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UNIVERSITI
TEKNOLOGI
MARA



Kino Biotech

INDUSTRIAL TRAINING REPORT

AT KINOBIOTECH M SDN BHD

I MARCH 2023-15 AUGUST 2023



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PREPARED BY:

**BACHELOR OF BUSINESS
ADMINISTRATION (HONS) MARKETING**

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EXECUTIVE SUMMARY

My memorable and enlightening 6-month industrial training began here at Kinobiotech M Sdn Bhd, a leading biotechnology company dedicated to groundbreaking research and innovation. Throughout my tenure, I had the privilege to engage in various aspects of the company's operations, gaining invaluable hands-on experience and insights. In this report, I present my profile as a trainee, highlighting my academic background, skills, and aspirations. I also provide an overview of Kinobiotech M Sdn Bhd, emphasizing its vision, mission, and core areas of expertise. I delve into my comprehensive training experience at Kinobiotech M, where I was exposed to a wide range of departments, including research and development, quality control, and production. I describe the projects I worked on, the skills I acquired, and the challenges I overcame during my time with the company.

Other than that, the report discusses key findings and observations made during the training period. It explores the company's operational processes, research methodologies, and industry trends. Additionally, I highlight notable accomplishments and initiatives undertaken by Kinobiotech M during the training period. Based on the insights gained from the training experience and the SWOT analysis, I propose recommendations to enhance Kinobiotech M's operations, improve efficiency, and capitalize on emerging opportunities. These recommendations focus on areas such as process optimization, research collaboration, and talent development. In conclusion, I summarize the key takeaways from the report, emphasizing the significance of the training experience and its impact on my personal and professional growth. I express gratitude to Kinobiotech M for providing a nurturing learning environment and valuable mentorship.

ACKNOWLEDGEMENT

Alhamdulillah, thanks to Allah SWT, who graces us and without blessing from whom, we cannot think of breathing to learn. I consider myself extremely fortunate to have been able to complete my industrial training in good health and with the ability to do so peacefully and well. I am grateful to Allah for the opportunity to complete my industrial training report. I also would like to thank my parents for their unwavering support throughout my industrial training period.

This is my internship report after completion of internship training at Kinobiotech (M) Sdn Bhd for the duration of 24 weeks. I would like to thank Ms Winnie Gan who is the supervisor in charge of my internship training, the staff and all the lecturers of the Faculty of Business and Administration for providing me with such a golden opportunity to follow the particular practical internship training in Kinobiotech (M) Sdn Bhd, and for the guidance, necessary support, cooperation and encouragement. My special thanks go to Madam Noni Husin for their help with abundance of information, helpful feedback, exemplary guidance, monitoring and constant encouragement throughout my industrial training journey. Not to forget also a big thanks to all the company's staff, for their unwavering support, giving me necessary advice and guidance during my 24 weeks of industrial training, which greatly contributed to the successful completion of this internship training. I would like to express my heartfelt gratitude to each and every one of them.

Aside from that, I also appreciate the efforts of all my friends who are willing to assist and encourage me throughout my industrial training journey. I consider myself fortunate to have received their advice, knowledge sharing and encouragement over the past 24 weeks. It is the most priceless experience that I have ever had.



WAN ASMA' BT MOHD ASRI

About Me

I'm enthusiastic about applying my academic knowledge to real world marketing challenges. During my studies, I gained a solid understanding of marketing concepts and digital strategies. I also have good communication skills and a passion for innovation, which I'm excited to contribute to the company with the knowledge that I have learnt. I am a hard-working person and also a team player.

Experience

KINOBIOTECH M SDN BHD (March-Aug 2023)

- Managed daily posting to attract more consumers for Kinohimitsu such as TikTok and Instagram and ensured it meets the rules and guidelines
- Engaged in proposing new creative ideas for storyline to further enhance social media engagements
- Involved in outdoor events for the company by assisting in interviewing influencers, photography, promoting Kinohimitsu product to potential consumers
- Became a talent for social media promotional videos and TikTok live guests for Kinohimitsu by endorsing company's product
- Trained new employees that joined marketing department providing clear instructions on department work flows and standard of procedure in preparing new content for the brand on respective platforms

WAN'S BOUTIQUE (Feb-Sept 2022)

- Assist in generating sales for company, ensured opening and closing tallies and effective stocks management
- Provided effective customer service to consumers

HIJABISTA HUB (Oct-Dec 2020)

- Promoted company's range of boutiques products
- Replenish, organize and arrange products according to brand objectives and merchandising guideline

Achievements

- Join as participant and completed course of E-Usahawan under MDEC in 2019.
- Participate in Training Programme New Norm Business Strategy under Majlis Amanah Rakyat Mara (MARA)
- Participant in Program University Motivator Competition (UMAC) 2022 under UITM
- Participant in Talent Hunt Workshop(FSKM) at UiTM Shah Alam
- Participant as Masavengers 8.0 at UiTM Bandaraya Malacca
- Participant in Program Real Career Breakthrough under UiTM

COMPANY'S BACKGROUND



Kinobiotech M Sdn Bhd is a prominent integrated bio-nutriceutical and cosmeceutical company that specializes in the creation, manufacture, marketing, and distribution of innovative health and beauty products. The company was founded with the mission of providing individuals with effective and natural ways to improve their health and quality of life. Furthermore, Kinobiotech M Sdn Bhd was founded in 1998 and has since become a reputable brand in the health and cosmetics industry, renowned for its dedication to research, innovation, and product excellence. With a strong team of devoted experts in various fields, including nutrition, biotechnology, and skincare, the company endeavors to deliver products of the highest quality and effectiveness.

The primary business of the company is the sale of health and beauty products under its own brand, Kinohimitsu. In addition to collagen supplements, functional beverages, beauty essences, weight



management products, and various other nutraceutical formulations, the product line also includes a variety of other nutraceutical formulations. These products are developed using cutting-edge technology, high-quality ingredients, and scientific research to ensure that consumers receive safe and effective wellness solutions.

With a mission to be at the forefront of the bio-nutritional and cosmeceutical industries, Kinobiotech M Sdn Bhd continues to investigate new growth and innovation opportunities. Through its unwavering commitment to quality, research, and customer satisfaction, the company strives to enable people to live healthier, happier, and more confident lives. Overall, Kinobiotech M Sdn Bhd is a dynamic and forward-thinking organization whose mission is to provide innovative solutions that enhance lives and promote well-being.

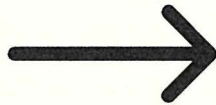
COMPANY PROFILE

**OFFICE
NUMBER**



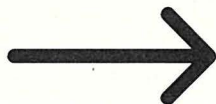
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ADDRESS



7B Jalan Anggerik Mokara
31/56, Seskyen 31, Kota Kemuning
40460 Shah Alam, Selangor

**OPERATION
HOURS**



Operated 5 days in a week from
8:30am to 6pm. Closed on
Saturday and Sunday and any
national or local holidays

COMPANY PROFILE



COMPANY'S NAME

KINOBIOTECH (M) SDN BHD

COMPANY'S LOCATION

SEKSYEN 31, KOTA
KEMUNING SHAH ALAM



Kino Biotech

康樂生技

COMPANY'S LOGO

VISION

To be a leading provider of innovative health and wellness solutions, enhancing lives worldwide

MISSION

We are dedicated to developing and delivering high quality products and services that promote well-being, vitality and longevity

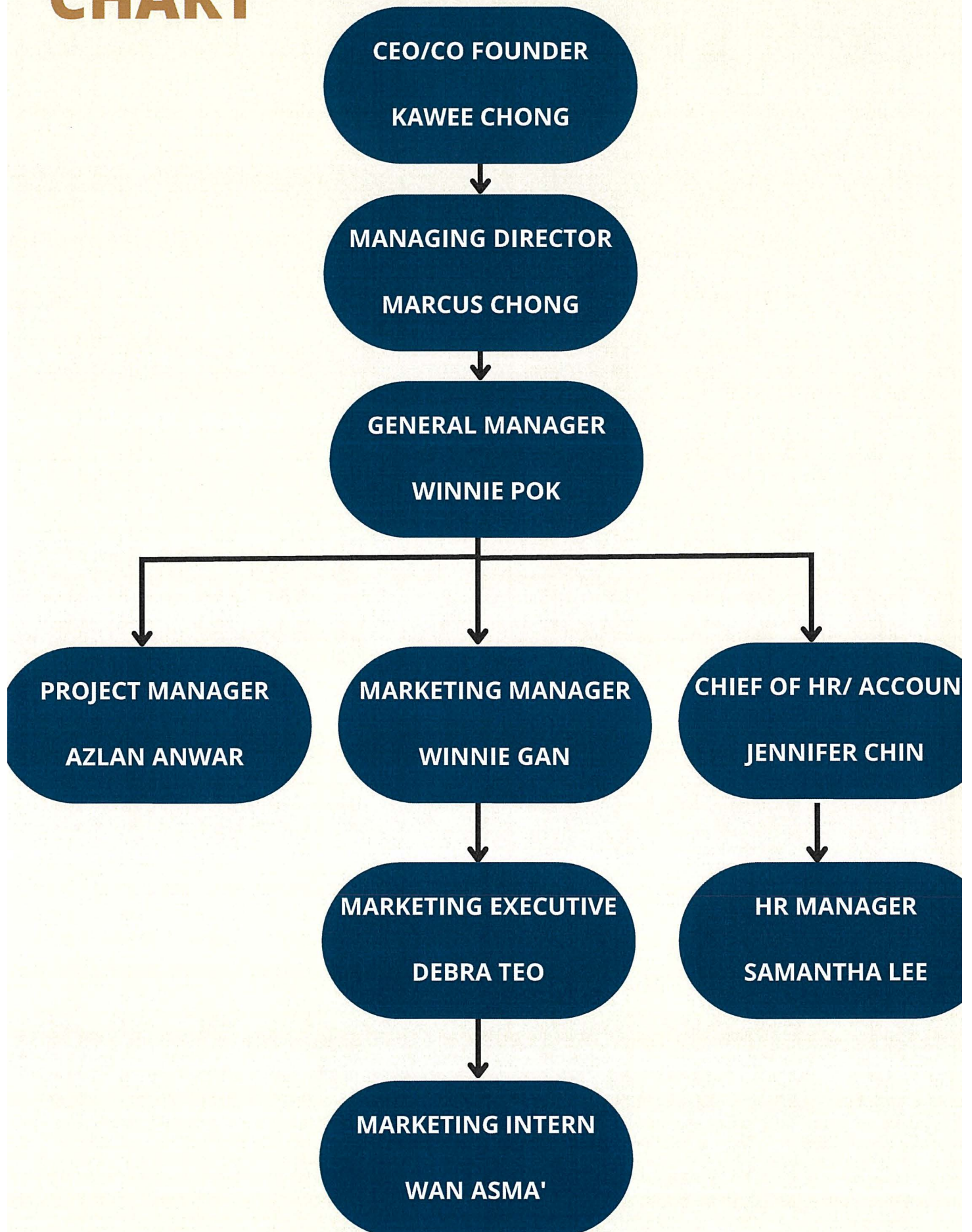
OBJECTIVES

Our objective is to become a trusted brand known for excellence in the health and wellness industry, providing exceptional value to our customers

GOALS

Our goals include expanding our product range, increasing market presence, fostering customer loyalty and promoting a healthy lifestyle

ORGANIZATIONAL CHART



COMPANY'S PRODUCT



Kinohimitsu Collagen Diamond



Kinohimitsu UV Bright



WellSure



Royal Green



Kinohimitsu Bird Nest



Kinohimitsu Skinnycocoa

Kinohimitsu Skinnymilktea



Kinohimitsu Skinnycoffee

TRAINING REFLECTION

DURATION

The duration for my industrial training at Kinobiotech (M) Sdn Bhd is 24 weeks. My internship journey started on 1st March 2023 and to be completed by 15th August 2023. My working day is from Monday to Friday, from 8:30 am to 6 pm but sometimes I have to work either in Saturday or Sunday to join the event of marketing.

DEPARTMENT

There was several department on the company. During this 24 weeks period, I was assigned to the marketing department in Kinobiotech (M) Sdn Bhd. There are 23 staff at level 3 and I was the only intern there. In total they have more than 100 employees including people in the warehouse

BENEFIT

Interns are equipped with several equipment and software to help them with their tasks and assignments. I was given my own office space as well as several benefits such as office laptop, Wi-fi. There is a confined space to pray as well as a pantry where people can eat and drink. Sometimes, there are staff will treat us to delicious foods. Other than that, I receive a monthly allowance of RM800, I am grateful for the opportunity to be paid as an intern while gaining valuable knowledge and experience during my industrial training.

KNOWLEDGE & TECHNICAL SKILLS

For the knowledge & technical skills that I have gained during this internship, I managed to learn on how to create a good marketing video for Kinohimitsu for their Instagram and Tiktok page. Aside from that, I also learned to do copywriting of their posting caption.



Kino Biotech

Over the course of 24 weeks, I have been exposed to the real working environment while working at Kinobiotech M Sdn Bhd. Firstly, I manage to increase my soft skills by communicating every day with my supervisor and my colleagues which in turn have increases my confidence to speak and work with other people in the company. Next, I also increases my video editing skills as I have to do posting on Instagram for promoting Kinohimitsu product such as Bird Nest, Activ Range, Skinny Coffee and Skinny Milk Tea.

Other than that, I also learned on how to speak to people in huge crowds as I have managed to handled an outdoor event to promote Kinohimitsu products, which in terms have increases my confidence to handle any outdoor event in the future.

Also, I gained a new skill which is how to do copywriting. Aside from editing and do the posting for the video, I also learned on how to do the caption for the video, which I also do it every day and get approval from my supervisor before it can go live.

In short, I have gained many valuable skills during my internship at Kinobiotech M Sdn Bhd and it surely will help me in the future if I want to pursue a job in the marketing field.

“ROLES, RESPONSIBILITIES, TASK AND ASSIGNMENTS



I am responsible for creating content for company social media platforms such as TikTok and Instagram. I played a vital role in creating compelling and engaging content for Kinohimitsu's social media channels, specifically focusing on platforms like TikTok and Instagram. This involved brainstorming ideas, designing visuals, and crafting captions that aligned with the company's brand identity. I consistently sought to capture the attention of the target audience and promote the company's products and initiatives through creative and impactful content.

Next, I was tasked to propose creative ideas and pitched them to the marketing manager. As an intern, you actively contributed to the creative process by proposing innovative ideas and concepts for marketing campaigns. These ideas encompassed various aspects, such as social media campaigns, brand collaborations, and product promotions. I prepared and delivered presentations to the marketing manager, showcasing my creativity, strategic thinking, and ability to align ideas with the company's marketing objectives.

Besides that, I also handled outdoor events for the company, which involved participating in and managing various outdoor events organized by Kinohimitsu. For instance, I took on the role of a marketing crew member during the Collagen Day event held at Hotel One World. Additionally, I was a part of the event crew responsible for promoting Kino WellSure products at UCSI University and SEGI College. Furthermore, I also represented the company as a marketing representative at various events in Malaysia, like engaging with potential customers and promoting the brand's products and values.



“ROLES, RESPONSIBILITIES, TASK AND ASSIGNMENTS



Furthermore, I managed daily posting for Kinohimitsu's social media. As a part of my internship, i responsible for the daily management of Kinohimitsu's social media platforms. This included planning, creating, and scheduling posts to maintain an active and engaging presence online. I ensured that the content was consistent with the brand's voice, incorporated relevant hashtags, and interacted with the audience through comments and messages. Through consistent posting, I helped build brand awareness and engaged with the online community.

Lastly, I became a talent for promotional videos. I had the opportunity to showcase my skills as a talent in promotional videos. This involved participating in videos created for special occasions such as the Awal Muharram celebration. Additionally, i featured in videos promoting specific Kinohimitsu products like Skinny Milk Tea and Cof, demonstrating their benefits and capturing the attention of potential customers. Throughout my internship, these tasks allowed me to gain valuable experience in content creation, event management, social media marketing, and promotional activities which is contributed to the company's marketing efforts, honed my skills in various areas, and had a direct impact on increasing brand visibility and engagement.

SWOT ANALYSIS

Strength

- Innovative Product
- Strong Brand Presence

Weakness

- Limited Distribution Channels
- Limited Brand Awareness and Recognition



Opportunities

- Growing Demand for natural and organic products
- Expansion into international markets

Threats

- Counterfeit products
- Economic factors

S1: INNOVATIVE PRODUCT

DISCUSSION

The strength of Kinobiotech M Sdn Bhd is its capacity to create and provide innovative cosmeceutical and bio-nutraceutical products. The business consistently releases innovative and useful solutions to the market by making investments in research and development. This advantage enables businesses to stand out from rivals and draw in clients who are looking for cutting-edge, high-quality products. Because of the company's emphasis on innovation, they are able to stay ahead of the curve and satisfy customers' changing demands and tastes. They can capitalise on the rising demand for goods that provide both nourishment and beauty advantages by developing collagen-infused bird's nest and other inventive formulas. This quality not only gives Kinobiotech M Sdn Bhd a competitive advantage, but it also establishes them as a market leader.

RECOMMENDATION

To further leverage this strength, Kinobiotech M Sdn Bhd should continue investing in research and development to foster a culture of innovation. They can collaborate with scientific experts, universities, or research institutions to stay updated with the latest advancements in bio-nutraceutical and cosmeceutical fields. By consistently introducing new and unique products, they can maintain their position as a frontrunner in the market and attract a wider customer base

S2: STRONG BRAND PRESENCE

DISCUSSION

With its own brand, Kinohimitsu, Kinobiotech M Sdn Bhd has effectively established a strong brand presence. They have won the trust and loyalty of their customers through efficient marketing and brand-building techniques. By differentiating their products in a crowded market, this strength gives them an advantage over competitors.

The strong brand presence of Kinohimitsu is the result of consistent product quality, customer satisfaction, and positive brand reputation. It enables Kinobiotech M Sdn Bhd to build long-term relationships with customers and create brand advocates. Customers' loyalty and trust lead to repeat purchases and good word-of-mouth, which further enhances the company's standing in the market.

RECOMMENDATION

To capitalize on this strength, Kinobiotech M Sdn Bhd should continue investing in brand-building activities. They can engage in strategic marketing campaigns, collaborate with influencers or celebrities, and leverage digital platforms to increase brand visibility and reach. Additionally, they should prioritize maintaining product quality and customer satisfaction to ensure their brand reputation remains strong. By continuously strengthening the Kinohimitsu brand, the company can attract new customers and reinforce loyalty among existing ones.

W1: LIMITED DISTRIBUTION CHANNELS

DISCUSSION

One weakness of Kinobiotech M Sdn Bhd is its limited distribution channels. The company may face challenges in reaching a wider customer base if its products are not readily available in popular retail outlets or online platforms. Limited distribution channels can restrict the accessibility of Kinobiotech M Sdn Bhd's products to potential customers. If their products are not easily accessible or visible to consumers, it can limit their market reach and hinder sales growth. Competitors with broader distribution networks may have an advantage in terms of product availability and visibility.

RECOMMENDATION

By forming partnerships with trustworthy shops, both online and off, Kinobiotech M Sdn Bhd should broaden its distribution network in order to fix this problem. To make their products more widely available, they can look into partnering with large retail chains, pharmacies, health stores, and famous e-commerce platforms. They may also think about creating their own online store so they can offer products to customers directly and guarantee that the transaction runs smoothly.

In order to reach a larger consumer base and increase sales prospects, Kinobiotech M Sdn Bhd can improve the accessibility and visibility of their products by extending their distribution channels. In order to overcome this limitation and maximise their market potential, regular examination of their distribution strategy and proactive efforts to establish fresh partnerships are needed.

W2: LIMITED BRAND AWARENESS AND RECOGNITION

DISCUSSION

Another weakness of Kinobiotech M Sdn Bhd is its limited brand awareness and recognition. The company may struggle to establish a strong presence and differentiate itself in a competitive market. Limited brand awareness can impact the company's ability to attract new customers and compete effectively against established players in the industry. Without a recognizable brand image, Kinobiotech M Sdn Bhd may find it challenging to build trust and credibility among consumers, leading to slower market penetration and potential loss of market share.

RECOMMENDATION

To overcome this weakness, Kinobiotech M Sdn Bhd should focus on building and strengthening their brand through targeted marketing and communication strategies. Here are some recommendations:

Develop a comprehensive branding strategy which the organization should invest in developing a clear and compelling brand identity, including a unique value proposition and brand positioning. This can be achieved through market research, understanding customer needs and preferences, and aligning the brand message with the target audience.

Implement effective marketing campaigns: Kinobiotech M Sdn Bhd should leverage various marketing channels, both traditional and digital, to increase brand visibility and reach. This can include advertising, social media marketing, influencer partnerships, content marketing, and public relations activities. Engaging with customers through educational content, testimonials, and user-generated content can help in building brand trust and recognition.

O1: GROWING DEMAND FOR NATURAL AND ORGANIC PRODUCTS

DISCUSSION

One of the opportunities for Kinobiotech M Sdn Bhd is the increasing demand for natural and organic products in the market. Customers are searching for safer and healthier choices as they become more aware of the materials used in their products.

Kinobiotech M Sdn Bhd can profit from this trend by emphasising the natural and organic components of their bio-nutraceutical and cosmeceutical offerings. They can draw in a broader customer base that appreciates healthy and environmentally friendly products by emphasising the use of high-quality, sustainable components and stressing the absence of dangerous chemicals.

The company also need to take into consideration on the avoidance of harmful chemicals in their products, as many customer nowadays seeking products that are free from harmful chemicals, additives, and artificial ingredients, which means that the product need to be formulated without synthetic chemicals, preservatives, or genetically modified organisms (GMOs).



O1: GROWING DEMAND FOR NATURAL AND ORGANIC PRODUCTS

RECOMMENDATION

To fully leverage this opportunity, Kinobiotech M Sdn Bhd should continue to prioritize the development of natural and organic product lines. They can invest in research and sourcing of sustainable ingredients, as well as obtain relevant certifications to validate the authenticity of their products.

Collaborating with eco-conscious influencers, partnering with organic retailers, and engaging in targeted marketing campaigns can help raise awareness and meet the growing demand for natural and organic options in the market.

Also, the company need to invest in consumer education to raise awareness about the benefits of natural and organic products by creating engaging content, such as blog posts, videos, and social media campaigns, to educate consumers about the advantages of using these products for their health and the environment.

Moreover, the company can also do collaboration with ith relevant influencers, health experts, and wellness advocates to promote Kinobiotech's natural and organic products. Influencers can help reach a wider audience and provide authentic testimonials about the effectiveness and benefits of the products.

O2: EXPANSION INTO INTERNATIONAL MARKETS

DISCUSSION

Another opportunity for Kinobiotech M Sdn Bhd is to expand its presence into international markets. With globalization and the ease of cross-border trade, there is a potential to tap into new customer segments and explore untapped markets worldwide. By venturing into international markets, Kinobiotech M Sdn Bhd can gain access to a larger customer base, increase brand exposure, and diversify its revenue streams. It can also benefit from economies of scale and establish strategic partnerships with distributors and retailers in different regions.

But, there may be some challenges that can be faced by the company. One of it are distribution and logistics. Establishing efficient distribution networks and managing logistics can be challenging when dealing with multiple countries. Timely delivery and proper handling of products are crucial to maintain customer satisfaction.

Next, Kinobiotech may need to adapt its branding and product positioning to suit each market's specific needs and perceptions which is brand localization. What works in one country may not necessarily work in another and the company need to adapt specifically to each countries to avoid losses.

O2: EXPANSION INTO INTERNATIONAL MARKETS

RECOMMENDATION

By doing market research to discover possible target markets and evaluate their market entry tactics, Kinobiotech M Sdn Bhd can take advantage of this opportunity. To accommodate the interests and laws of particular locations, they should modify their products and marketing tactics. For a company to successfully enter international markets, it will be essential to have solid distribution networks, localised marketing strategies, and partnerships with local partners.

Other than that, entering international markets can open doors to a much larger customer base, potentially leading to increased sales and revenue. Kinobiotech's products may find appeal among diverse consumer segments with varying needs and preferences.

Furthermore, a successful expansion into international markets can enhance Kinobiotech's brand recognition and reputation globally. A strong international presence can make the brand more attractive to customers, distributors, and potential partners around the world.

T1: COUNTERFEIT PRODUCTS

DISCUSSION

As Kinobiotech M Sdn Bhd gains popularity and its brand recognition increases, it becomes susceptible to counterfeit products entering the market. Counterfeit products are unauthorized replicas of the original products, often sold under the brand's name, but without meeting the same quality and safety standards.

This brings several challenges for the company such as product quality and safety. Counterfeit products are not subject to the same quality control measures as genuine products. This poses safety risks to consumers who might unknowingly use counterfeit items with harmful ingredients or inadequate quality standards.

The presence of counterfeit products can divert sales from genuine Kinobiotech products. As consumers unknowingly purchase counterfeit items, the company may experience a decline in revenue and market share and the customer might be felt cheated as they bought counterfeit items from non-certified sellers or agents.

Customers who unknowingly purchase counterfeit products may experience subpar quality or adverse effects, leading to negative perceptions about the brand. Such negative experiences can completely remove the trust and loyalty among consumers, causing them to avoid Kinobiotech's products in the future.

T1: COUNTERFEIT PRODUCTS

RECOMMENDATION

To address the threat of counterfeit products, Kinohimitsu needs to implement robust anti-counterfeiting measures, including investing in product authentication technologies, consumer education, and working closely with regulatory authorities to identify and take action against counterfeiters. By protecting its brand and ensuring product authenticity, Kinohimitsu can maintain customer trust and mitigate the impact of counterfeit products on its business.

Next, the company need to monitor online marketplaces, social media platforms, and e-commerce websites such as Shopee, Lazada or even on TikTok Shop regularly for counterfeit products bearing Kinobiotech's branding. which to ensure that none of counterfeit products are being sell illegally online by implementing an effective online brand protection strategy to identify and report unauthorized sellers.

After that, Kinobiotech can partner closely with law enforcement agencies, customs authorities, and industry associations namely PDRM and Immigration Malaysia to combat counterfeiting by make a report on any identified counterfeit activities and collaborate in investigations to take legal actions against counterfeiters which in turn can severely impact the distribution of counterfeit product of the company.

T2: ECONOMIC FACTORS

DISCUSSION

Economic factors can significantly impact the performance and growth of Kinobiotech M Sdn Bhd. The company's revenue and profitability are closely tied to the overall economic conditions in Malaysia and the regions where it operates. During periods of economic prosperity, consumers tend to have higher disposable income, which can boost their spending on health and beauty products.

Conversely, in economic downturns or recessions, consumers may tighten their budgets, leading to reduced spending on non-essential items like health supplements and beauty products. This can directly impact Kinobiotech's sales and revenue.

Also, business environment for the company can also be affected by changes in government policies, regulations, or tax policies. Favorable policies that promote natural and organic products or support sustainable practices can benefit the company, while adverse regulations may present challenges.

Furthermore, the level of employment and income in the country can also affect Kinobiotech's target market as low income people can afford less to buy company's product. But, if there are higher employment rates and rising wages may lead to increased purchasing power among consumers, positively impacting sales.

T2: ECONOMIC FACTORS

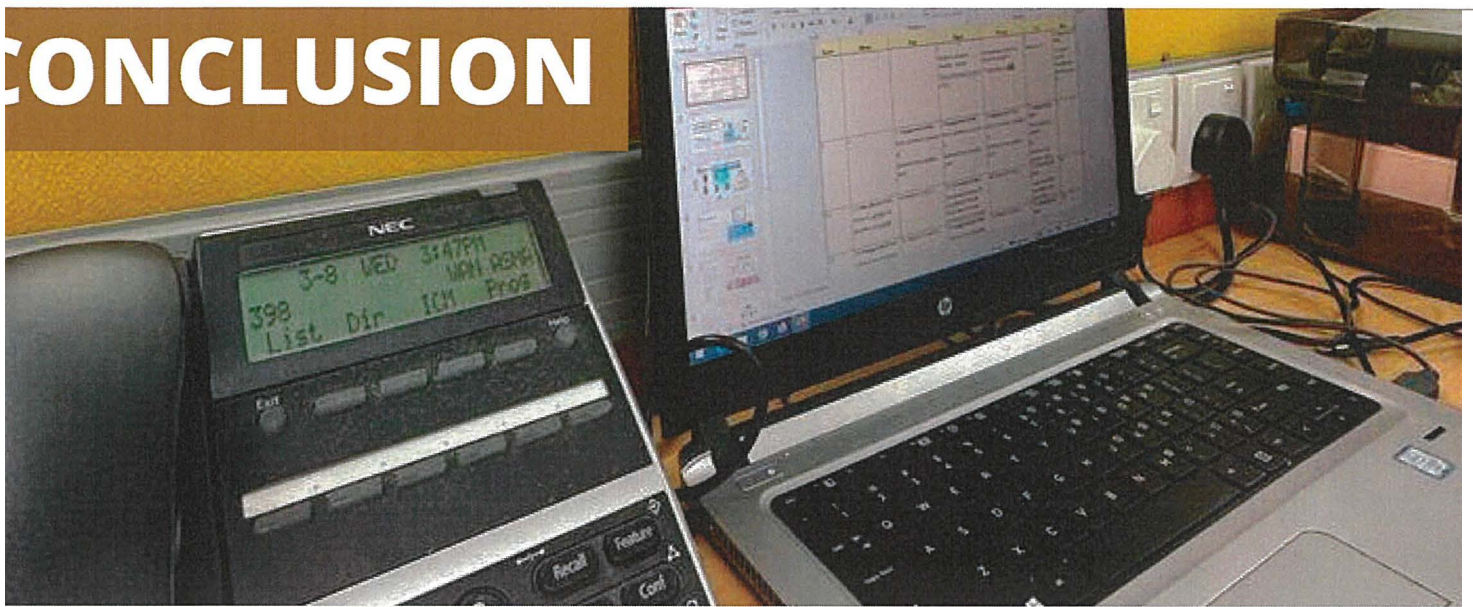
RECOMMENDATION

To address or manage the economic factors affecting Kinobiotech M Sdn Bhd such as during the lockdown of Covid-19 that severely affecting the company sales, the company can implement various strategies and recommendations like focusing on e-commerce and online sales. During economic downturns, consumers often turn to online shopping for convenience and better deals. Building a robust online presence can help the company reach a wider customer base and mitigate the impact of physical store closures or reduced foot traffic.

Also, the company need to make sure that the price can be flexible for their products so that they can adapt to changing economic conditions. During periods of economic downturn, the company can consider offering promotional discounts or value packs to attract price-sensitive consumers so that more revenue and reduce losses that can incurred.

Other than that, Kinobiotech can introduce customer loyalty program to their customers which in order to retain build long-term relationship existing customers. This can ensure that the customers felt appreciated towards the company and more likely to continue purchasing Kinobiotech's products regardless of economic conditions.

CONCLUSION



Finally, I can firmly said that the Industrial Training (MGT666) have bring many benefits to students who taking this course especially to me as I have gained plenty of working experience while doing my internship at Kinobiotech M Sdn Bhd and it is very crucial for this course to be maintained and preserved for the future students to take this course as a requirement to complete the degree.

It was eye-opening experience for me to see on how the company operates and on how real-world activities are conducted, not to mentioned that several events that I have joined and have a role personally to conduct in those events, which have make me more eager to pursue a job in the marketing field even further after I finished this internship soon.

As a result, this internship have broaden my horizon regarding on how the industry operates everyday. As such, I managed to apply the knowledge that I have learnt in classes during the task that I have been given during the internship period. In short, I have gained new knowledge and experience during this internship with Kinobiotech M Sdn Bhd and it will surely help me in the long run or during my next job in the near future.

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APPENDICES



1.1 Picture of Dewi Malaysia Grand Final at Grand Campbell Hotel, KL



1.2 Picture of Collagen Day



1.3 Picture of Kinohimitsu x Decorte
Beauty Talk at Pavilion KL



1.4 Picture of attend for Bukit Tinggi
Medical Centre Anniversary Carnival



1.5 Picture with Kinohimitsu's Ambassador
(Farisha Irish)