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UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING REPORT

HERMOSA WEAR

3 MARCH - 15 AUGUST

PREPARED FOR:

PUAN NORLELA BINTI ABAS

PREPARED BY:

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2023957621



HERMOSA WEAR®

SURAT KEBENARAN

Tarikh :15Ogos2025

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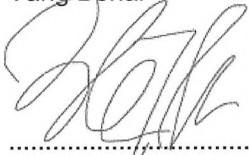
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Tajuk Laporan	INDUSTRIAL TRAINING REPORT	Nama Syarikat	HERMOSA WEAR

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EXECUTIVE SUMMARY

This report gives a full picture and analysis of my time as an intern at Hermosa Wear, a small fashion brand in Bandar Sunway, Selangor. I worked full-time as a Content Creator in the Marketing Department from March 3, 2025, to August 15, 2025. My job was to manage the brand's digital presence on platforms like TikTok, Instagram, Facebook, Shopee, and the official website. I learned a lot of new skills during my internship by doing real work like planning content, making videos, listing products, and marketing them online. Every day, I had to make interesting social media posts, edit short videos, keep track of e-commerce listings, and make sure that the brand's messages were clear. I worked closely with the team to produce creative marketing materials that aligned with the brand's goals, enhancing both the brand image and customer engagement online. I worked closely with the team to make creative marketing materials that fit with the brand's goals. This improved the brand's image and got more people interested in it online.

This internship also taught me a lot about how a fashion brand works, especially how it talks to its customers, changes with the times, and uses digital platforms to grow. I learned how to use digital tools in real life and got better at managing my time, coming up with creative stories, and planning content strategically.

I have done a SWOT analysis of Hermosa Wear in this project and I have identified that the strength of the company includes favorable location of the brand, its team of creatives and the ability to make use of data driven marketing that can help in enhancing sales and content strategies. Weaknesses identified in the analysis involved lack of effective internal communication, absence of structured intern training and a small concentration on every day or informal wear that could present a constraint on marketability. Future growth opportunities were identified as the sphere of influence marketing, growth of digital platforms, and further diversification into low-cost casual clothes, such as blouses and shirt. Nevertheless, external threats too are experienced by the company due to high market competitiveness; economic fluctuations and rapid change in fashion trends; which might influence product relevance. Using this information, I made suggestions that Hermosa Wear can use to make its operations easier, enhance its marketing plans as well as facilitate a sustainable business growth.

Overall, the internship was an excellent learning opportunity that improved my technical and artistic abilities and fortified my preparedness for a future in content production and digital marketing. In order to help me apply my academic knowledge in a practical setting and ultimately advance both personally and professionally, Hermosa Wear provided a stimulating

and encouraging learning environment.

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ACKNOWLEDGMENT

To start with, I would like to say that I am deep in gratitude to Hermosa Wear for the possibility to pass my internship in the Marketing and Media Department as Content Creator. It has been my very satisfying experience that has made me gain practical industry experience specifically in the exciting world of modest fashion. Through my responsibilities, I have been able to develop a wide range of skills in various aspects of social media management, online retailing activities, marketing techniques, and content writing abilities which I believe would become extremely helpful in my future career.

I also would like to thank Mr. Wan Fuad Dzihni who is the founder of Hermosa Wear because he afforded me this great opportunity. Regarding that, my on-site supervisor, Puan Nurul Eliana has also assisted me to develop in my internship and I am greatly appreciative of that. Her counsel, support and guidance have been a blessing. Both her words and constructive feedback made me continue improving and embracing challenges. The internship was an unforgettable and enriching experience due to the friendly, cooperative and innovative working environment, which she and the team generated.

Additionally, I would like to thank Puan Norlela who is my academic advisor in offering constant encouragement, support and sound advice in the preparation of this report. Her tips and strategy were what helped me stay organised, focused, and determined during the time I was recording my experiences and getting a picture of how the business operates.

Lastly, I would like to say thank you to all the people who have assisted me in my process, creating new words, giving advice, and elsewhere just to be there because I have been learning. This internship has not only made me a better person at work but has also allowed me to get a clearer picture of the working world, in addition to preparing me adequately for such tasks in the future in the field of digital marketing and content creation.



NURUL NAJWA

Contact

Skills

- Communicate well
- Able to handle multiple tasks
- Learn new things easily
- Proficient in Microsoft word and excel
- Critical thinking abilities
- Expert in Canva
- Expert in Capcut

Language

- Malay : Expert
- English : Good

About Me

Motivated and adaptable marketing student currently completing a six-month internship as a Content Creator at Hermosa Wear, focusing on digital marketing, content creation, and e-commerce. Eager to apply hands-on experience and creative skills in future opportunities that promote brand growth and digital engagement. Seeking to contribute to a dynamic team while continuing to develop professionally in the areas of marketing and media.

Work Experience

March 2025 – August 2025

Hermosa Wear

Internship

- Worked as a Baker Assistant at Bake With Aidan, specializing in baking variety of cakes and managing online and in-store orders efficiently. Assisted in creating new recipes, improving baking processes, and contributing to enhanced customer satisfaction.

Aug 2022 – Oct 2024

Bake With Aidan

Baker Assistant

- Worked as a Baker Assistant at Bake With Aidan, specializing in baking variety of cakes and managing online and in-store orders efficiently. Assisted in creating new recipes, improving baking processes, and contributing to enhanced customer satisfaction.

Feb 2016 – 2022

Home-Based Business

Self-Employed Entrepreneur

- Operated a successful home business selling homemade desserts (e.g, cakes and kuih raya). Managed product creation, marketing, customer service, and sales, developing strong skills in time management, problem-solving, and multitasking. Consistently ensured high customersatisfaction and repeat business.

Education

2023 – Present

Bachelor in Business Administration (Hons.) Marketing | UiTM
Kampus Bandaraya Melaka, Melaka

- Member of the Marketing Association, contributing to events that enhance industry connections and professional development. Coursework includes Market Research, Digital Marketing, Branding Strategies, and Financial Management.

2020 – 2023

Diploma in Business Studies | UiTM Kampus Raub, Pahang

- Achieved Dean's List recognition in Semester 3 with a GPA of 3.56. Hence, I maintained a strong overall CGPA of 3.26 across five semesters in the Diploma in Business Studies program at Universiti Teknologi Mara (UiTM).

2019 – 2020

Pre-Diploma in Commerce | UiTM Kampus Jengka, Pahang

- Achieved Dean's List recognition with an overall CGPA of 3.6. Built a strong foundation in business and commerce, focusing on subjects such as Business Mathematics, Introduction to Economics, and Accounting Principles.

Extra-Curricular Experiences

Netball and E-sport Sukan Antara Program (SAP)

- Represented the program in inter-program sports competitions for two consecutive semesters during Diploma and Degree studies, contributing to the team's overall success by fostering teamwork and leadership on the court. Also participated in SAP PUBG Mobile for one semester during Degree, where the team secure 3rd place, showcasing strategic planning and effective collaboration in competitive setting.

E-Sport PUBG Mobile (KARISMA)

- Competed in a state-level e-sports tournament and secured 2nd place, showcasing advanced strategic planning, team coordination, and adaptability under competitive pressure.

Sport Secretariat Committee, Marketing Association

- Successfully planned and organized sporting activities for students, promoting health, teamwork, and active participation within the marketing program community.

Special Duty Task Secretariat Committee

- Played a key role in organizing a beach-cleaning project, demonstrating leadership in environmental conservation efforts.

Multimedia & Publicity Committee, Annual Grand Meeting

- Designed creative promotional materials, managed multimedia content, and ensured the smooth execution of media requirements for the event, enhancing its visibility and professionalism.

Multimedia Committee, CSR at Tadika Alor Gajah

- Created impactful multimedia content to support community service programs, effectively communicating the project's mission and outcomes.

Entrepreneur Committee, Marketing Association

- Organized entrepreneurial activities, such as workshops and exhibitions, to inspire innovation and promote business skills among students, enhancing the association's reputation.

Activity Committee, Masavengers

- Coordinated and executed two consecutive semesters of sports events for marketing students, managing logistics, participant engagement, and event promotion to ensure success.

Registration Committee, Dinner Marketing Association

- Managed participation registration, streamlined entry processes, and assisted in event coordination to deliver a memorable formal dinner experience for students and staff.

Multimedia Committee, Annual Grand Meeting

- Designed engaging digital content and visuals to elevate the event's branding and audience engagement, demonstrating strong creative and technical skills.

Logistics and Prize Committee, KBM Creators Video Contest

- Managed logistical planning, including venue setup and equipment arrangements, and handle prize distribution to winners. Contributed to the contest's success by ensuring smooth operations and receiving positive feedback from participants and organizers.

References

Puan Noraishah Binti Kamarolzaman

Academic Advisor

Universiti Teknologi Mara, Cawangan Kampus Bandaraya Melaka

3.0 COMPANY'S PROFILE

Name: Hermosa Wear

Address: 23A, Jln PJS 8/17, Bandar Sunway, 46150 Petaling Jaya, Selangor

Contact Information:

Email: sales@hermosawear.com.my

Website: www.hermosawear.com.my

3.1 About the company



Diagram 3.1: Hermosa Wear Logo



Diagram 3.2: Hermosa Wear Product

With its beginning in Malaysia, Hermosa Wear is a modest clothing brand that sets out to offer reasonably priced outfits for all. Modesty and contemporary fashion styles are brought together in the company's clothing for fashion lovers, who appreciate both. There are many items in their collection and all are designed from comfortable, high-quality materials such as trendy outfits, must-have pieces for each season and classic favorites. Every design aims to be comfortable while still looking stylish. Prices are set so that clothing is within reach of most customers and good for many occasions.

3.1 Mission and Vision

Hermosa Wear is committed to enhancing individual style via modest clothing that encourages comfort and self-assurance. The company's main objective is to make sure that each #hermosawearlover, or customer, feels confident and fashionable in any ensemble. Customers can mix and match different items to create a wide range of looks thanks to the product line's styling flexibility. Hermosa Wear caters to the fashion needs of people who value individuality, versatility, and modesty by emphasizing carefully chosen fabrics and curated designs (*HermosaWear | Hermosa Wear Online Store*, n.d.)

3.2 Key Values

- **Inclusivity:** Clothing to fit all body shapes and tastes.
- **Affordability:** Many choices that remain budget friendly.
- **Quality:** Focusing on fabric that lasts over time and breathable.
- **Confidence:** Giving people self-confidence through stylish, comfortable clothing.

3.3 Community Engagement

Use of the Hermosa VIP Club offers exclusive early-release products, unique offers and a forum for customers to talk to the company. It shows the brand is dedicated to adapting to its most loyal followers of #hermosawearlovers.

4.0 TRAINING REFLECTION'S

I worked as a full-time Content Creator in the Marketing and Media Department at Hermosa Wear from March 3, 2025, to August 15, 2025. Operating Monday through Friday from 8:30 AM to 5:00 PM, with additional working days on alternate Saturdays, the position had a set schedule. Regular exposure to actual business operations within a contemporary modest fashion brand was provided by this professional environment. Managing Hermosa Wear's online presence, especially on Facebook, Instagram, TikTok, the official website, and Shopee, was the main focus of my duties. Every day, I took care of developing and publishing material on all these platforms. This meant finding creative ideas, arranging the design of posts, writing captions and scheduling everything based on the brand's aims and identity.

My job included a lot of video production and editing. I was assigned to make ad campaigns for brand campaigns and shorter videos meant for TikTok and Instagram Reels. This called for a solid grasp of visual trends, music integration, and audience engagement tactics in addition to the use of a variety of mobile editing tools and video editing software. I aimed to share interesting video content that would educate viewers about what's on offer, talk about the brand and advertise new items. Also, I managed product tasks at Shopee and the official website such as making descriptions, adding photos, creating new product pages and making sure the information was correct. These tasks maintained the brand's digital storefront's aesthetic coherence and usability while bolstering e-commerce performance.

Posting digital content consistently every single day was one of the main roles I had. Strong time management abilities, organizational abilities, and the capacity to work autonomously while meeting deadlines and creative direction were all necessary for this.

4.1 Benefits and Gains

I gained results from both internal and external factors in my internship. My allowance each month was made up of RM500. Besides other help, the contract offered daily lunches, payment per mile to cover gas costs on my car and reimbursement for talking and using data on my phone during projects. I improved both my job skills and personal abilities through work in video editing, e-commerce, managing social media, digital marketing and creating content. Along with becoming more accustomed to scheduling tools, editing apps, and digital campaign planning, I improved my abilities in creative storytelling, brand communication, and audience engagement.

Having worked on this experience, I now see how useful online posting and content is for building a fashion brand and its customer base. It allowed me to get used to fast social media changes and find a way to be consistent and imaginative at the same time. Working at Hermosa Wear was very rewarding and effective and it allowed me to strengthen my skills in digital media and content creation. Through my internship, I gained work experience in fashion and e-commerce and this helped me develop and get ready for a future in digital and creative marketing.

5.0 SWOT ANALYSIS

SWOT ANALYSIS



Diagram 5.1: Illustrated SWOT Analysis

6.0 DISCUSSION & RECOMMENDATION

6.1 Strengths

Discussion

Hermosa Wear gains a lot from its advantageous location in Bandar Sunway, a busy city with lots of shopping malls, tourist attractions, and universities. The brand's primary target market, students and young professionals, are the main source of foot traffic to this location. Compared to brands situated in less central areas, Hermosa Wear is better able to draw walk-in customers due to the convenience and visibility provided by this prime location (Abilash Senguttuvan, 2024). This raises the brand's visibility and opens up new avenues for sales and consumer interaction.

Hermosa Wear's team's initiative and inventiveness are another important asset. The company constantly tries out new strategies to keep and expand its clientele rather than depending only on conventional retail techniques. The launch of Hermosa Skincare, for instance, demonstrates the company's capacity to expand its product line and enter the beauty industry. Using contemporary sales techniques like content marketing and livestreaming also demonstrates the brand's flexibility in responding to digital trends, which appeals to tech-savvy consumers. This aligns with findings by Zohaib Patoli (2024) which emphasizes that content marketing is essential for modern businesses as it built trust, engages audiences, and drives long-term customer relationships.

The third reason preferred by Hermosa Wear in its growing success is that the company has flourishing brand harmony in all platforms. The company has done a great job to establish a unique visual and thematic image that helps reflect the major values of modernity, gracefulness, and humility. The touchpoints include its social media accounts, its official site, its bricks-and-mortar, its product packaging, and even its marketing materials where this identity is constantly reinforced. Since the chances of consumers engaging a brand and coming back are higher when it is represented in a clear and professional manner, such level of consistency does not only enhance brand recognition but also builds the consumer trust. The degree of brand identity is especially significant in the fashion business since the consumer purchasing decisions are highly based on emotional attachment and visual content (Sathyanarayana & Archana, 2024). Hermosa Wear managed to acquire a quality and aspirational brand within the category of modest clothing through conveying a consistent and discoverable appearance.

Recommendations

Hermosa Wear should concentrate on improving its physical storefront to make it more appealing and welcoming in order to take full advantage of its advantageous location. Creative window displays, store-only promotions, and seasonal visual merchandising can all help convert foot traffic into real sales (Ahrens, 2023). Furthermore, collaborating with local companies such as cafes or event venues may enable cross-promotions that draw even more interest from the neighborhood (team, 2023).

Regarding the team's creative strength, it would be advantageous to form a formal marketing team that is in charge of organizing, carrying out, and evaluating innovative campaigns. The team will be able to concentrate on what works and keep improving their methods by using data analytics to gauge the success of different marketing strategies. During the 2023 “Power to the Marketer Festival” the marketing industry leaders emphasized that creative campaigns should be data-driven to enhance promotion and loyalty (Vogue Business, 2023). Innovation could be increased while maintaining campaigns that belong consistent with the brand's identity by promoting team brainstorming sessions and granting creative freedom within a structured framework. Once more, Hyundai transition indicates how this model enables creative independence to thrive and safeguard brand synergy (WSJ, 2024).

Hermosa Wear is recommended to make a broad brand style guide to reinforce this branding strength further. It should clearly spell out essential elements such as the use of colour schemes, typography, tone of voice, content style, visual themes and use of logo in the brand. Branding consistency is always facilitated with a detailed guide, especially in cases of content generation where several members of a team or external partners (whether content creators, freelance designers, and interns) are involved. Article published in 2024 by Holicky Corporation emphasized that these kinds of guides are important when aligning internally and collaborating externally. In addition to that, Hermosa Wear could consider the inclusion of additional brand narrative content into its marketing strategy. Some examples of this include sharing the brand origins, designer influences, client features or a day in the life of some of the members of the team. Such episodes can make the brand more accessible to the audience and enhance its connection to this audience on the emotional level. Makes brand resonate Dirxion (2024) confirms the fact that storytelling can make brand resonate in terms of emotions, which results in even longer loyalty. This creates a long-term loyalty to the consumer and forms a Hermosa Wear based approach that is based on consistent branding that suits the demands of the contemporary modesty and creativity ideals, rather than solely as a brand that people adhere to

in terms of fashion.

6.2 Weaknesses

Discussion

Miscommunication among team members is one of Hermosa Wear's main internal problems. Information may be misrepresented or lacking as a result of conflicting instructions from various people or messages that are relayed through middlemen. Errors, inefficiencies, and a lack of accountability may result from this misunderstanding. Uncertain or inconsistent communications can lead team members to doubt leadership and one another, which eventually weakens team cohesiveness, as Sanna Wu-Pong Calvert (2025) pointed out. This type of operational disarray can hinder growth and lower team morale for a developing business, particularly during peak times or advertising campaigns.

The management and onboarding of interns is another area of weakness. The business should be able to effectively mentor and assist interns as a learning environment. If there is no clear structure or mentoring provided, interns may have trouble fitting in, not see what is expected of them or fail to make much progress. In addition to having an impact on the intern's experience, this means the business loses out on the potential benefits that interns could offer with the right guidance and assistance. Sokolowsky (2023) states that mentoring programs that lack a clear goal and structure frequently fall short of expectations, resulting in disengaged participants and lost growth opportunities.

The internal weakness that Hermosa Wear is dealing with is fewer data-driven decisions in marketing plans. Despite the brand developing innovative content and organizing the campaigns on a variety of channels regularly, there is an absence of systematic researches on what kinds of content would best suit the audience, which customer groups are the most responsive, and what the most engaging posting times are. Without proper tracking and research, it is difficult to determine the effectiveness of marketing campaigns and calculate rational alteration. This could end up wasting both money and time using strategies that do not yield optimum results. According to Larsson (2024), businesses which fail to use performance data often miss the chance to get a significant improvement in the efficiency of their campaign as well as reach.

Recommendations

Hermosa Wear should set up a clear internal communication structure with a single point of contact or team leader to assign tasks in order to address communication problems. By keeping everyone in sync regarding updates, due dates, and roles, a digital task management platform

such as Trello, Asana, or Slack can also be beneficial in lowering the possibility of misunderstandings and conflicting messages. Hure (2025) claims that by centralizing information and promoting real-time collaboration, these tools have been demonstrated to decrease misunderstandings and increase productivity. Hermosa Wear should put in place an onboarding procedure that includes written guidelines, task-specific training, and an introduction to the business in order to mentor interns. The learning process will go more smoothly and meaningfully if each intern is assigned a mentor or supervisor who can periodically assess their progress and offer feedback (Fraraccio, 2020). The intern gains from this strategy, which also boosts their output and contribution to the goals of the business.

To overcome the third of the weaknesses, Hermosa Wear needs to begin utilizing basic digital analytics tools, such as Instagram Insights, TikTok Analytics, and Google Analytics, to monitor customer behavior and the following content performance. To illustrate, Instagram Insights provides analysis of the publications with the best results and the ways users interact with content, and Google Analytics enables business to check the behavior of visitors to the site and conversions (Newberry, 2024). By developing simple weekly or monthly reports, the team will be able to get a better idea of which of the platforms are the most effective, identify which content is most effective, and how the marketing efforts are affecting sales as well. This will enable them to discard nonproductive strategies and concentrate on glass producing ones. These insights will enable the team to finally eliminate non-effective strategies and focus on others that perform well. Moreover, the implementation of core key performance indicators (KPIs) such as reaches, engagement rate, and conversion rate will allow the team to track the progress and take more strategic decisions in the future. KPIs play a fundamental role in establishing benchmarks, spying on targets, and continually advancing marketing choices founded on acute data (MobileGiant, 2024)

6.3 Opportunities

Discussion

Working with social media influencers gives Hermosa Wear a great chance to increase brand awareness. Many young people today rely on influencers to make their decisions about what to buy in fashion, so influencers have a big impact on shopping choices. According to a study by Nissa et al. (2024), influencer marketing significantly improves consumer behavior when it comes to fashion styles in the social media era. Collaborating with influencers who fit the brand's style helps create more interest and brings new customers who may not have heard about the company.

Being present on Instagram, TikTok and Shopee gives businesses another important chance to succeed. They allow fashion brands to connect directly with their customers, engage them instantly and show their products, making them very useful. According to research, 83% of TikTok users say that the app influences their purchasing decisions, and 70% of users find new brands and products on the platform (Xanayra Marin-Lopez, 2025). Being on these platforms is good, but investing more to promote Hermosa's products could open up the company to new people and generate more online sales. Using these platforms keeps businesses affordable and helps them remain important as people increasingly choose online shopping.

There is a high opportunity of Hermosa Wear to be able to grow in size by providing modest casual clothes that transcend conventional wear such as kurtas, *baju kurung*, and abaya. A large number of customers especially young men and working ladies are seeking humble everyday attires that can match contemporary lifestyle although the previous clothing still plays a significant role during cultural or religious events. Due to their flexibility, especially in the work place as well as in casual hangouts and even semi-formal gathering, objects such as loose-cut trousers, long-sleeved shirts, and oversized blouses are on great demand. These versatile pieces can be likeable to both men and women who want to be conservative in the fashion they wear and without having the look that they are too low-key. Modest fashion production is shifting to multifunctional everyday styles that can be used in everyday life and at work in combination with the ability to look good at any given moment of the day Yuen (2024)

Recommendations

Hermosa Wear should find micro-influencers with a high engagement rate in their niche in order to make the most of influencer marketing. Despite having smaller fan bases, these influencers frequently enjoy greater credibility and trust from their audiences (Wallace, 2025). Hosting special campaigns, for instance giveaways, discounts or inviting influencers, helps attract attention and encourages more engagement. The organization should modify its online content to make the most of each social network to increase its presence digitally. While Instagram features high-quality pictures and fashion guidance, the videos on TikTok should both follow trends and move quickly. Ensuring each product is well described, the listing images appeal to buyers and updates are added often is important for the store to be successful. If brands host sales or promotions through these platforms, sales are likely to rise and the business can experience a new wave of success (Mag, 2024).

Hermosa Wear may also consider to extend its market to have a line of clothes that would be

called "Modest Essentials" that focuses on the basics that should be in every wardrobe like straight cut trousers in neutral tones, structured shirt and loose-fitting blouses. Such products should be easy to blend and match, breathable and wrinkle free. This type of minimal and multifunctional fundamentals is gaining more and more popularity, with the shift towards iconic capsule collections and four-season staples (Vogue Business, 2024). To determine the level of interest, Hermosa could conduct an experiment where she launches a capsule collection, positions it as a modest wear collection that would work as work and weekend wear, and employ mini lookbooks, outfit reels, and styling tips. With such growth, the brand could switch to general necessities, as well as the holiday and non-holiday attire, to ensure that its customers would not only purchase its products during special occasions but also use it as their daily wear.

6.4 Threats

Discussion

Given the abundance of regional and global fashion brands selling comparable goods, Hermosa Wear operates in a fiercely competitive market. Smaller brands may find it challenging to differentiate themselves from these rivals due to their greater resources, well-known brands, or aggressive pricing tactics (Webb & Shoaib, 2024). Hermosa Wear runs the risk of being overshadowed in a crowded market like if it doesn't have a distinctive value proposition. The economy's volatility is another external danger. Economic downturns, inflation, and decreased disposable income are some of the factors that can lead consumers to spend less on clothing and other non-essential items (Bhattarai, 2025). This change in focus can hurt sales and make it more difficult for fashion brands to stay profitable, particularly those that don't target consumers on a tight budget (D'Auria, 2025).

The other challenge that Hermosa Wear is experiencing is dynamic fashion and the use of social media that people have low attention spans. Market trends are shifting quickly in the age of the digital world, especially with Gen Z and younger millennials who often ride a viral trend. Such fashions, colours and styles are popular and may be in vogue within weeks. The pressure on brands to refresh their collections and their content frequently follows as a result. Unless Hermosa manages to keep up with these rapid cycles or does not miss out on viral trends, the company risks becoming irrelevant, disconnected, and unsuccessful in sales. Slow fashion brands are not timely in changing their digital content and product offerings, and, as reported by Room (2025), their outdated appearance on such developmentally fast platforms as

Instagram and TikTok makes them arrive far behind the trend.

Recommendations

Hermosa Wear should concentrate on differentiating itself through premium materials, exclusive collections, or a compelling brand narrative that appeals to its target market in order to remain competitive. Customer loyalty can be increased by fostering a feeling of distinctiveness or community pride (Tripura, 2021). Furthermore, establishing a membership benefit or customer rewards program can improve customer relations and promote recurring business (Kihlstrom, 2024). Hermosa Wear might think about launching a value line, more reasonably priced items that don't sacrifice quality or style, in reaction to economic challenges. Additionally, marketing campaigns should emphasize the value, longevity, and adaptability of products rather than just their trendiness. Customers may feel more justified in making a purchase even in difficult financial times if the brand emphasizes how their clothing offers long-lasting use.

Hermosa Wear must tackle this problem by adopting a more versatile content and design policy that would allow it to respond more swiftly to a new trend in content or fashion. As an example, they can reserve some content of their production, which is trendy, has a limited collection, or monthly release, which is shaped by the latest trends. To be kept relevant and visible on the web, Hermosa can employ a small creative department that will keep relaxed hours and be focused on the process of a speedy determination of trends and rapid production. Such fluidity would assist the brand to go along the ever-moving tides without losing identity in the long-term (Agile in Fashion Industry: Adapting to Trends, 2023)

7.0 CONCLUSION

During the internship, I gained much hands-on experience in digital marketing, content creation, and management of e-commerce at Hermosa Wear, a high-paced, small scale fashion environment. Within the Marketing and Media Department as the Content Creator of the brand, I managed to develop my technical and artistic skills and contribute a huge part to the online presence of the brand on such platforms as TikTok, Instagram, Shopee, and the official site.

Other than introducing me to the usefulness of strategic communication of a brand and consistency of brand communication, this internship enhanced my planning, development, and implementation skills in the creation of marketing content. The experience with more exposure to tools and techniques of the latest digital trends helped me to make my organizational and time management skills stronger and finally boost my confidence in working on content production tasks independently.

As a result of this SWOT analysis, I determined the strengths of Hermosa Wear, according to innovation, brand, locational advantage, and data-driven marketing, and the weak points, such as problematic communication, the absence of a formal mentorship program to guide interns, and a rather narrow product offering. The External risks were also pointed out, which are the economic uncertainty, trends, fashion and their rapid change, and the opportunities were presented as the cooperation of social media influencers, digital platforms growth, and expansion to modest casual wear. Such revelations enabled me to recommend operational strategies to be implemented to enhance operations and the marketing, and also to assist in driving business in the future.

Going by all these, it has been a life-changing learning experience of an internship program. I was more ready to enter a professional life in marketing and content creation, managed to apply my academic knowledge in a real-life situation, and learned more about why digital media is so valuable to the success of the brands. Besides being a workplace, the Hermosa Wear became a productive and inspiring learning environment which will stay affecting my growth as an individual and in professional manner.

8.0 APPENDICES



9.0 REFERENCES

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