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TEKNOLOGI
MARA



INDUSTRIAL TRAINING REPORT

SAFFYNA SDN.BHD

Subject:
MGT666

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EXECUTIVE SUMMARY

This industrial training report is submitted in partial fulfillment of the requirements for the MGT666 course under the Faculty of Business and Management, Universiti Teknologi MARA. I underwent a 24-week internship program from 3rd March to 15th August 2025 at SAFFYNA.CO, a local fashion brand that focuses on selling baju kurung, casual sets, and ready-to-wear collections for modern women. The brand is highly present on key social media platforms like Facebook, Instagram and Tik Tok, and the primary focus is on online marketing to engage the clients and boost sales.

During my internship, I have been predominantly put at the marketing department, which enabled me to experience a broad scope of dealings with the real business. I was engaged in the development and implementation of digital campaigns, development of marketing materials, guidance of posting on Tik Tok and Instagram, contribution to live sessions and customer engagement processes. I was involved in influencer marketing organization, made a market trend analysis and contributed to the development of sales promotion and festive campaigns. This practical experience helped me obtain a better idea of how a fashion company should use digital tools in order to be competitive in the current online business environment.

EXECUTIVE SUMMARY

In the present report, I have dissected the marketing position of SAFFYNA.CO by way of undertaking a SWOT analysis of it. The positive attributes of the brand are a good visual, extensive social media communication, and affordable but fashionable goods. Such identified weaknesses were inadequate manpower and dependence on organic reach. The major opportunities include entering the platforms such as Shopee or Tik Tok Shop, and partnering with influencers or universities. But other threats still exist, like the increasing local competition and the alterations in the social media algorithms.

As a whole, my internship at SAFFYNA.CO had a worthwhile experience and empowered me to improve my vision on marketing in the fashion business. It helped me improve my applied knowledge, gained a stronger interest in the sphere of digital marketing, and became ready to perform in future positions in a more ambitious way.

TABLE OF CONTENT

1.0 ACKNOWLEDGEMENT.....	1
2.0 UPDATED RESUME.....	2-3
3.0 COMPANY'S PROFILE	
3.1 NAME, LOCATION AND BACKGROUND.....	4-7
3.2 VISION, MISSION, OBJECTIVES, AND GOAL.....	8-9
3.3 ORGANIZATIONAL STRUCTURE.....	10
3.4 PRODUCTS AND SERVICES.....	11-13
4.0 TRAINING'S REFLECTION.....	14-19
5.0 SWOT ANALYSIS	
5.1 Strengths.....	22-24
5.2 Weaknesses.....	25
5.3 Opportunities.....	26
5.4 Threats.....	27-28
6.0 DISCUSSION AND RECOMMENDATION	
6.1 Strengths.....	29-33
6.2 Weaknesses.....	34-39
6.3 Opportunities.....	40-47
6.4 Threats.....	48-54
7.0 CONCLUSION.....	55
8.0 REFERENCES.....	56-59
9.0 APPENDICES.....	60-64