



اَبُو بَكْرٍ سَيِّدِي
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

MGT 666
INTERNSHIP



MELILEA

INDUSTRIAL TRAINING REPORT AT MELILEA (M) SDN BHD
1ST MARCH 2023 – 15TH AUGUST 2023

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SUBMISSION DATE:
26 JULY 2023

EXECUTIVE SUMMARY

The final course for all undergraduate programmes in the Faculty of Business and Management is the internship, per the course schedule. An internship or on-the-job training in fields linked to our academic degree and field of concentration is mandatory of all students. This internship course acts as a practical experience training ground for students to get real-world experience workplace skills, and a sense of responsibility in handling responsibilities given to them by the employer. It would develop the task-related knowledge abilities and attitudes for all students. Furthermore, it allows students to bring new Ideas and contribute positively at the workplace

My six-month industrial training period at MELILEA (M) Sdn Bhd which is the company I have chosen got off to a remarkable and enlightening start. This report training is a detailed summary of my 24 weeks of my internship at MELILEA (M) Sdn Bhd. The purpose of this report is to explain the outcomes and insights I gained from taking part in the industrial training provided by this organization. Included in this report is my latest version resume which is updated based on the experience I have gained during the whole duration of my internship. This experience is significant because I will be able to utilize my updated resume to hunt for my first job after this internship ends.

In addition, I have provided comprehensive details about the company's profile, including its company background, organizational structure, objective, and goals, as well as the products and services it offers to customers. This report also includes a training reflection, which includes details about my tasks and responsibilities. As well as the intrinsic and extrinsic benefits gained during my internship. I have also included the SWOT analysis, which was used to determine the company's competitive position, as well as the discussion, recommendations, and conclusions. Also included, suggestions and ideas for future improvements based on the findings from the company's SWOT analysis that are being developed throughout the process of writing this report.

ACKNOWLEDGEMENT

All praise goes to Allah S.W.T for giving all the chances to still breathe and live our lives to the fullest. Without His aid and guidance, I would all be lost in this world. Firstly, my deepest and sincerest gratitude to Miss Munirah Binti Mohamed, advisor of MGT 666. With the incapability to teach and consult face-to-face, I still can feel a fun experience and more importantly a knowledgeable one. Without her guidance and all the sort of support she provided throughout the whole semester, there is no denying that I might face some difficulties in completing this challenging industrial training report. Miss Munirah has always been there since day 1 and I am truly grateful for that.

Next, I would like to express my gratitude to my parents and my close family for their support throughout the whole semester. This semester has been extremely tough with hectic time of industrial training while at the same time the responsibilities to complete all the task given. Their never-ending support and help to ensure I always get the best for my study are highly appreciated.

Finally, I would like to extend my sincere gratitude to MELILEA (M) Sdn Bhd for allowing me to do this internship training there for a period of six months. It has been an incredible honor and privilege. In addition, I would like to thank Ms. Gwee Xue Er, Assistant Manager of the Operation Department, for all her knowledge and constant support throughout my internship. In addition, I want to thank all my co-workers at the organization for making my transition into the job as comfortable as possible. Many thanks to The Faculty of Business Management, UiTM for giving me as a student majoring in International Business a huge opportunity to be able to choose for an internship.

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1.0 STUDENT'S RESUME

1.1 Updated Resume

ARIFAH ARENA BINTI MUHAMAD MUZAINI



FRESH GRADUATE

Phone:

Address:

Career Objective

A fresh graduate in the field of International Business from Business Administration is looking for a job in an organization that will allow me to expand my knowledge and use my abilities to help the firm grow.

Skill, Ability and Language

Skill: Advance in Microsoft Word, Intermediate in Excel, PowerPoint, Canva and Capcut.
Ability: Communication, leadership, teamwork, organize, flexible and problem solving.
Language: Advance in Bahasa Melayu and English, basic in Arabic and beginner in Mandarin.

Education Level

Universiti Teknologi MARA (UiTM) Kampus Bandaraya Melaka | March 2021 – Present.
Bachelor of Business Administration (Hons) International Business

- Current CGPA of 3.63
- MUET Band 3

Universiti Teknologi MARA (UiTM) Kampus Alor Gajah | September 2018 – February 2021
Diploma in Business Studies

- CGPA of 3.63

Organizational Experience

Cultural Exchange Programme "Sawadeeka The Land of Smile: Exploring The Wonders of Hatyai, Thailand" (2023)

- Head of Multimedia Bureau.
- Keep track of how the member of bureau's work has been implemented □
Designed the banner and lanyard of the programme.

"Let's Communicate and Connect!" at SK Batu Berendam, Melaka (2022)

- Program Secretary.
- Planning the meeting agenda and preparing the meeting invitation letter.
- Prepare reports and meeting minutes.
- Ensure all planned activities run and are implemented according to plan.

Community Service

- Participant in the Webinar Industrial Talk on Strategic Management : "A Coffee Session with Che Din Food Industries" (2023)
- Committee in Cultural Exchange Programme "Sawadeeka The Land of Smile: Exploring The Wonders of Hatyai, Thailand" between Faculty of Business & Management, UiTM Cawangan Melaka Kampus Bandaraya Melaka, Malaysia and Faculty of Sciences, Prince of Songkla University, Thailand (2023)
- Participant in the Webinar "Understanding the Roles of MATRADE and the Current Trade Issue in Middle East Countries" (2022)
- Participant in Grooming Talk Webinar "Program 3P: Penampilan, Peribadi dan Profesional" (2022)
- Participant in Webinar Social Entrepreneurship "Let's Start Up: Youth Empowerment Via Social Entrepreneurship (2021)

References

Dr. Mohd. Halim Bin Mahphoth

Assistant Rector & Senior Lecturer

UiTM Kampus Bandaraya Melaka

2.0 COMPANY'S PROFILE

2.1 Company Background



Figure 1.1 Logo of MELILEA (M) Sdn Bhd

MELILEA (M) Sdn Bhd is a prominent Malaysian-based company operating in the health and wellness industry. Established in 2001, the company has rapidly grown into a reputable player in the multi-level marketing (MLM) sector, with a mission to promote health, beauty, and overall well-being through its extensive range of products. At the heart of MELILEA (M) SDN BHD's business philosophy is a commitment to providing high-quality health and wellness products that are formulated using natural and organic ingredients. The company's product portfolio includes dietary supplements, functional foods, personal care items, and household products, all designed to meet the diverse needs of health-conscious consumers.

The MLM business model adopted by MELILEA (M) SDN BHD enables the company to distribute its products through a vast network of independent distributors. These distributors not only sell MELILEA (M) SDN BHD's products directly to consumers but also can recruit and build their own teams of distributors, creating a multi-level sales structure that encourages entrepreneurship and teamwork. MELILEA (M) SDN BHD places significant emphasis on research and development, investing in scientific research and product innovation to continually improve and expand its product offerings. By staying at the forefront of the latest advancements in health and wellness, the company aims to provide cutting-edge solutions that support its customers' well-being.

Compliance with relevant regulatory standards and certifications is of utmost importance to MELILEA (M) SDN BHD. The company ensures that its products meet rigorous quality and safety standards, assuring customers of the authenticity and efficacy of their purchases. Beyond its home

market in Malaysia, MELILEA (M) SDN BHD has successfully expanded its presence into international markets, capitalizing on the global demand for health and wellness products. The company's international expansion is a testament to its dedication to making a positive impact on people's lives worldwide.

In conclusion, MELILEA (M) Sdn Bhd is a forward-thinking company in the health and wellness industry. With a focus on delivering high-quality, natural products through an MLM business model, MELILEA (M) SDN BHD has grown into a respected brand that empowers individuals to lead healthier lives while providing entrepreneurial opportunities for its dedicated network of distributors. As the health and wellness market continues to thrive, MELILEA (M) SDN BHD remains committed to its mission of promoting a healthier lifestyle for its customers both locally and globally.

2.2 Location

MELILEA (M) Sdn Bhd (M) Sdn.Bhd office which is known as the MELILEA (M) Sdn Bhd Operation Centre is located at Wisma MELILEA (M) Sdn Bhd, C-8, Jalan PPP1, Plaza Pandan Perdana, Off Jalan Pokok Mangga, 75250, Melaka.



Figure 2.2: Location of MELILEA (M) Sdn Bhd Operation Centre Melaka

2.3 Vision

Transforming People's Lives, Transforming the World.

2.4 Objective and Goal

i. Promoting Health and Wellness

One of the primary objectives of MELILEA (M) SDN BHD is likely to promote health and wellness among its customers by offering a range of high-quality, natural products that support overall well-being.

ii. Providing High-Quality Products

MELILEA (M) SDN BHD may aim to provide customers with top-quality products formulated with natural and organic ingredients. Ensuring product efficacy, safety, and customer satisfaction could be key objectives.

iii. Expanding Market Presence

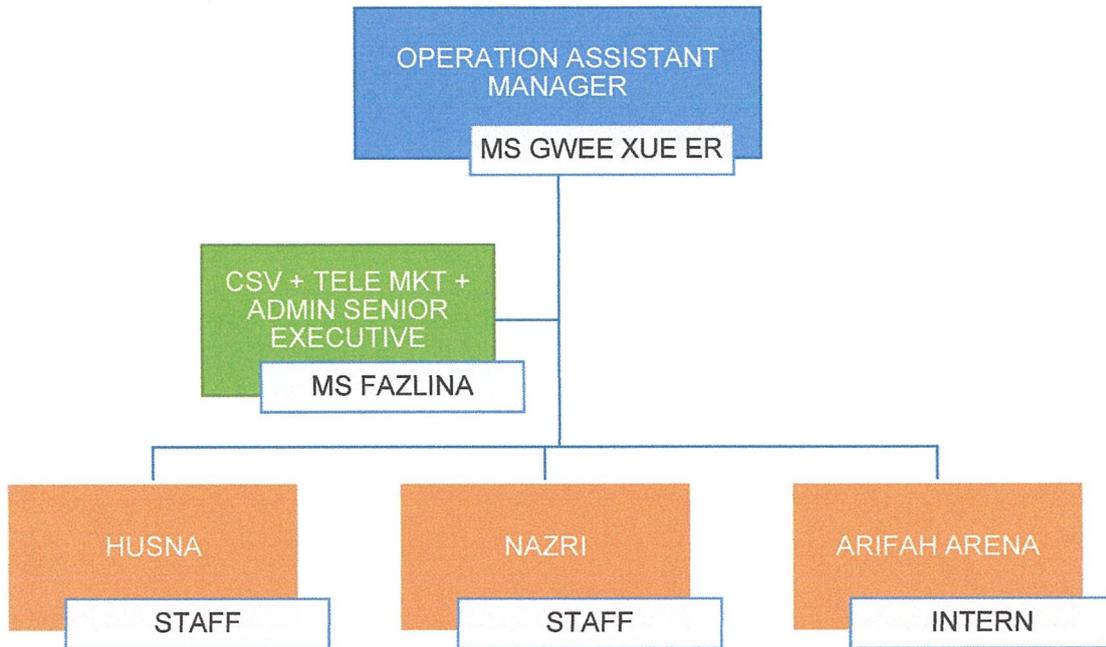
Like any business, MELILEA (M) SDN BHD might strive to expand its market presence both within Malaysia and internationally. This could involve entering new markets, establishing partnerships, and increasing brand visibility.

iv. Building a Strong Distributor Network

MELILEA (M) SDN BHD's MLM business model relies on a robust network of independent distributors. An objective could be to continuously grow and support this network to reach a broader customer base.

2.5 Organizational Structure

Below is MELILEA (M) Sdn Bhd Operation Centre organizational structure



2.6 MELILEA (M) Sdn Bhd's Products

2.6 .1 MELILEA (M) Sdn Bhd Organic Botanical Powder



Figure 1.2 MELILEA (M) Sdn Bhd Organic Botanical Powder

MELILEA (M) SDN BHD Organic Botanical Powder is a health and wellness product offered by MELILEA (M) Sdn Bhd, a well-established Malaysian-based company operating in the multi-level marketing (MLM) industry. As part of their commitment to promoting health and well-being, MELILEA (M) SDN BHD developed the Organic Botanical Powder as a convenient and natural way for individuals to integrate beneficial botanicals into their daily diet. The MELILEA (M) SDN BHD Organic Botanical Powder is formulated with a selection of natural and organic plant-based superfoods. These superfoods are known for their nutrient-dense properties and potential health benefits. The typical ingredients found in this product include, Spirulina, Chlorella, Wheatgrass, Barley Grass, Moringa and many more. MELILEA (M) SDN BHD Organic Botanical Powder is typically presented in a fine powdered form, making it easy to mix into various beverages such as smoothies, juices, or water. This convenience allows individuals to effortlessly integrate the nutrient-rich botanical blend into their daily routines.

Consumers may choose to incorporate the Organic Botanical Powder into their diets for various reasons. The product aims to provide essential nutrients, vitamins, minerals, and antioxidants that may support overall health, vitality, and well-being. Additionally, the presence of chlorophyll in some of the ingredients may contribute to natural detoxification processes in the body. As with any health supplement, it is crucial for individuals to follow the recommended dosage and usage instructions provided by MELILEA (M) SDN BHD. Moreover, it is advisable to consult with a healthcare professional, especially for those with underlying health conditions or concerns, before adding the Organic Botanical Powder to their diet. While the product is designed to complement a healthy lifestyle and provide nutritional benefits, it is essential to remember that it is not a substitute for a balanced

diet. A varied and balanced diet, along with regular physical activity, remains the foundation of good health.

2.6.2 MELILEA (M) Sdn Bhd Organic Henry Apple Orchard



Figure 1.3 MELILEA (M) Sdn Bhd Organic Henry Apple Orchard

For instant refreshment, nothing hits the right spot better than Apple Orchard. And it could not be easier or more convenient. Just mix two or three scoops in icy cold-water and you have got a glassful of natural goodness that will quench your thirst instantly. Apple Orchard is a blend of freshly squeezed green apple, lime, rosehip, and cranberry juices that is then transformed into crystals to seal in their powerful vitamin C and other nutrients. Apple Orchard is the healthier choice that for young and old to enjoy every day!

2.6.3 MELILEA (M) Sdn Bhd Organic Soybean Powder (No Added Sugar)



Figure 1.3 MELILEA (M) Sdn Bhd Organic Soybean Powder (No Added Sugar)

MELILEA (M) SDN BHD ORGANIC SOYBEAN POWDER (NO ADDED SUGAR) is made from 100% premium organic Non-GMO soybeans grown exclusively in the black soils of the Heilongjiang region in North Eastern China. Cultivated only once a year in cold climate using natural farming methods, the fertile soil is nourished by water from the melting winter snow, producing premium-quality soybeans worthy of MELILEA (M) SDN BHD's standard. Selected soybeans are processed using advanced technology to retain the nutritional value of the soybeans. NO added sugar, artificial colouring, artificial flavouring, preservatives, trans fats, lactose, genetic modification.

2.6.4 MELILEA (M) Sdn Bhd Organic Soymilk Powder



Figure 1.4 MELILEA (M) Sdn Bhd Organic Soymilk Powder

It is made from soybeans grown exclusively in fertile black soils of Heilong Jiang region in North-eastern China. Selected quality beans undergo de-hulling, vacuum concentration and spray drying processes using state-of-the-art technology. This retains the nutritional value of the beans

3.0 TRAINING REFLECTION

I start my training with MELILEA (M) SDN BHD on March 1, 2023, and I completed it on August 15, 2023. It was a huge learning experience for me to take part in this internship and the training with MELILEA (M) SDN BHD. This is so that I can equip myself with the skills and knowledge I will need to prepare for a career after I finish my studies. Ms. Gwee Xueer, the manager and my supervisor for the entire six months of my industrial training, assigned me to the Marketing department. Employees at the Melaka-based Operation Centre are working from 9 a.m. to 6 p.m. To create new goods or enhance old ones, the marketing department primarily depends on internal or external product development teams. The division examines the sales of current items and spots product-range gaps that could present business prospects. Employees in marketing assist development teams with data on customer preferences and needs to help us decide what features or enhancements to include in new products. The marketing division develops plans for the product's introduction and sets prices later in the product development phase. These procedures are essential because they enable the company to continue offering its customers high quality services and goods while making a profit. As an intern, some of my duties include sending out promotional flyers to customers, making calls to maintain relationships with current clients, entering sales data into the system, and many more. My co-workers provided me with guidance for the task by setting up a knowledge transfer session where I learned how to do all marketing-related tasks according to set methods and processes. This session has enabled me to understand all the methods and procedures for properly completing all the tasks assigned to me based on the system. This job has indirectly helped me in numerous ways, such as communicating better with my coworkers, being more organized when dealing with customers, and completing tasks on schedule. Last but not least, the intrinsic benefits that I have gained from my internship at MELILEA (M) SDN BHD have helped me in a variety of ways, including the development of my soft skills, presentation skills, time management, and communication abilities. Additionally, I get to learn practical professional skills, which is a huge assistance to me as I begin my working career. I also receive a RM1000 monthly allowance as part of the extrinsic perks of being an intern at MELILEA (M) SDN BHD. Aside from that, I may also claim overtime RM15 for per hour, which is one of the benefits. I am appreciative of the opportunity I was given to develop while also gaining these kinds of advantages.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> MELILEA (M) Sdn Bhd Has Wide Range Of Distributor Network To Increase Its Sales MELILEA (M) Sdn Bhd Has Build A Strong International Presence Around The World. 	<ul style="list-style-type: none"> MELILEA (M) Sdn Bhd Do Not Have Well Equipped Such As Barcode Scanner To Scan Their Products. MELILEA (M) Sdn Bhd Has Limited Products Differentiation
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> Growing Demand For Health And Wellness Products Can Enhance MELILEA (M) Sdn Bhd Sales And Revenue E-Commerce Trend Is A Great Opportunity For MELILEA (M) Sdn Bhd To Raise Recognition 	<ul style="list-style-type: none"> Intense Competition From Other Companies In Same Industry Regulatory Environment On Wellness And Health Products

4.0 SWOT ANALYSIS

4.1 Strengths

4.1.1. MELILEA (M) Sdn Bhd Has Wide Range of Distributor Network to Increase Its Sales

MELILEA (M) Sdn Bhd relies heavily on its distributor network for product distribution and sales. While this allows the company to expand its reach quickly, it also means that its success is closely tied to the performance and effectiveness of its distributors. Any issues or challenges within the distributor network can impact the company's sales and growth. If MELILEA (M) Sdn Bhd had a vast and motivated distributor base, it could have improved sales and outreach to consumers.

A well-organized and motivated distributor network can indeed significantly increase sales rapidly for an MLM company such as MELILEA (M) Sdn Bhd. Here are some reasons why a distributor network can be instrumental in driving sales growth such as wider reach means distributors act as an extended sales force, reaching out to a broader audience than the MELILEA (M) Sdn Bhd company's internal sales team could alone. This expanded reach can lead to increased exposure and customer

acquisition. Moreover, it is because of word-of-mouth marketing. A satisfied customer who experiences positive results from a product is likely to share their experience with friends and family, generating word-of-mouth referrals that can lead to a domino effect of sales. The company generates more than US\$100 million in revenue annually, according to an article from The CEO Magazine (2018) and has more than 260,000 distributors.

However, for a distributor network to be effective in driving rapid sales growth, MELILEA (M) Sdn Bhd needs to ensure that the company must provide comprehensive training, marketing materials, and ongoing support to its distributors to empower them with the knowledge and tools to succeed. Also, the products offered must be of high quality and offer real value to customers. Satisfied customers are more likely to become repeat buyers and refer others to the products. Therefore, by building and nurturing a motivated, well-supported distributor network, MELILEA (M) Sdn Bhd can leverage its collective efforts to achieve rapid sales growth and expand its market presence efficiently.

4.1.2. MELILEA (M) Sdn Bhd Has Built A Strong International Presence Around the World.

MELILEA (M) Sdn Bhd has a global presence, operating in multiple countries. The organisation has access to a broader consumer base and chances for market expansion because to its global presence. MELILEA (M) Sdn Bhd has demonstrated strength in establishing an international presence through various strategies and initiatives. Here are some of examples of international strategies and initiatives that MELILEA (M) Sdn Bhd implemented such as global distribution network. MELILEA (M) Sdn Bhd has developed a robust global distribution network that allows them to reach customers in multiple countries. They have established partnerships with distributors and retailers worldwide, enabling their products to be easily accessible to a wide customer base. Next is market expansion. MELILEA (M) Sdn Bhd has actively expanded into new markets around the world. They identify opportunities in different regions and invest in market research and analysis to understand local consumer needs and preferences. This helps them tailor their products and marketing strategies to specific markets, leading to successful entry and growth in those regions.

According to The CEO Magazine (2018), it has expanded from the historic city of Malacca to bordering Asian countries and beyond, winning a wide range of awards along the way as well as numerous significant business and industry recognition. Listed following are the countries where MELILEA (M) Sdn Bhd has established a presence, including Singapore, Indonesia, Thailand, Brunei, Vietnam, the Philippines, Hong Kong, China, Taiwan, Australia, the United States, Canada, and the United Kingdom.

Global Golden Brand Award

Outstanding Enterprise Brand of the Year 2010



GLOBAL GOLDEN BRAND AWARD is a premier business awards. They were created in 2005 to honour and generate public recognition of the achievements and positive contributions of organizations and working professionals worldwide. The event is designed to showcase global brands to global consumers, to enable enterprises to achieve a greater say in international markets and to advance the development of the global industry.

Global Brand Awards 2010 winners included CNI Holdings Bhd, Focus Point Vision Care Group, BCB Group, Yee Hup Food Holdings Sdn Bhd, Takashimaya Group, J.R. Group, Swheng Tee Real Estate Investors Club



Asia-pacific International Keris Awards

- Winner of Enterprise Honesty For 3 Consecutive Years



Asia Super Excellence Master Award

- Winner of Grand Master For 5 Consecutive Years



Super Durability Brand Award

- Slimming & Beauty Category



Best Corporate Social Responsibility Award

- Enterprise Golden Award
- Best Corporate Social Responsibility Award



European Society for Quality Research (ESQR)

- The International Diamond Awards for Excellence in Quality 2015
- European Awards for Best Practices 2018



The Brandlaureate Special Edition World Awards

- World Brandpreneur Life Inspired Achievement Award 2018
- Best Brand in Social Enterprise 2018
- Best Brand in Wellness – Health and Beauty 2018

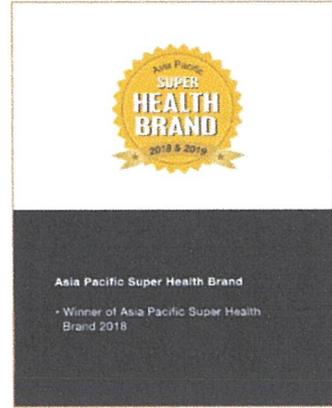
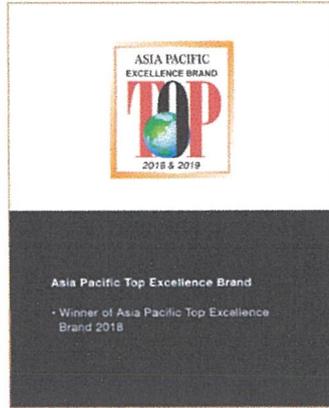


Figure 1.5 MELILEA (M) Sdn Bhd Awards

4.2 Weaknesses

4.2.1 MELILEA (M) Sdn Bhd Do Not Have Well Equipped Such As Barcode Scanner To Scan Their Products

Incorporating a barcode scanner in an MLM (Multi-Level Marketing) company is such as MELILEA (M) SDN BHD (M) Sdn. Bhd operations can be a valuable addition, depending on the nature of their products and business model. Here are some potential benefits of having a barcode scanner such as product identification means a barcode scanner enables quick and accurate identification of products. This can be especially helpful if the MELILEA (M) Sdn Bhd deals with a wide range of products or frequently introduces new items. Moreover, the order processing become easier and quicker. When processing orders from customers or distributors, a barcode scanner can expedite the process, reducing errors and ensuring the right products are shipped. A smooth and efficient ordering process can enhance the overall customer experience, encouraging repeat business and positive word-of-mouth referrals Not just that, barcode scanners can collect valuable data on product sales and popularity, enabling the MLM company to make informed decisions about product offerings and marketing strategies.

A Datalogic (2022) article states that the use of barcode scanners may increase productivity as well as accuracy. By automating the process of scanning and tracking inventory, the company may give its employees more time to work on tasks that a In addition, it was mentioned in the same article that cost savings were made. Another way to cut expenses and avoid double data entering is to integrate barcode scanners with other business systems. re more highly important to the organisation and reduce the potential of human errors.

4.2.2 MELILEA (M) Sdn Bhd Has Limited Products Differentiation

The health and wellness market are highly competitive, and MELILEA (M) Sdn Bhd faces competition from numerous other companies offering similar products. The company may face challenges in differentiating its products and services from competitors, which could affect its market share and profitability. Few examples of MELILEA (M) SDN BHD's weakness in terms of limited product differentiation is the potential challenge in standing out from competitors in the market or the other meaning is product similarity. In a market where there are many competitors offering similar health and wellness products which MELILEA (M) Sdn Bhd may face challenges in differentiating its products from others. If the features, formulations, or benefits of their products are perceived as similar to those offered by competitors, it becomes harder to capture the attention and interest of consumers. Next is, brand perception. For example, limited product differentiation can impact the overall brand

perception of MELILEA (M) Sdn Bhd. If customers perceive MELILEA (M) Sdn Bhd's products as lacking unique qualities or advantages over competitors, it may result in a less compelling brand image and reduced customer loyalty. This could potentially affect the company's ability to command premium pricing or attract repeat purchases. Furthermore, limited product differentiation would effects on MELILEA (M) Sdn Bhd businesses in terms of intensified competition. In a market with limited product differentiation, MELILEA (M) Sdn Bhd often compete fiercely for customers' attention. This can lead to increased advertising and marketing efforts and more aggressive sales strategies.

Overall, limited product differentiation can create a challenging business environment for companies, making it essential for them to find creative ways to stand out, differentiate their offerings, and provide unique value to customers. From a consumer perspective, it can offer more choices at competitive prices, but it may also lead to decision-making challenges and reduced loyalty to specific brands.

4.3 Opportunities

4.3.1 Growing Demand for Health And Wellness Products Can Enhance MELILEA (M) Sdn Bhd Sales And Revenue

The global health and wellness industry is experiencing significant growth as consumers become more health-conscious. MELILEA (M) Sdn Bhd can capitalize on this trend by introducing new products and expanding its offerings to meet the increasing demand for natural and organic products. One of a great opportunity for MELILEA (M) Sdn Bhd, considering the growing demand for health and wellness products, could be the expansion of their product line to include a wider range of organic and natural products. As consumers become more conscious about their health and well-being, there is an increasing demand for products that are made from natural ingredients and free from harmful chemicals. MELILEA (M) Sdn Bhd could capitalize on this trend by developing new product offerings such as organic supplements, herbal remedies, natural skincare products, or even healthy snacks. By aligning their product portfolio with the growing demand for health and wellness, MELILEA (M) Sdn Bhd can attract a larger customer base and potentially gain a competitive advantage in the market. The organic food and beverage market will reach 320 billion US dollars by 2025, predicts market research firm Grand View Research (The CEO Magazine, 2018). Another reason influencing the natural trend is worries about food safety and quality, particularly in light of recent food disasters like tainted meat and 'gutter oil'.

Additionally, MELILEA (M) Sdn Bhd could explore partnerships with fitness centers, wellness retreats, or health spas to promote their products and create synergies within the industry. Collaborating with influencers or experts in the health and wellness field could also help raise brand awareness and establish credibility in the market. Overall, by leveraging the growing demand for health and wellness products, MELILEA (M) Sdn Bhd can position itself as a trusted brand in the industry and tap into new revenue streams while meeting the evolving needs of health-conscious consumers.

4.3.2 E-Commerce Trend Is A Great Opportunity For MELILEA (M) Sdn Bhd To Raise Recognition

The rise of e-commerce provides an opportunity for MELILEA (M) Sdn Bhd (M) Sdn Bhd to expand its online presence and reach a wider customer base. By investing in robust online platforms and digital marketing strategies, the company can enhance its visibility and accessibility to potential customers. Online sales and e-commerce enable MELILEA (M) Sdn Bhd to grow its consumer base outside geographical boundaries, which is one of the company's many fantastic chances. By leveraging the internet, the company can potentially reach customers worldwide and tap into new markets. It also can be 24/7 sales availability. With an online sales platform, MELILEA (M) Sdn Bhd can offer its products and services around the clock. Customers can make purchases at their convenience, regardless of time zones or traditional store hours. Other than that, is cost saving. By maintaining an online sales channel can be cost-effective compared to operating physical stores. There may be reduced expenses associated with rent, utilities, and staffing. This allows MELILEA (M) Sdn Bhd to allocate resources to other areas such as product development or marketing. Finally, because of the data-driven insights, the company can provide valuable customer data and analytics. MELILEA (M) Sdn Bhd can gather insights into customer preferences, behavior, and buying patterns. These insights can help refine marketing strategies, tailor product offerings, and improve overall customer experience.

Moreover, the rise of e-commerce and direct selling also one of the great opportunities for MELILEA (M) Sdn Bhd to reach a wider audience and expand its customer base. By leveraging online platforms, social media, and direct selling channels, MELILEA (M) Sdn Bhd can enhance its accessibility and engage with customers directly, allowing for personalized interactions and convenient purchasing experiences. By recognizing and leveraging these opportunities, MELILEA (M) Sdn Bhd can further establish itself as a prominent player in the health and wellness industry, attract new customers, and drive continued growth and success. The ability for consumers to shop and transact at any time of day or night, the ability for customers to get goods or services for less because they can shop

everywhere quickly, and the encouragement for customers to interact with one another are among the many benefits that e-commerce offers to businesses (Eddy Soeryanto Soegoto, 2018).

4.4 Threats

4.4.1 Intense Competition from Other Companies In Same Industry

The health and wellness industry are highly competitive, with numerous established brands and new entrants vying for market share. MELILEA (M) Sdn Bhd may face challenges in competing with larger, well-known companies that have greater resources and marketing capabilities. In a highly competitive market, MELILEA (M) Sdn Bhd or any similar company may face various threats. There are few threats related to intense competition that MELILEA (M) Sdn Bhd might encounter. First is established competitors. MELILEA (M) Sdn Bhd may face competition from established companies in the health and wellness industry. These competitors might have well-known brands, larger customer bases, and established distribution networks. They could potentially offer similar products or alternative solutions, making it challenging for MELILEA (M) Sdn Bhd to capture market share. For example, Amway is one of the oldest and most established MLM companies globally, with a long-standing reputation in the industry. This may provide a sense of stability and trust for potential distributors and customers. Not just that, Amway also has a more extensive global presence and operates in numerous countries, potentially offering more significant business opportunities for distributors looking to expand internationally.

Next is, product differentiation. This is because, if MELILEA (M) Sdn Bhd's product offerings are not significantly differentiated from competitors, customers may perceive them as interchangeable. This can lead to price sensitivity and reduced brand loyalty. Amway also offers a more extensive and diverse product portfolio compared to MELILEA (M) Sdn Bhd, which may appeal to a broader customer base with different needs and preferences. Therefore, MELILEA (M) Sdn Bhd needs to focus on developing unique selling propositions, such as proprietary formulas, sustainable sourcing, or superior quality, to stand out in the market.

4.4.2 Regulatory Environment on Wellness And Health Products

The health and wellness industry are subject to regulations and guidelines, particularly concerning product labeling, claims, and ingredients. Changes in regulations or non-compliance could impact the company's operations and market presence. MELILEA (M) Sdn Bhd also might facing threats that related to the regulatory which the company might encounter such as compliance requirements. As example, regulatory bodies may impose stringent requirements for health and wellness products,

including ingredients, labeling, safety standards, and manufacturing processes. Failure to comply with these requirements can lead to fines, product recalls, or even legal action, posing a threat to MELILEA (M) Sdn Bhd's reputation and financial stability. Not just that, it also can be the changing of regulations. Regulatory frameworks governing the health and wellness industry are subject to change. New regulations or amendments to existing ones can impact product formulations, advertising claims, packaging requirements, or distribution practices. Keeping up with these changes and ensuring compliance can be challenging and time-consuming for MELILEA (M) Sdn Bhd.

International regulations also can be one of biggest threats for MELILEA (M) Sdn Bhd. Because of MELILEA (M) Sdn Bhd operates in multiple countries, it needs to navigate the regulatory landscape of each jurisdiction. International regulations may vary significantly, requiring additional resources and expertise to ensure compliance across different markets. Last but not least is competition from regulated industries. As example, the health and wellness industry may face competition from regulated sectors, such as pharmaceuticals or medical devices. If regulatory bodies impose stricter regulations on certain products or reclassify them into a more regulated category, it may limit MELILEA (M) Sdn Bhd's market opportunities and subject it to additional compliance requirements.

5.0 DISCUSSIONS & RECOMMENDATIONS

5.1 Strengths

5.1.1 MELILEA (M) Sdn Bhd Has Wide Range of Distributor Network To Increase Its Sales

A great distributor network is a critical component for MELILEA (M) Sdn Bhd as a successful business, as a company that rely on third-party channels to reach their target customers. A well-established distributor network can significantly impact a company's growth, market reach, and overall success. There are few importance and benefits of a great distributor network in business. A strong of distributors network can reach customers that the company might not be able to access directly. They have existing customer bases and distribution channels that can be leveraged to increase market penetration and sales. Moreover, distributors can provide localized customer support, which is particularly valuable when dealing with language and cultural barriers. This leads to improved customer satisfaction and loyalty. According to Hitesh Bhasin (2023), the end-client's product requirements, customer experience, product diversity, and product availability are the most crucial variables to consider when creating a distribution network. Customer service is a key element in determining the structure of a distribution network.

There are some suggestions on how MELILEA (M) Sdn Bhd may strengthen its already strong distribution network. By putting into practise a few methods, such having a development and training department, MELILEA (M) Sdn Bhd may further expand its already robust distribution network. To give distributors the information and abilities they need to successfully market and sell MELILEA (M) SDN BHD(M) Sdn Bhd goods, invest in thorough training programmes. Distributors that have more knowledge are better able to explain to prospective consumers the advantages of the products. Additionally, put in place alluring incentives and reward schemes to encourage and honour top-performing distributors. This could promote healthy competition and motivate distributors to take an active role in expanding the company. Rewards and incentives that a company can apply to help distributor loyalty programmes grow include debit and gift card rewards, points-based or merchandise rewards, and incentive travel rewards (Incentive Solutions, 2021). By adopting these strategies, MELILEA (M) Sdn Bhd can fortify its distribution network, enhance brand visibility, and establish long-lasting partnerships with dedicated distributors. A strong and well-supported distribution network can lead to sustained business growth and success in the market.

5.1.2 MELILEA (M) Sdn Bhd Has Built A Strong International Presence Around the World.

A strong international presence in business refers to a company's successful expansion and operations in multiple countries or regions beyond its home market. Building a strong international presence offers numerous benefits and opportunities for a business. Some key aspects of why having a robust international presence is essential and the advantages it brings market expansion and growth. Entering new international markets allows a company to tap into a larger customer base, increasing potential sales and revenue. Expansion can also lead to economies of scale, cost efficiencies, and enhanced competitiveness. Moreover, it will bring to brand recognition and reputation. Meaning here, establishing a presence in different countries enhances brand visibility and recognition on a global scale. A positive international reputation can contribute to increased customer trust and loyalty. A well-executed international expansion strategy can lead to sustained growth, increased profitability, and a more resilient business in an increasingly interconnected global economy.

Therefore, there is a suggestion on how MELILEA (M) Sdn Bhd may strengthen its international presence. MELILEA (M) Sdn Bhd may do market research and develop an entry strategy. For identifying possible target markets with a strong demand for MELILEA (M) SDN BHD products, the company may conduct in-depth market research. Create a clear entry plan for each market, considering elements like regional rivalry, the regulatory environment, cultural distinctions, and consumer preferences. Market research and analysis is one of the strategies

that businesses can develop targeted marketing campaigns and product offering by looking at the target market's demographics, such as age, gender, income, and educational levels (GEM, 2023).

5.2 Weaknesses

5.2.1 MELILEA (M) Sdn Bhd Do Not Have Well Equipped Such as Barcode Scanner to Scan Their Products

The uses of barcode scanner are one of the most efficient ways to do this. It can also save a business a lot of time and money over time while delivering precision and efficiency, two qualities that are crucial to a company's success. The barcode's continued use in business has multiple benefits. First, barcode scanning has had enough of time to establish itself as a reliable method of identifying goods. Next, barcode scanner helps to prevent product shipping, receiving, and purchasing and selling worth billions of dollars by systematizing how product data is collected and tracked. Not just that, Regulatory compliance and quality standards may apply to business products, which is another area where barcodes can help. Barcode scanners can be used to check product expiration dates, batch numbers, and authenticity, ensuring that only high-quality, conforming products are distributed.

MELILEA (M) Sdn Bhd can follow these steps for effective implementation, such as identify business needs, to establish a business that is well-equipped with barcode scanners. Determine the precise places where barcode scanners can improve MELILEA (M) SDN BHD's business operations' accuracy and efficiency. This could involve quality control, order processing, sales tracking, and inventory management. Next, barcode data analysis and capture. Create a system to record barcode information on distributor activity, inventory transfers, and sales transactions. Utilise this information for analysis, such as observing trends in product demand and tracking sales performance. By following these suggestions, MELILEA (M) Sdn Bhd can successfully integrate barcode scanners into its business operations, leading to improved efficiency, accuracy, and data-driven decision-making. Barcode technology can play a crucial role in optimizing supply chain processes and enhancing the overall performance of the MLM business.

5.2.2 MELILEA (M) Sdn Bhd Has Limited Products Differentiation

Limited product differentiation is a common characteristic of many MLM (Multi-Level Marketing) businesses, particularly those operating in industries with a narrow range of products or where product innovation is challenging. In such MELILEA (M) Sdn Bhd, distributors often promote and sell products that are like those offered by other MLM companies or conventional retail brands. This is occurring because of some aspects of limited product differentiation in MLM businesses such as competitive challenges. Limited product differentiation can result in intense competition among MLM companies. Since the products are similar, distributors may find it challenging to stand out and attract customers solely based on the uniqueness of the products. Moreover, price sensitivity is also one of the factors. When products lack significant differentiation,

price becomes a more critical factor in the purchasing decision. MLM companies may engage in price wars to attract customers, which can lead to reduced profit margins and financial challenges for distributors.

To battle competitive challenges and price sensitivity resulting from limited product differentiation, MELILEA (M) Sdn Bhd can implement few suggestions such as enhance brand identity. Focus on building a strong brand identity that reflects MELILEA (M) SDN BHD's core values, mission, and unique selling proposition. Emphasize the company's commitment to quality, sustainability, and customer satisfaction. A well-defined brand can help create an emotional connection with customers and differentiate the company from competitors. Next is, understanding its business niche marketing. Explore niche markets or underserved customer segments where MELILEA (M) SDN BHD's products can fill a specific need or gap. Niche marketing can reduce direct competition and allow the company to establish itself as a leader in specialized product categories. According to Fazal Akhbar's article, thinking small and operating small can boost profits, competitiveness, high growth, and high market share by offering limited production volumes, focusing on a small number of clients, and avoiding markets with many rivals or a dominant rival. By implementing these strategies, MELILEA (M) Sdn Bhd can effectively navigate competitive challenges and price sensitivity in the context of limited product differentiation.

5.3 Opportunities

5.3.1 Growing Demand for Health and Wellness Products Can Enhance MELILEA (M) Sdn Bhd Sales And Revenue

The growing demand for health and wellness products can indeed have a significant positive impact on sales and revenue in MLM businesses. This trend is driven by increasing consumer awareness and interest in personal health, well-being, and preventive healthcare measures. The health and wellness industry encompasses a wide range of products, including dietary supplements, organic foods, fitness equipment, personal care items, and more. Here are some reasons why the demand for health and wellness products can enhance sales and revenue. Across six countries and 7,500 customers, 42% of people place a high priority on wellness. Additionally, it is anticipated that the global wellness market will be worth over \$1.5 trillion and grow by 5 to 10 percent yearly. (Shaun Callaghan, 2021). According to market study company Grand View Research, the market for organic food and beverages would reach US\$320 billion by 2025.

Here is a suggestion that MELILEA (M) Sdn Bhd will be able to take advantage of these opportunities in the rising demand for health and wellness goods and increase sales and revenue such as provide educational resources and content on health and wellness topics. This can be through

blog posts, webinars, or social media content. Educating customers about the importance of health and wellness can position MELILEA (M) SDN BHD as an authority in the industry. The CEO Magazine (2018) highlighted the founder of MELILEA (M) SDN BHD as stated that he thinks education is important and that the major obstacle to the organic sector in Asia is a lack of fundamental customer awareness. Proactive and creative strategies can position the business for ongoing growth and success as the health and wellness sector continues to flourish.

5.3.2 E-Commerce Trend Is A Great Opportunity for MELILEA (M) Sdn Bhd To Raise Recognition

The e-commerce trend has revolutionized the way businesses operate, offering tremendous opportunities and advantages for companies of all sizes and industries. The rapid growth of online shopping and the increasing preference of consumers for digital transactions have created a vast market that businesses can tap into. This is because it is 24/7 accessibility. Online stores operate 24/7, enabling customers to shop at their convenience. Businesses can generate sales and revenue even when their physical stores are closed, providing a continuous income stream. Other than that, it is convenience and flexibility. E-commerce offers unparalleled convenience to customers who can shop from the comfort of their homes or on the go. Businesses can provide flexible shipping options and order tracking, enhancing the overall customer experience.

To effectively apply the e-commerce trend as a great opportunity for businesses, consider implementing the following suggestions such as leverage social media: Utilize social media platforms to promote your products, engage with customers, and build a strong online presence. Social media marketing can be an effective tool for reaching a broader audience. Next, MELILEA (M) Sdn Bhd can include customer reviews and testimonials. Display customer reviews and testimonials on your website to build trust and credibility. Positive reviews can influence potential customers' purchasing decisions. The potential to increase sales turnover, the number of domestic and foreign clients, the business reach of an organisation, methods of promotion, and the formation of a new business that can increase the organization's revenue are the primary benefits of e-commerce (Eddy Soeryanto Soegoto, 2018).

5.4 Threats

5.4.1 Intense Competition from Other Companies in Same Industry

Intense competition is a common challenge faced by MLM (Multi-Level Marketing) businesses operating in the same industry. MLM companies often offer similar products and compensation plans, making it challenging to differentiate themselves solely based on the products. This competitive landscape requires MLM businesses to adopt strategic approaches to stand out and thrive in the market. This competition can arise from various factors, including similar products or services, a crowded market, and many competitors vying for the same customer base.

However, there are few suggestions that MELILEA (M) Sdn Bhd can take such as make some innovation and differentiation compared to other companies. Intense competition encourages businesses to focus on innovation and differentiation. Companies seek to create unique products, services, or marketing strategies that set them apart from competitors. This differentiation helps attract and retain customers who are looking for distinct offerings. Additionally, marketing and advertising strategies are important since fierce competition forces businesses to make significant investments in these areas. Businesses utilise a variety of marketing methods to advertise their goods and services and increase their marketability. Examples of strategies for marketing include market segmentation, target markets, and market positioning. The company's marketing strategies frequently alter over time, especially in response to how the company responds to shifts in the external environment and the competitive landscape. (Tarmizi, 2021)

5.4.2 Regulatory Environment on Wellness and Health Products

When discussing the regulatory environment related to products, several key aspects come into play such as product safety standards. Regulatory authorities set safety standards and requirements that products must meet to ensure they do not pose harm to consumers or the environment. These standards encompass everything from product design and manufacturing processes to product labeling and packaging. Certifications and approvals is also important in this aspect. Some products may require specific certifications or approvals from regulatory agencies before they can be legally sold in the market. These certifications demonstrate that the product meets certain safety or quality standards.

The regulatory environment for wellness and health products is a crucial aspect of ensuring consumer safety, product quality, and accurate information. Due to the potential impact on consumers' health, wellness and health products are subject to specific regulations and standards to protect consumers and promote the responsible marketing and distribution of these products. Assisting in

identifying whether a product is to be controlled by the Food Safety and Quality Division (FSQD) of the Ministry of Health Malaysia or by the National Pharmaceutical Regulatory Division (NPRA) is one recommendation linked to regulations of selling health products. To safeguard consumer interests and health, it is crucial to monitor and control the marketing and sale of these items. Despite being freely advertised, several of the products are not explicitly labelled as "food" or "drugs." These goods—dubbed "food-drug interphase (FDI) products"—contain a variety of ostensibly health-related components. Overall, the regulatory environment for wellness and health products plays a significant role in safeguarding consumer health and fostering consumer trust in the industry. Companies in this sector must be diligent in ensuring compliance with applicable regulations to meet the highest standards of product quality and safety.

6.0 CONCLUSION

Finally, my internship at MELILEA (M) Sdn Bhd has provided me with a depth of knowledge about the real working environment in multinational corporations. This internship experience has been an incredibly enriching and transformative journey for me. Over the course of my 6 months internship, I was able to immerse myself in the industry and gain valuable hands-on experience that has helped me to grow both personally and professionally. Through my work, I have developed new skills, broadened my knowledge, and gained a deeper understanding of the intricacies of my desired field. Furthermore, the opportunity to work alongside experienced professionals and observe their daily operations provided me with valuable insight into how a successful business operates. The internship has helped me to further clarify my career goals and given me the confidence to pursue them with a greater sense of purpose. The internship has given me a real-world understanding of what it is like to work in the field, and this experience has provided me with a strong foundation for my future career endeavours. Lastly, conducting a SWOT analysis is an effective way to evaluate the strengths, weaknesses, opportunities, and threats of a company. It provides valuable insights into the current position and future potential of the business. The results of the SWOT analysis can inform strategic decision-making and help to identify areas for improvement and growth. By considering the internal and external factors affecting the company, businesses can make informed decisions and take advantage of opportunities while mitigating potential threats. The SWOT analysis only provides a comprehensive view of the company and was made for educational purposes only without criticizing the company.

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APPENDICES



Figure 1.6 MELILEA (M) Sdn Bhd official website



Figure 1.7 MELILEA (M) Sdn Bhd Award

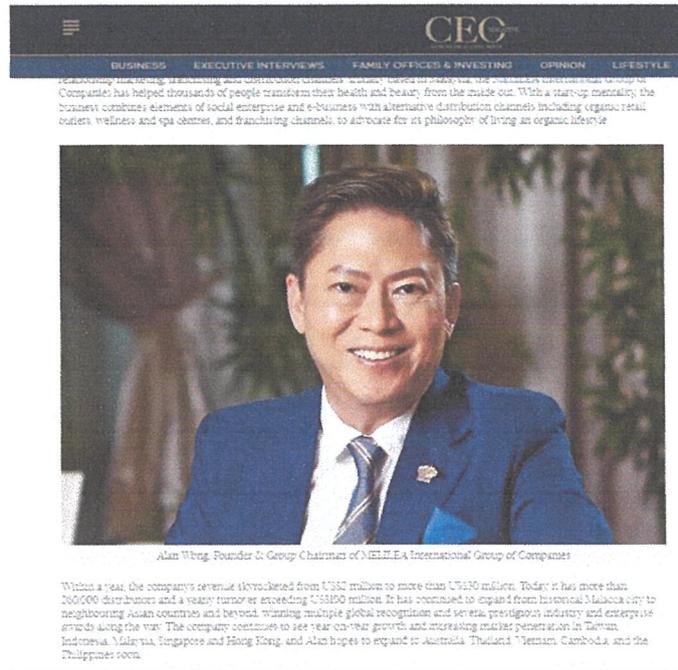
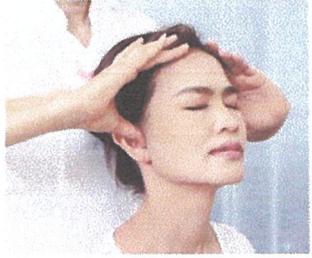


Figure 1.8 The CEO Magazine article



Figure 1.9 MELILEA x Food Panda Mother's Day Celebration




30 /05/2023
TUESDAY

时间 2PM TO 4PM
地点 马六甲美丽乐

精油自然疗法工作坊
NATUROPATI
ESSENTIAL OIL WORKSHOP

费用 RM10
(报名还能获得超值优惠礼)

 Ms Ann 016-228 9608

Figure 2.0 MELILEA Essential Workshop