



اَوْنَبُورِ سَيِّتِي تَيْكُونُ لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

MGT 666

**INDUSTRIAL TRAINING
REPORT AT KPY ESSENTIAL
SDN. BHD.**

01 MARCH 2023 - 15 AUGUST 2023

PREPARED BY:

ZUKARIAHWATI A/P CHANG

2020813342

BA240

EXECUTIVE SUMMARY

Sales is one of the job scopes that really quiet challenges and giving the good opportunity for the peoples that want to gain the experiences on communication with the customer and serve the customer. There are also has pros and cons but still can be faced and has the solutions to be more successful in the future. Furthermore, by applying the methods and theories that has been learned and some experienced can leads to be the sales expert that ready to increase the sales and helped the business to be sustainable in the market by using the digital platform as the easier and faster ways to be reach with target market.

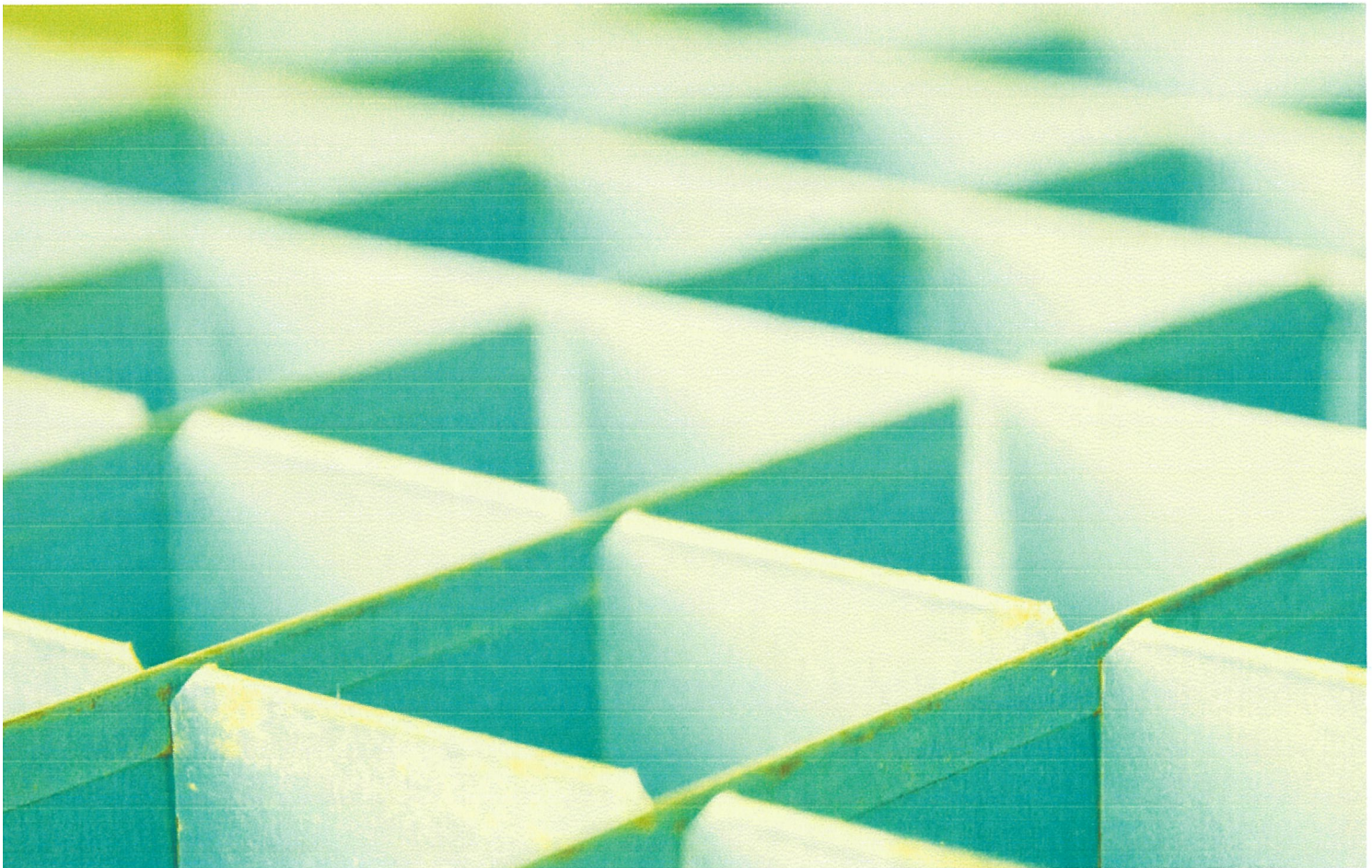


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ACKNOWLEDGEMENT

Salam sejahtera,

Thank you to MARA Technological University (UiTM), giving me the opportunity to complete my assignment for the final report. This final year report was prepared for University Technology Mara and KPY Essential SDN. BHD. . This report has been written and finalized is based on the guidance given by the UiTM.

Firstly, I would like to give my blessing feels and thankful to, Madam Norhusniyati Binti Husin, lecturer from UiTM branch Alor Gajah, Malacca and assign as my advisor for the internship session for 2023. She already given advices and guided a lot of task during 6 months of my internship session March 2023 until August 2023.

Secondly, I'm also wanting to wish would thank you to the Miss Elynn Chen as Person in Charge (PIC) at KPY Essential SDN. BHD. to helped and give the guidance for me to gain more experience in work life environment at their company.

Finally, I want to say thank you and appreciation to my parents, family, and others for their supported and encouragement for me to complete this final year report from the beginning till the end. Furthermore, thank you to all my friends and everyone, that has been contributed by with or without conscious that supported my work and assignment and help myself during the final year project progress till can be done and finalized.



STUDENT PROFILE



ZUKARIAHWATI A/P CHANG

MARKETING STUDENT

Summary

Current student of BA Marketing from UiTM Bandaraya Melaka and i'm looking to join the workforce to gain real-world experience. Ability to complete tasks on time in both individual and team settings. Dependable and reliable, ready to learn and grow with your company.

Experiences

Sales E-Commerce (Internship)

March 2023 - August 2023
KPY ESSENTIAL SDN BHD

Education

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

2020 - Present
University Technology Mara (UiTM)
Campus Bandaraya Melaka

STPM (FORM 6)

2018 - 2019
SMK Sulaiman, Bentong Pahang
CGPA: 3.34 / 4.00

Reference

MUHAMMAD FAIRUZ BIN JAMIL (MR.)
Lecturer UiTM Bandaraya Melaka

Skills

Microsoft (Words, PowerPoint, Excel, Teams)

100%

Presentation

80%

Interpersonal skills

100%

Advertising (Hard Sell & Soft Sell)

100%

Language

Malay (Expert)

English (Proficient)

Mandarin (Advanced Beginner)

COMPANY PROFILE

KPY ESSENTIAL SDN BHD

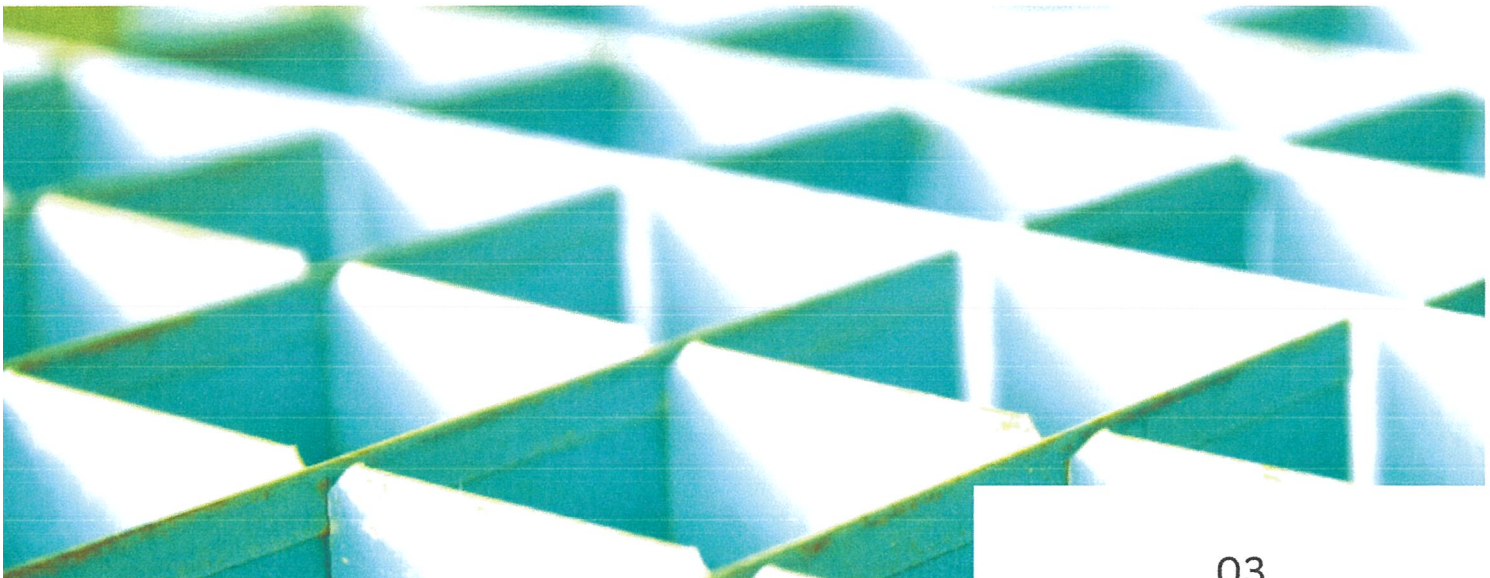
The company name is KPY ESSENTIAL SDN BHD has the partnership with the Wellous company. KPY ESSENTIAL SDN BHD located at the KL Eco City, Bangsar has been established more than 4years as dealer that do the selling and market the products that produce by their partnership which Wellous.

VISION

KPY ESSENTIAL in making wellness affordable, convenient and beneficial for all the people in this world.
(Wellous)

MISSION

By developing the innovative of technology and the high quality of the product by using the award-winning formula became the frontline in the healthcare industry.
(Wellous)



• COMPANY OBJECTIVES

The objectives:



• COMPANY GOAL

The goals are becoming the number one brand that produce the healthcare product in the world.(Wellous)



• ORGANIZATIONAL STRUCTURE



Dealer
(KPY ESSENTIAL SDN BHD)



Sales Expert



• PRODUCTS OR SERVICES

That has been produce by the Wellous in the type of Healthcare products for:

Body

Hair

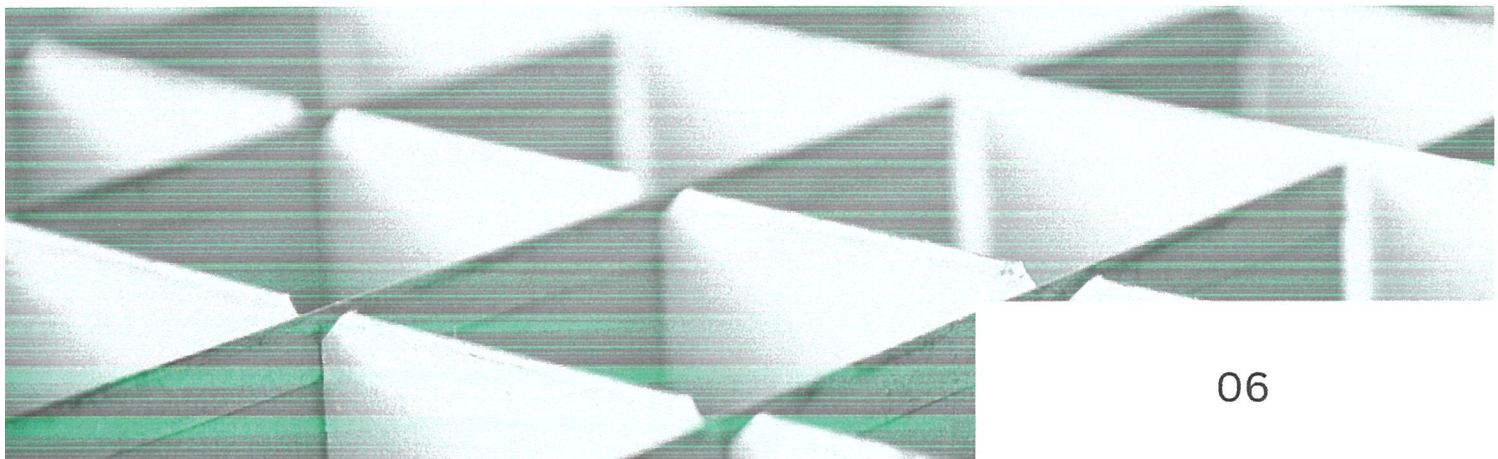
Eyes

Skin



TRAINING REFLECTIONS

Durations	Details	Gains
<ul style="list-style-type: none"> • Times of work 9am – 6pm (8hours work 1hour lunch break) 	<ul style="list-style-type: none"> • Position Sales E-commerce 	<ul style="list-style-type: none"> • Allowance Rm500 + Commision based on the sales
<ul style="list-style-type: none"> • Working days Monday-Saturday (6days) • Starting dates 1 March 2023 - 15 August 2023 	<ul style="list-style-type: none"> • Tasks <ol style="list-style-type: none"> 1.Replying to customer through digital platform, 2.Create the content for fwp the enquiries and customers, 3.Create the videos for ads 	<ul style="list-style-type: none"> • Learned & skills <ol style="list-style-type: none"> 1.Learning and improve the skills creating videos and poster, message contents 2.Learned the proper customer services



PESTLE ANALYSIS

There are the PESTLE for the KPY ESSENTIAL SDN BHD in perceptions of external factor currently:

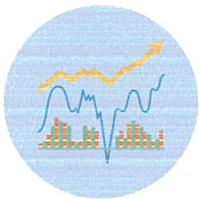


No. 01 – Political Factors

Government regulations

Research and keep an updated on any regulations or policies according to the market country that related to healthcare products, as it also can affect sales. Ensure compliance with any licensing or certification requirements to be more trusted among the others seller.

- Malaysia – HALAL, KKM
- Singapore / Brunei – SGS
- Indonesia – BPOM, HALAL



No. 02 – Economics Factors

Pricing sensitivity

- Understand the price elasticity of products and analyze the economic situations currently to determine the right pricing strategy can be applied in the market.



No. 03 – Social Factors

Health awareness

Do a track and analyzed the trends in health & beauty consciousness among consumers and be update according the phase, then increase an awareness can make a demand for healthcare products that are related to the currently situation.

- Malaysia, Singapore – body weight (get a slim body/ want to remove the fats on body – waist/thigh/belly fat)

PESTLE ANALYSIS



No. 04 – Technological Factors

Digital platforms and e-commerce

- By used the advantages of digital marketing channels and e-commerce platforms to reach wider audiences and upgrade and keep improve o increase the online sales.
- TikTok, Instagram, Whatsapp Business, Facebook



No. 05 – Legal Factors

Customer protection laws

- Keep give and be informed about customer protection laws that may impact product warranties, returns, or refunds.
- Guaranteed for money return for the customer (Weight loss products)
- Booking payment not refundable



No. 06 – Environmental Factors

Sustainability

- Consider environmental impacts when sourcing materials, packaging, or manufacturing processes, as eco-friendly practices can resonate with consumers and create a competitive advantage.
- The ingredients of the products also as the main terms that can affects the sales. (Natural ingredients are to be safe)

SWOT ANALYSIS

There are the SWOT analysis that has been prepared for the sales part in the KPY ESSENTIAL SDN BHD:



No. 01 – Strengths

1. Has the wide range of the audience
 - The customer scope that can be tested in the market for doing a sales is based on the digital platform of social media and the range is wide with a variety of customers.
2. The good and professional person in charge (PIC) of training.
 - The PIC willing to sharing some experienced and knowledge regarding the sales and marketing part on work that can be applied in real life to gain more sales in the market. (Internship session)



No. 02 – Weaknesses

1. Limited source and material of the content to create the marketing ads.
 - The source and materials for the markets ads should be not get from the others , its must be copyright under the company itself such as the image and videos.
2. The platform for marketing is based on the customer.
Choosing the digital platform is based on the company target market.
 - Most of audience on TikTok is new generation of youngster
 - Most on Facebook is an old generation and others social media

SWOT ANALYSIS

No. 03 – Opportunities



1. Flexible space of work.

KPY ESSENTIAL SDN BHD has been provide the flexible place for their employees that can doing the job from home and also can come to the office to fuffill the job.

2. The variety type of healthy product.

There is variety tyoe of products that has been produce by the patnership company which is Wellous in terms as the healthcare products such as from the head to toe.

No. 04 – Threats



1. Competitor that sales the same product in the market.

In this world, there are many people work as sales expert that actually sell the same type of products, not necessary in the same brand. That can known as the competitors in the same industry.

2. The price of the products has been decided by the company.

Wellous as the business patnership that produce the products towards the KPY ESSENTIAL has been decided that price of products then it cannot be change to be high or low when do the sell to the customers.

DISCUSSION & RECCOMENDATION

There are some suggestions and recommendations that has been decided from the research and study that can be applied for the company to gain the improvement in the future plan.



No. 01 – Market segmentation

Understanding the target market, then applying some theories of consumer behaviour to meet the specific requirements and characteristics. By succesful analysis the customer behaviour it is can help the company to establish the strong competitive advantage. (Schwering et al., 2022)



No. 02 – Enhance reputation of the company

Reflect the positive environment of the company such as the good leadership of the employer and responsible and profesional employees can build trust among the customers, employees, and business partners to build a relation with the company.(Fernando et al., 2022)



No. 03 – Create the targeted platform content

The company can choose and created the content based on the trends, best time to promote the ads, Focus on storytelling based on the about products.

- benefits, USP, enhance the customer life.
- creative design and graphic - color, music, textual. (Panda, 2021)

DISCUSSION & RECCOMENDATION



No. 04 – Cross-selling and upselling opportunities

A various type of products line allows for cross-selling and upselling between products. Customers who purchase one item may be inclined to explore other offerings by the same company, increasing sales and customer loyalty.(Van Beek, 2022)



No. 05 – Improve customer satisfactions

Focus on delivering exceptional customer service and a follow-up towards the customer. This can include offering additional services, providing detailed product information, or implementing hassle-free return policies.(Lazirkha et al., 2022)

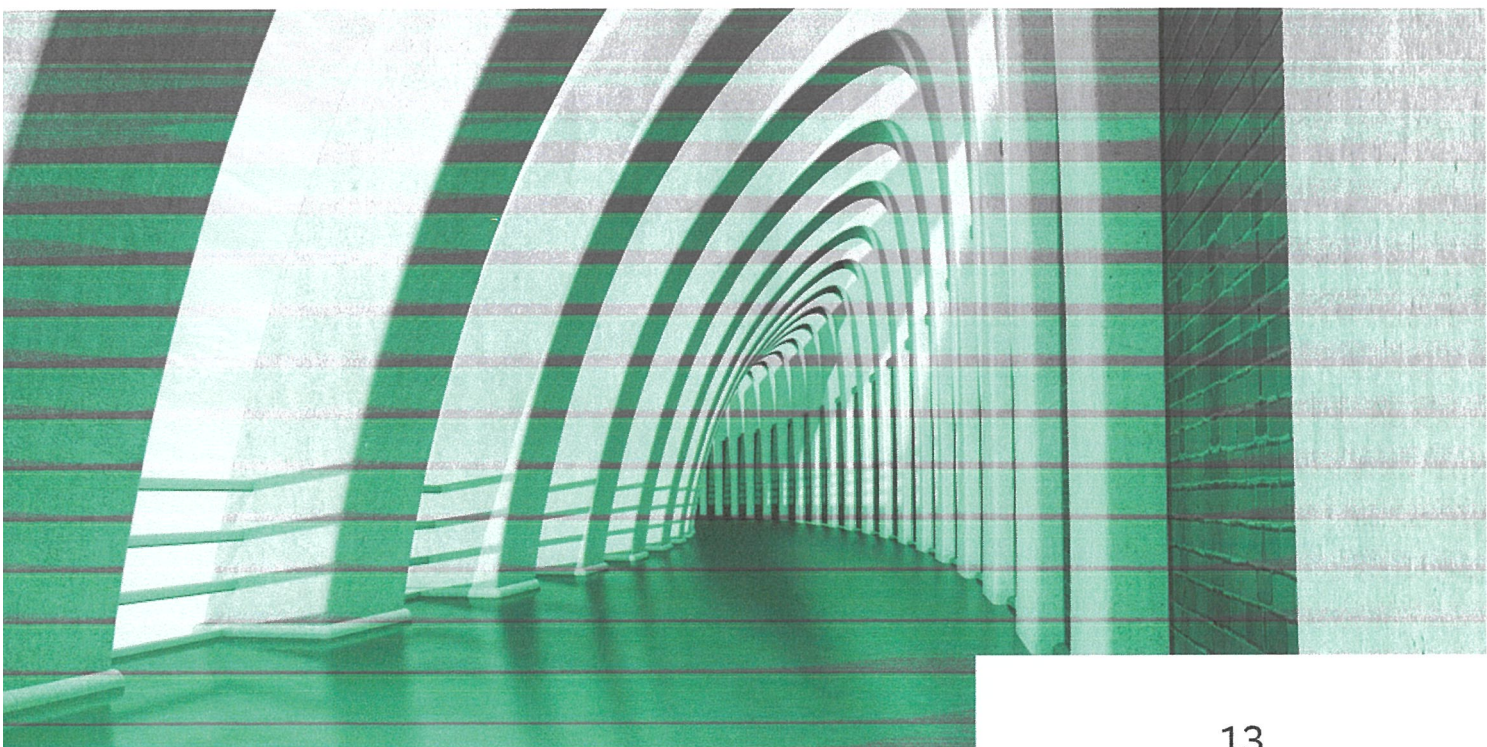


No. 06 – Discounts and promotions

By use targeted discounts, limited time offers, or loyalty programs to encourage the customer make purchases. Such strategies can create a sense of urgency and attract the customers to make a purchase that can help to lead for boost the sales.(Ng et al., 2022)

CONCLUSION

Salesperson is one of the good and challenges scopes of job in the world. Besides, there are two ways of salesperson can do at physical environment and can do on digital platform to make the sales. Other than that, being a salesperson should be expert flexibility and creative in every terms of make a sales, good in customer services, marketing, and more that related with the scopes by applying the methods that has been learned and based on the experienced, then it can be lead to be more improvement in the quality of the sales part and gained the experienced.



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APPENDICES

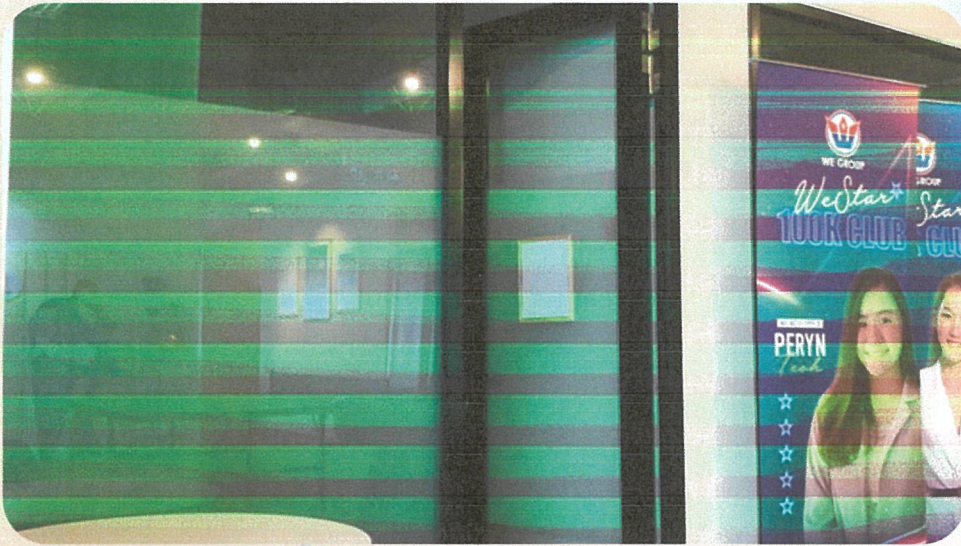


Figure 1: Meeting room at KPY ESSENTIAL SDN BHD



Figure 2: Sales expert workplace

APPENDICES



Figure 3: Pantry at KPY ESSENTIAL SDN BHD

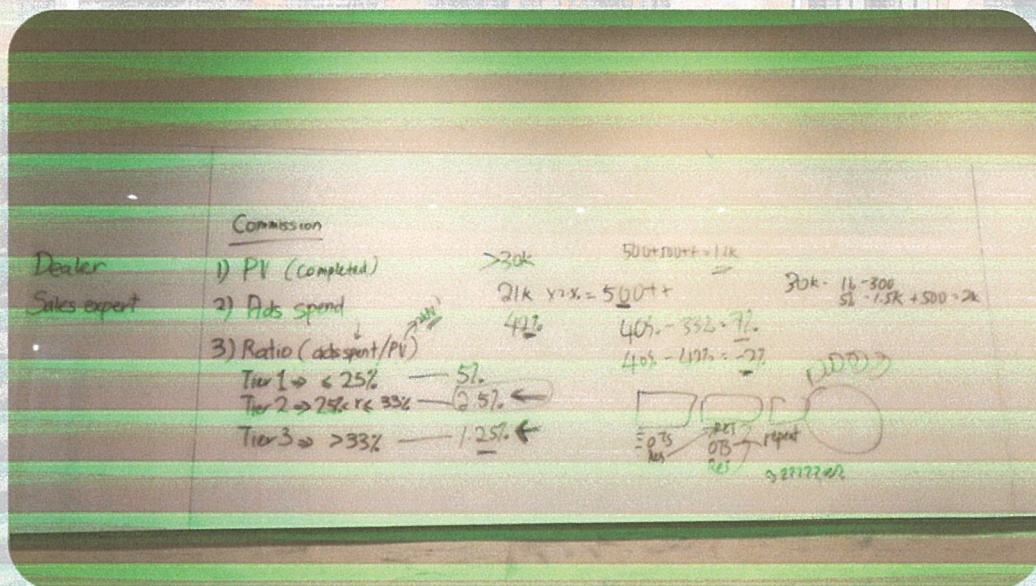


Figure 4: Introduce Ratio & Calculation by Miss Elynn Chen