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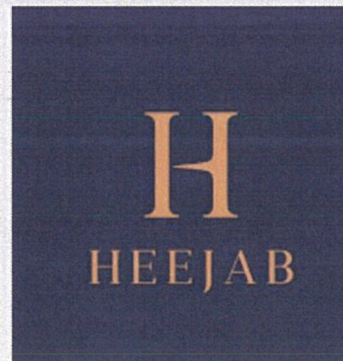
UNIVERSITI  
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dan Perniagaan

## INDUSTRIAL TRAINING REPORT AT HEEJAB INTERNATIONAL SDN BHD

1 March - 15 August 2023

FARAHIN HANNANI BINTI MOHD NORDIN  
| 2021393279 | BA240



## 1.0 EXECUTIVE SUMMARY

This report is about the task that has been worked on during the internship. Six months of industrial training began at Heejab International Sdn Bhd starting 1<sup>st</sup> of March 2023 until 15<sup>th</sup> of August 2023.

This report presents the content of the student's resume, company background, vision, mission, goals, organizational structure of a company and product. There are also SWOT analysis of Heejab International Sdn Bhd included in this content of report. The scope of this report is to identify a SWOT analysis that has been applied in industrial training during six months based on job tasks completed, a task has been learned, the experience that has been gained, and the student's achievement during industrial training under Marketing department in Heejab. The trainee were introduced to the system that has been used, terms of procedures, and the most important was work culture and work environment.

There was also the suggestion or recommendation for strength, weaknesses, opportunities and threats. The trainee discovers how to overcome those problem. Communication, problem-solving skills, and also management skills are applied based on the practical knowledge of student internship.

After the internship, the trainee gained more knowledge of working behavior, practiced in the working environment, and have a depth understanding of how to work in a company.



## TABLE OF CONTENTS

1.0 EXECUTIVE SUMMARY.....	2
2.0 ACKNOWLEDGEMENT .....	4
3.0 STUDENT PROFILE .....	5
4.0 COMPANY’S PROFILE.....	5
5.0 COMPANY’S VISION, MISSION AND GOALS.....	8
6.0 TRAINING REFLECTION.....	10
6.1 DURATION, SPECIFIC DATE, WORKING DAY AND TIME.....	10
6.2 ROLES RESPONSIBILITIES TASK.....	10
7.0 SWOT ANALYSIS .....	12
8.0 DISCUSSION AND RECOMMENDATION OF SWOT ANALYSIS .....	13
8.1 STRENGTH OF SALES AND MARKETING DEPARTMENT .....	13
8.2 WEAKNESES OF SALES AND MARKETING DEPARTMENT .....	17
8.3 OPPORTUNITIES OF SALES AND MARKETING DEPARTMENT.....	20
8.4 THREATS IN MARKETING AND SALES DEPARTMENT .....	22
9.0 CONCLUSION .....	26
10.0 REFERENCES.....	27
11.0 APPENDICES.....	29

## 2.0 ACKNOWLEDGEMENT

Alhamdulillah, without the guidance and assistance of several people who helped the trainee a lot throughout the process of preparing and completing this report, this Industrial Training Report (MGT666) would not have been completed successfully. In order to prepare the trainee report, the trainee needed the assistance and guidance of some respected individuals, for whom the trainee eternally grateful.

First and foremost, I thank Allah for providing me with the opportunity to complete this industrial training by working at Heejab International Sdn Bhd in Shah Alam. As the completion of this industrial report and working in Heejab International Sdn Bhd has brought the trainee great pleasure, I would like to express my gratitude and appreciation to my beloved advisor lecturer, Miss Masliana Binti Tamrin for the valuable guidance and advice. I would also like to thank Miss Msliana Binti Tamrin for providing me with a good guideline for reporting during completing this proiect.

Next, I would like to express my gratitude to my company and my supervisor, Encik Muhammad Affifudin, for providing me with the opportunity to working at Heejab International Sdn Bhd . I would also like to express my gratitude to my supervisor and all staff members who have directly and indirectly guided me during my working journey here. I am very grateful to them for the effort and initiative that company have shown during the first day I have been working here until I successfully completed my industrial training that Heejab have given me, which has made me feel so comfortable to be part of the team.

Besides that, I am grateful for my parents' and the rest of my family's moral support, as well as the trainee enthusiastic encouragement. Everything was made possible for me by the support I received throughout this long and difficult journey. Not to mention an honorable mention goes to all friends for the patience and assistance in completing this report and industrial training. Thank you very much once more.

Lastly, I apologize to all other unnamed individuals who assisted me in various ways to complete this report, and we hope that this industrial training report can provide us with additional knowledge about the industrial world and facts about how to become an entrepreneur in the future.



### 3.0 STUDENT PROFILE



## FARAHIN HANNANI NORDIN

Marketing (Honors)  
Universiti Teknologi Mara, Bandaraya Melaka, 75000 Melaka.



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#### About Me

Proficient in making online sales and achieving set goals, understanding market needs and strategies required to drive sales and ensure proper product presentation

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#### Experience

##### Online Business 2022 - Present

- Promoting and selling oyster through online platform such as Facebook and Tiktok
- Delivering order for customers by myself

##### Starbucks Coffee Company Mar2021 - August 2021

Barista

- Responsible for preparing and serving beverages to customers.
- Working with other Baristas to help take orders, make drinks and provide timely service to customers. Educational institutions and online classroom management

##### Reen Brilliance Resources 2017-2018

Sales Department

- Worked closely with the sales team
- Assisted in the development and implementation of online marketing programs
- Creates and publishes sales materials

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#### Education

##### 2021 - Present

UiTM Bandaraya Melaka

Bachelor in Business Administration, Marketing

- 3.67 CGPA

- Joining Ittihad Member

##### 2018-2020

UiTM Alor Gajah, Melaka

Diploma in Business Studies

- Maintain 3.40 GPA

- Volunteer as a crew for curriculum event at Ayer Keroh, Melaka

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#### Language

- English
- Malay

#### Skills

- Create communication skills
- Can work independently
- Problem-Solving
- Dedication when performing a given task
- Microsoft skills (Word, Excell & Power Point)

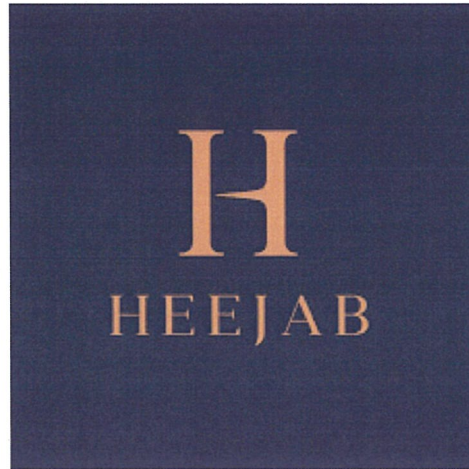
#### Reference

**Puan Mastura Binti Roni**

UiTM Bandaraya Melaka

**Phone**

## 4.0 COMPANY'S PROFILE



Heejab.My business sells a variety of quick hijab headscarves that are extremely comfy and keep up with the times. Heejab.My was started in 2017 and has expanded up to this point. No.12 Jalan Keluli AJ7/AJ,Pusat Perniagaan Bukit Raja Seksyen 7 Shah Alam, 40000 Shah Alam, Selangor is where will find Heejab International Sdn. Bhd. Due to Shah Alam's reputation as a commercial location, the store's location is strategic and convenient for customers to access. Heejab are open from 9 am to 5 pm, Monday to Friday. Heejab currently have around 30 categories of design with various modern headscarf designs.

Heejab.My runs the advertisement via online marketing strategy where Heejab use a lot of platform which is Tiktok, Facebook, Shopee and also Website. All the product, Heejab use the good quality material of each headscarve. The trendy things is the scarve is ironless and easy to wear which this trendy is most likely by customers. Heejab also sell with affordable price for the customer with Heejab.My trademark “Tudung Marhaen Paling Selesa”.

#### 4.1 LOCATION OF THE COMPANY

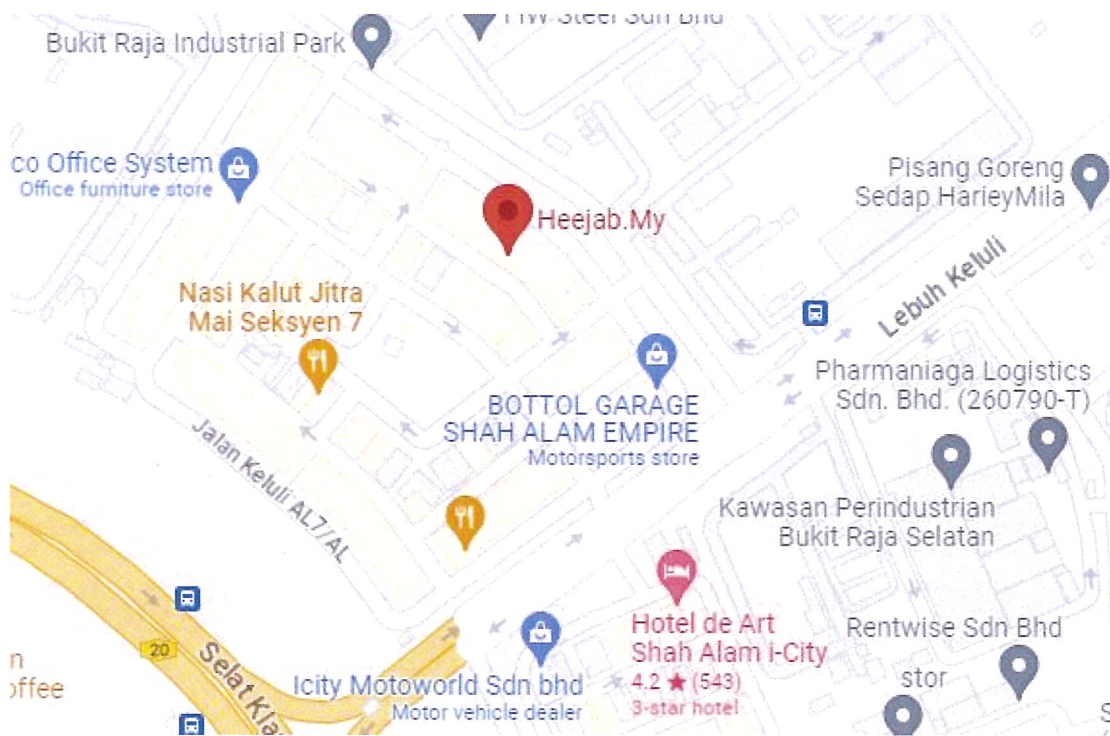


Figure 1: Location of Heejab International Sdn Bhd

This company is located at No.12 Jalan Keluli AJ7/AJ, Pusat Perniagaan Bukit Raja Seksyen 7 Shah Alam, 40000 Shah Alam, Selangor. Heejab International Sdn Bhd has been located in this location for almost 6 years. Based on figure 1, the company is located in the middle of Shah Alam city, nearby to AEON Mall Bukit Raja.



## 4.2 COMPANY'S VISION, MISSION AND GOALS

# COMPANY'S VISION, MISSION AND GOALS



### VISION

To provides a variety of comfortable and quality instant headscarf for Muslim women.

1



### MISSION

To became a leading instant headscarf company worldwide that offer the affordable price in instant headscarf industry.

2

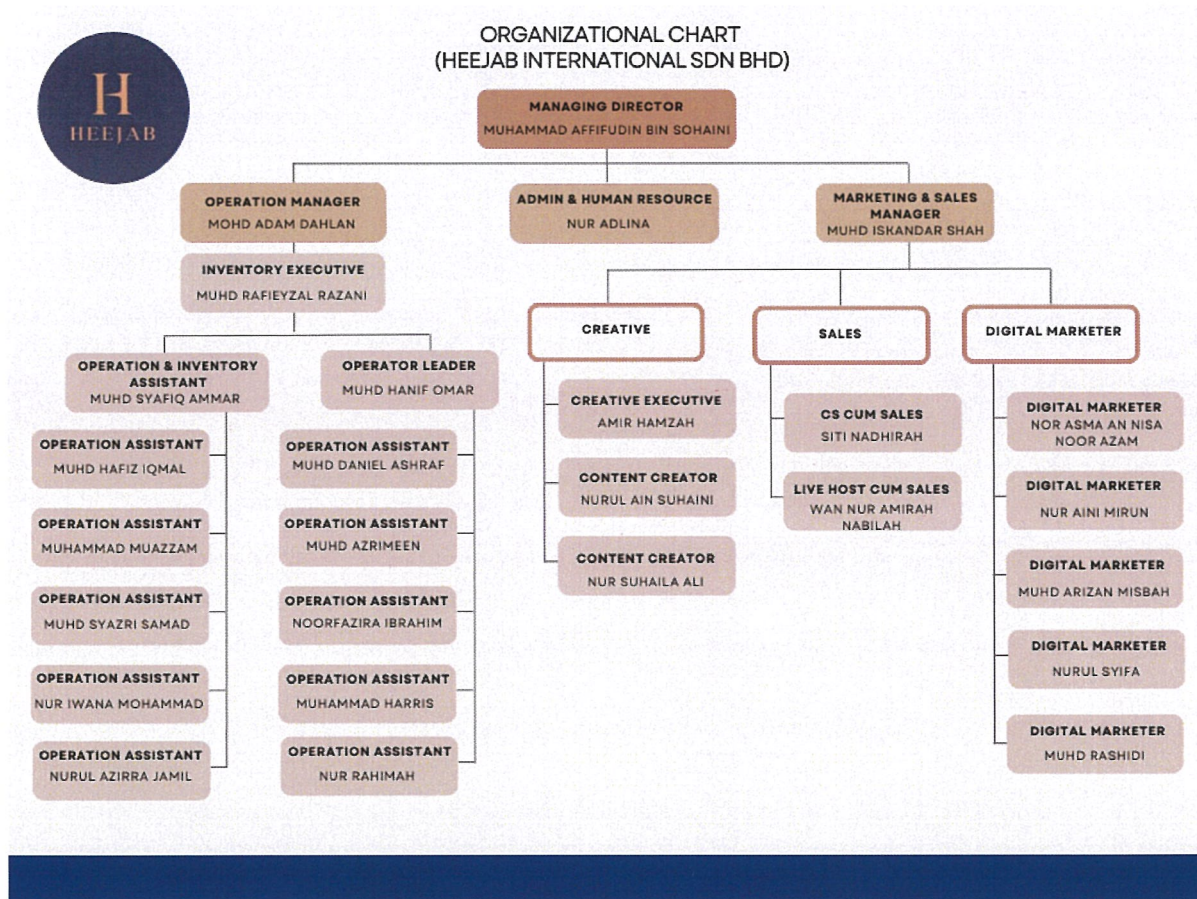


### GOALS

- Release more design of instant scarf that will give more benefit for the other people.
- Open more branches in Malaysia and also worldwide.
- Release more product line with special features for reasonable price.

3

### 4.3 ORGANIZATIONAL STRUCTURE



### 4.4 PRODUCT OR SERVICES

A trusted company that specializes in providing a wide selection of instant headscarves is Heejab international sdn bhd. The company commitment to providing comfort while keeping up with fashion trends sets them apart. All of the company's headscarves are produced with premium components to guarantee durability and client satisfaction. Currently, Heejab provide roughly 30 product lines with different headscarf designs. Heejab international sdn bhd headscarves material is from ironless, lightweight materials. Customers who prefer hassle-free fashion can save time with this design, and it also ensures that the head scarves are comfortable to wear all day. By using these materials, Heejab International Sdn Bhd aims to provide convenience without compromising style or quality. The majority of this company's products,



including Thea Instant, Medina Instant, and Durra Instant, utilize cey crepe material because it is now popular in the fashion market. Heejab International Sdn Bhd understands the value of pricing despite Heejab loyalty to style and quality. Heejab have been able to strike a balance between keeping the headscarves' prices cheap and keeping high quality for the products. By using this strategy, Heejab can keep the quality of the headscarves high while keeping the prices low for a wide range of customers. The price range for the headscarf is about RM29 to RM39 each piece. The cost is really affordable and practical. But Heejab also make a combo's price which is 2 pieces RM50.

## **5.0 TRAINING REFLECTION**

### **5.1 DURATION, SPECIFIC DATE, WORKING DAY AND TIME.**

The trainee internship will be held for 6 month at Heejab International Sdn Bhd starting from 1.3.2023 to 15.8.2023. I will be working for 5 day from Monday to Friday. On Monday to Friday, the trainee working time will be on 9.00 a.m to 5.00 p.m. Meanwhile if Heejab offer overtime the time will be on 5.00 p.m to 8.00 p.m each day.

### **5.2 ROLES RESPONSIBILITIES TASK**

For organizations to operate effectively, various departments must be in charge of various duties, objectives, and results. The sales and marketing teams are typically integrated into one department with one manager in small organizations. Larger businesses often have separate sales and marketing teams that work closely together on particular initiatives. In Heejab, it was decided to create one division that would include both sales and marketing. Additionally, the company were separated into marketing communication. The sales manager's responsibilities also include marketing.



The company's overall volume target as well as the individual sales rep quotas are set by the sales and marketing division. In order to reach its sales goals, it creates bonus and commission arrangements. Based on previous sales numbers and expert estimations, the division makes a reasonable assumption as to which products will sell where and in what quantities. For instance, the company will organize a departmental meeting to discuss the goals, sales target, and to stay informed of any planned events for the year.

The marketing manager develops and executes marketing strategies to promote Heejab.my's products and increase brand awareness. This includes activities such as advertising, social media marketing, influencer partnerships, and customer acquisition.

To keep its customer base, sales and marketing is responsible for making sure buyers are satisfied and attempting to up sell. The division is proactive in contacting customers with surveys and special offers, as well as reactive in attempting to solve any problems that may result in the company losing customers. For example, the trainee will continue to contact the customer to inform the of new incoming variety of design and pattern or promotional combos.

Customer service representatives handle inquiries, complaints, and provide support to customers. The company must ensure that customers have a positive experience by addressing the customer concerns, answering questions, and resolving any issues that may arise. For example, any complaint in Shopee, Tiktok and Website the customer all will refer to the customer services for any exchange or return and refund policy.

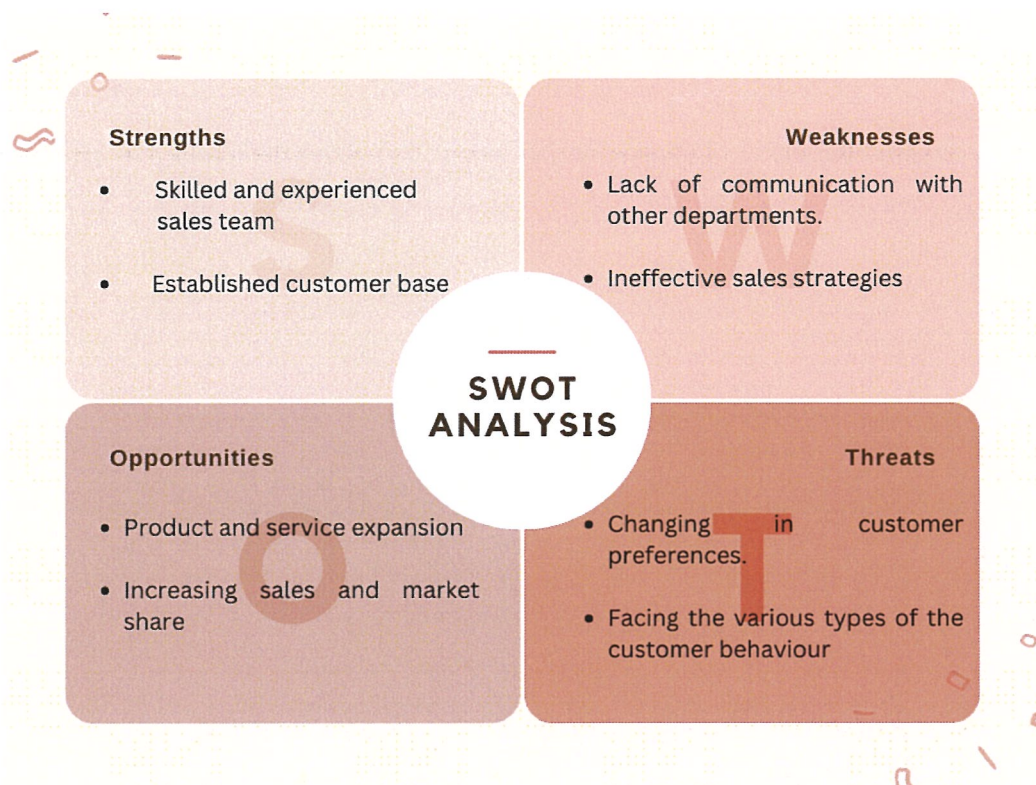
Promotional activities include advertising, social media, public relations, sales, discounts, loyalty programs, trade show appearances, and buyer's clubs. The sales and marketing team will choose which media to advertise in, which TV, radio, or websites are ideal for advertising the business's products or services, and what contests, giveaways, discounts, or other marketing techniques will increase sales the most. For instance, in conjunction with the Hari Raya Puasa, the company recently held a contest on our Facebook platform. The trainee was in charge of recording participant information and overseeing the packing and delivery of the giveaways.

### 5.3 GAINS: INTRINSIC AND EXTRINSIC VALUE

During the internship, the trainee can learn new skills, including how to conduct sales and marketing. The trainee can better manage customer requirements by using this expertise. Additionally, the trainee's ability to gain more knowledge in sales and marketing through practical job experience has helped me grasp this course better. In addition, this company pays the trainee allowances of RM600 at the end of each month.

Moreover, the trainee experienced in practices knowledge the trainee learn in the studies. During the difficult situation, the trainee learning and experiencing a few critical points such as skills to solve problems or problems to the faced customer. Other than that, trainee can observe the ways the company handling problems of customer to avoid from complaint. In terms of communication skills, the trainee given chances to reach customers for any missing and unclear information and detail of products. Because of the experience, trainee can enhance the communication skills. Next, this company has a friendly working environment whether the leader or staff which leads to higher job satisfaction for the internship.

### 6.0 SWOT ANALYSIS



## 6.1 DISCUSSION AND RECOMMENDATION OF SWOT ANALYSIS

SWOT analysis is a widely used strategic planning tool that helps individuals, businesses, and organizations gain valuable insights into the current state and potential future opportunities. The acronym stands for Strengths, Weaknesses, Opportunities, and Threats, encompassing both internal and external factors. Strengths represent the internal assets and advantages that give the entity a competitive edge, such as skilled employees, cutting-edge technology, or a strong brand. Weaknesses, on the other hand, point out internal shortcomings and areas for improvement, like financial constraints or outdated processes. Opportunities are external factors that could be beneficial, such as emerging markets or technological advancements. Lastly, Threats refer to external factors that could pose risks, like competition or changing regulations. By conducting a SWOT analysis, individuals and organizations can make informed decisions, capitalize on the strengths, address weaknesses, exploit opportunities, and proactively mitigate threats to achieve the strategic objectives and enhance overall performance.

## 6.2 STRENGTH OF SALES AND MARKETING DEPARTMENT

Having a **skilled and experienced sales team** is crucial for the success Heejab. A strong sales team can effectively drive revenue growth and contribute to the company's overall sales objectives. Firstly, Product Knowledge which is something knowledgeable that sales team is a valuable asset at Heejab.My. Skilled sales professionals possess a deep understanding of Heejab.my's products, including the features, benefits, and unique selling points. This knowledge enables them to effectively communicate with customers, address customer inquiries, and showcase the value of the products. By being well-versed in the product offerings, sales team members can provide accurate information, make relevant recommendations, and instill confidence in potential buyers. For example, starting in doing the sales, the trainee was unknowledgeable about the sales of the product and when the sales team trained, the trainee can learn new experience about sales and marketing.



Moreover, Sales Techniques skilled sales professionals are proficient in various sales techniques that are crucial for achieving sales targets. Heejab.My consultative selling strategies, where in company act as trusted advisors, understanding customer pain points, and offering appropriate solutions. Effective relationship building, objection handling, and closing techniques are also mastered by experienced salespeople. These techniques enable customer to identify sales opportunities, qualify leads, and guide prospects through the sales funnel, ultimately increasing conversion rates. For example, the trainee offer the combo's price to the customer to ensure the customer take the combo price not a normal price.

Furthermore, Communication Skills clear and persuasive communication is a fundamental skill for successful sales professionals. The company possess strong verbal and written communication skills, enabling us to engage with customers, deliver compelling sales pitches, and negotiate effectively. Active listening and empathy are additional qualities that allow sales team members to understand customer needs, address concerns, and establish rapport. Fosters trust and helps sales professionals convey the value proposition of Heejab.my's Effective communication products. For example, each of department have the leader which the leader have to communicate with the trainee in term of how to close customer to achieve the daily target.

Lastly, Collaboration and Teamwork a successful sales team operates collaboratively and supports one another. The company share knowledge, best practices, and success stories, creating a culture of continuous learning and improvement. Collaboration with other departments, such as marketing and product management, is crucial to align sales efforts with overall company objectives. By working together, sales professionals maximize the company collective potential and drive greater results for Heejab.my. For example, the trainee sharing and discussing about how to follow-up customers and how to make the customer have a trust to buy with Heejab.My.

The recommendation is setting clear and achievable goals for the team is essential in driving the trainee performance. When objectives are specific, measurable, and time-bound, the trainee gains clarity on what is expected of the teamsales, motivating the trainee to strive for success. Additionally, fostering a collaborative environment encourages knowledge sharing among team members with the trainee and allowing them to learn from each other's experiences and best practices. However, sales leaders should lead by example, embodying the qualities company expect from the team. Strong work ethics, effective communication, and a customer-

centric mindset inspire the team to perform at company best. By implementing these strategies, organizations can cultivate a skilled and experienced sales team that consistently meets and exceeds targets, driving business growth, and maintaining a competitive advantage in the market.

Second strength is **Established customer base**, an established customer base is a valuable asset for any company, including Heejab.my. It refers to a group of loyal customers who have consistently purchased products or services from the company over a period of time. In evidence, loyal customers are assets that are a priority for big and small businesses according to the company urgency for increasing profits in a sustainable manner (Ilyas, G.B., Munir, A.R., Tamsah, H. Mustafa, H., & Yusriadi, Y, 2021). Higher Profitability acquiring new customers can be more costly and time consuming than retaining existing ones. An established customer base is more likely to be profitable for Heejab.my as the cost of marketing and customer acquisition is lower. With a well-established relationship, Heejab.My can focus on providing exceptional customer service and upselling or cross-selling relevant products, leading to increased customer lifetime value and higher profitability. Moreover, an established customer base provides opportunities for upselling and cross-selling. Upselling involves encouraging customers to purchase higher-priced or upgraded products, while cross-selling involves promoting complementary products or accessories. With a deep understanding of the company preferences and purchase history, Heejab.my can identify relevant upselling and cross-selling opportunities to increase the average order value. These incremental sales contribute to higher profitability and revenue growth without incurring additional customer acquisition costs. However, serving existing customers typically requires less effort and resources compared to acquiring new customers. Established customers are already familiar with Heejab.my's processes, policies, and product offerings, which reduces the cost of providing service and support. Moreover, as the company develops a deeper relationship with its customer base, it can proactively anticipate customer needs, resulting in more efficient and personalized support. The lower cost of service and support further contributes to higher profitability. For example, all the customer database will be keep by the trainee and when Heejab.My do the promotions so the trainee can boost follow-up to the customer using the database that was saved by the trainee.

Next is Repeat Business which is an established customer base provides a reliable source of repeat business for Heejab.my. These customers are familiar with the brand, trust its products, and are more likely to make repeat purchases. Repeat business and revenue generation are closely tied to the concept of an established customer base. When customers repeatedly choose to purchase from Heejab.my, it leads to a steady stream of revenue and contributes significantly to the company's financial success. Repeat business refers to customers who have made multiple purchases from Heejab.my over time. These customers have already experienced the brand, its products, and the overall buying process. By choosing to return and make additional purchases, company demonstrate satisfaction and trust in Heejab.my's offerings. As a result, the customer are more likely to continue buying from the company, providing a reliable and predictable source of revenue.

Repeat customers have already overcome the initial barrier of trying out Heejab.my's products and establishing a relationship with the brand. The customer are familiar with the quality, reliability, and value that the company delivers. This familiarity reduces the perceived risk associated with purchasing, making them more inclined to choose Heejab.my over competitors for the company future needs. Moreover, repeat customers tend to have a higher average order value compared to new customers. As the business become more familiar with Heejab.my's product range and develop trust in the brand, the customer are more likely to explore and purchase higher-priced or premium offerings. This increased average order value from repeat customers directly contributes to revenue growth. Repeat customers also require less marketing and advertising spend compared to acquiring new customers. Heejab.my can allocate its marketing resources more efficiently by focusing on retaining and nurturing existing customers rather than solely targeting new ones. This cost savings allows the company to allocate more resources towards delivering a superior customer experience, enhancing product quality, or expanding its product offerings. Moreover, repeat customers often provide positive word-of-mouth referrals, recommending Heejab.my to the friends, family, and social networks. These referrals result in new customer acquisitions without incurring substantial marketing expenses. The power of word-of-mouth marketing from satisfied repeat customers can lead to an exponential increase in revenue as the customer referrals convert into loyal customers.



Overall, repeat business plays a pivotal role in revenue generation for Heejab.my. By nurturing and cultivating an established customer base, the company can benefit from the consistent revenue stream, increased average order value, cost savings in marketing, positive word-of-mouth referrals, and more efficient customer support. Building strong relationships with repeat customers is key to fostering loyalty and driving long-term financial success for Heejab.my.

The recommendations is businesses with an established customer base, maintaining and nurturing these valuable relationships is essential for long-term success and sustained growth. To achieve this, personalized communication is crucial, as addressing customers by the customer names and tailoring interactions based on the company preferences creates a more emotional and engaging connection. Exceptional customer service remains a priority, as promptly addressing inquiries and concerns reinforces trust and loyalty. Providing exclusive offers and loyalty programs rewards customer loyalty, encouraging continued patronage. Gathering and utilizing customer feedback allows businesses to make improvements based on Heejab customers' needs and preferences, further enhancing satisfaction and loyalty. Engaging customers through valuable content builds brand authority and fosters a sense of community. Surprising and delighting customers with unexpected gestures leaves a lasting positive impression. With evidence, a multivariate linear regression analysis investigates the effects of content on consuming, contributing and creating engagement behavior (Dolan, R., Conduit, J., Frethey-Bentham, C., Fahy, J. and Goodman, S, 2019).

### **6.3 WEAKNESSES OF SALES AND MARKETING DEPARTMENT**

Lack of communication with other departments can have significant implications for a company like Heejab.my. When departments within an organization fail to collaborate and communicate effectively, it can lead to inefficiencies, missed opportunities, and overall negative impact on the company's performance.

Firstly, **lack of communication** can lead to scattered efforts and confusing tactics. To align goals and make sure that activities complement one another, departments within Heejab.my must operate cohesively. Without communication, departments can separately pursue the company own objectives, which could result in inefficiencies, duplication of effort, or even conflicting strategies. This may make it more difficult for the business to accomplish its goals and provide a consistent client experience overall. For instance, the marketing division failed to inform the trainee of the most recent promotion.

Moreover, a lack of coordination can result in a disconnected customer experience. Customers interact with various touchpoints within Heejab.my, such as marketing, sales, customer service, and product development. When departments do not coordinate the company efforts, it can lead to inconsistencies in messaging, disjointed customer interactions, and a lack of continuity in the overall customer experience. This can negatively impact customer satisfaction, brand perception, and ultimately, customer retention.

Lastly, a lack of coordination can lead to interdepartmental conflicts and a breakdown in communication. When departments operate in isolation, misunderstandings, blame-shifting, and conflicts can arise. Effective collaboration and communication between departments are crucial for resolving conflicts, fostering a positive work environment, and promoting a culture of teamwork and shared goals.

The recommendation is Heejab should focus on defining the company marketing objectives and target audience clearly. Without a well-defined marketing strategy, the messaging can become inconsistent and ineffective. Establishing specific goals and understanding the needs and preferences of the target audience will enable marketers to tailor department communications effectively. Moreover, fostering open communication with customers is essential. Encourage feedback, reviews, and comments through various channels, such as social media, email, or surveys. Actively responding to customer inquiries and concerns demonstrates a commitment to providing excellent customer service. By implementing these recommendations, businesses can overcome the lack of communication in marketing, strengthen department messaging, and build stronger connections with the company target audience, ultimately driving better results and achieving marketing success. In evidence. Measurement of the effectiveness of communication tools in the online environment is still a challenge, whether in the academic world or in the business world, mainly due to the complexity of this process (Anna Kriszanova, 2019).

Next, **ineffective sales strategies** may result in a failure to reach the target audience. Without a clear understanding of the target market and customer needs, sales efforts may be misdirected or ineffective. This can lead to wasted resources, as sales teams invest time and energy in pursuing leads or customers who are not likely to be interested in Heejab.my's products. Ineffective targeting can also result in low conversion rates and difficulty in acquiring new customers.

Secondly, ineffective sales strategies may lead to poor customer engagement and low customer satisfaction. When sales efforts lack a customer-centric approach and fail to address the needs and pain points of customers, it can result in a disconnect between the company and its target audience. This can lead to lost opportunities for building relationships, upselling, or cross-selling. Moreover, dissatisfied customers may share negative experiences, impacting the brand's reputation and hindering customer loyalty and retention.

Furthermore, ineffective sales strategies may result in suboptimal pricing and discounting practices. Pricing plays a crucial role in influencing customer perception, profitability, and market positioning. Ineffective pricing strategies can lead to either overpricing, causing customers to seek alternatives, or underpricing, which can erode profitability. Similarly, ineffective discounting practices may lead to a devaluation of Heejab.my's products and erode profit margins without generating substantial sales volume.

Moreover, ineffective sales strategies may neglect the importance of sales training and skill development. Sales professionals require the right knowledge, skills, and tools to effectively engage with customers, address objections, and close deals. Without proper training and development initiatives, sales teams may lack the necessary skills to meet customer expectations, resulting in lost sales opportunities and reduced revenue.

In conclusion, ineffective sales strategies can have detrimental effects on Heejab.my's sales performance and overall business success. The company may result in missed target audiences, poor customer engagement, suboptimal pricing, inadequate sales training, and a lack of data-driven decision-making. To overcome these challenges, Heejab.my should invest in developing robust sales strategies that align with customer needs, leverage data insights, prioritize customer engagement, and continuously train and equip sales teams with the necessary skills and tools. By implementing effective sales strategies, the company can improve its sales performance, drive revenue growth, and maintain a competitive edge in the market.

The recommendation is Heejab should focus on understanding the target audience better. Ineffective sales strategies may arise from a failure to grasp customer needs, pain points, and preferences. Conducting thorough market research, gathering customer feedback, and developing buyer personas can provide valuable insights to refine sales approaches and deliver more relevant messages to potential customers. Another suggestion is to spend money on the sales team's training and development. In evidence, giving salespeople constantly training in compelling selling methods, product knowledge, and objection management will help them interact with prospects effectively and persuasively (Cheng, Z., Plangger, K., Cai, F., Campbell, C.L. and Pitt, L, 2023).

#### 6.4 OPPORTUNITIES OF SALES AND MARKETING DEPARTMENT

Opportunities are chances from external factors that could maintain a firm's performance. Firstly, the opportunity is **product expansion**. Product expansion is a strategic initiative taken by Heejab to broaden the company product offerings and diversify the company portfolio. It involves the organisation and introduction of new products or variations of existing ones to meet the evolving needs and preferences of customers, enter new markets, or capitalize on emerging trends. The goal of product expansion is to increase market share, attract new customers, and enhance customer loyalty by providing a more comprehensive range of solutions. This expansion can take the form of brand new products, product line extensions, product upgrades, or even complementary accessories or add-ons to existing offerings. Effective product expansion requires a deep understanding of the target market, thorough market research, and an assessment of competitors' offerings. Additionally, companies need to ensure that the new products align with the brand identity and quality standards. Successful product expansion can yield significant benefits, including increased revenue streams, a competitive edge, and a strengthened market position, all while reinforcing the company's reputation for innovation and customer-centricity. As evidence, The greatest difficulty that humanity must overcome at present is enhancing its social performance which is the primary barrier to sustainable growth (Haitham Sahib Saeed, Sarah Isam Hasan, Nada Salman Nikkeh And Hakeem Hammood Flayyih, 2022).



The recommendation is Heejab should concentrate on utilizing the company current assets and strengths. Building on the brand's fundamental skills and domain knowledge helps lower the risks of product expansion and boost success rates. Utilizing current client bases and distribution systems might also make it easier to introduce new products to the market. The expansion of a product can also be greatly supported by collaboration and partnerships. Establishing strategic partnerships with companies or experts in the field can open up new vistas, resources, and market opportunities. Conducting an initial trial or testing phase before releasing new items might offer insightful feedback. This enables the company to make the necessary changes and advancements before to a full-scale launch. In evidence, lets further explore a scenario with elastic demand, describing the market growth effect when customers are offered better service as a result of the introduction of new facilities, to reflect a practical setting (Yun Hui Lin, Qingyun Tian, Yanlu Zhao, 2022).

Next is **increasing sales and market share** which is a primary objective for any business seeking growth and profitability. Understanding customer needs and preferences is fundamental to increasing sales. Conducting market research and analyzing customer feedback can provide valuable insights into consumer behavior and desires. Armed with this knowledge, businesses can refine company products or services to better meet customer expectations. Improving product quality, features, and packaging can enhance perceived value, making products more appealing to customers and encouraging repeat purchases. Pricing strategies play a vital role in sales growth. Businesses must carefully consider the pricing structures to remain competitive in the market while maintaining profitability. Offering attractive discounts, promotional offers, or loyalty programs can incentivize customers to make a purchase, especially during key buying seasons or events.

Customer service and support are crucial factors that directly impact sales and market share. Providing exceptional customer experiences creates positive brand associations and fosters customer loyalty. Businesses should invest in training the staff to deliver top-notch service and promptly address any customer issues or concerns. Happy customers are more likely to become brand advocates, promoting the business through word-of-mouth and driving new sales. To stay ahead of competitors and seize opportunities, businesses must constantly monitor market trends, analyze competitors' strategies, and assess customer feedback. This market intelligence enables timely adjustments to the business approach, ensuring the company remains agile and responsive to changing customer demands. As evidence, return on assets, return on

investment and profit margin on sales, sales growth, market share, market share growth, customer satisfaction and overall profitability (Vicente Guerola-Navarro, Raul Oltra-Badenes, Hermenegildo Gil-Gomez & Jose Antonio Gil-Gomez, 2021).

The recommendation is Research as much as possible about company target audience so that the company can understand without a doubt what the customer wants. The more company know, the better Heejab can reach and deliver exactly the message it desires. For example, do the Demographic Research which start by collecting demographic data about the audience, such as age, gender, location, education, occupation, and income levels. This information helps in creating targeted marketing messages. However, Heejab also can conduct surveys and questionnaires which is create surveys or questionnaires to directly collect feedback from the audience. This can be done through online platforms or in-person interviews. Ask questions about the company needs, pain points, preferences, and opinions about Heejab products or services. Lastly, Heejab should analyze customer reviews and feedback which is pay close attention to online reviews and customer feedback about company products or services. This can reveal what aspects are appreciated and what improvements are needed.

## 6.5 THREATS IN MARKETING AND SALES DEPARTMENT

In today's dynamic business landscape, the sales and marketing department faces significant challenges when **customer preferences** undergo rapid changes. As customers' tastes, behaviors, and expectations evolve, businesses must adapt the company strategies to stay relevant and competitive. One of the most critical threats in this scenario is a potential decline in sales. If the company fails to keep pace with shifting preferences, its products or services may no longer appeal to the target audience, leading to decreased sales and revenue. Outdated marketing campaigns can exacerbate the situation, wasting valuable resources and yielding little to no results. In evidence, always works to raise the standard and adapt to the trends without sacrificing his personal preferences (Andi Dewi Angreyani, Muh Al Fatah AP & Andini Ramadani, 2023). Moreover, the emergence of new competitors or the swift adaptation of existing ones to cater to evolving preferences increases the competitive pressure. To compound matters, failing to meet customer expectations can erode brand loyalty, making customers more inclined to switch to competitors who better meet the company needs. It is imperative for businesses to embrace an adaptive, customer-centric approach, continuously conducting market

research, gathering customer feedback, and leveraging real-time data to inform marketing strategies and product development. By fostering a culture of innovation, agility, and cross-departmental collaboration, the sales and marketing department can effectively navigate the challenges posed by changing customer preferences and emerge as successful, customer-focused entities in an ever-evolving market. As evidence, customer preferences are expectations, likes, dislikes, motivations and inclinations that drive customer purchasing decisions (Chakraborty & Dhruvajoti Arundathi, K. L. 2019).

The recommendation is, Businesses must emphasize knowing Heejab target demographic and designing the company products, services, and experiences accordingly if the company want to effectively adapt to customer preferences. Firstly, extensive market research and customer surveys can offer insightful information about what consumers want and expect from the business. Once Heejab have this knowledge, Heejab may concentrate on customization by providing personalized product recommendations, promotions, and content based on customer preferences and behavior. The overall user experience can be improved by implementing user-friendly interfaces and clear navigation on websites and mobile apps. Furthermore, by offering a variety of communication channels, including social media interactions and chat assistance, the company may engage with customers on the company preferred platform.

Next is, Facing **various types of customer behavior** which is a common challenge for Heejab. Customers exhibit a wide range of behaviors, and understanding and effectively responding to these behaviors is crucial for building strong customer relationships and driving business success. First types of customer is a loyal customers, the customers are the backbone of a business. The company are devoted to the brand, make repeat purchases, and often recommend the company, friends and others that related to them. Building and maintaining a strong bond with loyal customers is essential to retain them and benefit from the company positive word-of-mouth advertising. This type of customer also can make the sales of the company increased because of customer tend to promote and repeatedly buy different product of the company. In evidence, businesses that can keep the company current clients will be successful over the long run. This phenomena has forced mobile telecom businesses to change the company focus from being short-term and transactional to being longer-term and relational, which encourages positive word of mouth and builds consumer loyalty (Ngoma & Ntale, 2019).

Other than that, Complainers customer which is some customers are more prone to expressing dissatisfaction or complaints. Addressing the company concerns promptly and professionally is vital to turn the negative experience into a positive one and retain the loyalty. Company should listen actively to the complainers and show empathy towards the company concerns. Demonstrating that the company feedback is valued and taken seriously can turn a negative experience into a positive one. Promptly acknowledging complaints and providing a sincere apology when appropriate can defuse tension and start the resolution process on the right note. Complainers can also serve as a valuable source of feedback for some businesses. The company insights can highlight areas that need improvement, allowing companies to identify and rectify systemic issues that might be affecting multiple customers. By actively seeking feedback from complainers, businesses can continuously refine the company products or services and enhance the overall customer experience. For example, the trainee handling complainers professionally not only benefits the individual customer but also showcases the company's commitment to quality and customer service. The trainee should aware that satisfied complainers may share the positive experiences with others, effectively becoming brand advocates and promoting the business through word-of-mouth. In evidence, a customer complaint can become very profitable when you can resolve a problem quickly Wan (Nur Syifa Wan Ahmad Tajuddin, & Syafiqah Md Nayan, 2020)

The recommendations is Businesses have to understand different client behavior patterns and adjust the company practices to succeed in today's competitive market. Through loyalty programs and special discounts, businesses may show the company appreciation for the company loyal consumers, who are the basis of the company business's success. On the other hand, to create a good first impression, new consumers can be convinced with welcome offers and easy onboarding procedures. buyers might be difficult to retain, but firms can do so by creating focused marketing and resolving the company issues. Customers who make large purchases should receive special treatment through tiered loyalty programs along with customized services. By providing fast reminders and in-the-moment support, uncertain shoppers who leave company shopping carts empty can be persuaded to finish the purchases. Active engagement with social media should be encouraged, establishing a sense of community through conversations and competitions. Negative reviewers present a chance for development and should be addressed properly and publicly to show the company's dedication to client pleasure. To expand the company's reach and reputation, influencers and supporters of the brand should be grown through partnership and special advantages. Businesses can encourage client



loyalty, contentment, and long-term success by modifying methods to respond to these different customer behaviors.

## 7.0 CONCLUSION

The trainee happy to complete my internship in business solution limited under sales and marketing department. To my own experience the working environment of the organization is very inspiring. The organizations is always keep to implement new rules and action for improvement. Sales and Marketing department is really working hard and everyday Heejab are coming up with new unique and inovative ideas to wide spread the business. If this effort goas on than company can able to cover the untapped market, increase the company distribution reach and which also ensure future source of business.

The company's strength and weakness can be seen if we look back. There are numerous ways to make the company's situation harder. Initiatives must be taken by the company to reduce its weaknesses. The company must also take advantage of the opportunities that present itself in order to compete in a wider range of product portfolio potential. Threats are external issues for which the organization is unable to find a solution. Opportunities can assist the company in dealing with these issues. SWOT analysis assists a corporation to fully utilize all of its resources by identifying several variables.

The internship helps the trainee to adapt academics to real-life working situations and environments. It was a good experience the trainee to experience working in an fashion company. The trainee can feel the hustle of being working in real life.

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## 9.0 APPENDICES







UNIVERSITI  
TEKNOLOGI  
MARA

# INDUSTRIAL TRAINING REPORT AT HEEJAB INTERNATIONAL SDN BHD

MARCH 2023- 15 AUGUST 2023

H  
HEEJAB

NUR ISMA SYAHMI BINTI MOHD  
NOR  
2021100535  
MBA240



## **EXECUTIVE SUMMARY**

During a six month of internship program at Heejab International Sdn Bhd, the trainee was assigned to be in the sales and marketing department where the trainee gained valuable real-world industry experience and exposure to other departments like operations, creative and customer service. The trainee gained valuable knowledge, skills and experience, particularly in understanding customer behaviour. Knowing customer preferences and needs is crucial in sales and marketing as it enables the trainee and sales team to tailor the approach and recommend to meet customer demands. In this report consist the trainee's resume, company's profile which include the company's background, vision, mission, goals, organizational structure and product and service. In this report, the trainee need to identify and explain the SWOT analysis of the company where businesses and organizations utilize SWOT analysis as a crucial strategic tool to evaluate their internal strengths and weaknesses as well as external possibilities and threats. It gives an in-depth understanding of the company's existing situation and assists in developing successful plans for the future.

## TABLE OF CONTENTS

<b>EXECUTIVE SUMMARY</b> .....	1
<b>ACKNOWLEDGEMENT</b> .....	3
<b>1.0 RESUME</b> .....	4
<b>2.0 COMPANY’S PROFILE</b> .....	5
<b>2.1 Company’s Name, Location and Background</b> .....	5
<b>2.2 Vision, Mission, Objective, Goals</b> .....	7
<b>2.3 Organizational Structure</b> .....	8
<b>2.4 Product and Services</b> .....	9
<b>3.0 TRAINING’S REFLECTION</b> .....	10
<b>3.1 Duration: Specific Date, Working Day and Time</b> .....	10
<b>3.2 Details: Department, Roles, Responsibilities</b> .....	10
<b>3.3 Gains: Extrinsic &amp; Extrinsic Benefits</b> .....	12
<b>4.0 SWOT ANALYSIS</b> .....	14
<b>4.0 DISCUSSION AND RECOMMENDATION OF SWOT ANALYSIS</b> .....	14
<b>5.1 STRENGTHS OF SALES AND MARKETING DEPARTMENT</b> .....	15
<b>5.1.1 Creative Marketing Campaign</b> .....	15
<b>5.1.2 Variety of Platform to Market Product</b> .....	16
<b>5.2 WEAKNESSES OF SALES AND MARKETING DEPARTMENT</b> .....	17
<b>5.2.1 Too Many Outsource Sales Team</b> .....	17
<b>5.2.2 Lack of Training</b> .....	18
<b>5.3 OPPORTUNITIES OF SALES AND MARKETING DEPARTMENT</b> .....	20
<b>5.3.1 Strong Connection with Customer</b> .....	20
<b>5.3.2 Economic Growth</b> .....	21
<b>5.4 THREATS OF SALES AND MARKETING DEPARTMENT</b> .....	22
<b>5.4.1 Supply issue</b> .....	22
<b>5.4.2 Too Many Competitors</b> .....	23
<b>6.0 CONCLUSION</b> .....	24
<b>7.0 REFERENCES</b> .....	26
<b>8.0 APPENDICES</b> .....	28


## **ACKNOWLEDGEMENT**

Alhamdulillah, first of all the trainee would like to thank Allah as finally be able to finish written report for internship. This task had been done with all effort even though a little bit of a problem happened while doing this. Luckily, all the problems can be settled down and the trainee be able to finish it properly and wisely. This has been done with all effort the trainee always work hard to produce a good report with full commitment and responsibility.

Besides that, big thanks to beloved advisor, Miss Masliana Tamrin because without her guidance the internship report cannot be done properly like this. She always gives support and guidance on how to do the in order to produce a good outcome. Besides, special thanks to Mr Affifudin Bin Sohaini and Heejab team to give the opportunity to pursue the internship at Heejab International Sdn Bhd. Finally, special dedicated thanks to the beloved parents because of their moral support, material support and everything they have done to complete this written report.

Thanks to the beloved friends and those who directly and indirectly contributed to this study but not mentioned above, who always stick together and also work hard to produce a good assignment with all effort and responsibility. Hope that all the effort will give a lot of benefits to us. The trainee really appreciated the kindness and it meant a lot. Above all, wishing everyone happiness and prosperity in life. May Allah Bless our lives with loved ones in this world and the hereafter. Thank you very much.

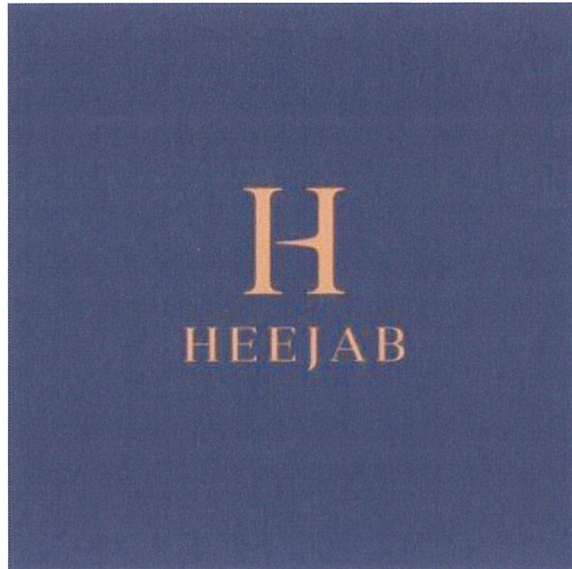
## 1.0 RESUME

 <h1>NUR ISMA SYAHMI BINTI MOHD NOR</h1> <p>Date of Birth: 2nd June 2000 Age: 23 Years Old Nationality: Malaysia CGPA: 3.65 Language: Malay (native), English (intermediate)</p>			
<h3>My Contact</h3> <p>✉ 📞 📍</p>	<h3>About Me</h3> <p>I am a motivated student in Bachelor of Business Administration Major in Marketing at Universiti Teknologi MARA Kampus Bandaraya Melaka. Currently seeking for internship placement on March 2023. I would like to be part of a company where I could use, sharpen and enhance my skills that I have obtained during my studies as well as gain experiences for the future development of myself and country.</p>		
<h3>Education Background</h3> <table><tr><td><b>UiTM Bandaraya Melaka, Melaka</b> 2021- Current Bachelor of Business Administration (Hons) Marketing Dean List for semester 2&amp;4, CGPA: 3.55 GPA: 3.65</td><td><b>UiTM Alor Gajah, Melaka</b> 2018-2021 Diploma in Banking Studies Dean List for Semester 2,3,4 &amp;5 with CGPA: 3.67</td></tr></table>		<b>UiTM Bandaraya Melaka, Melaka</b> 2021- Current Bachelor of Business Administration (Hons) Marketing Dean List for semester 2&4, CGPA: 3.55 GPA: 3.65	<b>UiTM Alor Gajah, Melaka</b> 2018-2021 Diploma in Banking Studies Dean List for Semester 2,3,4 &5 with CGPA: 3.67
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<h3>Work Experience</h3> <p>December 2017- July 2018 Part time promoter of Ciano Shoe Brand at Parkson Promote, sales and approach customers</p> <p>April 2019- November 2021 Part time online seller of Thysoo Product Create content by using hard sell and soft sell Engage with customer, after sales service</p> <p>October 2019- November 2021 Part time service crew at Nando's Alamanda Serve, promote customer with a positive manner.</p> <p>July 2022- October 2022 Part time crew at Ah Cheng Laksa Taking orders, communicate with customers</p>	<h3>Achievements</h3> <p>March 2019- August 2019 Vice President of College Representative Committee (JPK of Tun Perak College)</p> <p>October 2019- October 2020 Treasurer position College Representative Committee (Zone C)</p> <p>August 2021 In charge to create marketing plan for Aping Barat Rabbitry (startup company)</p> <p>January 2023 Promotion Bureau of SoCCom 2.0 SHInE, social community for Forum #KamiGraduanBerintegriti</p>		
<h3>Skills &amp; Proficiencies</h3> <ul style="list-style-type: none"><li>• I am punctual and responsible for completing assigned tasks within the specified period.</li><li>• I excel in communication skills and manage to divide between work time and personal matter.</li><li>• Able to use graphics editor such as Photoshop (Basic)</li><li>• Able to use technology computer skills like Ms Office (Word, Excel and PowerPoint).</li><li>• Hardworking</li></ul>	<h3>References</h3> <p>Dr. Mastura Roni Penasihat Akademik Universiti Teknologi MARA, Kampus Bandaraya Melaka.</p>		



## 2.0 COMPANY'S PROFILE

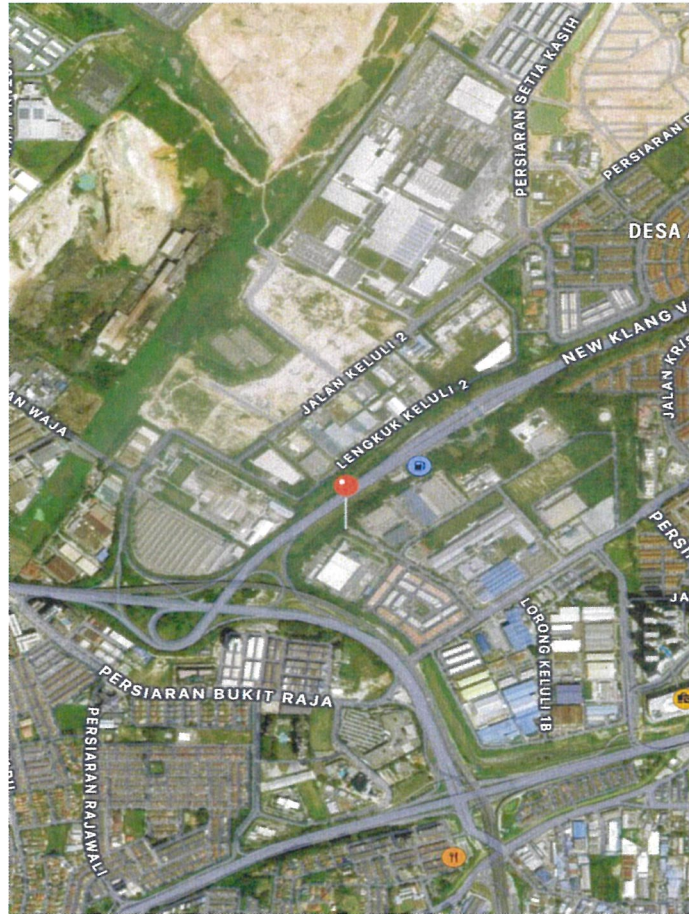
### 2.1 Company's Name, Location and Background



Heejab.My is one of the businesses that offer various types of instant headscarf that are more comfortable and in line with the current trends. The company is owned by Encik Muhammad Affifudin bin Sohaini and he was a UITM graduate student majoring in engineering. Heejab.My was established in 2017 and has grown until now. Until today the company already achieved many great achievements in the headscarves industry.

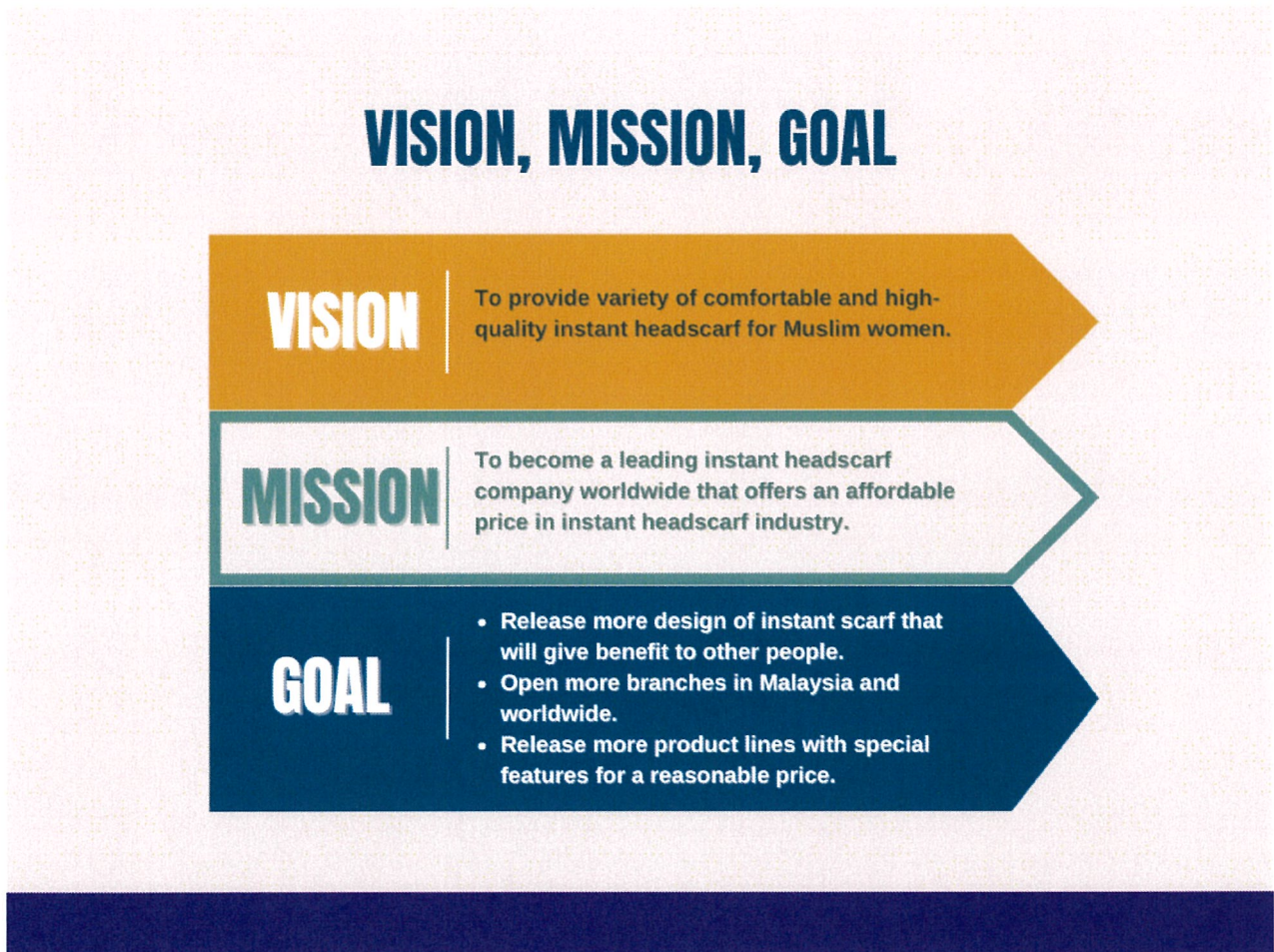
Heejab International Sdn.Bhd is located at No.14, Jalan Keluli AJ7/AJ, Pusat Perniagaan Bukit Raja Seksyen 7 Shah Alam, 40000 Shah Alam, Selangor. The company's mission is to become a leading instant headscarf company worldwide that offers an affordable price in instant headscarf industry. The vision is to provide variety of comfortable and high quality instant headscarf for Muslim women.

The company is focused on online strategy marketing which Heejab promote the product on several platform such as websites, Facebook, Shopee, Instagram, Tiktok, recently Lazada. The company also have the physical store where located near the headquarter. Heejab.My has several form of sales team which include in house sales team, remote and agent where every sales team has their own roles but with the same goals.



The company's location, No 14 Jalan Keluli AJ 7A, J Pusat, Taman Perindustrian Bukit Raja Selatan, 40000 Shah Alam, Selangor.

## 2.2 Vision, Mission, Objective, Goals

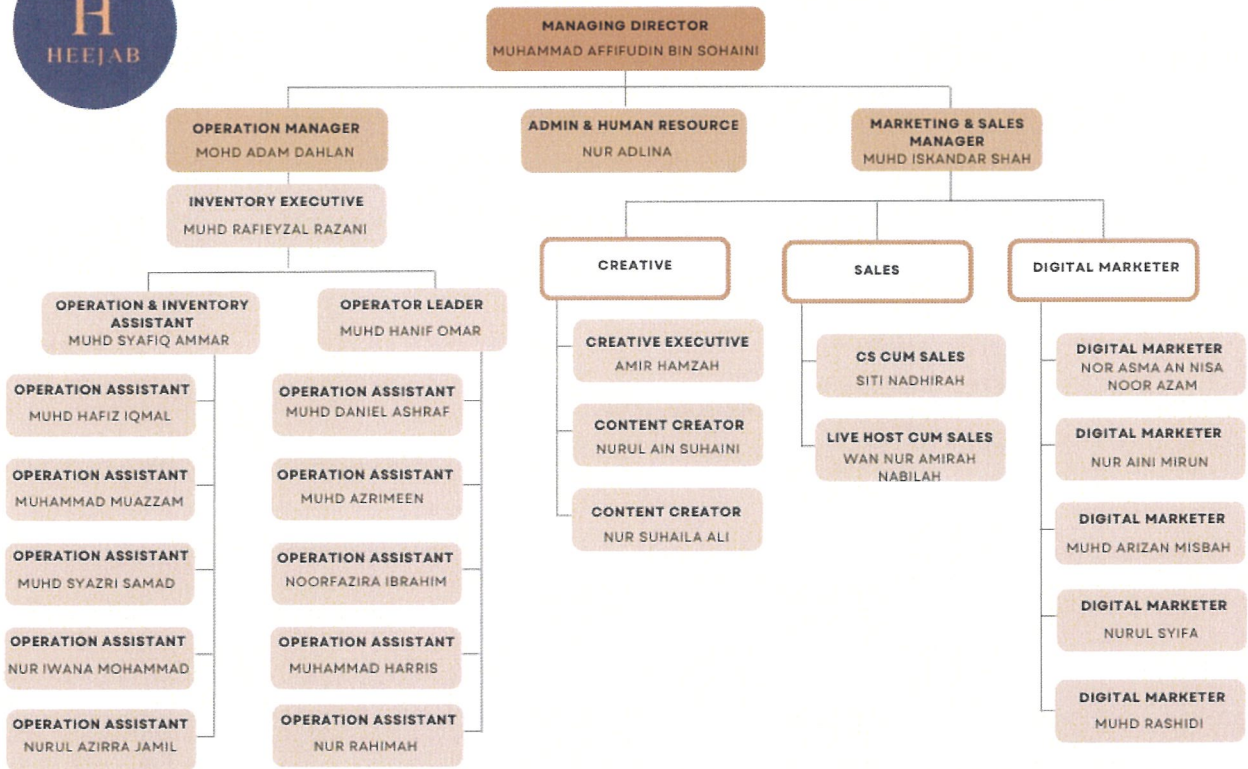




## 2.3 Organizational Structure



ORGANIZATIONAL CHART  
(HEEJAB INTERNATIONAL SDN BHD)



## **2.4 Product and Services**

Heejab International Sdn Bhd offers instant headscarf with a various of design and colours available in the market. Heejab offers instant headscarf to muslim women with a modest and trendy design but still comfortable for the daily use. With the affordable price yet offer high quality material, a lot of muslim women in Malaysia prefer Heejab brand compared to other brand.

The material that Heejab currently used is Korean mosscrepe, Cey Crepe material, heavy chiffon and satin. But Heejab focus to used more Korean mosscrepe and Cey Crepe material as the main fabric. With the lightweight and ironless fabric, Heejab has success to produce about 30 collection of instant headscarfs and the best-selling product is product that used Cey Crepe which is Durra Cey Crepe, Medina Instant and Thea Instant.

Heejab International offers an affordable price which the price range is RM 29 to RM35 where affordable with high quality material used. All the collection from Heejab is ready to wear and instant yet still look style and elegant. Heejab's instant scarf is made for daily used where the design is minimalist and basic that is suitable for wear daily. Heejab also has gold colour H tag at the bottom of the headscarf which the tag looks expensive and it will differentiate Heejab instant headscarf and other brand.



### **3.0 TRAINING'S REFLECTION**

#### **3.1 Duration: Specific Date, Working Day and Time**

The industrial training take place on 1 Mac 2023 and end at 15 August 2023. The internship program will be on going for 6 months at Heejab International Sdn Bhd and has normal working hours where the working hour is from Monday to Friday with 2 days rest day and the company offer for over time if the trainee wants to. Besides, the trainee working hour will be on 9 a.m to 5.00 p.m.

#### **3.2 Details: Department, Roles, Responsibilities**

The trainee was assigned to be in the sales and marketing department since the position suit the trainee's background which is marketing. During six months of being an intern in the company, there are lot of new knowledge that could be gain since the trainee are expose to the real industry. Even though, the trainee be place in the sales and marketing department, the trainee also knows the surface of other department such as the inventory, operation, creative and customer service. Regarding the sales, the trainee is responsible to make as sales with the lead given by the team leader. Thus, the trainee gets to know other staff's role in the company. Apart from that, there are several sales team in the company which are in house sales team, remote and agents. As for in house sales team, the team will make sales on working days where the team will attend to the office and facilities to make sales are provided by the company such as handphone, mobile data and many more. Meanwhile, remote sales team are the team who make sales from home without entering the office mostly there are student and housewife will be joining the team. Aside from that, agent is also a sales team who make sales without entering the office but still connected to the headquarter regarding the stock, return or any issue arise related to the brand.

Besides, the trainee is responsible in the sales and marketing department where the trainee will be given some lead and from the lead itself to make sales. In sales, the trainee learns the real selling process with the customers which is prospecting, preparation, approach, presentation, handling objections, closing and follow up where it is a general guideline of selling process that business to customer use to connect with the potential customer and build strong customer base. Other than that, the trainee needs to update sales report everyday to the team leader to know the personal and team's sales performance which is good to track the

momentum and motivation to make sales. Hence, the trainee will know daily, weekly and monthly sales performance that given by sales leader. Moreover, the team leader will assign coaching if the trainee and the sales team shows unfavourable performance regarding the sales.

On the other hand, the trainee also in charge in customer service role as TikTok chat customer service where the role is to chat with the customer on TikTok platform regarding customer's problem and solve the issue arise. Most of the time, the trainee will answer all the inquiries from the customer related to the product features, price, discount, how to make an order, order status, delivery status and many more. Besides, there are also mistake from the operation team such as insufficient item and wrong design and colour. So for this issue, usually the trainee will ask customer to direct main customer service in the office in order to handle the repost and return to the customers. The trainee also handles the customer cancellation and refund where the trainee will accept or reject the cancellation, refund and return by review the customers reason and evidence which if the customer has reasonable reason and evidence, the trainee could resume to accept the cancellation, return and refund.

Apart from that, the trainee also involves in the photoshoot session when the company has incoming product to produce. Basically, the photoshoot will be held at the studio outside the company where the company will hire the photographer and rent a studio to shoot. This task exposes the trainee to manage time wisely. It is because the trainee and team need to make sure the photoshoot going as planned without any missing part to prevent the waste of time and money. Other than that, the trainee need to focuses and concentrate to give 100% effort to the photoshoot in return to produce a great picture and content about the new product. As a people behind the scene, it plays the important role during the photoshoot session since the trainee and team create and arrange the session to run smoothly according to the plan.

Other than that, the trainee also gets involve in operation such as folding, picking and packing the customer's order from the online platform like Bizzapp, Shopee, Tiktok, Website and Lazada. Once the new stock arrived, the staff will start to stamp the metal H tagging at the bottom of the scarf and followed by folding the scarf and put into the packaging without any defect. Then, there are the staff who responsible to print the airway bill that contain the customer's details including the order and the staff will pick the product at the shelf without any mistake according to the customer's order. After done picking, the staff will pack the order into the plastic courier bag according to the customer's order and pack it neatly. This task needs to be focus to prevent from any mistake because it could affect the business such as customer

get wrong product, customer receive insufficient product and receive defect item that could affect the brand's name.

### **3.3 Gains: Extrinsic & Extrinsic Benefits**

Six months of industrial training at Heejab International Sdn Bhd give the trainee experience that never receive at any places since it provides the real experience and exposure in the business industry where the trainee learn a lot of things that never know before entering the company. It gives motivation and inspiration to open up a business since the company is a start up company so the trainee could gain some knowledge and have the intention to become a business owner. This is the expensive experience that trainee could never get at anywhere else. Moreover, the workplace has a pleasant environment in which the colleagues were kind and helpful, making it a pleasure to work together.

There are the advantages that the trainee gains during the six months of internship. The first one is the allowance, which is RM600 per month provided by the company to the trainee during the industrial training. During Hari Raya season which is Hari Raya Puasa and Hari Raya Aidil Adha, the company offers for over time from 5 pm until 9 pm that pays RM8 per hour to help settle customer's parcels since during Raya season there are a lot of order from customers that need to be settle before holiday so that customers will receive their parcel early and get to wear it during Raya. Other than that, as a sales team in the company, the company will give a sales commission every month as a reward for the trainee succeed to make sales where the commission is rely on the total sales of the month. For instance, 1.5 % if the sales team success to make sales under RM20,000 and 2% if when sales team hit RM20,000 and above. Besides, the company provide a bonus to sales team if the team hit the sales target. Basically, every month has different incentive depending on what company want to offers where usually the company will provide certain amount as a bonus.

Apart from that, the trainee also gain new knowledge, skill and experience since the trainee are assigned in sales and marketing department, the trainee could know customer behaviour. Understanding customer behaviour is important in sales and marketing where it help the trainee and sales team being able to know what customer needs and wants as the sales team know how to tackle the customer to purchase the product based on their preferences. It also affects customer purchase decision where the customer will purchase more than one product or purchase in large quantity if sales team understand the customer preferences. For example, the trainee should know the customer well by ask what customer like, what customer looking

for and make assumption regarding customer's age because by age sales team could know customer's preferences towards the headscarf. Thus, it could be easier for trainee and sales team to advice and recommend the product that suit the customer since each of the product has target market.

The second one is the trainee know how to handle rejection. Handling rejection is common in the business industry since not everyone will be interested to try new product. As a trainee in sales and marketing department, rejection by customer is a common thing that need to be handle wisely and it depends on how an individual control the rejection. If the sales people handle it wise then it could make salesperson keep motivated and try to close other customers and vice versa. Other than that, the trainee also exposes to the real selling process where the trainee does the process almost every day. It gives the trainee the skill of selling in the real industry which the trainee could practice the knowledge in the company.

As for knowledge and skills related to personal development is the trainee learn being punctuality, problem solving skill and communication skills. In term of the punctuality, the trainee learns to be a punctual person where the trainee will arrive at the office at 9 am and will try to finish work before 5 pm so that the trainee could be discipline person and have positive outlook. For example, the trainee will answer all the inquiries from TikTok customer without skipping the question before back home.

Next is problem solving skills where the trainee learns how to solve customer's problem by giving wise advice to the customer. Usually, customer will ask the advice to solve the problem regarding the payment, customer receive wrong product and suggest product that suit the customer preferences since sometimes the customer did not what suit them. Thus, the trainee needs to think wise and fast to give the best advice to the customers.

Last but not least is a communication skill. The trainee learns the communication skill in the company where the trainee knows how to greet people in the company and socialize with other colleagues. The communication is important since the trainee has the ability to convey and receive information with other people to achieve mutual understanding. The trainee could listen well where the trainee could pay attention to the speaker, understanding context and respond it well. As a result, effective communication could enhance personal relationship and boost productivity in individual.

#### 4.0 SWOT ANALYSIS



#### 4.0 DISCUSSION AND RECOMMENDATION OF SWOT ANALYSIS

SWOT analysis is a strategic planning technique developed at Stanford in the 1970s. SWOT stands for Strengths, Weaknesses, Opportunities and Threats, and it is a structured planning tool for evaluating the four parts of an organization, project or business initiative. A SWOT analysis is a simple yet effective framework for utilizing an organization's strengths, fixing weaknesses, reducing threats and capitalizing on opportunities.



## **5.1 STRENGTHS OF SALES AND MARKETING DEPARTMENT**

### **5.1.1 Creative Marketing Campaign**

Customer needs change over time as a result of rapid technological advancement and the emergence of the Internet, making it difficult for brands to adapt the marketing campaign strategy while remaining innovative and effective in meeting the customer demands. Creative marketing campaign is a strategic and innovative approach to promote the product where it involve the unique ideas to capture the target audience's attention, evoke emotion and encourage engagement with the brand (Urdea, 2021). Basically, marketers create strategies by gathering information that is directly relevant to the target market where strategy is important for marketer before create the marketing campaign in order to successful influence the customer to involve in the campaign.

The trainee observe that the sales and marketing department conduct a creative marketing campaign such as "Heejab Glamz Raya Contest" was successful marketing campaign that garnered an overwhelming response from both existing and new customer. The campaign spanned from March until May aimed to increase sales and engagement among target audience during the festive Raya season and it conducted on social media platform where sales and marketing department blast and promote the campaign to the customer. Next, when customer purchase the product from Heejab, the customer will get a QR code in the parcel, once customer scan the QR code it will bring customer to the Heejab's telegram group and customer will create an interesting caption about their experience of wearing Heejab scarf. At the end of the campaign, the customer who has the best caption will get a prize from the company. This campaign attract new customer to purchase the product and encourage existing customer to make a repeat purchase. This creative marketing campaign have a impact to the business where the company could enhance the revenue and increase the brand awareness (Woramol & Muhammad Shafiq, 2023).

Moving on, there are the recommendation to sustain the strength where the company should has a long term campaign marketing planning. Long term campaign marketing planning is when the company has a strategic process of creating and implementing marketing campaign with extended timeframes (Santiago &Castelo, 2020). The company could implement the campaign for several months or years so that it will be a continuous campaign where the company could come up with the variety of contest and change the contest for every three

months according to the compatibility of the occasion. Instead of focusing on short term campaign, long term campaign planning strives to achieve sustainable and continuous growth for a brand over an extended period of time.

Other than that, implement the campaign calendar where it helps the company to understand the entire campaign and providing clear overview of important dates and tasks (Reddy, 2023). The timeline is important because it shows the entire campaign in term of the start and end date of the campaign. Timeline also enables the marketing team to maintain focus and execute the campaign activities smoothly and effectively.

### **5.1.2 Variety of Platform to Market Product**

The rapid advancement of technology and the rise of social media help the businesses have access to an unprecedented number of channels that may help to reach the target audience efficiently. Heejab has variety of platform to market the product where each platform will cater to a different audience and offering unique features. This strategic strategy not only increases brand awareness but also helps companies tailor their marketing strategy to appeal to a specific customer segment in term of customer's preferences and behaviours.

The trainee observed that Heejab has variety of platform such as TikTok, Shopee, Website, Facebook, Instagram, Lazada and also physical store to reach their customer. Currently, TikTok is a leading platform compared to others where the platform could reach many customers which TikTok has evolved as an effective platform for market products especially when targeting younger and trend focused consumers. With the contribution of host live where host live will go on live everyday in order to promote and influence customer to purchase makes the brand visible on that platform directly will increase the brand awareness.

Other than TikTok and Shopee also has their own audience which this platform has a unique feature that differentiate it from other e-commerce platform such as it has Shopee live, free shipping and coin reward and flash sales and so on. This feature makes customer loyal to this platform and effective platform to market Heejab's product. Since Shopee provide free shipping and coin reward and flash sales, Heejab's customer will purchase the instant scarf with a lower price and encourage customer to purchase large quantity.

Besides, the company could generate sales from different platform since the company are not relying to a single platform where the company still have the back up to cover the loss if another platform having a sales drop. Other than that, variety of platform help the company

enhance the brand awareness where customer will familiar and recognize the brand since the product has appear on many platforms. Next, variety of platform could achieve larger audience since every platform has their audience where customer will purchase the product on the platform that they familiar and prefer. Thus, the larger the audience the high possibility for the company to increase their sales.

The recommendation to sustain the variety of platform to market product is consistent branding in order for the company to have brand identity by using the same logo, tagline and speak with single word in every platform to retain the brand image (Baig & Wahid, 2022). A consistent brand identity makes it easier for customer to recognize the brand even when customer did not see the logo. Where this enhanced brand recognition leads to increased recall and referrals. Moreover, even though customer is from different platform, the customer tends to recognize and associate the brand with its product. Other than that, in order to sustain variety of platform, the company need to regularly review all the platform to ensure the platform is valid and effective to market the product such as through performance evaluation where it helps company identify which platform that give the best result and which one that need to improve (Haenlein et al., 2020).

## **5.2 WEAKNESSES OF SALES AND MARKETING DEPARTMENT**

### **5.2.1 Too Many Outsource Sales Team**

In Heejab, there are various number of outsource sales team in order to help the company in boost sales. However, having too many outsource sales team could be a weakness of sales and marketing department when marketer not managed it strategically which lead to lack of control and coordination and communication challenge where the issue could affect the sales performance and company reputation. It is because with the few marketers in the company but need to handle too many outsources sales team could be a challenge since the marketer could not be able to have full of control over the outsource sales team.

One of the risks if too many outsource sales team is lack of control and coordination between the marketers and outsource sales team which marketers having a difficulty to control the team's performance where marketer did not know the real issue if outsource sales team could not be able to achieve the target. It could be the outsource sales team missing in action in the same time the marketer provides the lead to the outsource sales team. So, when outsource sales team are not making the sales, it is obviously could not making the return of the money

spent to generate lead for the outsource sales team where it could affect other team sale's performance. Other than that, outsource sales team might not clear regarding the product knowledge where the outsource sales team cannot touch the product in term of the scarf material and colours since the colour is slightly different because of the lighting. Apart from that, the risk of having outsource sales team is communication challenge where it has the communication barrier since marketer and the outsource sales only communicate through phone where it could lead to ineffective communication. The marketer did not be able to know the outsource sales team response because it has the border to know the expression where sometimes has misunderstanding issue such as misinterpret the message.

The recommendation to overcome the weakness is the company need to create a coaching session with outsource sales team where the marketer and outsource sales team could conduct the session for every two weeks by sharing the product knowledge if new product has launch and review the sales performance so that it could increase the team motivation to sell the product (Anderson & McKenzie, 2021). In term of the product knowledge sharing, the outsource sales team could confidently answer customer inquiries relating to the product by giving the advice to customer and suggest the best scarf that suit the customer. Other than that, the recommendation is enhance communication and collaboration where it foster clear and open communication between in house and outsource sales team which this effort will encourage information sharing in term of the product knowledge, tips to close deal and copywriting that usually used to ensure the outsource could achieve the sales goals (Zoltners et al., 2021).

### **5.2.2 Lack of Training**

The second weakness in sales and marketing department at Heejab International Sdn Bhd is lack of training where the company provide minimum training to the employees. Minimum training could affect the performance of sales team such as poor sales technique and inadequate product knowledge.

Lack of training may lead to poor sales technique where it could reduce the effectiveness of sales team's performance which lead to drop in sales performance, ineffective marketing campaign and missed the opportunities to reach goals. Thus, without the right training, sales team could have a hard time using important techniques like prospecting, objections handling, closing and developing connections with customers (Sharma et al., 2020). By having the right sales technique, it could help sales team to reach and achieve the target



goals. On the other hands, invest in training program is a best decision that provide comprehensive and continuous learning opportunities where the training aims to enhance the skill, knowledge and expertise that will improve the performance and increase productivity where Heejab provide coaching session with team leader to some extent could increase sales knowledge to boost sales. Other than that, internal and external training resources can be suggest to the company to execute it (Sandova et al., 2019). The external training could be the best idea to sharpen and strengthens the skills since the talk is from expert people in the industry. Other than that, internal knowledge sharing encourages the employees to share the experience and knowledge in order to has better understanding and could be a team work to produce marketing campaign that will enhance sales.

The impact lack of training in sales team is sales team inadequate the product knowledge. Basically, sales team must master the product knowledge before start sell it to the customer. It is because master in product knowledge could be easier to sell and close the customer since the sales team know the functionality of the product in term of the product features on how to wear. Thus, by having adequate product knowledge so that it could give advice to customer on what design or product that suit them because sometimes customers not really know if the product suit them or not (Lim et al., 2020). It is to lower the possibility that the product being returned to warehouse and to increase customer satisfaction after purchase the product. Then, when customer happy with the product probably the chance to repeat purchase is higher. As be mentioned, inadequate product knowledge could affect sales team's performance like how sales team want to sell the product if the information about the product is lack. Hence, training helps sales team to become confident and motivated because sales team feel capable and prepared for their role. As a result, sales team could improve performance and outlook indirectly drive sales team to hit target sales.

Overall, investing in training program is an excellent decision that may greatly enhance sales techniques and product knowledge. Sales teams should have access to ongoing training and development opportunities to remain updated of industry developments and strengthen the weaknesses.

## **5.3 OPPORTUNITIES OF SALES AND MARKETING DEPARTMENT**

### **5.3.1 Strong Connection with Customer**

A strong connection with customer could be opportunities to the company since it refers to the ability of sales and marketing department to establish and maintain meaningful relationship with customer by understanding the needs and wants and delivering good experience to the customer. Customer are the people or businesses who purchase the products, generating income and supporting the operations. Customer understanding and prioritization are critical for company success. Thus, strong connection with customer is the opportunity to sales team to increase the brand awareness and boost sales. A strong connection between customer could foster customer loyalty, worth of mouth marketing and brand advocacy.

The trainee observes that strong connection with customer is important to the company since it could foster customer's loyalty toward the product which customer being loyal to the brand and regularly make a repeat purchase. When customer loyal to the brand, the company could reduce the marketing cost and it will become free marketing because the customer already know the product in term of the product function and familiar with the brand where everytime the company launch a new product, the sales team will approach the customer to blast the new product by deliver the specialty of the new product and sharing the new product knowledge which usually the loyal customer tend to purchase again since the customer has trust the brand because it meet the desire and suit the customer's preference that could bring customer's satisfaction.

Other than that, customer that has the strong connection with customer tend to spread positive word of mouth where it is a powerful marketing where customer who satisfied with the product will share the positive opinion and experience of product and influence others to purchase the same product since the product give customer satisfaction. For example, the customer satisfy with instant scarf by Heejab then it will share the positive experience with other because the product is easy to wear, ironless and can be wear for daily use. Customers who are pleased with the purchases are more likely to return and purchase again the product in the future which it will increases revenue and helps to ensure long-term profitability.

Besides, strong connection with customer could foster brand advocacy. Customers that have a good experience with the brand are more likely to become brand advocacy or brand supporters which the customer became fans of the product produce by Heejab. For instance,

the customers may promote the brand aggressively because the customer satisfy with the product and share the satisfaction to other people. Besides, the customer will defend the brand it against criticism, it is because it has emotional connection where customers who are loyal frequently have an emotional attachment to a brand. The customer have a sense of ownership and pride in their involvement with the brand which makes customer willing to protect it when attacked.

Moving on, the company can take advantage of strong connection with customer by execute a customer loyalty program where this marketing approach could encourage repeat purchase and retain the existing customer (Arslan, 2020). Customer loyalty program could increase customer retention where the program tend to encourage repeat purchase where the company could give reward and price discount to the customer in order to strengthen the connection and encourage repeat purchase. For example, repeat customer will have the loyalty card where everytime customer purchase the product at boutique, the customer will receive stickers or stamp and will get a reward or gift from the company. Other than that, the company can take the advantage of strong connection with customer by continuous engagement where maintain strong relationship with customer by sharing any update of new product such as new colour or design to customer and update the new promotion to the customer which it will attract the customer to being loyal to the brand and tend to maintain the relationship between customer and the company (Darmayasa & Yasa, 2021).

### **5.3.2 Economic Growth**

Economic growth is defined as a rise in a country's production and consumption of goods and services over a specific period. It allows people to purchase more products and services and enjoy higher living standards. By having economic growth, it could increase the purchasing power of customer where customer willingness to purchase the product.

The trainee observes that, when the economy grows there are the positive impact towards the business where sales of the product has increase. It can be view through the company itself where the monthly sales have increase from time to time. Customer has the purchasing power to purchase the product since the range price of Heejab's product is RM29 to RM35 where customer could afford to purchase the instant headscarf. Every day, marketer provide lead to the sales team to make sales depending on the lead given. Basically, marketer will provide 20 to 40 lead everyday in order to generate sales. So usually, sales team could

close half of the lead given which mean sales team could achieve the sales and achieve the closing rate meaning that it is a profit to the company.

Other than that, the trainee observes that on online platform such as TikTok and Shopee, customer demand for the instant headscarf where the trainee could view the customer inquire regarding the stock where customer ask for restocking the instant headscarf that the customer prefer. Apart from that, the instant headscarf has been sold thousands of pieces since the customer has ability to purchase the product.

The company could take the advantage of economic growth by invest in targeted marketing campaign where it aims to increase consumer spending during the economic growth where the company focus on promoting the product to attract new customer and retain the existing one. By spending in marketing, the company will definitely gain high return since marketing is the most important in the business. Other than that, the advantage of economic growth is customer retention where during the economic growth, competitive also become active in promoting their product so company need to focus on customer retention by conduct a loyalty program and provide great customer service in order to keep customer loyal and satisfy with great service given by the company.

## **5.4 THREATS OF SALES AND MARKETING DEPARTMENT**

### **5.4.1 Supply issue**

A supply issue in a business refers to a situation where there is a disruption in the product availability where the disruption will affect the production process which it will make it difficult to meet customer demand. Supply issues can arise for many reasons and have significant implications for business and customer. The supply issue could be a threat to the company because it could affect the production process of the product and affect the sales.

The trainee observe that Heejab has the supply issue such as product shortage issue where the stock is insufficient to meet the demand of the customer where this might result in the desired product being unavailable on the market. Product shortages can arise for many reasons and one of the reason is low quantity of fabric. Fabric is from supplier and when supplier short of the fabric it will lead to product shortage where the supplier could not be able to produce the product even though there are lot of demand from the customer. It also affect



the sales and marketing department where the marketer could not be able to run the advertisement of the product which will lead to drop in sales.

Next, the issue in term of the supplier is quality control problem where poor quality product received from supplier could lead to production delay which the production will focus on sorting the product. The poor quality product from the supplier will lead to customer unsatisfied with the product that they bought. It happened once, when the customer receives tight scarf at the face part where the supplier produces a scarf with wrong measurement given by the company. It is directly affecting the brand image where the company receive lots of complaint from the customer on social media platform which customer unsatisfied with the product. Other than that, supplier sent the wrong colour of the product where the production order the specific colour but received different colour which will affect the production process.

To overcome the supply issue, the company need to communicate with the supplier regarding the issue happen so that the production could run smoothly without any repetitive mistake. The company's representative that deal with the supplier could give a clear order so that the supplier did not confused by the order given where mutual understanding is important to prevent any issue regarding the product. Other than that, regular meeting and update with the supplier could overcome the supply issues where the company and the supplier could discuss and find the solution in order to lessen the impact of the issues.

#### **5.4.2 Too Many Competitors**

In the business, competitors also a business that offers similar products and services where the customer has the right to choose what brand offers the product that could satisfy the needs and wants. To be the leading brand in the industry, Heejab need to be one step ahead of the competitors, it is because the leading brand is the one who hold market share in order to become one of the leading brands, Heejab need to perform well. Competitors might directly affect company's market share by attracting customers who would have selected the products or services otherwise. Too many competitors could be a threat to the company because it is difficult to sustain in the business since competitors is very competitive to be a leading brand. Indirectly, too many competitors could affect sales team to make sales because sales team need to compete with other brand that sell similar product.

The trainee has observed that Heejab has many competitors in the industry. However, Heejab is the first brand that produce instant scarf's design where the design is being imitate

by another brand. Thus, it could impact the sales team to make sales because the competitors sell the same design with a lower price which make it difficult to the sales team to achieve the closing rate.

There are the way to lessen the impact where the company must has product differentiation to differentiate Heejab product compared to competitors product. The way to differentiate Heejab product from the competitors is the customer service and unique features of the product that could encourage customer to purchase Heejab's product (Etro, 2021). In term of the customer service, by providing quality service to the customer will create customer loyalty and customer will choose Heejab's product compare to the competitor's product (Juanamasta et al., 2019). Other than that, by adding unique features to the product could different Heejab's product to its competitors.

Besides, in term of marketing and branding, Heejab needs to increase the visibility in the online platform to attract customer so that customer will looking to Heejab's scarf over competitors since the company has brand's unique value and reach target audience well (Dash et al., 2021). Competitors has become the crucial part in business because it keeps imitate or chase to be the leading in the industry. Hence, Heejab need to keep innovating and creating new product to the customer so that Heejab could be trendsetter in every product in order to leading the market and satisfy customer's demand. Heejab also might provide customers with alternatives and options where could making it critical to differentiate the brand and persuade customer to choose Heejab's product over the competitor's product

## **6.0 CONCLUSION**

In conclusion, the trainee got priceless and incomparable business experience throughout the six-month industrial training at Heejab International Sdn Bhd. The internship exposed the trainee to real world business practices, especially in the sales and marketing department. The trainee was expose and has the opportunity to gain new knowledge and skill such as able to observe consumer behaviour, deal with rejection and take part in the real selling process was provided to the trainee. The industrial training helped the trainee grow personally as the trainee learn to be punctual, solve problems and communicate clearly. These skills will surely benefit in their future careers. Thus, industrial training program at Heejab International Sdn Bhd proved to be a priceless and fulfilling experience that laid a solid basis for the trainee's future in the corporate world.

The sales and marketing department at Heejab International Sdn Bhd possesses several strengths that could contribute to its success where the department has creative marketing campaign and has variety platform to market product. In order to sustain these strengths, the company should consider adopting a long-term campaign marketing planning approach. By creating and implementing marketing campaigns with extended timeframes, Heejab can achieve continuous and sustainable growth over the long run. Other than that, regularly changing the contest themes according to occasions ensures freshness and relevance to the target audience.

Next, in term of the weaknesses of the department is too many outsource sales team and lack of training where Heejab should invest in ongoing training and development opportunities for the sales team by providing necessary resources and support will enable the sales team to stay updated on industry developments, improve sales technique and boost overall performance which will lead to greater success in reaching sales goals.

On the other hands, sales and marketing department at Heejab International Sdn Bhd has various opportunities which are strong connection with customer and economic growth. The company can leverage its strong connection with customers through the implementation of a customer loyalty program and continuous engagement. The loyalty program aims to encourage repeat purchases and retain existing customers by offering rewards, discounts and incentives. To take advantage of economic growth, the company should invest in targeted marketing campaigns to increase consumer spending. In term of retain customers, the company can implement a loyalty program and provide excellent customer service, ensuring customer satisfaction and loyalty.

Last but not least, there are the threats of sales and marketing department that could impact the sales performance and competitiveness in the market which are supply issue and too many competitors. To overcome supply issues, effective communication with suppliers is crucial. The company needs to communicate openly with suppliers about any issues that may arise to ensure smooth production without repetitive mistakes. In terms of marketing and branding, Heejab needs to increase its online visibility to attract customers and differentiate itself from competitors.

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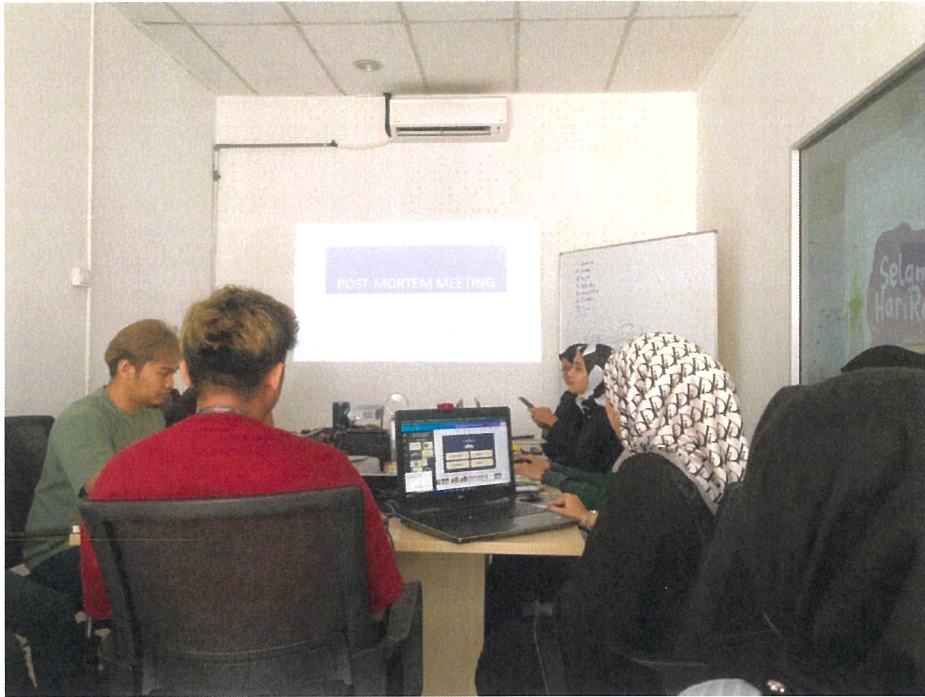
8.0 APPENDICES



Picture 1: Photoshoot with team



Picture 2: Photoshoot with team



Picture 3: Meeting (Post Mortem first quarter)



Picture 4: Weekly meeting





Picture 5: Weekly Meeting

TikTok Shop Seller Center

Data Compass   Affiliate Marketing   Live Manager   Academy

Home page   Products   Orders   Manage Orders   Manage Returns   Shipping   Promotions   Store   Finance   Apps & Services   Ads **HOT**   Growth Center   My Account   Account Health   Help Center

Order ID	Time created	Order Status	Delivery	Payment Method	Action
577642859971643560	27/07/2023 15:47:07	Awaiting Collector Collector failed	Standard shipping	Total RM32.90	Print all documents Print shipping label Print packing list
57764717724232700	26/07/2023 15:16:36	Awaiting Collector Collector failed	Standard shipping	Total RM54.90	Print all documents Print shipping label Print packing list
HEEJAB Express scarf SAFA (2 He al) RM55)					

Buyer Message

Picture 6: Manage TikTok Chat