



اَوْنَبُوْ رَسِيْتِيْ بِاَتِيْكَوْ لُوْ كِيْ بِاِمَارَا
**UNIVERSITI
TEKNOLOGI
MARA**

**FACULTY OF BUSINESS MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE BA242
INDUSTRIAL TRAINING REPORT (MGT666)**

1 MARCH – 13 AUGUST 2021



**DELCASIS GROUP
SDN.BHD**

NAME : Izzatun Najihah binti Zainal
STUDENT ID : 2019582355
GROUP : BA242 6C
COMPANY'S SUPERVISOR : Puan Dayang NurJannah binti Awang
Iskanderdzulkarnein
FACULTY'S ADVISOR : Encik Fadli Fizari bin Abu Hassan Asari

EXECUTIVE SUMMARY



- I have experienced unforgettable and fun journey for my industrial training at Delcasis Group Sdn.Bhd (Ipoh, Perak) for six months.
- My name is Izzatun Najihah binti Zainal and I am a final-year of Business Administration (Hons) Finance student at Universiti Teknologi Mara Arau, Perlis.
- Puan Dayang NurJannah founded of Delcasis Group in industry of food manufacturing.
- During my industrial training, I was assigned to the management department as an operation manager where I gain new experienced, new knowledge and go through a real-life task that I had learned during my studies to be apply in finishing task given to me.
- In this industrial training report, I will include the information and studies that I have gathered through my training in Delcasis Group Sdn.Bhd.
- I will explain in this report about my company's profile, my training's reflection, SWOT analysis and PESTEL analysis of the company and the conclusion of my industrial training report.
- At the end of report, I will also include appendices which as the prove of my involvement in the company.

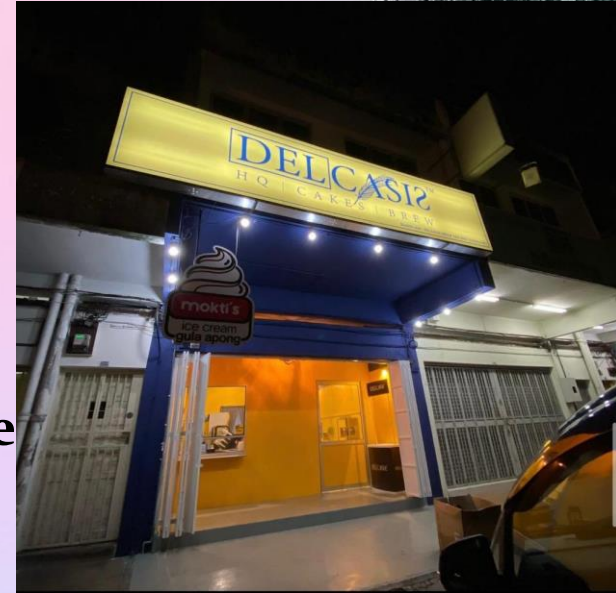
TABLE OF CONTENTS

Executive Summary	2
Table of Contents	3
Acknowledgement	4
Students's Profile	5-6
Company's Profile	7-12
Training's Reflection	13-15
Company Analysis	16-38
Recommendation	39
Conclusion	40
References	41-42
Appendices	43-45

COMPANY'S PROFILE



- Name, Location and Background
- Vision, Mission and Objective
- Products or Services
- Organization Structure



Name, Location and Background



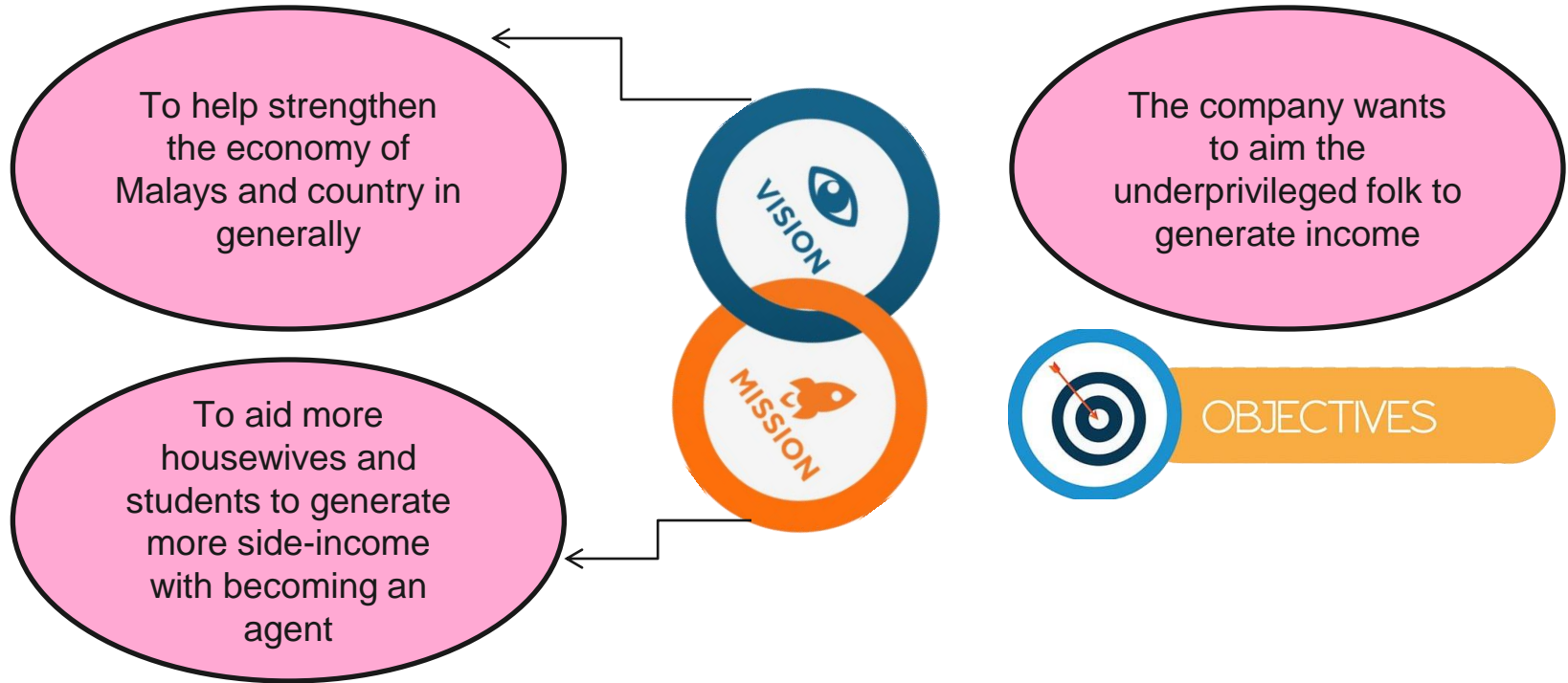
**Logo of Delcasis
Group Sdn.Bhd**



**Founder and Employer
of Delcasis Group**

- The name of the company for my industrial training is Delcasis Group Sdn.Bhd.
- The name of the company came from the spelling of “delicious” but to make it different, it turns into “Delcasis”.
- The location of the company is at Taman Cempaka, Ipoh, Perak.
- It took 20 minutes for me to arrive at my workplace despite the busyness of traffic in the morning.
- Delcasis Group Sdn.Bhd was run by my employer also known as the founder, Puan Dayang NurJannah binti Awang Iskanderdzulkarnein.
- This company has been established since 2019.
- During the early years for my employer start to build Delcasis Group Sdn.Bhd, my employer sells beverages at the street.
- From the profit of selling beverages, she starts to open her own bakery and café.
- Through the success of the bakery and café opening, she founded the company I work for now.

Vision, Mission and Objective



Product or Services



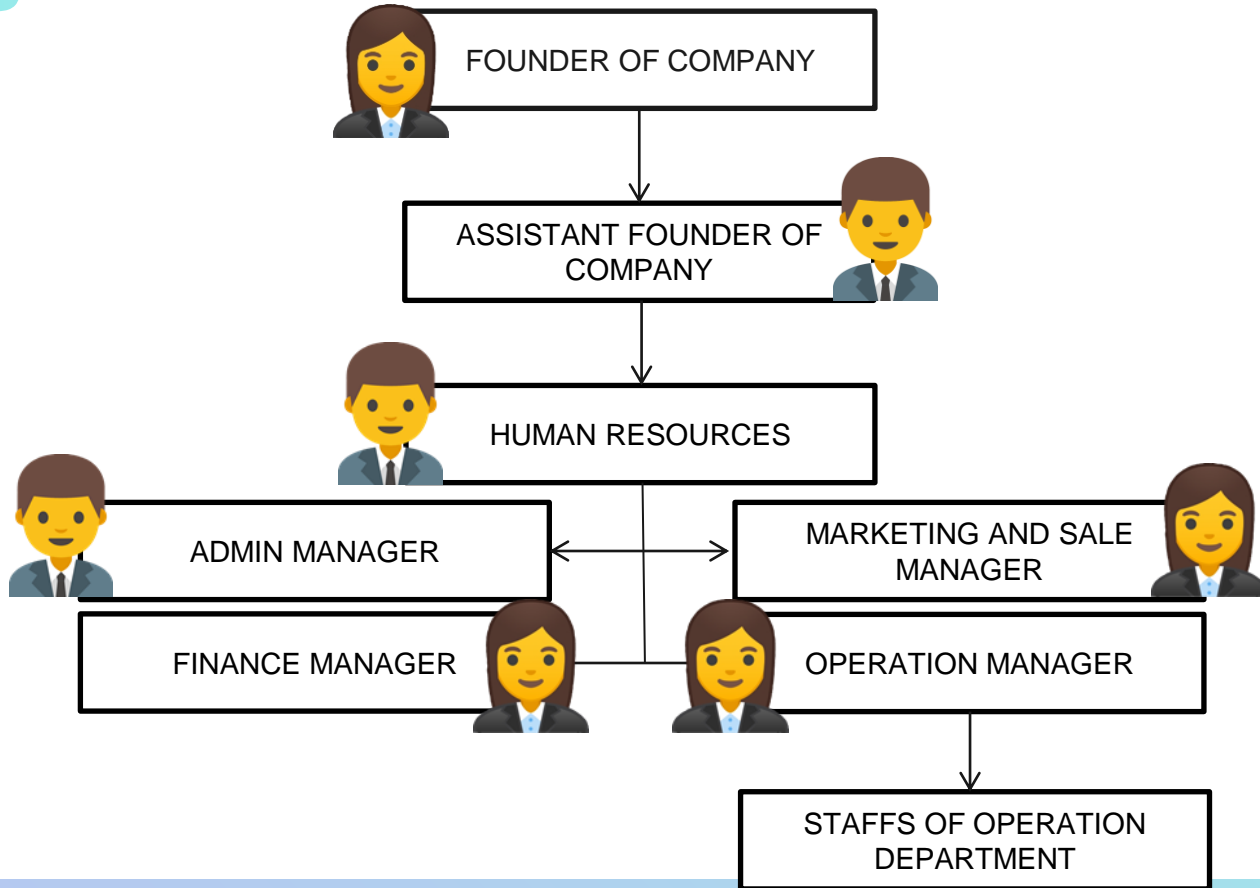
- Delcasis Group Sdn.Bhd main product is brownies ready-to-eat.
- There are available in several flavors such as original, red velvet cheese, walnut, chocolate cheese and nutella sea salt.
- This product can be purchase through online platform such as shopee, lazada and other online platform.
- For offline purchase, customer can buy at Delcasis Café, kiosk stall, IKS (Industri Kecil dan Sederhana) kiosk and many more.
- During seasonal period such as Eid Al Fitr, Delcasis also came out with various types of cookies to sell.
- For Eid Al Fitr in 2021, I have the opportunity in joining hands to sell and market all cookies.
- There are six various types of cookies such as Pandan Gula Melaka, Cranberry Walnut, Jam Butter, Seasalt Chocolate, Redvelvet Cheesy and Tart Cadbury.

Product or Services



- For future product, the company are in the planning of produce frozen “kuih talam” or as it name “Kuih Talam Sejuk Beku”.
- This product is still in the research and design stage.
- My employer start to come into the idea of frozen kuih talam during Ramadhan Mubarak, where people hard to obtain it for iftar.
- Even though there are kuih talam in which to sell, but those kuih talam are not durable for long term.
- The storage of frozen kuih talam could last for 6 months in average.
- It takes a little longer than the usual kuih talam which will last for a few hours or 1 day, depending on how it is stored.
- The preparation and storage method for kuih talam is when it became fully cooked, it will be packed into airtight packaging and will be kept in freezer for long use storage.
- This is kind of new idea that is new to the market that my company will produce for the future product.
- During Ramadhan Mubarak, the company sells the kuih talam at variety flavors and types.
- There were 14 types in total of kuih talam were sell.
- The differentiation between frozen kuih talam product compared to other frozen food that already available in market are it contains organic ingredients and it makes people who eat the frozen kuih talam came back into nostalgia moments to when they were kids.
- The disadvantage of this frozen kuih talam is the raw materials cost a bit expensive that made the selling price will also quite costly.
- Also, since we are hit by the Covid-19 pandemic, the raw materials also get into problem to find a supplier such as frozen durian.
- However, even the cost of frozen kuih talam are bit expensive to maintain, the selling price will be offered to market still in affordable price and people still manage to buy.

Organizational Structure



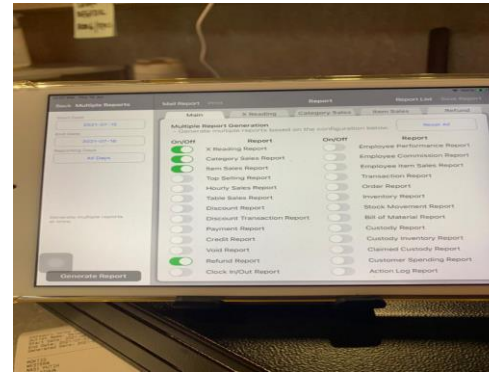
TRAINING'S REFLECTION



- The specific date I start my industrial training at Delcasis Group Sdn. Bhd. is on 1 March 2021 and my industrial training should be end on 13 August 2021.
- My working day is Monday until Saturday.
- During Monday until Friday, I work for 8 hours duration from 9.00 a.m. to 6.00 p.m.
- Except for Saturday, I work for half-day from 9.00 a.m. to 2.00 p.m.
- For Ramadhan Mubarak, my work hours have changed to 9 a.m. until 5 p.m.
- Since Government has executed Movement Control Order (MCO) on 10 May 2021, I have started to work from home according to compliance of standard of procedure for MCO.
- But if there is a job that involves me to come to the office by the employer, I will come and complete the task given by the employer.

OUR OFFICE

- I was placed under the management department and given a position as an Operation Manager.
- My responsibilities as an operation manager are firstly, every morning, before enter to the office, I must go to the store to collect all the receipts and print the sales for yesterday to key in the data in excel for record.
- Furthermore, I must list all the things of production to buy for making the products then, go to the stores, factories and supermarkets to buy the raw materials of production.
- I also help finance manager to put all the receipts and sales in file followed day by day for reference in the future.
- Besides that, as an operation manager, I am responsible to check the Standard Operating Procedure (SOP) of all staffs in store and production every day. This is to ensure cleanliness and safety is maintained.
- Moreover, I always follow my employer if she has any meeting outside and settle any matters with her.
- Lastly, the task that challenging for me during industrial training are do the audit for MESTI and HALAL to get the certificate for company and also do the audit for the sales of a year which are must collect all the documents requested to be audited.



Example of receipt sales that print at cashier



Stores to buy production goods



A few pictures of celebrate birthday and go to vacation

- There are a few benefits that I get throughout industrial training such as I get an allowance of RM300 and also get claim car fuel because of going to buy things of production.
- Furthermore, celebrate birthday each of staffs and will get the present from employer.
- The employer also taking employees on vacation to relieve work stress.
- This is shows that employer of this company appreciate all her staffs.
- I am just an industrial training worker also get the same benefits as a permanent employee which are annual leave (AL) and medical certificate (MC).
- Moreover, I gain knowledge and skills related to personal development.
- For example, flexible teamwork, punctuality, good communication skill and learn being multi-task. Lastly, I also gain knowledge and technical skills related to work such as learn real working world of the company.

ANALYSIS OF COMPANY



PESTEL ANALYSIS



POLITICAL

- Impact of Movement Control Order (MCO) in SME's businesses
- The implementation of the minimum wages

ECONOMIC

- SME's business on economic growth rate
- Skill level of workforce in food manufacturing industry



SOCIAL

- Entrepreneurial spirit and the work team
- Consumer behavior and purchase intention for organic food

TECHNOLOGICAL

- The use of electronic data interchange for supply chain
- Social media marketing is one of the technologies for SMEs



ENVIRONMENTAL

- Waste management
- Geographical location

LEGAL

- Consumer protection and e-commerce
- Safety standard



Political

Impact of Movement Control Order (MCO) in SME's businesses

- Coronavirus has had a significant influence on SME company activity all over the world. Despite the necessity for stringent government laws and actions to control the illness, most firms are exposed to severe consequences in the long or short term (Wahyudi, 2014; Craven et al., 2020; Smith-Bingham & Hariharan, 2020).
- The company of Delcasis Group Sdn.Bhd as SME's businesses also received a profound impact on their business during this MCO.
- There have two main factors that cause business owner of Delcasis Group to face loss of profit which are they incur debts to suppliers for damaging their goods and their inability to make sales.
- Due to that impacts happened in the business, the company must have two main strategies which are financial strategy and marketing strategy.



Financial and Marketing Strategy

Political

The implementation of minimum wages

- Companies with more than five employees are seen to be in a better position to develop the minimum wage than those with fewer employees (Ibrahim & Said, 2015).
- The company of Delcasis Group Sdn.Bhd uses the implementation of the minimum wage specified by the government itself.
- This is because this company employs more than five people where in the management department there are seven employees while in the operation department also has seven employees so, the total for overall employees in the company is fourteen.
- To reduce the cost of paying employees, the company takes risks by providing employment opportunities to industrial training students who follow the appropriate field in the company.



Minimum Wages

Economic

SME's business on economic growth rate

- According to evidence from fast-growing economies, governments that assist enterprise development by providing an adequate business environment for the creation, growth, and emergence of SME's reap extremely high benefits in terms of increased career opportunities, particularly for the youth, economic growth, and poverty reduction (Ayyagari et al, 2011).
- This company has a unique potential to drive economic growth where they can create many new job opportunities such as make more agents to sell their products especially students and housewives to help them generate income.
- This company should compete with their similar businesses and should improve the market scenario.
- This is because the never-ending battle for dominance creates the finest in the business. This results in a win-win situation for both customers and suppliers. Furthermore, this improves the economy's overall production and efficiency.



Economic Growth Rate

Economic

Skill level of workforce in food manufacturing industry

- In order to reach the status of a developed country by 2020, it would be more important to have a technical shift that results in an increase in demand for professional and skilled employees, lowering graduate unemployment while also encouraging the expansion of Malaysia's food manufacturing industry (Ismail, 2009).
- The company of Delcasis Group Sdn.Bhd has two departments which are management and production department. In each department have workers that have their own skills.
- While in production department, the workers do the work of production which is use their skills to do the food manufacturing.
- Although there are manufacturing machines but skill level from workers should also be available. In terms of improving the company's technical efficiency, the quality of its inputs, such as capital and labor, must be improved.



Skill Level of Workforce

Social

The entrepreneurial spirit and the work team

- As a result, a strong entrepreneurial leader should have an influence on the organisation, encouraging it to adopt a more entrepreneurial mindset. In excellent collaboration, the entrepreneurial spirit and the work team demonstrate their ability to work together for the mutual advantage of both (Soriano & Martínez, 2007).
- The company of Delcasis Group Sdn.Bhd developed successfully due to the employer who never gave up on advancing her company.
- She has a high entrepreneurial spirit which is she has strategy for dealing with problems in which she feel powerful, motivated and capable of taking control.
- Employees at this firm with an entrepreneurial culture are encouraged to not only notice challenges, solutions, and opportunities, but also to come up with innovative ways to solve them.

Social

Consumer behavior and purchase intention for organic food

- Food produced without the use of conventional pesticides is referred to as organic food. Organic cuisine delighted customers for a variety of reasons. Because it responds to changing preferences and attitudes of customers, as well as aiding in the preservation of social status, healthy content gained precedence over environmentally friendly content (Rana & Paul, 2017).
- The company of Delcasis Group Sdn.Bhd uses healthy and non-prohibited ingredients such as organic foods.
- This company cares about quality of the product because it was very important factor for consumers for organic food. So, the company's employer needs to further improve the quality of the product where the company should add more natural ingredients and organic foods in the product.
- Because organic food has a greater degree of customer satisfaction than inorganic food, this is the case.



Technological

The use of electronic data interchange for supply chain

- Technology is critical in today's sophisticated period for communicating between two parties that are separated by distance. For a firm in the food production sector, supply chain management (SCM) is critical. Information technology (IT) enables systematic integration by allowing for more efficient and automated information flow (Hill & Scudder, 2014).
- For example, the company of Delcasis Group Sdn.Bhd focuses on electronic data interchange (EDI).
- This company used information technology (IT) to organizational information transfers in the supply chain. This help the company of Delcasis Group routinely communicate with each other within supply chain where the company as a customers to communicate with their suppliers.
- Organizational communication can take various forms, from paper invoices and purchase orders sent by mail to sophisticate IT that connects two organizations' systems.



Electronic Data

Technological

Social media marketing is one of the technologies for SMEs

- Because it is a cost-effective marketing approach, SMEs frequently use social media marketing. When compared to other marketing methods, social media marketing provides a variety of tools that may be used rapidly and at no cost (Yadav, 2017).
- The company of Delcasis Group Sdn.Bhd used the right of social media marketing that can boost their product and brand recognition, online traffic and build customer loyalty, as well as enhance a company's Search Engine Optimization and even boost the success of new product launches.
- Instead than spending lots of money on marketing, social media marketing makes the company of Delcasis Group possible to reach traditional goals in non-traditional methods, including such via the use of creativity, community, and connections.
- When it comes to technological factors, the company of Delcasis Group should keep in mind that technology is developing at a breakneck pace, and possible issues are being handled at a fat pace. For example, Facebook's social media marketing system where the company uses that social media is extremely safe and well-established, allowing SMEs to successfully target their potential customers.



Social Media Marketing

Environmental

Waste management

- The performance of SMEs in terms of waste management is either recognised or analysed because most environmental research focuses on large businesses (Yacob et al., 2019).
- In contrast to the company of Delcasis Group Sdn.Bhd where the company feels a responsibility to take care of the environment. So, the company has their own way of managing waste in the production of their products.
- For example, when workers in the production division are finished in producing the product, they will clean properly such as collecting and disposing of excess waste in the place provided.
- In addition, the company has a habit that when the materials to produce their products have expired, they will return the materials to the supplier. This is because the supplier has provided a special place for the disposal of the waste without polluting the environment.



Waste Management

Environmental

Geographical location

- The success of SMEs in terms of innovation may be influenced by their geographical location. Close proximity is associated with higher rates of creative collaboration. The role of location in affecting the success of SMEs, particularly their expansion, has been demonstrated to be significant (Wahid et al., 2017).
- At the end of last year, the business was progressing and there were innovations where there was an increase in products.
- When there is progress and innovation, employer has rented a shop site in a strategic area as well. Geographical location of the company is located in its vicinity close to housing estates and close to schools and also institutions.
- This is because it can attract the attention of the people around about the company's products and it is easy to market them.



Geographical Location

Legal

E-commerce security and protection

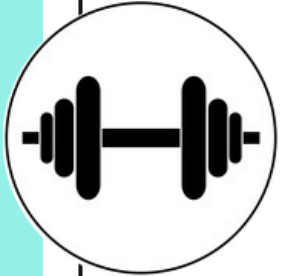
- Many customers are hesitant to adopt e-commerce because of security concerns and a lack of trust in the present e-commerce setup (Yacob et al., 2019). First, Electronic Commerce Act 2006 (“ECA 2006”) which ensures that electronic transmissions are legally recognized in economic dealings and second is Consumer Protection Act 1999 (“CPA 1999”) means that key consumer protection legislation in commercial activity, including e-commerce.
- In this era of cutting-edge technology, the company of Delcasis Group Sdn.Bhd will take advantage of the opportunities available by creating their own e-commerce. Electronic commercial transactions or trades that are done entirely or partially via the internet are referred to as e-commerce.
- The company of Delcasis Group has their own e-commerce like shopee and also promotes their products on social media like facebook, instagram and twitter.
- So, when a company has e-commerce it is very important for the company to have the integrity of the whole system to implement E-commerce information security.

Legal

Legal aspect of halal food products

- Halal products are subject to the same general product development process and food safety regulations as non-halal products, such as hazard analysis and control points (HACCP) and good manufacturing practice (GMP) (Norizah Mohamad & Backhouse, 2014). Malaysia has enacted a number of regulations to govern Halal cuisine. Trade Descriptions Act 1972 (TDA 1972) may be regarded as the primary legislation governing Halal food manufacturing.
- The company of Delcasis Group Sdn.Bhd has received many allegations and challenges in the process of requesting halal certification.
- It is not easy to get a halal certificate for a product because it takes time, energy and even cost. The employer of this company that makes her halal product must adhere to strict halal guidelines. The ultimate goal is to obtain halal certification for the product.
- However, statistics from halal certification organizations show that many of them have failed and this company is the one that failed to have a halal certificate. It's crucial to figure out what's required for the effective creation of halal food items.

SWOT ANALYSIS



STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">- Presence of an online ordering facility- Have good communication between employer and employees	<ul style="list-style-type: none">- The company not prepared well-planning for the future- Uncomfortable work environment
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">- Expansion of the product line in the future- Product demands widen	<ul style="list-style-type: none">- Consumers looking for branding product- Economic downturn



Strengths

Presence of an online ordering facility

- This is due to changes in Malaysian consumer behaviour during the COVID-19 epidemic, which have resulted in the new normal being permanent, such as a greater familiarity with online shopping and the use of cashless or contactless payment methods.
- This trend may be seen in the online meal delivery sector, where demand for food delivery has skyrocketed.
- People had to place take-out orders over the phone or by driving to restaurants, then wait for the dish to be made and delivered. If the covid 19 outbreak is still going on, you'll need to buy online (Milo, E.C, 2018).

RECOMMENDATION

- During this pandemic season, the company of Delcasis Group Sdn.Bhd takes other opportunities and initiatives to sell their products where company uses the Yezza application to place orders online.
- In this way, it can to some extent help reduce or prevent covid-19 virus infection due to using cashless or contactless payment methods.

319 18/07/2021 at 11:57PM UPDATE

Name: Siti aisah
Phone: +6 01124226872
Email: ctchoct@gmail.com
From: Yezza Store
Shipping Method: Manual

More Details Transaction Details

Tarikh pickup/delivery: 19/07/2021
Masa pickup/delivery? NO URGENT ORDER,
PLEASE ACCEPT OUR DELAY E: 12:00PM

1x CREAMPUFF RM 35.00
WITH SPECIAL
CREAM 25PCS
(25PCS
CREAMPUFF
WITH SPECIAL
CREAM)

Shipping address:
Maybank region
office, 3rd floor, in
sultan idris shah,
Ipoh, perak,
30000 Ipoh,
Perak, Malaysia.

SHIP TO THIS ADDRESS

MANAGE



**Example of order from
Yezza Application**

Strengths

Have good communication between employer and employees

- In order to build a successful firm and a thriving economy, it is important to have a solid relationship between the employer and the employees. Each participant has both internal and external needs. Both of them incorporate elements from various sources.
- The significance of employer-employee communication cannot be emphasised.
- According to most studies, the major drivers of employee engagement include feeling valued by management, two-way communication between management and employees, management's care for employees' well-being, and giving more opportunities for individuals to grow (EI & Saleh, 2015).
- Most of the employees in the company of Delcasis Group Sdn.Bhd are the younger generation where this company takes a lot of industrial training students. In this company, the employees have the resources they require to perform at their best.

RECOMMENDATION

- Because the employer of Delcasis Group is young and she is a creative person, the employees should give the chance to express themselves to their employer.
- This is because nowadays' employees have access to modern technologies that employer may not have had access to in the past.
- On the other hand, the employer should direct her employees in the correct direction because the employees are likely unaware of employer's experiences and management techniques.

Weaknesses

The company not prepared well-planning for the future

- A business strategy provides direction for the firm and pulls people together to accomplish common objectives. When everyone works together, it's easier to manage time and resources and position the company for growth (Chron Contributor, 2018).
- But unlike the employer of Delcasis Group Sdn.Bhd, she had a strategy and a plan but did not arrange it in an orderly manner.
- When the employer of the company is not prepared well-planning for the future, the company will experience problems of development and progress.
- In addition, failure to plan will detract from the efficiency of the organization and may even result in its total collapse.

RECOMMENDATION

- The company of Delcasis Group must gain of plans that result there will be not shortages or delays in obtaining required materials. These needs will not be discovered where and when the company is required without an examination of how often resources need to be renewed.
- Furthermore, the company of Delcasis Group should planning that more likely to have high morale. Workers will be aware of their chaotic surroundings and will experience stress and frustration as a result of their inability to do their assigned responsibilities.

Weaknesses

Uncomfortable work environment

- Employees' performance is the outcome of a person's work in an organization at a specific point in time, and it represents how well the person or group performs in attaining the qualification of the job in the purpose of reaching the organization's objective.
- Numerous factors can influence an employee's job performance, including equipment, the physical work environment, meaningful work, standard operating procedures, and rewards for good or bad systems, performance expectancy, and feedback on performance.
- These factors are in addition to the employee's knowledge, skills, and attitudes, which are all important. When work poorly, it is difficult to keep positive energy (Khaleed & Haneen, 2017).
- The company of Delcasis Group Sdn.Bhd is facing the situation where they cannot give the best work environment for their employees such as no office.

RECOMMENDATION

- The company of Delcasis Group Sdn.Bhd should provide proper office that can make employees comfortable to do their works. This can support flexible work environments that facilitate communication and interpersonal access.
- The company also must provide more functional facilities such as printer, computer, rack of file and office furnishings.

Opportunities

Expansion of the product line in the future

- As the company grows, it will need to establish plans to support and sustain it. The employer can eventually ally with and combine with other firms to grow into a huge, profitable corporation (Carl.C, 2017).
- The company of Delcasis Group Sdn.Bhd does not focus on one product only.
- From year to year, the company will release new products in the market as they take risks to try to sell and market their new products.
- For example, the company adds fresh cookies to its product ranges during Raya this year and now add new product which is several types of kuih talam frozen.

RECOMMENDATION

- As a small business owner, the employer of Delcasis Group Sdn.Bhd should has knowledge enough to spot market possibilities and move quickly to take advantage of them.
- Customers should be able to see and understand the benefits of the products. When all of these elements are firing on all cylinders, the company will be able to boost sales, which will generate capital and, in turn, propel the company forward.



Raya Cookies



Kuih Talam

Opportunities

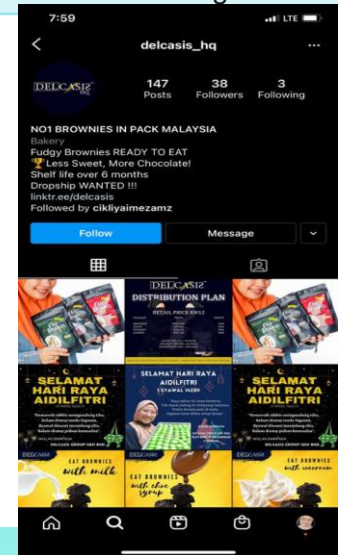
Products demands widen

- Appropriate marketing and media strategies are used to be able to reach the target market so that sales volume always increases and profits.
- Digital Marketing is one of the marketing media that is currently in great demand by the public to support various types of marketing activities performed.
- They are gradually starting to leave the conventional or traditional marketing model for modern marketing, namely digital marketing (Pradiani, 2018).
- The company of Delcasis Group Sdn.Bhd uses social media platforms such as Instagram, Facebook, and apps as a digital marketing to increase brand exposure.

RECOMMENDATION

- Prior study has shown that marketing is more effective on these platforms, particularly if the product is geared at a younger population so, the company must increasingly embracing social media to promote its products and services.
- In addition to the hard work that companies put in to promote their products, consumer reviews are considered as a major success element in internet marketing.

Instagram of Delcasis HQ



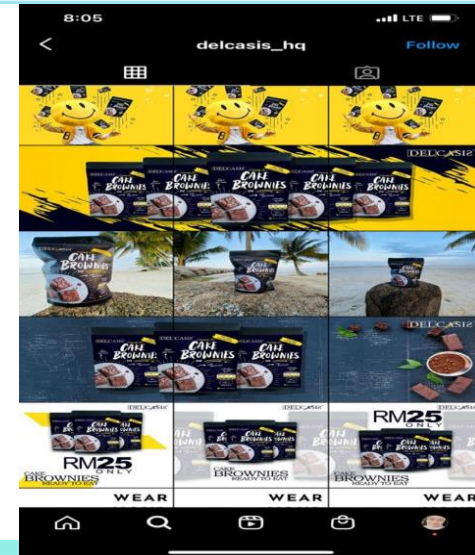
Threats

Consumers looking for branding product

- A present or future customer or user of the items is referred to as a consumer. Typically, this is accomplished through acquiring or renting products or services.
- Customers' preferences for one product or service over another are not a new concept. When given the option, a customer will always choose a branded product over a lower-cost "non-brand" alternative (Peter Getman,2020).
- The company of Delcasis Group Sdn.Bhd has established their own brand.
- Although the company's brand has been established for many years, but many do not know the company's brand. The public may not know the brand of this company but they are more familiar with the unique and rare products in the market.

RECOMMENDATION

- So, companies need to have a strategy to rise further and recognize the brand of their products in the market.
- This is because, the brand of a product is very important in marketing the product. In addition, branding is what distinguishes your goods from similar items and makes it more appealing.



Threats

Economic downturn

- SMEs, which are defined by a liability of smallness, are smaller business entities with less controlled resources that are more sensitive to internal and external events.
- One of the conditions that could affect the business performance of small businesses, particularly SMEs, during the MCO period is the Covid-19 containment policy, which involves the complete shutdown of business operations and emphasizes social distancing between employees as well as minimizing physical contact among customers (McGeever et al., 2020).
- Small businesses include this company of Delcasis Group Sdn.Bhd has been particularly hard impacted by the economic downturn, as their fate is intertwined with that of the local community.
- The inability to function during normal business hours would gradually limit the company's output and may result in staff layoffs. More SMEs, including this company, will progressively shut down their activities as a result of a prolonged series of Movement Control Orders (MCO).

RECOMMENDATION

- The company of Delcasis Group must sustain a healthy cash flow, one of the causes for the success of a business. Different types of business cash flow with different types of business earnings.
- Businesses of Delcasis Group must rely on financial flow to stay afloat, not profits.

RECOMMENDATION

The company of Delcasis Group Sdn.Bhd needs to create online delivery services such as using the food panda and grab food application



The company of Delcasis Group must find a new site for a new office in return for establishing an in-house office.



Example of Office

The company of Delcasis Group needs to provide space or another spacious and comfortable to make food processing.



Example of place for food processing

CONCLUSION

-
- In conclusion, this study has successfully presented PESTEL and SWOT analysis for the food manufacturing industry or can include SMEs businesses in general and for Delcasis Group Sdn.Bhd Company in particular.
 - A PESTEL analysis is a methodology for analyzing the major variables impacting an organization from the outside.
 - There are consists of two points in each component of PESTEL that have been described for the environmental component which are waste management and geographical location.
 - In addition, SWOT Analysis is a basic yet effective framework for assessing the strengths, weaknesses, opportunities, and threats that the company faces.
 - SWOT analysis also consists of two points in each component that have been described for the weaknesses of the company which are the company not prepared well-planning for the future and uncomfortable work environment.
 - The purpose of this study is hoped that this analysis can help the food manufacturing industry or SMEs businesses and Delcasis Group Company to improve the performance and to overcome all issues in the company.
 - And also hope this company can expand and further develop their business throughout Malaysia, may be the best company in Malaysia and become a company that is considered proud by the community and other investors to invest in this company.

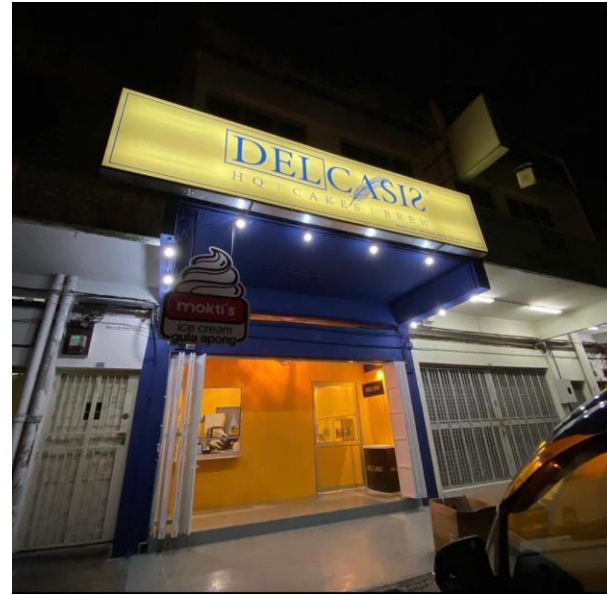
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APPENDICES



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APPENDICES



**Founder and Employer
of Delcasis Group**



**Products of Delcasis
Group Sdn.Bhd**

APPENDICES



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