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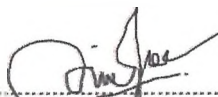
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EXECUTIVE SUMMARY

This internship report analyzes Sabella Melaka, a franchise of the Sabella HQ brand that specializes in modest, ironless ready-to-wear fashion. The goal of this report is to assess the company's current position using a SWOT analysis and make strategic recommendations for improvement. During my internship as a marketing student, I worked in a variety of jobs, including live hosting on TikTok, developing digital content, and aiding with boutique operations, allowing me to carefully observe essential business aspects. The analysis revealed several strengths, including a strong online presence and brand recognition, as well as flaws such as high staff turnover and poor stock management. Opportunities mentioned include influencer collaborations, affiliate marketing, and low-cost community participation, while dangers include excessive competition and an overreliance on TikTok. Based on these findings, the report makes practical recommendations such as implementing simple inventory systems, improving franchise coordination, and introducing loyalty programs. Overall, this research emphasizes the necessity of strategic planning in enabling Sabella Melaka to grow sustainably in a competitive industry.

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