fact, such a trip-complete with challenges and rewards could not have been possible without the help of such a great amount of nice people.

I would like to take this opportunity to thank my supervisor, Ms. Nurin Nadhirah Athirah Binti Roslee, for guidance and support in work that allowed me to reach my goals and new skills. Thank you for sharing your knowledge with me and being patient.

I would like to express my gratitude to my mentor, Madam Nor Hamiza Binti Mohd Noor. Your advice and assistance were so much needed. You urged me to overcome whatever challenges I had and guided me in developing to my fullest potential. I'm grateful that you believed in me.

Thank you to my colleagues for creating such a pleasant and supportive working atmosphere. Your teamwork and collaboration made every day more enjoyable. I learned a lot from each of you, and I appreciate all of the laughs and good times we shared.

I am also grateful to my friends, who have always encouraged me on this journey. Your encouragement motivated me, and I sincerely appreciate the aid you provided when I needed it the most.

Also, my family, for your unending love and understanding. You have always been my most trusted source of assistance. Your belief in me helped me stay focused, and I appreciate your patience during busy times.

Finally, I would like to acknowledge myself for the time and effort I put into this training. It was not always easy, but I persevered and am pleased with my accomplishments.

## 2.0 STUDENT'S PROFILE



**SITI MUYASSARAH AZ- ZAFIRAH**  
**MOHD RAMLI ALZAKI**  
**STUDENT | 24 YEARS OLD**



### OBJECTIVE

I am an enthusiastic learner eager to secure an internship opportunity in the field of marketing, equipped with rapid learning capabilities and a dedicated mindset for success. My goal is to contribute effectively to the team and company while gaining valuable experience in the marketing domain.



### EDUCATION

Bachelor of Business Administration Marketing | UiTM Bandaraya Melaka

OCT 2022 – PRESENT

CGPA: 3.51 | GPA: 3.73

Diploma in Business Studies | UiTM Raub, Pahang

JAN 2020 – AUG 2022

Vice Chancellor's Award for achieving dean's list every semester with a total CGPA of 3.61

Computer Science | SMK Bandar Baru Bangi

JAN 2014 – DEC 2018

6A for SPM and a Secretary for Entrepreneur Club



### EXPERIENCE

Tearista | Tealive Seksyen 16, Bangi

AUG 2021 – OCT 2021

- Prepare customers' beverage according to their order

- Keep the store clean, organized and well-maintained

Production Worker | Farmasia Sdn. Bhd. UKM-MTDC, Bangi

JAN 2019 – AUG 2019

- Produce and assemble pharmaceutical products

- Operate and maintain machinery

- Actively involve in the preparation of items for shipping



### SKILLS

- Social Media Photography

- Content Management
- Digital Marketing



### ACHIEVEMENTS

- Be a secretary and scriptwriter for Podcast Unitalk of High Achiever's Club during diploma
- Participate in a talent show competition for Aspuri Night

### 3.0 COMPANY'S PROFILE


Company Name	MY FIMEDIA NETWORK TECHNOLOGY SDN. BHD. (SKINTIFIC)
	
Company Address	Level 19, Menara Binjai No. 2, Jalan Binjai 50450 Wilayah Persekutuan Kuala Lumpur
Operation Hours	<ul style="list-style-type: none"><li>• Monday - Friday: 9AM - 6PM</li><li>• Saturday - Sunday: Closed</li></ul>

Table 1: Details of Company

### 3.1 COMPANY BACKGROUND

SKINTIFIC is a skincare brand developed by a team of committed specialists in Canada who have been scientifically shown to give quick and safe results for all skin types, including sensitive skin. Started to enter the Malaysian market in 2022 and have been growing ever since. They are registered as vegan and also dermatologically tested. Skintific Malaysia based all their formulations on TTE (Trilogy Triangle Effect). Which are accurate active ingredients, quickly relieve skin problems by vigorously moisturizing and calming the skin as well as effectively protecting and improving the skin barrier.

SKINTIFIC's mission is to create effective, scientifically validated skincare treatments for all skin types. Whereas their vision in the beauty industry is to be able to create smart solutions that are affordable to everyone looking to improve their skincare routine with pure active ingredients, smart formulation, and, most importantly, more current technology. With their tagline "*repair your skin barrier*", makes them well known to the market. Started with only the moisturizing cream as their main product to help users repair their skin barrier and give a lasting moisture to the skin. Now, they have more than 50 products including skincare products and makeup.

SKINTIFIC Malaysia is located in Menara Binjai, Kuala Lumpur which is a very strategic location in the heart of the city. The building is near an MRT and LRT station, MRT Persiaran KLCC and

LRT Ampang Park. There are also nearby restaurants and coffee shops for pedestrian that go along the area.

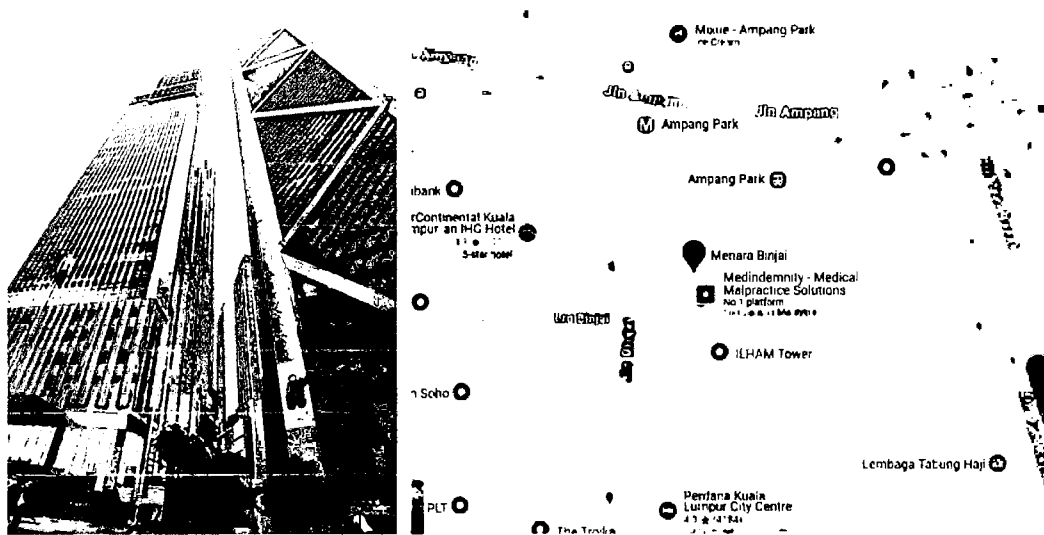


Figure 1 & 2: Menara Binjai building and location in maps



### 3.2 ORGANIZATIONAL STRUCTURE

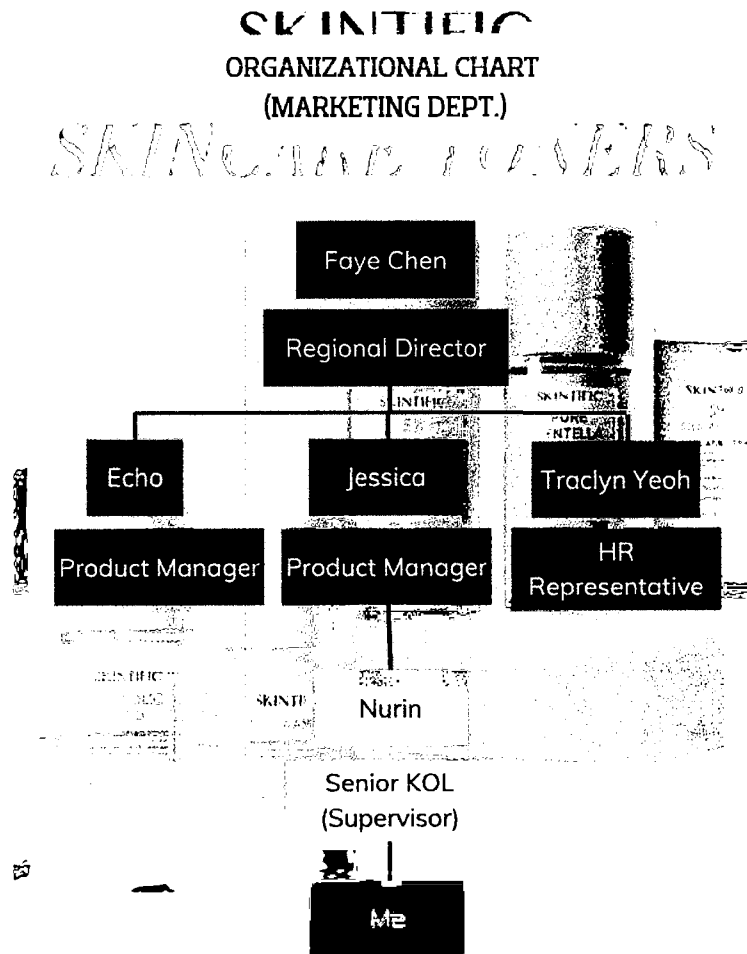


Figure 3: Organizational chart for Online Marketing Department

### 3.3 PRODUCTS AND SERVICES OFFERED

#### SKINCARE PRODUCTS

SKINTIFIC offered a variety of skincare products that are suitable with various skin types. Ranging from repairing skin barriers, brightening the skin, acne skin problems to anti-dark spots. One of their first products that was released in the market was SKINTIFIC 5X Ceramide Barrier Repair Moisturize Gel with current price of RM49. Then, their popularity grew from then and made them expand into a bigger range of products. Now, they have more than 50 products sold

in the market online and offline. Currently, the SKINTIFIC 5X Ceramide Barrier Repair Moisturize Gel remains one of the famous products sold, followed by the SKINTIFIC Symwhite 377 Dark Spot Serum, SKINTIFIC 12% AHA BHA PHA LHA Peeling Solution Serum and other viral products.

### **COSMETIC PRODUCTS**

Furthermore, SKINTIFIC also came out with cosmetic products. They segregate between dry skin and oily skin types. For oily skin types are suggested to use their matte series. One of the first viral product was SKINTIFIC Cover All Perfect Air Cushion Makeup 24H Long-lasting SPF35 PA++++ Foundation Poreless & Flawless. This product is retailed for RM38. They are slowly growing their cosmetic products with more items like full coverage concealer, powder foundation and other cosmetic products that consumers often look for.

#### **4.0 TRAININGS REFLECTION**

My internship at My Fimedia Network Technology Sdn. Bhd (SKINTIFIC) commenced from 12th August 2024 until 24th January 2025. The duration was 6 months. My working hours are eight (8) hours from 9:00 AM - 6:00 PM with one (1) hour break from 1:00 PM - 2:00 PM. I worked for five (5) days a week, from Monday to Friday with two days break on Saturday and Sunday.

During my internship, I was assigned to the Online Marketing Department with the role of Influencer Marketing Intern. My team was called the BIG Team, where we are responsible for working in partnership with famous Key Opinion Leaders (KOLs) and influencers on TikTok Platform. As my specific task, I was responsible for the Comment Operation task. My task requires me to engage with influencers' postings on TikTok that promote our products. By leaving a like, save the post and comment on posts that will help increase the impression of the contents. Each content needs to have a minimum of five (5) comments from different accounts that react with the posting and product(s) mentioned in the video. Everyone in the team will provide me with the link to the postings in an Excel Sheet for me to manage the Comment Operation task.

Furthermore, I was also the Person In Charge (PIC) for creating Point Of View (POV) and trigger texts for every product that requires engagement for the current month. These POVs and trigger texts help to attract viewers to engage and increase the postings impression.

I have obtained and gained benefits from the company for my contribution. Each month, I earned RM2,000 as my monthly allowance from the company. Other than that, SKINTIFIC also provides Tea Time Benefit as well as Breakfast Benefit for the staff to enjoy. I also gained new experiences and sharpened my skills during this industrial training. I experienced the working life as a student which will help me be prepared with the real working life as an adult. I also enhanced my personal development skills such as my leadership skills, teamwork, multi-tasking, punctuality, confidence and communication skills.

## 5.0 SWOT ANALYSIS

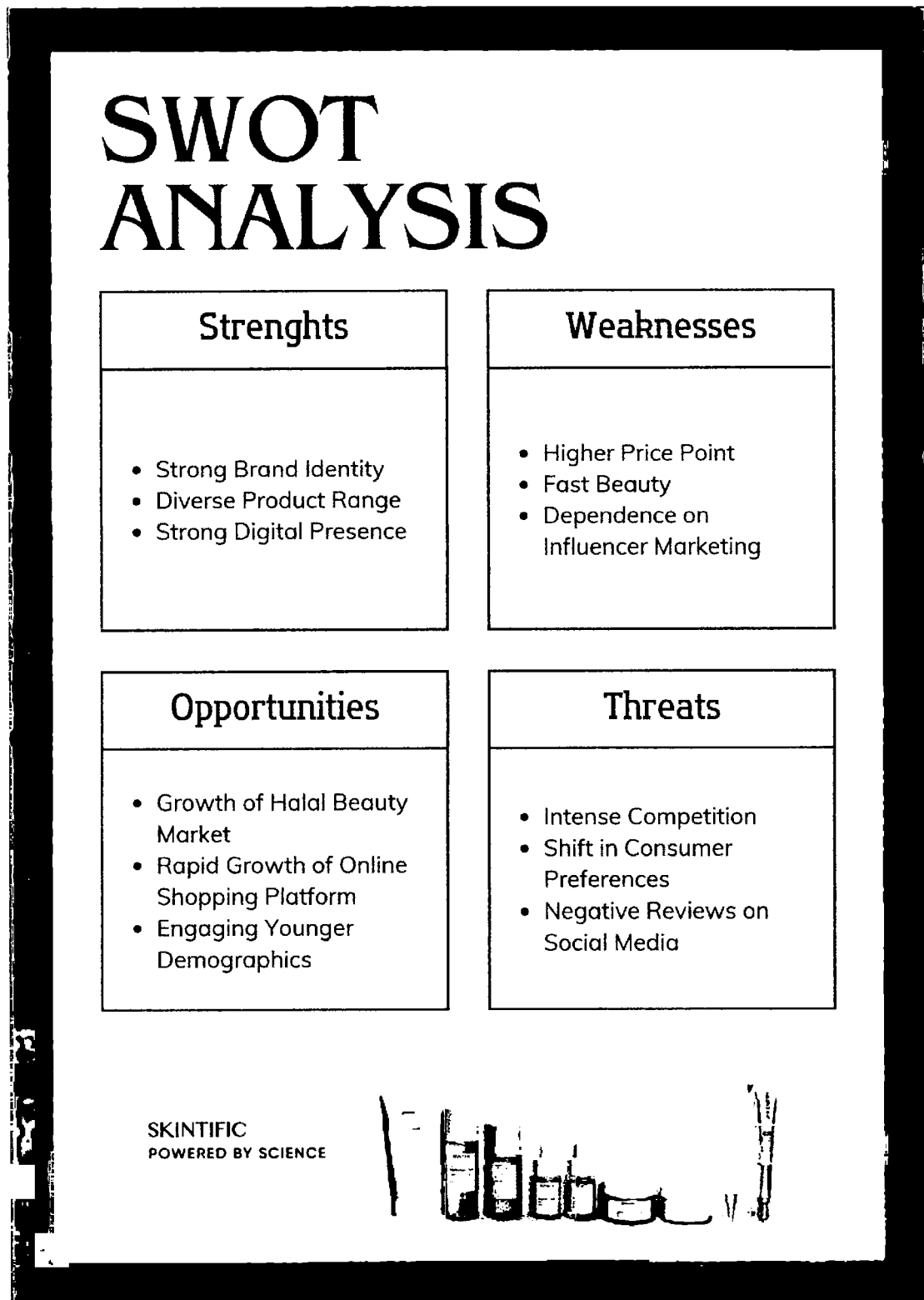


Figure 4: SWOT Analysis

## STRENGTHS

### *Strong brand Identity*

SKINTIFIC has a strong brand identity in the market. SKINTIFIC'S compelling brand identity is built on a number of key qualities that set it apart in the skincare industry. The brand has a distinct visual identity, which includes a consistent colour palette, typography, and logo design that appeals to its target audience. Furthermore, SKINTIFIC has Daiyan Trisha as their Brand Muse Ambassador. They also managed to win the Shopee Super Aspiring Brand Award - FMCG in 2023. When consumers mention SKINTIFIC, most skincare enthusiasts will know the name. They are also famously known from TikTok for their contents and postings. SKINTIFIC tailors its marketing strategies to stimulate interaction through social media and interactive campaigns. Transparency regarding components and formulation techniques promotes trust, whereas instructional materials teach and develop trustworthiness.



*Figure 5 & 6: FMCG Award and Daiyan Trisha as Skintific Brand Muse Ambassador*

### *Diverse product range*

SKINTIFIC's line of products ranges from skin care to cosmetics. Their skincare line meets the demands and preferences of a large number of customers. They provide a variety of products that address different skin concerns, such as sensitivity, aging, acne, and hydration. This diversity encourages customers to try new goods from the company and boosts customer satisfaction by offering distinctive options. Customers will often select their product based on

what their skin concerns. Some of their famous products are 5X Ceramide Barrier Repair Moisturize Gel, Symwhite 377 Dark Spot Serum and Retinol Skin Renewal Serum.

Additionally, SKINTIFIC also has a cosmetics line. They are currently expanding this sector because customers seem to be fond of their makeup products. They cater to both dry and oily skin types that are suitable to wear their products. Some of them are SKINTIFIC Cover All Perfect Cushion 24H Long-lasting SPF35 PA++++, Ultra Cover Powder Foundation and Dual Tip Concealer Cover Perfect Serum Concealer.

### *Strong digital presence*

SKINTIFIC has a strong digital presence for them to grow and be successful in Malaysia. The business aggressively engages with its audience on popular social media platforms like TikTok, Instagram and Facebook. SKINTIFIC gets most of its customers through TikTok. TikTok is a platform where the brand posts content that is attractive and informative in product demos, skincare tips, and reviews, that is, to actually talk directly to its target audiences, especially the Internet-savvy segments of youths.

It also works with different influencers, also termed as KOLs, to drive engagement with its products. The influencers boost a potential client's trust in SKINTIFIC and its products by documenting their product usage experiences. Also SKINTIFIC made sure to have its line of products placed on leading online marketplaces like Shopee and TikTokshop, further creating a stand-alone e-commerce website for its sales. All these digital presences, with hassle-free online purchases, buying guides from a trustworthy source, and engaging content, have given SKINTIFIC its much-coveted space in a competitive skincare market. It also clinched the No. 1 spot for its skincare and cosmetics category on Shopee Malaysia for the 11.11 sales.

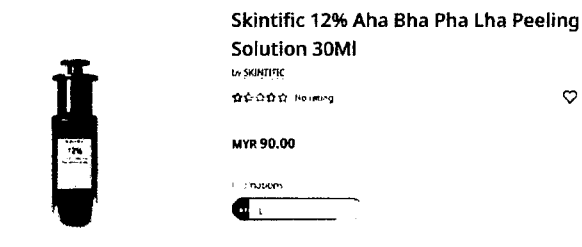
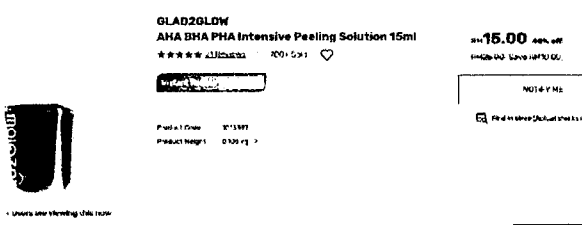


*Figure 7 & 8: Best Selling brands for makeup and skincare on Shopee 11.11 Sales*

## WEAKNESSES

### *Higher price point*

One of SKINTIFIC main disadvantages is that it costs more than many mass-market and regional skincare brands. Many Malaysians are frugal and look for goods at fair prices. This suggests that SKINTIFIC'S products would not appeal to people with lower incomes, limiting the brand's market to middle-class and upper-class consumers. Even if it is vegan, dermatologist-tested, and scientifically proven, some customers might question whether the extra expense is warranted. Because they offer similar benefits at lower prices, they may choose to use less costly solutions from businesses like Glad2Glow and Wardah or local brands like Safi and Alia. Consumers from lower incomes might only purchase their products during big sales like TiktokoShop 12.12 sales.

SKINTIFIC	
Glad2Glow	

*Table 2: Price difference between Skintific and Glad2Glow on Watsons Online*

### *Fast beauty*

SKINTIFIC may be vulnerable when it follows the "fast beauty" trend, which calls for the rapid release of new products to meet rapidly changing consumer tastes and market trends. Although this strategy can help the organisation stay current and meet current customer wants, it also presents a number of challenges. Fast beauty trends can cause consumers to easily forget about the previous release of their products. For example, SKINTIFIC comes out with Ultra Cover Powder Foundation in the early week of December but another product like Dual Tip Concealer Cover Perfect Serum Concealer also releases at the end of month in December. This

will tend to make consumers forget about the hype of the product that releases in that same month. Their hype will rapidly die down and make the sales of the product not satisfying as they have targeted for the month of release.

#### *Dependence on influencer marketing*

SKINTIFIC relies on influencer marketing as their main marketing strategy especially on TikTok platform. One of the most serious risks is that the brand's image is tightly linked to the influencers it works with. If an influencer gets involved in a scandal or receives criticism, it may have a negative impact on the brand, even if the two are not directly related. This might cause clients to lose faith and credibility in the brand because they believe it is associated with undesirable individuals. Furthermore, as influencer marketing has gained prominence, many consumers have grown wary of sponsored content. Influencer endorsements may be viewed as less authentic or financially motivated, lowering campaign efficacy.

## **OPPORTUNITIES**

#### *Growth of Halal beauty market*

Halal cosmetics are a fast-growing industry with Muslim consumers demanding products that align with their religious and ethical values. The majority of the Malaysian populations are Muslims, and thus halal-certified skincare and cosmetics are widely used. In that way, Skintific has the opportunity to enter this growing market and utilize this opportunity to deliver products that are free of alcohol, pork chemical additives, and animal cruelty. This scientific and eco-friendly approach is what may give Skintific an edge over other premium halal skincare brands.

#### *Rapid growth of online shopping platform*

Given the increase of internet shopping in Malaysia, Skintific should explore expanding its revenue streams. More customers have migrated from physical stores to e-commerce, particularly during the pandemic, due to the ease with which skincare goods can be acquired on platforms like as Shopee, Lazada, and TikTok. Furthermore, simple navigation and low electronic rates for reading product reviews before making a purchase have fuelled this tendency. Thus, Skintific stands to gain from expanding its offerings and establishing a presence on these platforms through appealing product listings, interesting content, and price promotions.



### *Engaging younger demographics*

Millennials and Gen Z are the younger demographics whose lives revolve around skincare and products that reflect their beliefs and lifestyles are Skintific's target market. In seeking out products, these younger consumers are natural social media audiences, flocking to platforms such as Instagram, TikTok and YouTube in search of product recommendations, skin care techniques and reviews. Simply put, how-to demonstration videos, mini-makeover/cosmetic transformation videos, and relevant skincare routines are examples of what would resonate best with Skintific's audience.

## **THREATS**

### *Intense competition*

Some competitors lay a similar claim in terms of being vegan, dermatologically tested, or skin barrier restoration. Differences, if any, are actually not pronounced, making the role of differentiation rather more complex for SKINTIFIC. Also, a larger firm generally has a larger war chest for marketing. However, as a local firm, a smaller brand could be faster in penetrating or adjusting to an evolving market and change regional preferences, thus giving it a fair amount of advantage in its drive to capture specific client categories. Fierce competition often put pressure on pricing, limit market share, and foster constant client switching, whereby clients would only consider a competing brand that has a comparable or better price and/or cool factor. Given that new brands entering the market recycle the same old trends, this breeds serious fatigue among customers, as they cannot differentiate SKINTIFIC from the other competitors.

### *Shift in consumer preferences*

The skincare industry is heavily influenced by changing trends and consumer preferences. For example, today's consumers may prefer science-backed skincare, but tomorrow's preferences may shift to completely natural or sustainable products. If SKINTIFIC does not adapt to these changing expectations, it risks losing relevance and market share to more agile competitors. Consumers might also shift their interest towards other brand based on what they see or hear from others. If one might say something bad about SKINTIFIC, consumers without hesitant can

change their products' preferences. Without flexibility and innovation, SKINTIFIC's current solutions may not match future consumer demands.

#### *Negative reviews on social media*

The negative influence of misinformation on social media poses a significant risk to SKINTIFIC because incorrect or misleading skincare information travels quickly online, frequently confusing consumers. Misinformation may lead to consumers mistrusting brands or rejecting useful products. Social media platforms often promote influencer opinions, which may not necessarily be scientifically valid. An influencer falsely claiming that a product has harmful implications, even without evidence, can harm SKINTIFIC's reputation. For instance, a person can make a video about how a product from SKINTIFIC that they use causes their skin to breakout and worsen their skin conditions. This might influence consumers to talk bad about SKINTIFIC and shift to other brands due to the misinformation that was delivered without further investigation that their skin condition might not be suitable for the ingredients in the product and not the brand itself. Furthermore, viral skincare trends may prioritise quick fixes over long-term solutions, which contradicts SKINTIFIC's focus in their skincare line.

## 6.0 DISCUSSION AND RECOMMENDATION

### STRENGTHS

#### Diverse product range

##### *Offer product bundles*

Bundling those starter kits that treat specific skin problems (like fighting acne or providing hydration) enhances perceived value and discrimination on the buying process on customers. Through this grouping, Skintific helps consumers meet their skincare needs more efficiently by promoting the trial of a whole spectrum of options. This strategy serves as excellent income-generating while promoting cross-product adoption since consumers will become acquainted with a variety of Skintific products. Moreover, product bundles afford first-time customers and existing buyers a perceived value and convenience. Bundling can enhance consumer experiences and build brand loyalty by providing a more cohesive solution to skincare concerns. (Jay Group, 2023).

#### Strong digital presence

##### *Develop a mobile app*

A custom mobile app enhanced with virtual skin analyser or personalised product recommendations can elevate the user experience for skin-care products. The application gives users personalised skin care advice while connecting them to brands through their interactive experiences. Reminders, exclusive discounts, and personalized skincare advice can really drive consumer loyalty through value addition. This picks upon the beauty industry's trend of personalised apps making an impact on skin-care routines.

### WEAKNESSES

#### Higher price point

##### *Introduce mini or travel-sized versions of products*

Introducing miniature or travel-size versions of Skintific's products can effectively overcome the higher price point barrier in Malaysia's price-sensitive market. These smaller versions provide buyers a low-cost way to try out the brand before investing in full-sized products. This strategy is aligned with current industry trends, as the global travel-size toiletry market is predicted to increase at a compound annual rate of 4.90% between 2023 and 2030. Additionally, little cosmetic goods have gained popularity, particularly among younger clients, due to their low cost

and ease. Retailers such as Target said that sales of travel-size products had more than doubled in the past three years, indicating strong consumer demand for smaller, less priced product alternatives.

#### Dependence on Influencer marketing

##### *Incorporating professional recommendations from dermatologists or skincare specialists*

Relying primarily on influencer marketing might be challenging since influencers may lack the specialised expertise needed to deliver appropriate skincare recommendations. Diversifying marketing techniques to incorporate endorsements from dermatologists or skincare professionals can help boost brand reputation. Expert endorsements provide authoritative views, increasing customer trust and lowering reliance on influencers who may lack in-depth product knowledge. According to a research published in the Journal of the American Academy of Dermatology, skincare influencers are more likely to influence consumers than dermatologists; however, dermatologists who present as expert influencers have a greater impact on consumer purchase decisions. For example, Skintific can collaborate with Dr Aen, who is a famous dermatologist in TikTok to promote and talk about their products.

## OPPORTUNITIES

#### Growth of Halal beauty market

##### *Obtain halal certification and market products explicitly as halal-friendly*

Getting the halal certification and displaying the halal-friendly products may have a positive influence on Skintific, which will let the company to use the uninterrupted growth of halal cosmetics production among people who are keen on these kinds of products in Malaysia, where the market for halal cosmetics is growing rapidly due to increased consumer awareness and demand for Islamic-compliant products. Halal certification guarantees that skincare products are made, processed, and handled with the use of materials that are approved according to Islamic law, which is an ultimate need for Muslim people who are looking for goods that they can use according to their religious beliefs. Skintific should undergo the process of halal certification, a move that will serve as a major victory over competitors. This, in turn, will be a major step forward in the brand's quest to maintain customer loyalty beyond any geographical boundaries.

### Rapid growth of online shopping platform

#### *Partner with top e-commerce platforms*

The partnership between Skintific and Shopee and Lazada is bound to capture more buyers and raise the online sales through their promotional and discount prices that suit the needs of the potential customers. The client base of these platforms is incomparably huge and thus is one of the most crucial aspects for any company intending to get into the internet business. Skintific, therefore, creates the environment and time to start the entertainment and engagement of the existing and new buyers through the promotion of the location-based products. Plus, e-commerce platforms also offer data-based insights, which enable marketers to craft marketing strategies based on customer preferences and purchase behaviors. By utilizing such promotional activities and the information obtained, the company can achieve such objectives as expanding brand awareness, increasing conversion, and boosting customer engagement. In the sharp rat race of the online market, being a brand that is top of mind on Shopee and Lazada equals a fan base that is wide enough for Skintific.

## THREATS

### Intense competition

#### *Focus on loyalty programs to retain existing customers*

Consequently, customer loyalty incentive plans generally are considered as efficient tools, employed by various businesses, in order to usually keep their customers back in a highly competitive market and in the process forge their relations stronger therewith, although sometimes they encounter displeasing results. A kind of loyalty program where customers get bonus points for items like consistent buying routines, convincing their contacts to the brand, and doing things like sharing on social media, can then be used to get discounts, or even get the items for free. Customers not only who are exposed to these loyalty programs buy more often but they also see themselves as part of the act of buying the product and are thus grateful they are firm customers. Loyalty programs can also be a vehicle to make the relationship stronger with the customers that are already there by making them the brand proponents who are more likely to recommend Skintific to their friends and relatives.

### Negative reviews on social media

#### *Establish a responsive customer service team to address complaints*

To cope with bad online reviews in the time of the internet, the challenge is vital either to the surface or the building of the brand's self-esteem. People have given this verdict with a high level of precision such that 53% of the total respondents said such businesses who display their response to the negative comments under one week shall remain preferred, however, the figure in practice was not as of 87% amongst the respondents. In addition, in excess of 90% of purchasers exposed that quickness is the most crucial, and about 60% of the approving comments were given in just ten minutes by the respondents. It is known that after this time no further updates occurred. If an organization were to take a more proactive approach, they could put the customer service center at the center to resolve complaints quickly and try to enter the customer's mindset. This company would not only bring consolation to the present complainants but also imply that it cares about the customer's feedback and is dedicated to providing service to future customers, if with taking such a step. This step is an extra that allows the corresponding issues to be taken care of without necessarily the customer's involvement. This during this time the organization should guide its employees to quickly handle negative reviews to ensure customer winnings and when faced with this the brand would be buyer involved.

## 7.0 CONCLUSION

More explicitly, Skintific is not just a great name but also offers diverse products that coexist with a dynamic online presence, contributing to its name as one of the most important players in the skin and cosmetics industry. Among millennials, a market-entry tactic that includes sponsorships with social media influencers and themes in the newest social media platforms, has proven to be fruitful methods of attracting and informing people about brands. The weaknesses are escalating price, influencer marketing dependence, and lack of consistent beauty standards as aspects of SWOT analysis. On the other hand, if they are not really demanding, it might be a good idea to think about expanding the range of products and using alternative approaches for different target groups; in case they require, it is about time for them to seize the strengths.

Balancing advantages and disadvantages, therefore, becomes a counter-market approach. Some promotional tactics are product bundling, starter kit offers, sample or travel-size products, and targeted advertisements endorsed by experts aimed at price-oriented clientele. In continuation, Skintific promises to contribute and benefit from the halal beauty market, for which it will expand Olaz-branded growth online through strategic partnerships with the e-commerce platforms Shopee and Lazada. All these initiatives fortify Skintific's capabilities to withstand competitive forces and nurture new clientele.

Last but not least, the strong competition and unfavourable reputation that hit social media must be countered as soon as possible in order to ensure the longevity of the brand. Strong customer service that responds quickly to complaints and proactively seeks feedback helps to maintain the brand and gain long-term customer loyalty at such an important moment in Skintific's journey. Thus, by adapting consumer dynamics accordingly, forcefully strengthening the relationship with existing clientele, and confronting upcoming opportunities, Skintific may see long-term development and success in the dynamic skin care market.

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## 9.0 APPENDICES

A	B	C	D	E	F	G
Date	Content Link	MKT REQ (QTY)	ad/brand	Comments/idea	Status	SE COMMENT
1/10/2024	<a href="https://www.tiktok.com/@sani.tulawidya/7428621194506844161">https://www.tiktok.com/@sani.tulawidya/7428621194506844161</a>	5	Comment Like Save & Share	1. itu peeling solution skintific kan? 2. berapa lama kena pakai serum tu? 3. mana nak beli skincare tu? di mana? 4. first time dengar skincare vampire... rasa pedih lak bila pakai serum tu 5. macam menarik je skincare tu, nak beli kat mana? 6. saya pun dah cuba peelin solution ni memang kuli dah kurang blackhead! 7. hahh betul! best sangat pakai kuli jadi glowing 8. i pakai ni jerawat makin hilang 9. saya pun setuju sangat untuk saya yang acne prone skin 10. betul with peelin peeling solution ni memang berkesan. kuli i rasa smooth je	<input checked="" type="checkbox"/>	<a href="https://www.tiktok.com/@sani.tulawidya/7428621194506844161">https://www.tiktok.com/@sani.tulawidya/7428621194506844161</a>
1/10/24	<a href="https://www.tiktok.com/@sani.tulawidya/7428621194506844161">https://www.tiktok.com/@sani.tulawidya/7428621194506844161</a>	5	Comment & Like	1. wah bestnye kena kacau dulu dapat makeup 2. ush banyaknya cushion nak salutu 3. sedekah! saya nak kuli skintific tu 4. kuli pakai shade apa tu 5. lani memang naka kacau time tengah makeup kan? sabar je!	<input checked="" type="checkbox"/>	<a href="https://www.tiktok.com/@sani.tulawidya/7428621194506844161">https://www.tiktok.com/@sani.tulawidya/7428621194506844161</a>
1/10/24	<a href="https://www.tiktok.com/@sani.tulawidya/7428621194506844161">https://www.tiktok.com/@sani.tulawidya/7428621194506844161</a>	5	Comment & Like	1. kena amalkan selalu zori ni biar rajin pakai skincare 2. siap berakutif! @ best ka pakai peeling solution tu? 3. ok nak guna round ni tap kuli nak pakai skincare 4. rasa pedih lak pakai peeling solution tu? unguin nak cuba 5. meh leraak!	<input checked="" type="checkbox"/>	<a href="https://www.tiktok.com/@sani.tulawidya/7428621194506844161">https://www.tiktok.com/@sani.tulawidya/7428621194506844161</a>
				1. ush hebat betul ciku boleh makeup atas moto 2. wah ciku pakai code pe cushion tu		<a href="https://www.tiktok.com/@sani.tulawidya/7428621194506844161">https://www.tiktok.com/@sani.tulawidya/7428621194506844161</a>

Figure 9: comment operations sheet

MUYA PIC OF TRIGGER TEXT & SONGS			
No	TRIGGER TEXT/ POV	KOL TAB	REFERENCE LINK
1	"wai beza sangat kasta ni, sebelah berminyak 1 sebelah matte"		<a href="https://www.tiktok.com/@mohamad_sofar/7428615262831781046?is_from_webapp=1&amp;sender_device=android&amp;id=740213337924017748">https://www.tiktok.com/@mohamad_sofar/7428615262831781046?is_from_webapp=1&amp;sender_device=android&amp;id=740213337924017748</a>
2	"2024 masih taktau nak cover minyak guna apa?" -> another part, "guna two way cake skintific 2 jahat :"		<a href="https://www.tiktok.com/@mohamad_sofar/7428615262831781046?is_from_webapp=1&amp;sender_device=android&amp;id=740213337924017748">https://www.tiktok.com/@mohamad_sofar/7428615262831781046?is_from_webapp=1&amp;sender_device=android&amp;id=740213337924017748</a>
3	"filter pana?" 3 "i swipe je pori pori terus hilang"		<a href="https://www.tiktok.com/@mohamad_sofar/7428615262831781046?is_from_webapp=1&amp;sender_device=android&amp;id=740213337924017748">https://www.tiktok.com/@mohamad_sofar/7428615262831781046?is_from_webapp=1&amp;sender_device=android&amp;id=740213337924017748</a>
4	"POV, letak berus walaupun banyak jerawat"		<a href="https://www.tiktok.com/@mohamad_sofar/7428615262831781046?is_from_webapp=1&amp;sender_device=android&amp;id=740213337924017748">https://www.tiktok.com/@mohamad_sofar/7428615262831781046?is_from_webapp=1&amp;sender_device=android&amp;id=740213337924017748</a>

Figure 10: Trigger text and POV bank for new product launch sheet



*Figure 11 & 12: Monthly review meeting and weekly trending meeting with team*



*Figure 13, 14, 15: Monthly benefit of pizza, breakfast and Chagee*



*Figure 16: Skintific 2024 Annual Dinner*