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**BACHELOR OF BUSINESS AND ADMINISTRATION (HONS.) FINANCE**

**INDUSTRIAL TRAINING REPORT**

**MGT 666**



**IS BEAUTY COLLAGEN VENTURE**

**1 MARCH 2021 – 13 AUGUST 2021**

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PROGRAM: BA242

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## EXECUTIVE SUMMARY

For the past six months, I have been blessed with the possibility to interim and get working experience at IS Beauty Collagen Venture. My name is Nur Sahirah Binti Nordin, and this is my final year as a student of UiTM Arau majoring in Business Administration (Hons) Finance.

IS Beauty Collagen Venture is , is a private 100% bumiputera corporation founded in 2011 by a young entrepreneur Muhammad Iddin Syah Bin Mohamad Fuzi. This company has been operating for 10 years. There are 40 employees' rights here, including permanent workers and in addition with internship college and university students like I am that levels from various ethnicity and age groups.

As for my interim experience, I can sum up that it's been the extraordinary and educational time for me at some stage in my internship period. I was placed into finance department and I had discovered many new things regarding financing activities which includes getting ready numerous files inclusive of invoices, transfer vouchers, charge vouchers and purchase quotation.

This Industrial Training Report consists of a SWOT analysis and a PEST analysis. This is to assist me in comprehending the significance of a corporation. This study can also assist me in researching a company's benefits and drawbacks. The study shows the observation of my point of view in term of SWOT Analysis that I have been observe of strength and weaknesses that can affect the growth of the company. While the opportunity that company can gain and threats that may effects the company. ISBC's strengths are strong brand image and healthy workplace relationship. Secondly, it must address its weaknesses in the insufficient resources and expensive products. Thirdly, ISBC can explore numerous opportunities, including good market growth and create job employment. Fourthly, the threats include increasingly intense competition and economy uncertainty.

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## 2.0 COMPANY'S PROFILE



Figure 1 IS Beauty Collagen Venture's Logo

### 2.1 COMPANY BACKGROUND

IS Beauty Collagen (ISBC) Venture was founded in 2011 and renamed IS Beauty Collagen (ISBC) Venture in 2014. ISBC was previously known as IS Beauty Collection. This is a private 100% bumiputera corporation founded by a young entrepreneur Muhammad Iddin Syah Bin Mohamad Fuzi. It involves in a health and beauty industry.

ISBC has about 10,000 agents registered in Malaysia after approximately nine (9) years in the health and beauty sectors. ISBC also maintains an in-house system for managing all of the company's agents throughout Malaysia.

ISBC had established WISMA ISBC which is located at Bertam, Kepala Batas, Pulau Pinang, and have employs 40 people from various professional backgrounds. The location was strategic, as it was in the center of the city. The company's operating days was Monday through Friday, with hours of operation ranging from 2 p.m. to 11 p.m. ISBC is currently a well-known business in Malaysia's health and beauty sector.

## **2.2 VISION, MISSION, AND OBJECTIVES OF THE ORGANIZATION**

### **VISION**

*“Continue to strive its best to provide “Quality Products, Best Value, and Professional Service” for its customers to meet their ever increasing needs.”*

### **MISSION**

“As the leading beauty establishment have consistently met the desires, needs, and expectations of end and professional users through consistent innovation that is aimed at developing advanced beauty and health products based on active ingredients.”

### **OBJECTIVES**

To be the obvious choice and preferred of top quality beauty and health products which provide an encompassing beauty and income creation solution.

## **2.3 CORE VALUES OF THE ORGANIZATION**

- i. Embrace Change*
- ii. Customer Priority*
- iii. Passion*
- iv. Entrepreneurship*
- v. Integrity & Commitment*

## **2.4 PRODUCTS AND SERVICES**

ISBC provided a variety of products and services, including the manufacture of beauty products such as vitamins and skincare which are Meletop Skincare, Skinz Glow and others. Extra Skin

White (ESW) is one of the most popular supplements in Malaysia; it was previously available in pill form, but sachets are the most recent addition.

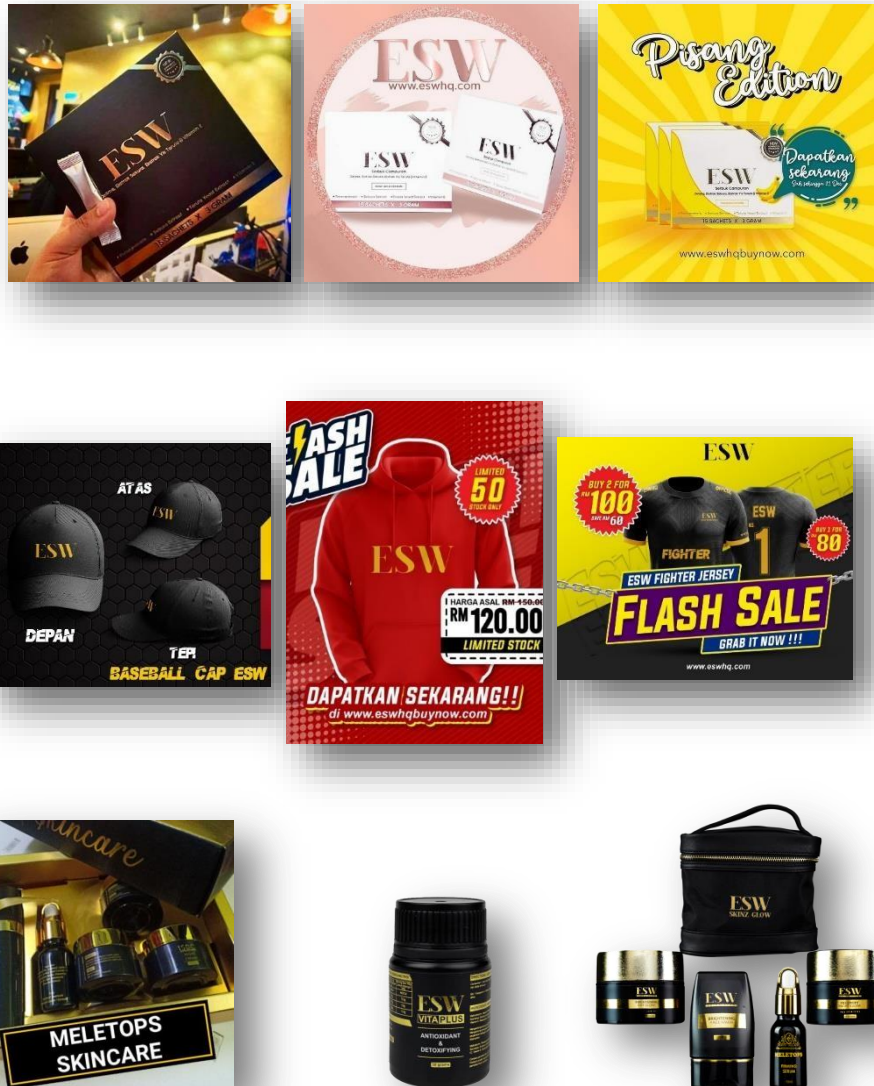


Figure 2 Products of ISBC

## 2.5 ORGANIZATIONAL STRUCTURE

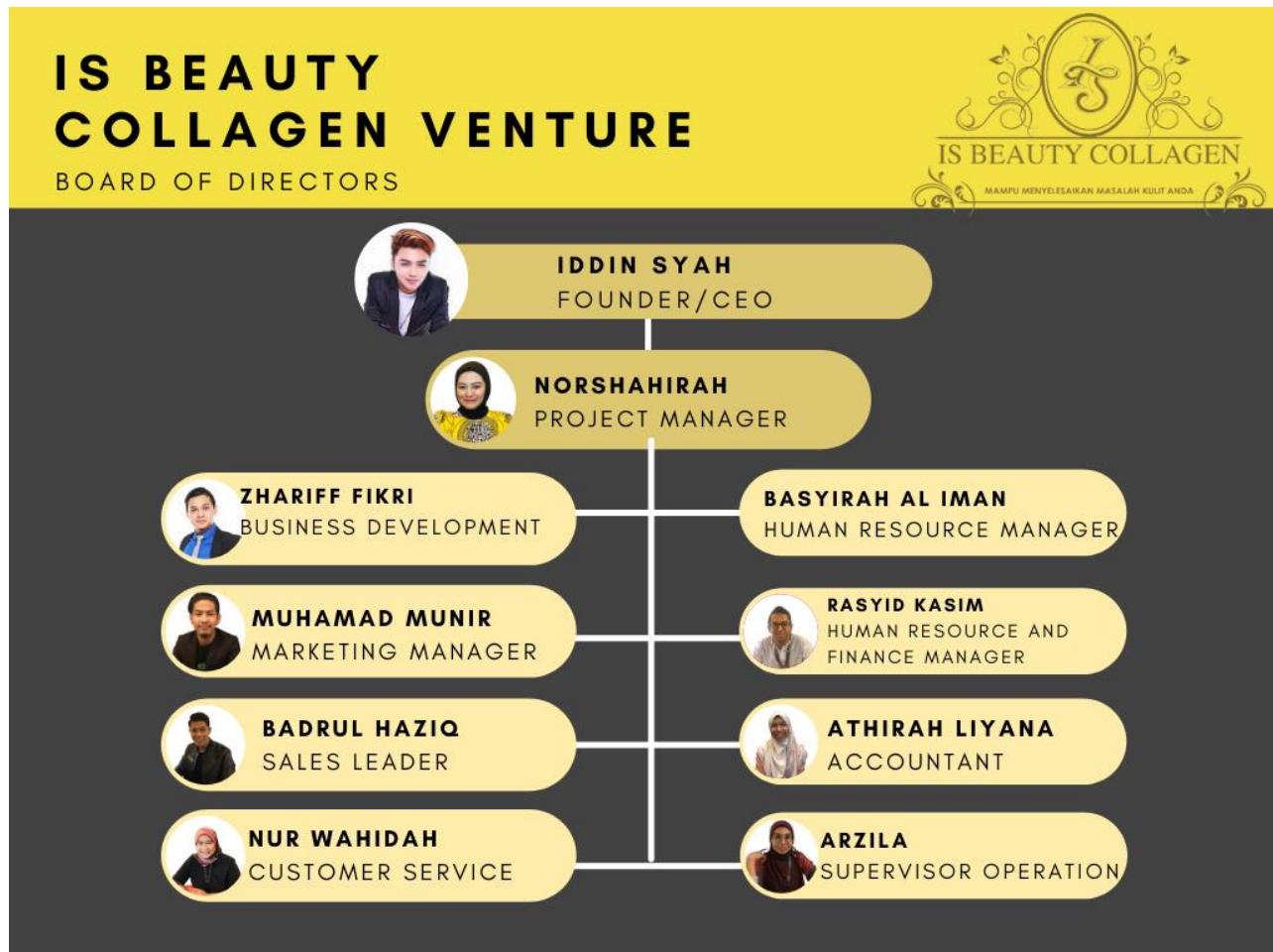


Figure 3 Organizational Chart of ISBC

### 3.0 TRAINING REFLECTATION

For my industrial training, I was obliged to complete a six month internship period from 1<sup>st</sup> March to 13 August of 2021. I was started the training at IS Beauty Collagen Venture company within the time. During my internship, I was placed in the finance department of the company. I'm delighted that the company has agreed to accept my training application, as it's tough to find an internship placement these days due to the Covid-19 pandemic. I presumed the job to be difficult because I have no experience in the field, despite the fact that it is related to my studies. However, with the assistance of my supervisor and other employees, I am able to complete the task at hand. Working with the organization was a good experience since I was able to leave with a wealth of skills and knowledge that will benefit me in the future.

Because I am a pretty introverted person, I am afraid and nervous on my first day. It is really tough for me to work with a new member and adjust to a new setting. The staffs, on the other hand, are quite polite and have been extremely helpful to me during my internship. Regarding my work, I was placed in the finance department. My duties are prepare documents for the usage of my department as well as for other departments in the company. I also usually works in arranging document and receipt. Finally, I also had helped other employees from other departments, including my supervisor or my boss, if there is any favor needed from them. The process was smooth and easy for me and with the help of other employees.

As for benefits, there are a few that I have received during my stay at the company. For instance, I received monthly allowance of RM350 during the internship. It is quite a benefit since many other companies did not give allowances to their interns especially during the current times. I also received meals allowance every day. Apart from that, I also had received a hamper of Hari Raya. There are also times when my colleagues brought meals for all the employees.

Next, as knowledge and skills gain, I also had improved my Microsoft Office skills as my work requires the usage of Microsoft Excel in daily roles. This is because I have used both software in the daily task. This is vital because in the future, I will be more prepared and can expect more on what's to come in this field. For personal development, I can say that this experience has



helped me to become a better person. I can now better communicate with others better, whether there are younger or older than me and it also is helped by the friendly and calm environment of the company. Moreover, I also develop more professional skill like interpersonal and intrapersonal skills which I can use in real life. Lastly, I also had managed to build on my confidence as a person and it certainly will help in in the future. This is because I usually need to communicate with others in order to complete and assists tasks of me or others.

## **4.0 PEST ANALYSIS**

### **4.1 POLITICAL**

Political issues have an important role in the operations of a corporation. The significant proportion of today's political changes affect more than just how a company can produce goods or increase profits, but also decided the survivability of an organization.

The Coronavirus 19 (COVID-19) pandemic is a serious contagious disease that has a significant impact on the global economy. Many affected countries are being forced to halt all operations in order to prevent the spread of COVID-19. The Malaysian Prime Minister issued a Movement Control Order (MCO) that limits and controls the physical movement of individuals from one location to another, while business operations are subject to stringent rules as well. During MCO, most businesses, with the exception of those considered essential products and services, are not permitted to operate normally. (Zam et al., 2021).

As a result, the ISBC had to close and cease operations during the Movement Control Order's duration (MCO). During the MCO, ISBC had to cancel all event and activities planned at the company. Only select departments are permitted to do any responsibilities or work, but most employees are forced to work from home as a consideration of health issues. As a result, the product is delivered late to the customer because the supplier is unable to deliver the goods within the specified time frame due to inability to operate at full capacity. In addition, throughout the term of the MCO, the working hour's rules at ISBC also have been adjusted in compliance with the restrictions specified by the government. The working hours was changed from 1 p.m. to 10 p.m.

## 4.2 ECONOMIC

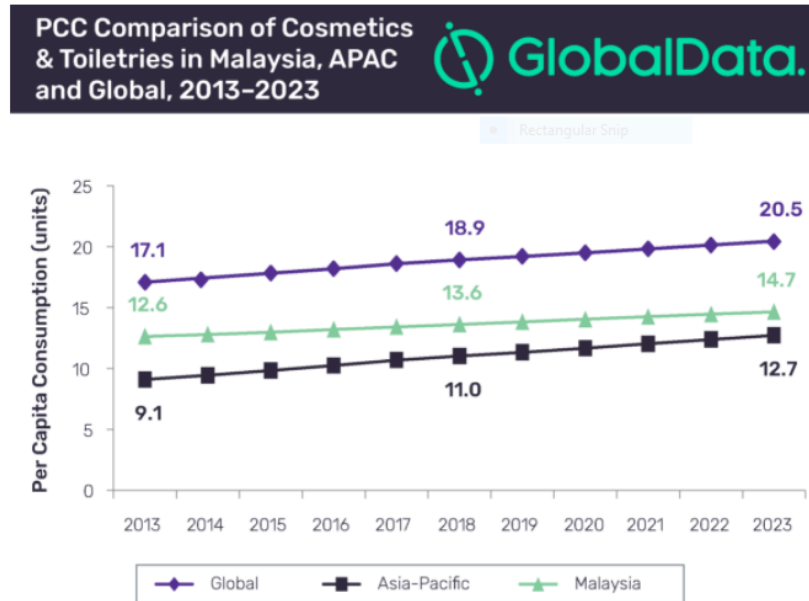


Figure 4 Global Data

With the rapid growth of the beauty industry, IS Beauty Collagen Venture has a large opportunity to expand their business. According to a report, skincare products had the highest value share of 29.3 percent in 2018. While makeup is expected to grow at the fastest value CAGR of 4.71 percent between 2018 and 2023, feminine hygiene products are expected to grow at the slowest value CAGR of 4.65 percent (Gupta, 2021). The graph above shows that cosmetics products will be consumed more in Malaysia in the coming years. This demonstrates that ISBC has a very good chance of improving the business and, as a result, ensuring the company's future stability.

Other than that, as nowadays the world has faced a really great economic problem because of the pandemic coronavirus that have hit all countries in the world; many people have lost their jobs. The COVID-19 crisis poses significant risks to young people, particularly vulnerable youth, in the areas of education, employment, mental health, and disposable income. They have lost their jobs as a result of the current situation, particularly university graduates, the majority of whom are unemployed. The interruption in their access to academic and family prospects created by the

recession is expected to place the young generation on a considerably more precarious road in terms of finding and keeping good jobs and income. (OECD, 2020) . It shows that Covid-19 had impact the job employment especially youth generation. ISBC, on the other hand, provides career opportunities to the general population, particularly in the field of online business.

### 4.3 SOCIAL

A good social status giving more benefits as public relation is important nowadays. The majority of consumers are now brand conscious. They associate ISBC with prestige and quality. ISBC's growth in the health and beauty industry was aided by an increase in brand awareness. The combination of health skin and technology laid the groundwork for ISBC's success, which continues to this day.

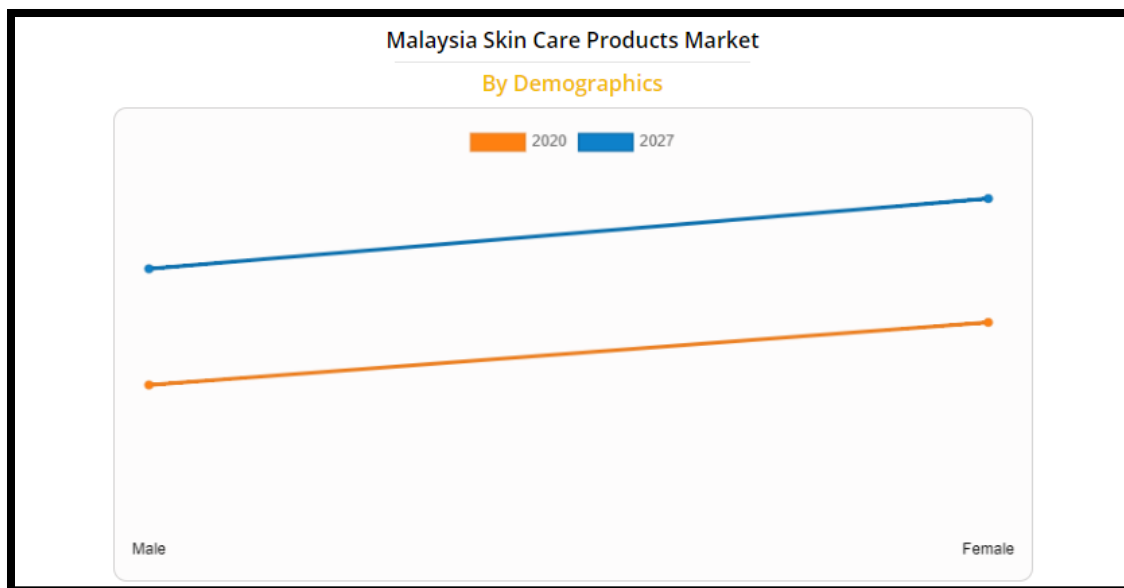


Figure 5 Malaysia Skincare Products Market by Demographic

The millennial generation has seen an upsurge in the number of women who wear cosmetics on a regular basis. As internet shopping becomes more popular, people are more eager to try new looks and spend more money on branded cosmetics and skin care items. This is a huge opportunity for health and beauty companies. People across the world are now more seek to take care of their skin in all kinds of settings. The number of people purchasing health supplements

and skincare products to maintain their health grows exponentially each year. Indirectly, this helped ISBC to boost up the sales as they tend to buy health supplement and skincare products for this purpose. All people especially in the world would love to have a beauty face without problems. This is because, they tend to be beautiful as their personality and also to boost self-confidence.

According to the graph above, the female segment dominated the Malaysia skin care products market in 2019, accounting for more than half of the total market share, and is likely to continue to do so throughout the forecast period. This can be ascribed to a rise in female customers' understanding of health and wellbeing in Malaysia. Double cleansing, toning, essence, serum, eye cream, face cream, sunscreen, and weekly scrub & mask are among the daily skin care rituals that fuel the Malaysian skin care products market's growth.

#### **4.4 TECHNOLOGY**

Technology systems and processes play a significant role in the development of a business. They are the fundamental aspects that support the company's growth. The two most important aspects of implementing systems and processes in a business are efficiency and accuracy. Starting with effective systems in place from the beginning will help the company become more consistent, productive, and optimistic, as well as boosts its overall growth.

They realized that technology is important part in managing a daily workforce as it helped to work more efficiently. ISBC used ESW Fighter system software in daily task. The system contains all financial, stock, sales, and sales agent information. Agents who have recently joined ISBC must register in the system. New agents must request a registration link from their superiors in order to register. Furthermore, they must register using the same identity card as the copy of the identity card provided to the company during registration. Before proceeding to the next step, employees must first approve the request to become an agent under ESW. If the identity card number and picture are not the same, they will face additional difficulties, such as being unable to the order products.

Technology enables businesses to innovate in a variety of ways. Technology adds value to organizations in a variety of ways, from interacting with customers to designing products. It has always used snipping technology to improve their products. This technological advancement not only helped them to stand out from competitors, but it also refined and expanded the manufacturing process. The increasing in sales making ISBC altered their marketing strategies to reach their customers prospective. As ISBC is more focusing on the online marketing, they always ensure that the communicating channel is easy and fast to reach to the customers. With effective systems and processes early on will help ISBC business become more consistent, productive, and confident, as well as accelerate its overall growth.

## 5.0 SWOT ANALYSIS

### THE IS BEAUTY COLLAGEN VENTURE COMPANY SWOT ANALYSIS

A SWOT analysis is a technique widely used in company analysis that helps to look from various perspectives at their companies so that they can reach an objective perspective and make rational decisions. First, a SWOT analysis explores the internal forces and weaknesses of an organization. Examples include credibility for a business, financing, or access to products and services. A SWOT then describes the external opportunities and risks of the business such as competitors, technological advancement, and market trends (Sturgill, 2019). The table below shows the SWOT in ISBC Company.

<b><u>STRENGTH</u></b>	<b><u>WEAKNESSES</u></b>
<ol style="list-style-type: none"><li>1. Strong Brand Image</li><li>2. Healthy Workplace Relationship</li></ol>	<ol style="list-style-type: none"><li>1. Insufficient Resources</li><li>2. Expensive Products</li></ol>
<b><u>OPPORTUNITY</u></b>	<b><u>THREAT</u></b>
<ol style="list-style-type: none"><li>1. Expand Market Growth</li><li>2. Create Employment Opportunity</li></ol>	<ol style="list-style-type: none"><li>1. Customer Dissatisfaction</li><li>2. Economic Uncertainty</li></ol>

Figure 6 SWOT of IS Beauty Collagen Venture

### 5.1 STRENGTH

#### Strong brand image

A brand is defined as a personal mark, sentence, word, logo, or combination of these items used by an organization to differentiate their product or service from competitors in the market. Brand image has been defined in various definitions and each definitions is based on its formulation on numerous features (Saad & Salahuddin, 2017). Brand image is the consumer's current perception of a specific brand, and it recreates what the brand's current value is in the mind of consumers,

whether subjective or objective. As a result, the consumer's perception when purchasing a brand conversion into the brand image because they are beliefs that a brand would create the basis for brand image.

Throughout the years, ISBC had built a strong brand image as it known as one of the popular brands in health and beauty industry. Recognized the importance of brand image in business ISBC had implemented a series of strategy to enhance their image. It can be seen in ISBC's mission and values, where it promises consistent innovation with the goal of developing advanced beauty and health products based on active ingredients. Aside from that, ISBC has developed a superior marketing strategy by utilizing celebrity endorsements, such as Neelofa, to represent the brand. Neelofa, for example, had been actively reviewing esw products on her Instagram Status. The idea of embedding a celebrity image on the consumer's mind will lead to the consumer associating the endorser with ISBC's products. This increases the brand's value and desirability.

Marketers use branding as a marketing strategy to differentiate their products from competitors. (Chakraborty & Bhat, 2018). ISBC should maintain its current performance by utilizing effective marketing strategies in order to maintain and improve the brand image. For example, it should use more influencer or celebrity images to promote the products. This is because they are well-known in the public eye, and embedding them can entice more customers to buy the products. Another way that ISBC can take to build a positive brand image is by having a healthy reserve of positive reviews. ISBC should constantly work to improve its brand image by amassing and taking into consideration lot of potential reviews. For examples, ISBC can generate an auto review link in the website. Where there is a space in the feedback for their suggestions, dissatisfaction or emotion when purchasing the products in the system. (Chakraborty & Bhat, 2018) According to the findings of the study, online reviews that are credible have a statistically significant and positive effect on functional and hedonic brand images. Online reviews that are credible, on the other hand, have a greater impact on hedonic brand image. They are more interested in online reviews that are more directly related to consumers' brand experiences (Felbermayr and Nanopoulos, 2016). This is due to the fact that consumers do not want reviews that are solely based on a brand's performance or a specific feature.



### Healthy Workplace Relationship

The management here is very simple. They use a democratic management style in which they discuss any project or event as a group and make a decision when all of the staff members agree on the idea. They also practice a culture of transparency among themselves. So, if there is a problem, they will solve it rationally together. ISBC abandoned the concept of seniority, believing that everyone had excellent suggestions or ideas. All employees collaborated in a large space to exchange ideas and solve problems. It has been demonstrated that it contributes positively to organizational success. If a problem arises, they will work directly with a higher-level team to resolve it.

Aside from that, ISBC has a high group support. For example, in a Whatsapp group, they will give enthusiasm and vibration every day to always engage with the team, with the motto "Failure and Rise Together". It means they will always be there for each other, as if they were brothers and sisters. This can indirectly improve the performance of every employee, particularly those in the sales department. Other than that, ISBC also always rewards employees who achieve a goal. For example, monetary rewards, vacation packages, jewelry, designer goods, and other items. This can indirectly boost employee motivation to achieve high levels of success.

ISBC should bond the trust by implementing autonomy. Trust is the most important aspect of any relationship. Always be truthful with each other and never twist the words. Be more open, and never gossip about or share personal information about other employees. This is because trust is the foundation of a long-term relationship with employees. Workplace autonomy does not imply passively allowing employees to be independent. Working alone, without guidance, boundaries, supervision, or teamwork is also not an option. It's about giving people the freedom to work in the way that best suits them. Empowering employees to be self-starters and providing them stewardship over their work are two ways to promote employee autonomy at work. Every employee has their own set of unique strengths and weaknesses, or areas where they excel and others where they may need a little extra help. Some employees may be better at customer service than others, while others may be natural born leaders. Some may be able to close a sale more consistently than others. Aside from that, employees should have freedom in the

workplace. Employees will be pleased if they have enough room and space to complete their tasks. This is due to the fact that workplace autonomy improves job satisfaction by allowing employees to control their own work and life balance, which can reduce stress and increase positive feelings. Increased levels of satisfaction can also help to reduce turnover and foster a more desirable company culture. A healthy working relationship with employees fosters a positive work environment and contributes to the growth of an organization.

## **5.2 WEAKNESSES**

### Insufficient Resources

The availability of funds and resources is critical to a company's success. A firm will struggle to even get off the ground if it lacks sufficient finances and resources. Hiring new resources necessitates a great deal of thought, particularly in terms of financial budget. Inadequate resources, on the other hand, can impede the company's progress and performance.

ISBC currently lacks sufficient personnel to manage daily operations. It is clear that a lack of resources in the customer service department adds to the customer service department's delayed response time. ISBC currently has only one employee in the Customer Service Department, so it is difficult for one person to handle all of the work. Thus, customer dissatisfaction can lead to customer loss, affecting the company's performance and profits. This is because customers believe that the company ignores all expressions. As a result, customers will begin to shift their focus to other products.

To overcome the problem, ISBC should give the best hospitality to the customers by adding a new skills employee. With the addition of a new employee, it will be possible to handle customer complaints more efficiently and then increase the service quality. Customers that receive excellent customer service are more likely to return. Customers will leave if provide poor customer service. It is critical for a company to have efficient and proactive customer service representatives. According to (Alaei, 2017), in the FMCG industry, service quality is the most important factor in generating customer satisfaction and loyalty. Enough skill resources can give

the best hospitality to the customers. As a result, customer will feel appreciated and happy with the service provided, and thus they will become more loyal to the company.

### Expensive products

The price of a product or service has a significant impact on how the consumer behaves. If consumers believe that the price charging is lower than competitors, sales could skyrocket. However, if the price is significantly higher than expected, the response may be disappointing. In either case, a price change may produce unexpected results in terms of consumer purchasing behavior.

ISBC products are priced at a premium, and only those with a higher income can afford to buy them. Only a select audience can afford the brand, thus the brand must rely on value sales. Currently, ESW products are selling RM100 per box for retail sales. Each box contains 15 sachets. Meletop Skincare costs RM 150 per set. However, the company's diverse product offering enables it to serve a wide range of customers. It also assists the company in delivering long-term business growth.

According to (Shahid et al., 2019), price perceptions have long been studied in fields as diverse as marketing and economics. It is widely accepted that a customer's perception of price can be evaluated in two ways: it either increases or decreases customer satisfaction, which leads to significant behaviours (Leinsle et al., 2018). ISBC should provide products of high quality at a reasonable price. This means they should broaden their target market to include those who can afford it. As a result, people nowadays compare the price of one product to the price of another. If other products provide a lower price with comparable quality, they will be preferred. Aside from that, ISBC also can offer specific value or benefits to consumer not only the products. This is because each consumer's perception of luxury products, income status, and lifestyle may differ for a variety of reasons. According to (Çavuşoğlu et al., 2020) consumers focus more on shopping and, as a result, tend to shop more for themselves and their family members. This means that businesses will have more sales and income. Businesses have significant advantages, particularly during these periods, such as putting products in inventories on sale and thus decreasing inventory costs, cross-selling, and increasing product recognition.

## 5.3 OPPORTUNITY

### Expand Market Growth

Online shopping has grown in popularity in recent years, providing ISBC with an opportunity to expand their market in Malaysia. With the rise of the e-commerce sector, any customer can book their desired product from their smartphone and have it delivered to their home at any time. Furthermore, ISBC had used the online platform as the primary channel to reach customers and popularize their diverse product line. Although it can be seen that ESW has already made its presence known in country, strong brand images can seize the opportunity to make its presence to be known even more in other countries then emerging and gradually flourish.

ISBC should develop itself in Asian countries such as Indonesia, Brunei, and Singapore by improving its e-commerce and social media presence. By making its presence known the company would be able to increase the sales on other countries which in return would increase the company's net income. For example, consider collaborating with a well-known international influencer to promote their business or products on social media platforms such as TikTok or Twitter. ISBC can also form alliances with local suppliers and logistics providers in the international market. This is due to the fact that social media growth can assist ISBC in lowering the cost of entering new markets and reaching customers with a significantly lower marketing budget. It can also lead to crowdsourcing various services and consumer-oriented marketing based on data and purchase behavior. This means that the expansion of social media in response to the latest trend has an impact on business performance. According to the findings, social media adoption had little impact on business performance in the study organizations (Ahmad et al., 2019).

### Create Employment Opportunity

Employment is a vital aspect of any country's economic, social, and environmental growth process. Working gives you financial independence and decision-making authority. ISBC offers employment opportunities to the general public, particularly in online business. Furthermore, many people have lost their jobs as a result of the current situation, particularly university

graduates, the majority of whom are unemployed. As a result, ISBC creates job opportunities for people, which can benefit the company indirectly by increasing profits.

Furthermore, with the current situation of pandemic Covid-19, many people had lost their job and income. Human Resources Minister Datuk Seri M. Saravanan stated that since the implementation of the movement control order, 99,696 Malaysians have lost their jobs in March until November 27, 2020 (Tan et al., 2020). The goal of job employment is to maintain healthy economic growth. When employment is produced, our economy grows as well, and when people are employed and able to support themselves, morale rises and things settle down. As a result, occupations generate profits, which in turn generate demand.

ISBC should implement a campaign programed with the community involvement to raise awareness among the unemployed. ISBC can organize events for new recruits who want to join ESW by educating the public. By implementing the programed, it is possible to indirectly pique the public's interest, increase ISBC's visibility, and contribute to the country's economic growth. To summarize, creating jobs can benefit the company's in a variety of ways other than just financial stability and personal growth.

## **5.4 THREAT**

### Customer Dissatisfaction

The growth of ISBC is dependent on customer satisfaction, tastes, choices, and is very inconsistent as a consumer goods business. Customers buy assurances that their trust and welfare will be taken care of in the best possible way, and their impression of the fulfilment of these promises leads to a long-term relationship between consumer and services provider (Hameedah Sayani, 2015).

Despite the fact that product demand has not decreased, there is a simmering sense of dissatisfaction among ESW customers. It can be seen in the reviews on the online survey that they conducted. Complaints from customers regarding such things as dissatisfaction with amount of product used less promotion, product damages, slow responses and others. A customer

complaint identifies a problem, whether it's with the product, staff, or internal processes, and by hearing these issues directly from customers, ISBC can investigate and improve to avoid future complaints.

ISBC should take a direct feedback from customers as to measure the customer satisfaction.

ISBC also should monitor the customer buying trend and track the complaints. This is because identifying and reviewing typical complaints, as well as monitoring and resolving them correctly, will help to win back consumers, reduce poor word-of-mouth, and provide insight into how to enhance the customer experience. Study by (Leninkumar, 2017) discovered that customer satisfaction is a major driver of customer loyalty and an important precursor to customer trust. The study's findings emphasize the importance of measuring service quality, primarily because service quality improves customer satisfaction, loyalty, and happiness (Gong & Yi, 2018).

### Economic uncertainty

Consumers are becoming both more patient and more demanding as a result of the lockdown and economic uncertainty. They are pickier about quality and the value they receive for their money. If the economy continues to deteriorate, an increasing number of consumers may see price as even more important in the coming months. Economic uncertainty is a condition that affects all aspects of business. The coronavirus pandemic caused many businesses to lose money due to decreased sales, and it also had an impact on industries where workers were not permitted to work. This is due to the fact that the source of income is inextricably linked to the economic situation. Consumers' personal attributes, such as age, occupation, economic circumstances, lifestyle, personality, and self-concept, have an impact on their purchasing behaviour.(Rani, 2014), because each person is distinct by nature and their personal features have a significant impact on their purchasing behaviour (Khaniwale, 2015).

Economic uncertainty might become a threat to ISBC in term of changes of customer behavior. This will happen if their disposable income has lower or insufficient. As many people have lost their jobs as a result of the pandemic Covid-19. In fact, some people have been forced to refrain from purchasing will goods due to a lack of income. Thus, customers are forced to change their purchasing habits due to economic conditions. Furthermore, ISBC charges excessive prices,

preventing customers from purchasing ISBC products in this current situation. As a result, ISBC might lose their customers and hardly to maintain it loyal customers.

To lessen this impact, ISBC should do more sales promotion as to attract more people to buy the products. This is because it has the potential to persuade a potential customer to purchase the product. It's also a great way to get people's attention and increase demand when launching a new product, service, or feature. This strategy was designed to boost sales in the short term in order to cover up the sales. Sales promotions can increase brand awareness, customer satisfaction, and revenue. Consumer psychological, demographic, geographic, and economic variables are significant features to consider when establishing sale promotional methods, according to the study. (Rehman et al., 2017).

## 6.0 CONCLUSION

Based on the results of the research and discussion, the following conclusions are drawn. Firstly, ISBC can harness its strengths in the strong brand image and healthy workplace relationship. Secondly, it must address its weaknesses in the customer dissatisfactions and expensive products. Thirdly, ISBC can explore numerous opportunities, including good market growth and create job employment. Fourthly, the threats include increasingly intense competition and economy uncertainty. PEST and SWOT Analysis are used to conduct a systematic evaluation as a process for making better decisions and having a better awareness and understanding of the changes that may occur and the impact that these changes may have on their business. ISBC can strengthen the brand image, healthy workplace relationship by effective marketing strategies, while it can overcome the weaknesses and gain opportunity by expanding the market growth. It is intended that this study will assist IS Beauty Collagen Venture in becoming Malaysia's Top Brand in health and beauty industry



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## APPENDICES



The inside and outside view of the company



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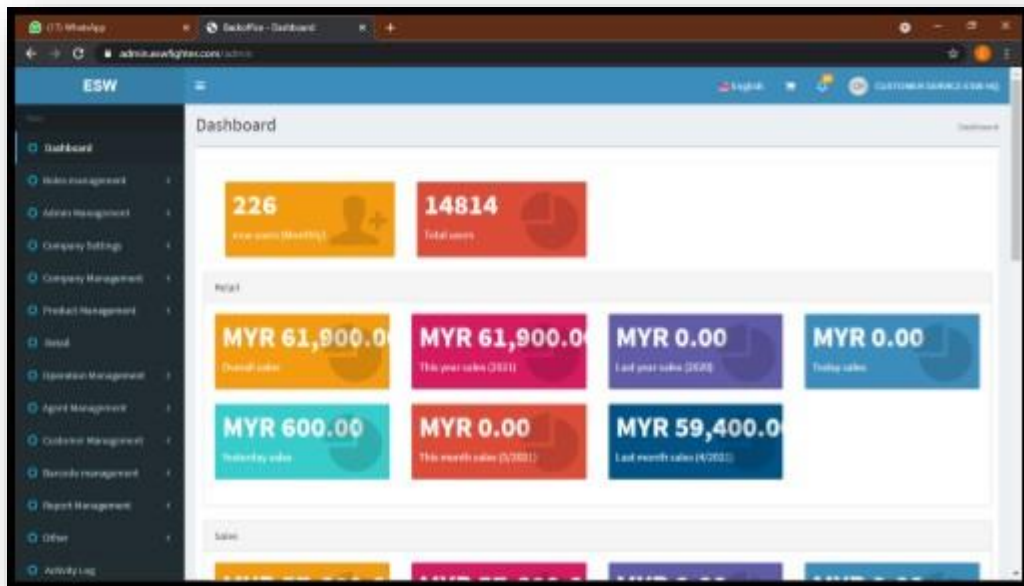
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