



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA (UITM)

KAMPUS BANDARAYA MELAKA



INDUSTRIAL TRAINING REPORT

AZIATEX GLOBAL SDN. BHD.

MGT666

1 MAC 2023 – 15 AUGUST 2023

ABDUL WAFIE ANWAR BIN MOHAMAD AZHAR

(2020819056)

CLASS: BA240 6A

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

ADVISOR: DR JUAN RIZAL SA'ARI

EXECUTIVE SUMMARY

This internship report focuses on my work experience as an Intern at Aziatex Global Sdn. Bhd. in the Sales Department for Spa Seri Wajah Muslimah Aesthetic from March 1, 2023, until August 15, 2023. In this report, I mostly used what I have learned at Aziatex Global, like promotion and sales, broadcast, copywriting, technical skills like writing, improving self-confidence when talking with customers, handling social media like Facebook and Instagram, and customer service. I also included information on my six months of work experience at Aziatex as well as a thorough job description in this report.

Aziatex Global was founded by Mr. Bai'atur Ridzwan Bin Ibrahim in May 2018 and has two branches, one in Kuala Lumpur and one in Kuantan, Pahang. Aziatex Global Sdn. Bhd. has been an expert in leading management organizations specializing in supplying Digital Sales, Advertising, and Marketing Resources to SMEs in a variety of industries. In this report, I have provided a list of the clients and brands that they handle. Then, I addressed the roles and responsibilities of the sales department for Spa Seri Wajah Muslimah Aesthetic.

The vision of this company is to help their staff and their customers overcome their challenges and achieve success. No matter where you are in your life, we are committed to helping you get better. Meanwhile, their mission is progression. The company strives to constantly innovate and evolve, pushing boundaries and embracing change. With a focus on growth and development, it aims to lead the industry by setting new standards and achieving greater milestones.

I also provide a SWOT analysis in this report. Under SWOT analysis, I have succeeded in identifying the strengths, weaknesses, opportunities, and threats that this company has. I also have to make some recommendations so that this company can keep growing in the future. Therefore, I gained various skills throughout my internship at Aziatex Global Sdn. Bhd. I acquired good communication skills with the sales team, and I always kept asking about tasks given by my supervisor in charge.

Furthermore, I also learn about how to use this company's systems, like Fresha, the daily report, and appointment sets. Other than that, I also acquired copywriting skills, improved my writing skills, and improved my self-confidence when talking with customers for Aziatex Global Clients, which is Spa Seri Wajah Muslimah Aesthetic.

ACKNOWLEDGMENT

First and foremost, I want to thank Almighty Allah for giving me the strength, bravery, and capacity to complete the internship program as well as the internship report on time despite numerous challenges. It gives me great pleasure to thank a large number of people, both directly and indirectly, for their warm collaboration and support in producing this report. To begin, I want to express my gratitude to Dr. Juan Rizal Bin Sa'ari as my advisor during my industrial training and to my supervisor, Mrs. Nurul Farhanah Binti Mohamed Amran, who always helps me understand the task and job scope.

I would also like to show my gratitude to all Aziatex Global Sdn. Bhd. personnel for the advice and knowledge sharing that was poured into me throughout my time there. Without her regular supervision and instruction, this work would be difficult to complete. Not to mention, a thousand thanks and much respect to my co-workers for their encouragement, help, and support, which makes me able to complete my task without having too many difficulties. They helped me obtain more practical experience, which enhanced my internship experience. Without them, I will be unable to complete this assignment without their assistance.

Finally, I would like to credit my supportive family and friends, who were always there for me through ups and downs. Without their support, I may not be able to complete my industrial training at Aziatex Global Sdn. Bhd. I would also like to thank everyone who was involved in the process of writing this paper. Such kindness can only be rewarded by Allah SWT.

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1. STUDENT RESUME

**ABDUL WAFIE ANWAR
BIN MOHAMAD AZHAR**
MARKETING STUDENT

I am currently a BA in Marketing Student from UiTM Bandaraya Melaka. A person that really committed and dedicated to complete the task particularly in excellence result and experience new things. Self-involvement in various programs especially as a program leader through my studies years gives the opportunities for me to be keen in interpersonal skill and leadership skill.



CONTACT

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ORGANIZATION INVOLVEMENT

2020-2023
University Technology MARA (UiTM)

- Exco of Welfare for Marketing Students' Association (MASA)
- Student Consultant for MARCOM Community Project (MACOMP), consulting Marketing Strategies for Ittihad Trading & Resources Sdn Bhd - 2021/2022
- Participant in Ittihad Trading & Resources Sdn Bhd's Brand Community Project (BCOP) -2021/2022
- Exco Technical in Program MASAVENGER 8.0 for Marketing Students' Association (MASA) 2022
- Module Development Committee for the Service Learning Malaysia-University for Society (SULAM) Program with the title "The Power of Self-Healing" -2021

2017-2018
SMK Abu Bakar (STPM)

- President of STPM Petanque Sports Club

EDUCATION

2015
SUJIL PELAJARAN MALAYSIA (SPM)
Sekolah Menengah Kebangsaan Tengku Ampuan Afzan
GRADE: 1A 3A- 3B 1C 2C-

2017 - 2018
SUJIL TINGGI PELAJARAN MALAYSIA (STPM)
Sekolah Menengah Kebangsaan Abu Bakar
CGPA: 3.25 / 4.00

2020 - Present
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING
University Technology MARA (UiTM)
CGPA: 3.26 / 4.00

EXPERIENCE

2019-2020
Store Crew (7-ELEVEN)
PART-TIME

- Fulfilling customers' needs by answering their queries about products and promotions and dealing with their complaints.
- Taking care of the cashier at the counter.
- Stock checking: monitor and maintain current inventory levels.

Figure 1.1: Student Resume

<p>AWARDS RECEIVED</p> <p>2020 Dean's List Award for Semester 1 (UiTM)</p> <ul style="list-style-type: none"> Awarded for excellent performance and achieving GPA above 3.50/4.00 <p>2021 Dean's List Award for Semester 2 (UiTM)</p> <ul style="list-style-type: none"> Awarded for excellent performance and achieving GPA above 3.50/4.00 <p>PARTICIPATION IN SELF-DEVELOPMENT ACTIVITY</p> <ul style="list-style-type: none"> Participated in the Siswapreneur Virtual Talk 1/2022 Langkah Awal Memulakan Perniagaan by Unit Keusahawanan (MASMED), Bahagian Perunding dan Jaringan Industri (PJI) UiTM Cawangan Melaka and Suruhanjaya Syarikat Malaysia (SSM) -2022 Attended LinkedIn Talk that organized by Sekretariat Mahasiswa Fakulti Kejuruteraan Awam UiTM- 2021 Participated in the Seminar 2021 Kesukarelawanan Kebangsaan by UiTM and Jabatan Pendidikan Tinggi (JPT)- 2021 Participated in the Kursus Asas Fasilitator by Director Nowhytwo Training & Consultancy- 2021 Participated in the Kemahiran Asas Kebakaran by UiTM- 2021 Participated in the Program Wacana Semarak Patriotisme Bertajuk Patriotisme Berteraskan Perlembagaan Persekutuan: Peranan Mahasiswa UiTM by UiTM and Pejabat Kursi Institusi Raja-Raja Melayu UiTM- 2021 	<p>HARD SKILL</p> <ul style="list-style-type: none"> Microsoft Word Microsoft Excel Microsoft PowerPoint Canva IBM SPSS Statistic (Basic) Adobe Photoshop (Basic) Adobe Audition (Basic) <hr/> <p>LANGUAGES</p> <p>MALAY- (NATIVE)</p> <p>ENGLISH- (MEDIUM PROFICIENT)</p> <p>BAHASA ARAB- (BEGINNER)</p> <p>MANDARIN- (BEGINNER)</p> <hr/> <p>REFERENCES</p> <p>MUHAMMAD FAIRUZ BIN JAMIL (MR.)</p> <ul style="list-style-type: none"> Lecturer UiTM Bandaraya Melaka <p>AEMILLYAWATY BINTI ABAS (MRS.)</p> <p>Academic Advisor Faculty of Business Management</p>
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Figure 1.2: Student Resume

2. COMPANY PROFILE

- **NAME OF THE COMPANY**



Figure 2.1: Company Logo

Aziatex Global Sdn Bhd is a well-known management company that focuses on providing services to companies like spas, beauty centers, and saloons for all of their administrative, human resources, financial, marketing, and operational needs. Mr. Bai'atur Ridzwan established this business, which has two branches, one in Kuala Lumpur and the other in Kuantan, Pahang, in May 2018.

- **LOCATION OF THE COMPANY**

The first branches of Aziatex Global Sdn. Bhd. Is located at Third Floor, 102-3, Jalan Dwitasik, Dataran Dwitasik, 56000 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur.

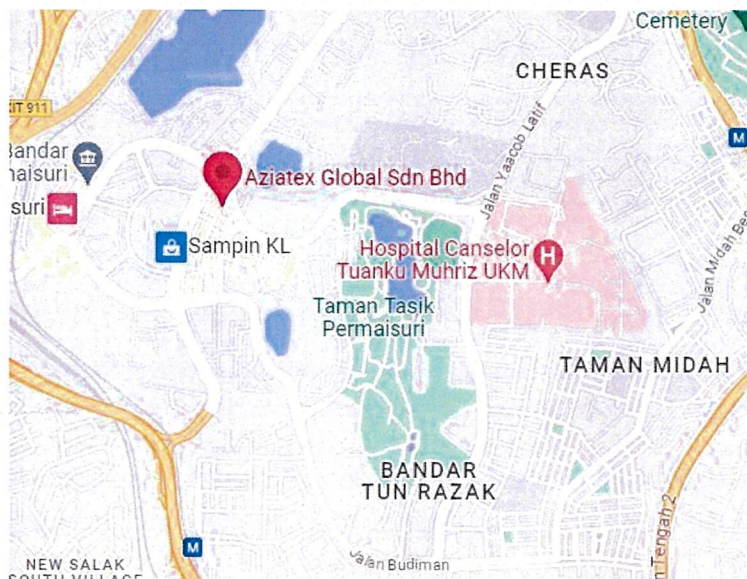


Figure 2.2: Aziatex Global Branches at Kuala Lumpur

Meanwhile, the secan branched are located at No. A 103, Jalan IM 9/4, Mahkota Valley, Bandar Indera Mahkota 9, 25200 Kuantan, Pahang Darul Makmur.



Figure 2.3: Aziatex Global Branches at Kuantan Pahang

- **BACKGROUND OF THE COMPANY**

In May 2018, Mr. Bai'atur Ridzwan Bin Ibrahim established Aziatex Global, which now has two branches, one in Kuala Lumpur and one in Kuantan, Pahang. Aziatex Global Sdn. Bhd. is a specialist in running businesses that serve SMEs in many sectors with digital sales, advertising, and marketing resources.

In only five years, this business has expanded to manage 14 spas and beauty salons in Malaysia West. Aziatex Global Sdn Bhd is a well-known management company with expertise in operations such as spa, beauty centre, and salon businesses, as well as administration, human resources, finance, marketing, and sales. Through continual improvement, they assisted their clients in generating more than a million Ringgit Malaysia annually, which greatly increased their income. They provide their clients with a thorough consumer search through their sales and marketing departments, which is helpful for raising awareness, showing care, and attracting customers who are similar to the model customer firm.

Additionally, Seri Wajah Muslimah Aesthetic, a face beauty salon that caters only to Muslim women, is their main client. Seri Wajah Muslimah Aesthetic was founded by Dr. Sharifah Firdawina Binti Syed Ayob, a Muslim lady who is enthusiastic about aesthetics and has built a unique face beauty spa that is comfortable and easily accessible to exclusively Muslim women. By providing a variety of halal-certified goods and basing their treatments on

Islamic standards. Due to their assurance that their sensitive areas would be safeguarded, Muslim women patrons are drawn to Spa Seri Wajah.

- **CORE SERVICES**

<p style="text-align: center;">Social Media Manager</p> <ul style="list-style-type: none"> • Social networks and media work • Microblogging and editorial content • Live photo and video broadcasts • Fast response and up-to-date content 	<p style="text-align: center;">Advertising</p> <ul style="list-style-type: none"> • Post on social media • Product awareness
<p style="text-align: center;">Website Management</p> <ul style="list-style-type: none"> • Have an online digital platform to move forward • Search Engine Optimization (SEO) • Website maintenance and structure construction 	<p style="text-align: center;">Lead Generation</p> <ul style="list-style-type: none"> • Lead customer-based improvement • Target audience analysis
<p style="text-align: center;">Customer Engagement</p> <ul style="list-style-type: none"> • Customer journey and approach • Interaction with customers • Search for customer behavior feedback 	<p style="text-align: center;">Campaign Analysis</p> <ul style="list-style-type: none"> • Not only implement but analyze data and reports • Customer follow-up

- **VISION AND MISSION**

The vision of this company is to help their staff and their customers overcome their challenges and achieve success. No matter where you are in your life, we are committed to helping you get better.

Meanwhile, their mission is progression. The company strives to constantly innovate and evolve, pushing boundaries and embracing change. With a focus on growth and development, it aims to lead the industry by setting new standards and achieving greater milestones.

- **OBJECTIVE AND GOAL**

- I. HUMAN RESOURCE AND ADMIN**

Aziatex Global offers its clients outsourcing solutions to fulfill their administrative and human resources needs. Aziatex Global guarantees efficient and cost-effective management of administrative duties, including data entry, document management, and scheduling, with a team of skilled specialists. Additionally, they offer full HR services that cover payroll processing, employee benefits administration, onboarding, and recruiting.

- II. FINANCE**

Aziatex Global offers a comprehensive control solution to make sure that their clients' cash flow is sustainable and ready for any potential dangers in the future. Their control solution includes a thorough analysis of financial risks and the implementation of effective risk management strategies. Aziatex Global assists clients in navigating ambiguous economic situations and preserving their financial stability by supplying them with reliable cash flow.

- III. SALES AND MARKETING**

Through their efficient sales and marketing divisions, Aziatex Global provides its clients with a variety of consumer searches in order to raise awareness of, cater to, and appeal to their business models. This comprehensive approach allows Aziatex Global to understand the unique needs and preferences of each client, enabling them to tailor their strategies and deliver impactful results. By leveraging their expertise in sales and marketing, Aziatex Global helps clients establish a strong brand presence, attract new customers, and drive business growth.

- IV. OPERATIONS**

Utilizing Standard Operating Procedures and cutting down on operational costs, Aziatex Global assures the operational team's productivity in the most effective manner possible. Aziatex Global increases overall operational efficiency and improves resource usage by simplifying procedures and putting effective strategies in place. This not only boosts production but also aids in cost savings for the business, enabling better resource allocation for other important activities.

- **ORGANIZATIONAL STUCTURE**

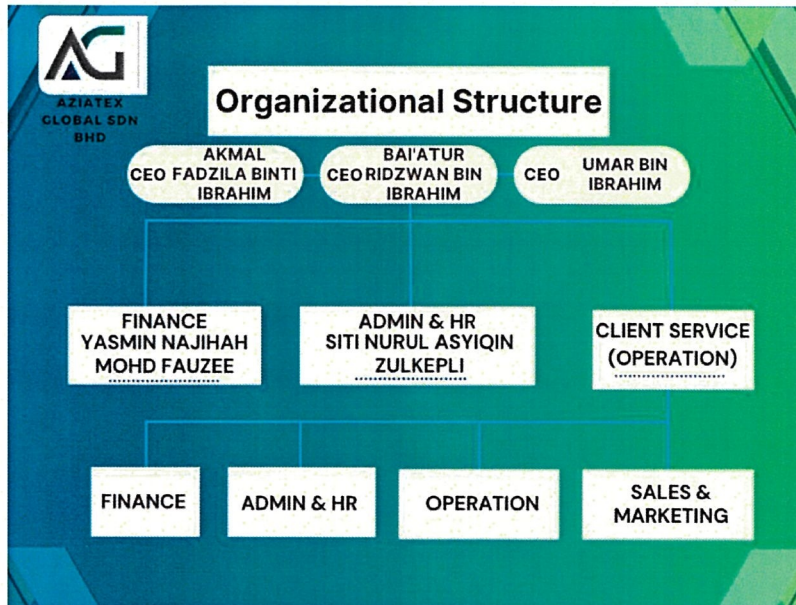


Figure 2.4: Aziatex Global Organizational Structure

- **PRODUCT AND SERVICES**

Aziatex Global Sdn. Bhd. has extensive experience in managing businesses that specialize in offering SMEs in many sectors digital sales, advertising, and marketing resources. The following are Aziatex Global Sdn. Bhd.'s primary clients:

- I. **SERI WAJAH MUSLIMAH AESTHETIC**



Figure 2.5: Seri Wajah Muslimah Aesthetic

A face beauty center exclusively for Muslim women is called Seri Wajah Muslimah Aesthetic. Our services are used by Seri Wajah Muslimah Aesthetics to interact with consumers through sales and marketing prior to their visit to the spa. In addition to that, we have also

carried out marketing for Seri Wajah Muslimah by editing the videos of customer service and facials as well as making various interesting promotional strategies and uploading them to the Seri Wajah social media network in order to draw in more clients.

II. NIEZA SALON MUSLIMAH



Figure 2.6: Nieza Salon

Nieza Salon Muslimah's slogan is "a salon that turns dreams into reality." Through sales and marketing, Nieza Salon leverages our services to interact with consumers before they visit the salon. In addition, we used Nieza Salon marketing to draw in new clients by filming customers with fashionable, healthy hair and posting it to the Nieza Salon social media network. This strategy not only showcases the expertise and creativity of our stylists but also builds trust and credibility among potential customers. By highlighting the transformations and positive experiences of our existing clients, we create a buzz around Nieza Salon Muslimah and attract a wider audience who are looking for a salon that can truly bring their hair dreams to life.

III. MAKCIK URUT MUSLIMAH SPA

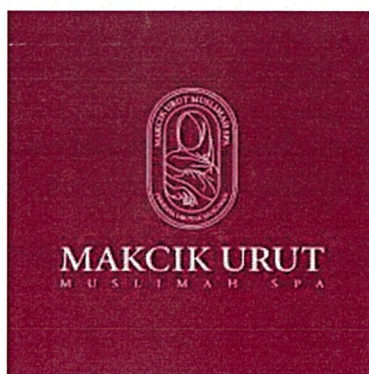


Figure 2.7: Makcik Urut Muslimah Spa

To reach out to consumers before they visit the spa, Makcik Urut Muslimah Spa (MUMS) uses our sales and marketing services. In addition, we employed MUMS marketing to draw in new consumers by producing a film that featured users unwinding, recharging, and exploring the realm of holistic health before posting it on the MUMS social media site. This film not only showcased the relaxing and rejuvenating experience at MUMS but also highlighted the importance of self-care and overall well-being. By leveraging social media platforms, MUMS was able to engage with a wider audience and create a buzz around their spa services, ultimately attracting more potential customers.

IV. OTHER CLIENTS



Figure 2.8: Other Clients of Aziatex Global Sdn. Bhd.

3. TRAINING REFLECTION

- **DURATION OF ORGANIZATION**

- I. SPECIFIC DATE**

The company's address is No. A 103, Jalan IM 9/4, Mahkota Valley, Bandar Indera Mahkota 9, 25200, Kuantan, Pahang Darul Makmur, and I started my internship there on 1 Mac 2023. My 25-week training period will begin on the first day of work and finish on 15 August 2023.

- II. WORKING DAY AND TIME**

The company is open from 9:00 a.m. to 6:00 p.m., Monday through Sunday, and has two days off. For the lunch break, we are given an hour every day. During the lunch break, employees have the flexibility to choose their preferred time within the designated hour. This allows workers to recharge and enjoy their meals without disrupting their work schedule.

- **DETAIL OF ORGANIZATION**

- I. DEPARTMENT**

During my Internship, I have been placed in Sales Department. I worked closely with the sales team and assisted them in various tasks such as market research, customer outreach, and preparing sales reports. Additionally, I also have the opportunity to attend team meetings and gain valuable insights into the company's sales strategies and techniques. This internship will provide me with hands-on experience in the field and help me develop essential skills for a successful career in sales.

- II. ROLES AND RESPONSIBILITIES**

My supervisor, Nurul Farhanah Binti Mohamed Amran, gave me the responsibility to take care of two branches of Spa Seri Wajah, and I also have to do the daily routine when I come to work every day. Among the daily routines that I have been responsible for doing every day are closing Get Away Message WhatsApp, filling in the daily report, and sending reminders in the OPS group every morning. I also need to update the whiteboard by entering the total spa sales every day. I have also been assigned to upload stories on Instagram and take care of social media sites such as Facebook and Instagram. I am also responsible for setting spa customers appointments and need to make daily reminders and schedule appointments at Fresha. Then, I will do telemarketing, where I need to make up to 20 calls per day to sell the service of Spa Seri Wajah, make a promotion, and update the database. Then I will make a

report, submit it to the OPS group, and open a Get Away Message on WhatsApp before finishing work.



Figure 2.9: Fresha

LEAD	LEAD LUAR	EXISTING LEADS	APP SET	APPOINTMENT SET			TOTAL		TOTAL (RM) BOLD	
				NEW	FJ	REFERRAL	NEW	FJ	NEW (RM)	FJ (RM)
1	5	0	0	8	1	7	0	8	0	0
2	2	0	0	0	0	4	0	4	0	0
3	2	0	0	0	0	4	0	4	0	0
4	2	0	0	0	0	4	0	4	0	0
5	2	1	2	10	2	20	3	25	0	0
6	2	0	1	3	4	10	3	22	2	4
7	0	1	0	5	0	8	0	8	1	0
8	1	0	0	1	5	8	0	11	0	0
9	10	0	1	5	1	3	0	6	0	0
10	4	0	2	2	1	3	0	4	0	0
11	0	0	0	3	2	6	0	6	2	0
12	4	1	0	1	0	10	0	10	0	0
13	0	0	0	4	7	7	0	11	1	0
14	10	0	0	7	8	20	3	25	0	0
15	2	1	0	1	4	6	0	6	0	0
16	0	0	0	5	0	6	0	6	0	0
17	7	0	0	6	3	12	0	15	0	0
18	4	0	2	5	1	5	0	6	0	0
19	1	0	0	2	2	7	0	9	0	0
20	3	0	2	3	2	10	0	17	0	0
21	0	0	0	0	3	10	0	20	1	0
22	0	0	0	2	0	5	0	8	0	0
23	4	0	0	1	1	3	0	3	0	0
24	1	0	0	0	0	3	0	3	0	0
25	7	0	0	4	0	8	0	8	0	0
26	1	0	0	5	0	6	0	6	0	0
27										
28										
29										
30										
31										
TOTAL	154	0	31	87	37	343	8	382	0	0

DATE	SALES (RM) BOLD		REFERRAL (RM)	STAFF (RM)	TOTAL
	NEW (RM)	FJ (RM)			
1	381.5	385	0	0	836.5
2	0	280	0	0	380
3	0	300	0	0	300
4	0	321.8	0	0	321.8
5	210	870	160	0	1150
6	2000	654	0	0	2654
7	230	1811	0	0	2100
8	170	2029	0	0	2199
9	70	30	0	0	100
10	2083	363	0	0	2446
11	0	2111	0	0	2111
12	1014	1300	0	0	2314
13	0	878	80	0	958
14	0	870	0	0	870
15	0	400	0	0	400
16	2120	2124	0	0	4244
17	238	340	0	0	578
18	460	340	0	0	800
19	340	871	0	0	1211
20	710	546	0	0	1256
21	84	84	0	0	168
22	72	810	0	0	882
23	0	312.5	0	0	312.5
24	0	280	0	0	280
25					
26					
27					
28					
29					
30					
31					
TOTAL	10312	34148.5	0	0	44460.5

Figure 2.10: Daily Report

APPOINTMENT SET HARINI									
BIL	CODE	NO TEL	NAME	PIC	SOURCE	REMARK	TIME	DATE APP	CLOSED FROM
1	FSW-072823	010-3452367	SUHANA	WAFIE	CALL	O2F	10:30	28 Jul	
2	FSW-072823	017-9858738	IRDAWATI	WAFIE	WS	O2F	13:00	5 Aug	
3	FSW-072823		KWYN IRDAWATI	WAFIE	REF	O2F	13:00	5 Aug	
4	FSW-072823	134572320	NAJWA	WAFIE	BOT	SCAN+TX	13:30	30 July	
5	FSW-072823	016-8824798	AFIQAH	WAFIE	BOT	SCAN+TX	12:00	29 July	
6									
7									
8									
9									
10									
APPOINTMENT SET HARINI (FOLLOW UP BERBAYAR)									
1	C-7854	175545300	SAZARENA	WAFIE	WS	TX	1.0 pm	29 Jul	
2	P-032523	016-9901501	FAIRUZ	WAFIE	WS	TX	10:00	7 August	
3	F-HMC-070820	103643404	ZATI	WAFIE	WS	TX	18:00	2 Aug	

Figure 2.11: Appointment Set

- BENEFITS**

The benefit that I gained from this company was an allowance. This company allowance is RM500 per month. I can also choose to Work from Home (WFH) if I am ill or have an emergency. Other than that, I also get many new knowledge points that I can use from this Aziatex Global Sdn. Bhd. especially from their sales department, such as improving my typing or copywriting skills, improving my self-confidence when talking with customers, problem solving, and learning effective sales techniques. Additionally, I have had the

opportunity to work closely with experienced sales professionals who have provided valuable mentorship and guidance. This internship has not only enhanced my skills but also given me a deeper understanding of the sales industry and its dynamics.

4. SWOT ANALYSIS

- **STRENGTHS**

This company has provided a flexible work environment. Aziatex Global allows their workers to work remotely, or work from home (WFH), if they have a problem and cannot come to the company to work. This may boost morale and reduce stress among the workers. They also give their employees two days off in a week and allow them to choose what day they want to take off. This flexibility allows employees to better manage their personal and professional lives, resulting in increased job satisfaction and productivity. Additionally, Aziatex Global trust in their employees ability to manage their own schedules fosters a sense of autonomy and empowerment, further enhancing the overall work environment. A healthy work-life balance creates coworker loyalty and dedication, which can increase productivity and reduce turnover rates. By offering employees the freedom to choose their own day off, Aziatex demonstrates a commitment to their well-being and acknowledges the importance of personal time. This approach not only boosts morale but also encourages a positive and supportive atmosphere among co-workers, ultimately leading to a more efficient and harmonious work environment.

The next strength has a positive work atmosphere among the workers. The workers always work together and help each other if they have problems or cannot reach the target. This can be seen when one of the staff members of Aziatex Global cannot reach their target sale at the end of the month. The other staff will try to help by helping them find the sales, promoting the product to the customers, giving words of encouragement so as not to give up, and having a discussion together so that they can help this worker reach their target sale at the end of the month. This collective effort to assist struggling colleagues not only boosts morale but also enhances overall productivity and success within the company. This supportive work environment fosters a sense of teamwork, motivates the workers, boosts their morale, and at the same time creates a positive work atmosphere at the office. Additionally, the positive work atmosphere at the office also encourages open communication and idea sharing, leading to innovative solutions and improved overall team performance.

- **WEAKNESSES**

The top management of the company cares less about the problems faced by their employees. This can be seen when the workers at Aziatex Global always have to deal with issues on their own without any support or guidance from their superiors. Furthermore, the lack of communication and feedback from the management further increase the feeling of neglect and frustration among the employees, leading to decreased morale and productivity. For example, if the workers of Aziatex Global complain about their salary and bonus problems, the problem will take a long time to solve, and sometimes the workers have to wait until the problem has become big before the top management takes action. This delay in addressing employee concerns not only hampers their motivation but also creates a sense of distrust and disengagement towards management. Consequently, employees may become disengaged and less committed to their work, impacting the overall efficiency and success of the organization. Furthermore, the lack of timely resolution of issues can lead to increased turnover rates as employees may seek better opportunities elsewhere. This can result in a loss of valuable talent and expertise, further hindering the organization's growth and competitiveness in the market. In addition, prolonged dissatisfaction among workers can create a negative work environment, affecting team dynamics and collaboration within the organization.

The second weaknesses are lack of staff. Aziatex Global took the wrong step by dismissing sales department employees in June. This happened because the company wanted to change the work system to an Artificial Intelligence (AI) system. The actions taken by this company have had a negative impact on their employees because they have to bear more work and burden due to the use of AI systems that are still in the early stages. The lack of staff has put a strain on the remaining employees, leading to increased workload and stress. Lack of staff eventually has a negative psychological impact on employees, who already have severe workloads. This affects not just how well they do at work, which might reflect poorly on them, but also how they feel mentally (Alex Christian, 2023). Furthermore, the sudden dismissal of the sales department employees without proper training or support for the transition to AI has resulted in a lack of expertise and knowledge within the company. As a result, the remaining staff members are struggling to adapt to the new system, leading to decreased productivity and an increased stress level. The company's decision to implement AI systems without adequately preparing the employees has also caused a decline in morale and job satisfaction. Additionally, the lack of expertise in handling the new technology has resulted in frequent errors and inefficiencies, further hindering the employees ability to effectively integrate it into their

workflow and adding to the burden on the remaining staff members. Consequently, addressing these challenges and providing adequate support for the employees during this transitional phase is crucial for improving productivity and maintaining a healthy work environment.

- **OPPORTUNITIES**

Aziatex Global has an opportunity to increase and grow the Spa Seri Wajah because this business has a specific target market, which is Muslim women. In Malaysia, this industry has been gaining its popularity since 2002 with the growth over 200% since 2002 as reported in the Intelligent Spa (Yaman et al., 2012). This makes Spa Seri Wajah an attraction for Muslim women customers because they know their private parts will be protected. Additionally, Spa Seri Wajah can capitalize on the growing demand for halal beauty and wellness services among Muslim women. By offering a range of halal-certified products and adhering to Islamic principles in their treatments, Spa Seri Wajah can establish itself as a trusted and preferred destination for Muslim women seeking a safe and inclusive spa experience. Increasing understanding of Islamic teachings and preference of Islamic-based products are the key factors in the emergence of this type of spa (Halim & Mohd Hatta, 2017; Othman, Halim, Hashim, Baharuddin, & Mahamod, 2015; Yaman et al., 2012). This will not only attract Muslim women but also cater to the increasing demand for ethical and religious beauty services in the market.

In addition, Spa Seri Wajah can also tap into the potential of the halal beauty market by partnering with local Islamic organizations and influencers to promote their services. By actively engaging with the Muslim community and showcasing their commitment to providing halal options, they can build a strong brand reputation and gain a loyal customer base. This strategic approach will not only drive growth for Spa Seri Wajah but also contribute to the overall diversification and inclusivity of the beauty industry. Success in developing the business of Spa Seri Wajah will indirectly help Aziatex continue to grow because many companies will be interested in using their services and partnering with them. By establishing a strong reputation in the spa industry, Spa Seri Wajah can attract potential clients from various sectors, leading to increased exposure and opportunities for Aziatex Global to expand its customer base. Additionally, the success of Spa Seri Wajah can also enhance Aziatex Global brand image and credibility, positioning them as a trusted and reliable partner in the business world.

The next opportunity is Aziatex Global has chances to collaborate with new clients. This is because Aziatex Global has a good and positive brand name. This can be seen when

many companies have entered into contracts and partnerships with Aziatex Global to use their services to increase their business, like Spa Seri Wajah, Makcik Urut Mulimah, Pen and Papper, and so on. These partnerships demonstrate the trust and confidence that other businesses have in Aziatex Global's ability to deliver high-quality services. By consistently meeting the needs and expectations of their clients, Aziatex Global has built a strong reputation as a reliable and reputable company in the industry, further enforcing their brand name. In addition to their strong reputation, Aziatex Global partnerships also serve as a testament to their commitment to expanding their reach and diversifying their offerings. By collaborating with various businesses in different sectors. This reputation has allowed Aziatex Global to attract even more clients and expand their network of partnerships. As a result, they have been able to continuously grow their business and offer a wider range of services to meet the diverse needs of their clients.

- **THREATS**

Aziatex Global has to compete with competitors from other industries. This can be seen in how Aziatex Global has to help their client, Spa Seri Wajah, compete with their competitor which is Hanan Medispa, by providing innovative solutions and strategies. Many customers of Spa Seri Wajah do not know about the existence of this spa and have always thought it was Hanan Medispa. Aziatex Global ability to assist Spa Seri Wajah in competing with Hanan Medispa highlights the company commitment to providing comprehensive solutions. By leveraging their expertise and industry knowledge, Aziatex Global helps Spa Seri Wajah stay ahead in a highly competitive market, ensuring their clients success against formidable rivals. In order to stay ahead in the market, Aziatex Global must continuously innovate and adapt its strategies to meet the evolving needs of customers. This may involve investing in research and development, improving product quality, or enhancing customer service to differentiate itself from competitors. Additionally, Aziatex Global can also explore strategic partnerships or collaborations with other companies to leverage their strengths and gain a competitive edge in the industry.

The next threat that Aziatex Global has to face is changing client preferences. As the market evolves, consumer demands and preferences are constantly shifting. Aziatex Global must stay proactive in understanding these changes and adapting them to meet the changing preferences of its clients in order to maintain its competitive edge and ensure continued customer satisfaction. This requires Aziatex Global to closely monitor their client feedback and

conduct market research so that they can understand their clients preferences and provide solutions that align with their expectations, like making more interesting promotions. This is because the needs and preferences of their clients will always change with the passage of time. By staying proactive and adapting to these changes, Aziatex Global can stay ahead of the competition and retain a loyal customer base. Additionally, regularly updating their product offerings and improving their services based on client feedback will help them stay relevant in the ever-evolving market.

Other than that, they also have to adapt to new technologies and trends in order to stay relevant in the market and meet the evolving needs of their clients. As technologies and trends continue to grow and change, Aziatex Global has to make sure that they can always keep up with the latest advancements in their industry and offer innovative solutions to their clients. By always keeping updated on new technologies and trends so that they can improve their operations efficiency and find better solutions to grow their business and meet the needs of their clients. If they cannot keep up with the new technologies and trends, they risk falling behind their competitors and losing their competitive edge in the market. They will also have to face the risk of failing to adapt to new technologies, which will result in outdated processes and systems that hinder their ability to provide efficient and effective solutions to their clients. Therefore, it is crucial for Aziatex Global to continuously invest in research and development and stay abreast of industry advancements to remain competitive and relevant in the market.

5. RECOMMENDATION

The first recommendation is improving their products and services so that they can compete with their competitors and grow. Aziatex Global can invest in market research and analysis so that they can identify underserved needs or trends that they can improve. They can also improve their marketing skills so that their target market will be attracted to and aware of their business. Additionally, Aziatex Global can consider expanding their product line or introducing new innovative features to differentiate themselves from their competitors. They can also improve their customer service by providing timely and efficient support to their clients. This can help them build customer loyalty and satisfaction, giving them an edge over their competitors. Furthermore, they can explore strategic partnerships or collaborations with other industry players to leverage their expertise, expand their customer base, foster innovation, and further enhance their competitive edge. Moreover, investing in technological advancements and innovation can further differentiate their products and services, allowing them to stay ahead in the market.

Secondly is to do research and development first before deciding to change the old system to the new one. This step is crucial as it allows for a thorough understanding of the potential benefits and drawbacks of the new system. Additionally, conducting research and development helps identify any necessary adjustments or customizations that may be required for a successful transition. This study on the use of Artificial Intelligence systems is important because, according to NetApp (2021), they estimate that up to 70% of people will interact with conversational AI platforms every day by the year 2022. By conducting research and development on the use of Artificial Intelligence systems, organizations can stay ahead of the curve and adapt to the changing needs and expectations of their customers. Furthermore, understanding the potential benefits and drawbacks of these systems can also help businesses make informed decisions about their investments in AI technology, ensuring they are maximizing its potential while minimizing any potential risks or challenges.

Next, hired professional staff that specialize in using Artificial Intelligence systems to support their employees. These professionals are well-versed in advanced knowledge and skills in harnessing the power of AI technology to enhance productivity and efficiency within the organization. They work closely with employees to identify areas where AI systems can be implemented, providing valuable insight and guidance throughout the integration process. When Aziatex Global hired staff with this expertise, they could effectively train and guide

employees on how to leverage AI systems for optimal results. Professionals often have specialized skills that companies need for a specific job (Randstad, 2020). By hiring professionals with specialized skills in AI technology, Aziatex Global was able to tap into their expertise and stay at the forefront of technological advancements. These professionals were able to develop customized AI solutions tailored to the organization's specific needs, ultimately leading to improved productivity and efficiency.

Lastly, hold a meeting to discuss the problems that have arisen between the top management and the employees. During the meeting, it is important to ensure that both sides have an opportunity to express their concerns and perspectives. This will allow for a constructive dialog aimed at finding mutually beneficial solutions to address the problems that have arisen. Managers and team leaders should let employees know they have an open-door policy if they have any questions or concerns. The employees should feel supported by their managers and team leaders to help them succeed on the job (Milton Herman, 2022). By fostering a culture of open communication, employees will feel more comfortable sharing their thoughts and ideas during the meeting. Additionally, it is crucial for top management to actively listen to their employees feedback, validate their concerns and understanding, and take it into consideration when making decisions or implementing changes. This will not only lead to a more inclusive and collaborative discussion but also promote a sense of trust and teamwork within the organization. Additionally, providing clear guidelines on how to effectively express concerns and offering guidance on problem-solving techniques can further enhance the overall productivity and success of the meeting. This collaborative approach will not only improve employee morale but also contribute to the overall success of the organization.

6. CONCLUSION

In conclusion, Aziatex Global Sdn. Bhd. has a variety of advantages that it may use to counteract its shortcomings and exploit market chances. They also have to take really good measures so that they can overcome the problems or obstacles they will face because this company has the potential to grow in the future.

This company should improve their products and services so that they can compete with their competitors and grow, and they should do research and development first before deciding to change the old system to the new one. Additionally, Aziatex Global Sdn. Bhd. should focus on enhancing their marketing strategies to effectively reach their target audience and increase brand awareness. By investing in research and development, they can continuously innovate and stay ahead of industry trends, ensuring long-term success and sustainable growth.

Furthermore, this company should also hire professional staff that specialize in using Artificial Intelligence systems to support their employees. By leveraging AI systems, Aziatex Global Sdn. Bhd. can streamline their operations and improve overall efficiency. This will not only save time and resources but also enable the company to make data-driven decisions and provide personalized experiences to their customers.

Other than that, hold a meeting to discuss the problems that have arisen between the top management and the employees. Addressing these issues will foster better communication and collaboration within the company, leading to a more harmonious work environment. Additionally, implementing regular feedback sessions and open-door policies can further enhance employee engagement and satisfaction.

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8. APPENDICES

