

MGT 666

PRACTICAL TRAINING REPORT AT FARM FRESH PENANG

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EXECUTIVE SUMMARY

To complete my Bachelor of Administration with Honors in Marketing, I am delighted to undertake my training as a sales and marketing trainee at Farm Fresh Penang. Farm Fresh is a prominent Malaysian dairy company with multiple farms and factories nationwide and abroad. The company was established to provide consumers with a variety of fresh milk options, thereby reducing reliance on imported dairy products.

Farm Fresh employs several international business strategies, including import, export, production contracts, licensing, franchising, joint ventures, subsidiaries, and turnkey operations. These strategies have enabled the company to establish a strong presence in the dairy market, becoming a preferred choice for many consumers.

As a trainee, my responsibilities are diverse. I liaise with external parties to organize events and programs such as "Growing Up with Farm Fresh Grow," collaborate with kindergartens, promote products to customers, conduct sales, manage the social media page for Farm Fresh Penang, and create content to educate users about our products.

In addition to these roles, my primary objective during this training is to analyze the company's strengths, weaknesses, opportunities, and threats. This analysis will cover various aspects, including political, economic, social, technological, environmental, and legal factors impacting the company. Then SWOT analysis and Matching swot .

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COMPANY PROFILE



MH MILK SDN. BHD

Farm Fresh Sdn Bhd stands out as a leading dairy company in Malaysia, renowned for its unwavering dedication to producing dairy products that are not only of the highest quality but also fresh and natural. The company was established with a clear mission to provide consumers with superior local alternatives to the traditionally imported dairy products that dominated the market. Over the years, Farm Fresh has carved out a reputation as a reliable and trustworthy name within the dairy industry. This reputation is built on a solid foundation of steadfast commitment to maintaining exceptional quality standards, implementing sustainable farming and production practices, and actively engaging in community support and development initiatives. By prioritizing these core values, Farm Fresh has successfully positioned itself as a preferred choice among consumers who value not only the quality of their dairy products but also the company's positive impact on the environment and society.

COMPANY PROFILE



Farm Fresh was established in 2009 to fulfill the rising demand for locally produced dairy products in Malaysia. Founded by Loi Tuan Ee, it is 30% owned by Khazanah Nasional Berhad, the investment arm of the Malaysian government. Farm Fresh also has stockists in every state, including Penang. The main official distributor in Penang is MH MILK SDN BHD, located at No 2A, Lorong Perda Timur 6, Bandar Perda, 14000 Bukit Mertajam, Penang. This company successfully distributes Farm Fresh Milk to 21 home dealers, over 100 retailers, various events, and through online channels.