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AZIATEX
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INDUSTRIAL TRAINING REPORT AT AZIATEX GLOBAL SDN.BHD.

1 March – 15 August 2023

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SUBMISSION DATE : 15th AUGUST 2023

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EXECUTIVE SUMMARY

My six months of industrial training at Aziatex Global Company Sdn. Bhd. were both memorable and enlightening. This is a report on Aziatex Global Company's industry instruction from 1 March 2023 until 15 August 2023. Aziatex Global Company is a consulting firm that assists clients in launching their own businesses by providing administration and human resources, financial resources, operations management, and sales and marketing services. As a sales executive in the sales and marketing department, I assist client businesses in selling services to their consumers via digital marketing. Additionally, they should assist their customers in receiving the finest service. During my industry training, I've also made observations in terms of Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis in order to understand Aziatex's progress in assisting the client's business. In terms of Strengths, Aziatex Company can assist clients with marketing client services through strategic planning. Aziatex Company, on the other hand, lacks employees to assist the client's business and employs less effective communication methods. There are also opportunities to develop messaging bot technology for customers to enhance service quality. Cyberthreats: Aziatex Company is vulnerable to cyberthreats when many technologies are used to access client company data and when competition is fierce.

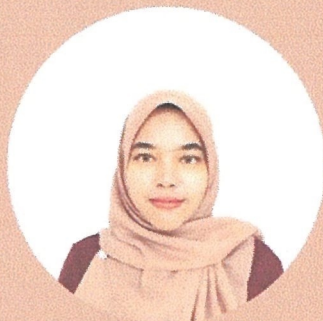
ACKNOWLEDGEMENT

In the beginning, I would like to extend my appreciation to Allah SWT for His almighty, as it is through His goodness and kindness that I successfully accomplished the year-end project, despite several difficulties and obstacles. I would like to take this opportunity to extend my utmost gratitude to Dr. Juan Rizal bin Sa'ari, my advisor, for his unwavering patience, valuable encouragement, advise, and helpful guidance, all of which played a key part in the successful completion of this assignment. His encouragement, sincere excitement, effective instructional techniques, and profound knowledge have greatly contributed to my own growth as a student and my development as a proficient educator. The instructors and practical training units at Universiti Teknologi Mara's (UiTM) Faculty of Business Management should not be forgotten, as they demonstrate a willingness to support students in their practical training and the successful completion of end-of-year projects.

I would like to extend my sincere appreciation to Syarikat Aziatex Global Sdn. Bhd for granting me the opportunity to partake in an industrial training programme at their esteemed establishment. The Industrial Training programme provides an opportunity for me to gain hands-on experience in a field that is closely related to my academic pursuits, so facilitating a deeper comprehension of the industry's requirements. Additionally, I would like to express my gratitude towards my supervisor, Ms. Siti Dyana bt Afrizon, as well as my coworkers, for her valuable guidance and support during the duration of my industrial training. The direction and support provided by them were important in enabling me to properly complete this programme. In addition, they afforded me the chance to evaluate the demands of the sector and directly witness its operations.

In conclusion, I would want to express my gratitude to all individuals who contributed to my industrial training, including the practical training unit, esteemed instructors, and supportive colleagues. I anticipate that the knowledge and skills I have acquired during the duration of this study will prove to be beneficial in my future career.

STUDENT PROFILE



**TUAN NURIN JAZLINA BINTI
TUAN MUHAMMAD HISHAM**
MAJOR IN MARKETING

PERSONAL BACKGROUND

I am a currently student at University of Technology MARA (UiTM). I am taking Bachelor of Business Administration (Hons). Marketing. I already conducting many activities, develop skills, providing ideas, and ability to work in under pressure.

PERSONAL INFORMATION

Name: Tuan Nurin Jazlina binti Tuan Muhammad Hisham
Age: 22
Gender: Female
Marital Status: Single
Date of Birth: 08 September 2000

CONTACT INFORMATION

Phone :
Email :
Address :

MY REFERENCES

Name : Muhammad Fairuz bin Jamil (Mr.)
Position : Lecture UiTM Bandaraya Melaka
Phone :
Email :

Name : Nor Hamiza binti Mohd Noor (Mrs.)
Position : Senior Lecture UiTM Bandaraya Melaka
Phone :
Email :

ACADEMIC BACKGROUND

UNIVERSITY TECHNOLOGY MARA (UiTM)
Bachelor of Business Administration (Hons). Marketing
Oct 2020 - Aug 2023 (anticipated)

SEKOLAH MENENGAH KEBANGSAAN PADANG GARUDA (STPM)
May 2018 - Dec 2019
CGPA: 3.08

SEKOLAH MENENGAH KEBANGSAAN MAT KILAU (SPM)
2013 - 2017

CO-CURRICULUM ACTIVITIES

Bachelor of Business Administration (Hons). Marketing (anticipated)
CGPA: 3.15

- Activity Bureau of 'Avengers Mission To Accomplishes Program 2022
- Spiritual Exco of Marketing Club 2020-2021
- Student Consultant for Marketing Communications Community Project (MACOMP), consulting Marketing Strategies for Iltihad Trading and Resources SDN BHD 2021 - 2022
- Participated in The 2nd Faculty of Economics and Business Education (FPEB) International Days Online Summer Program in Green Startup Project Exploring the Local Resources with Universitas Pendidikan Indonesia (UPI) 2021

OBJECTIVE

- I am capability have cooperation with teamwork
- I am easier person to adapting workplace environment.
- Good in planning time management, open-minded and accepting people's opinion.
- Have a good communication skills.
- Experienced in handling marketing activities.

WORKING EXPERIENCE

AZIATEX GLOBAL SDN. BHD (INTERNSHIPS)

- 1 March 2023 - current
- Sales Executives in Sales and Marketing Department

1.0 COMPANY PROFILE



Figure 1: Aziatex Global Company's Logo

1.1 COMPANY BACKGROUND

Aziatex Global Sdn Bhd is a prominent management organization that focuses on providing comprehensive support to service-based enterprises, with a particular focus on beauty spa and salon operations. This support encompasses several aspects of business management, including administration, human resources, finance, marketing, sales, and operational management. The establishment of the firm took place in Cheras, Kuala Lumpur, in the year 2018, and it obtained commercial registration from the Companies Commission of Malaysia (SSM). The establishment of this organization took place in Kuantan, Pahang, where it was structured into two distinct sections, Sales, and Marketing. The company has been in operation for five years, handling the management of 24 spa and beauty salon branches situated across the west region of Malaysia. Furthermore, the organization is currently experiencing growth. The Aziatex Global has effectively facilitated their client's generation of an annual income above RM 1 million through consistent enhancements aimed at substantially augmenting their earnings.

1.2 MISSION AND VISION

1.2.1 MISSION

The Aziatex Global Sdn .Bhd corporation places significant emphasis on the concept of continuous action or development as a key metric for corporate growth. The individuals in concern constantly demonstrate a forward-oriented mindset and prioritize the pursuit of development within their business initiatives, with the aim of attaining enhanced levels of success.

1.2.2 VISION

The organization's overarching objective is to assist both its employees and clients in overcoming obstacles and attaining success. The organization demonstrates a strong dedication to assisting its customers in achieving improvement.

1.3 ORGANIZATION CHART

1.3.1 TOP MANAGEMENT OF AZIATEX GLOBAL SDN BHD

According to Forbes (2023), an organizational structure is characterized by centralized leadership and a vertical hierarchical arrangement, wherein distinct positions, work responsibilities, and decision-making authorities are delineated. Functional organizations are characterized by three fundamental concepts: expertise, scalability, and accountability. The Aziatex Global Company employs a functional organizational structure, which entails the division of staff into multiple divisions based on their respective areas of expertise.

According to Figure 1, Aziatex Global exhibits a distinct functional organizational structure, characterized by the division of various departments including administration, human resources, finance, sales, marketing, and supporting customer services.

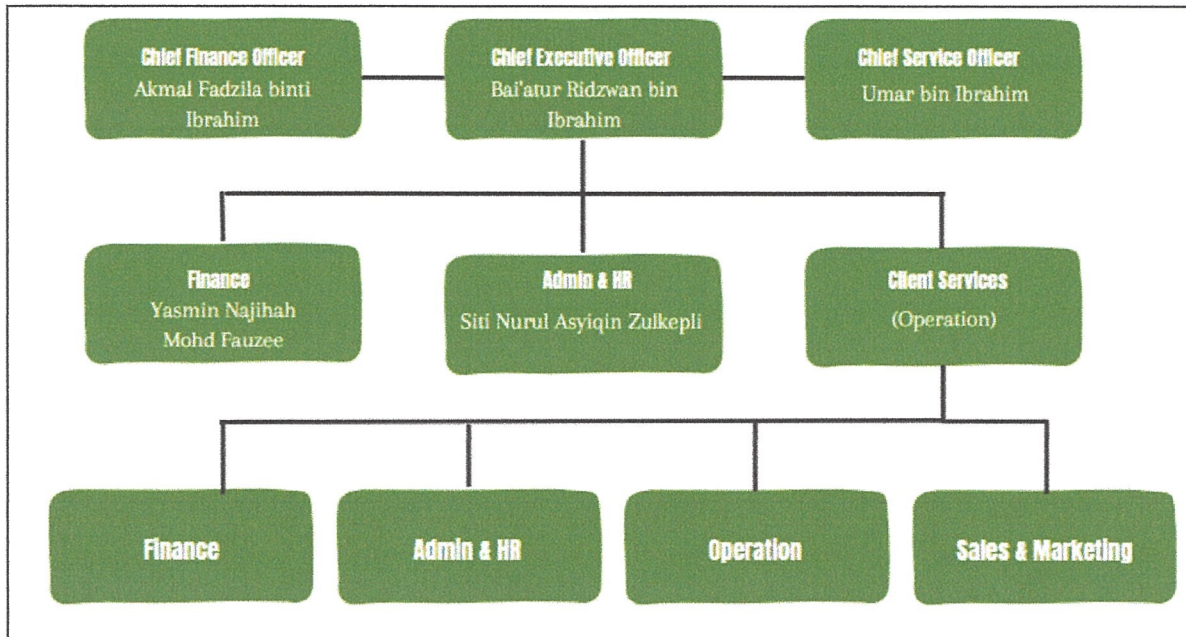


Figure 2: Aziatex Global Sdn, Bhd Organnization Charts

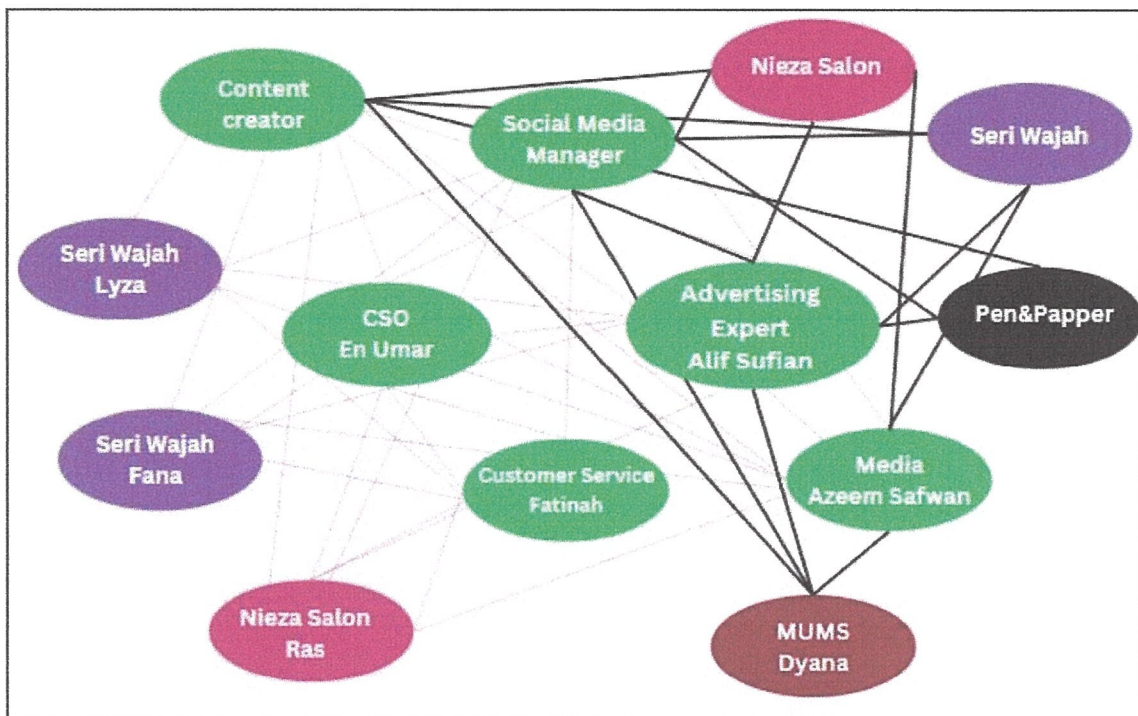


Figure 3: Aziatex Global Sdn, Bhd Sales and Marketing Department Organization Chart.

1.4 CORE SERVICES

Aziatex Global is a corporate entity that offers core services to its clientele, facilitating the growth and progression of its businesses in areas such as business operations, human resources, administration, finance, sales, and marketing.

1.4.1 OPERATIONS

The company prioritizes the optimization of productivity within its operations team through the implementation of Standard Operating Procedures (SOP) and the reduction of operational costs.

1.4.2 HUMAN RESOURCE AND ADMINISTRATION

Aziatex Global is a company that provides outsourcing solutions to clients to fulfill their administrative and human resource requirements.

1.4.3 FINANCIAL

The company offers comprehensive control services aimed at ensuring the sustainability of cash flow within businesses, thereby equipping them to effectively manage potential risks and opportunities in the future.

1.4.4 SALES AND MARKETING

The company of Aziatex Global Sdn. Bhd provides its clients with a comprehensive client search service facilitated by its proficient sales and marketing department. This service aims to enhance awareness, attentiveness, and appeal toward the client's business model. Sales and business encompass a range of fundamental services, such as social media manager, advertising, websites management, lead generation, and customers engagement.

1.4 CLIENT OF AZIATEX GLOBAL SDN.BHD

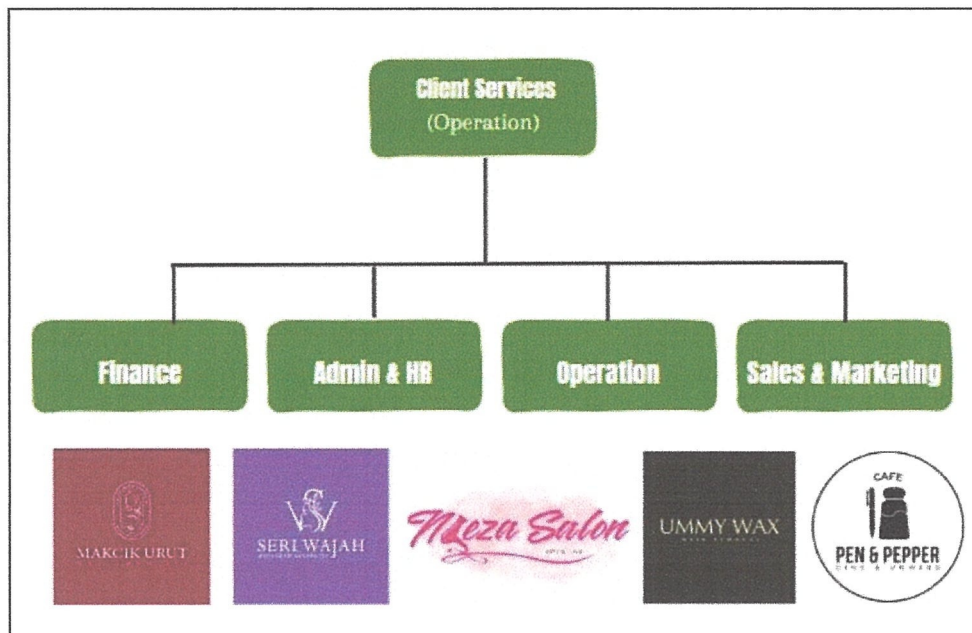


Figure 4: Client of Aziatex Global Sdn. Bhd

2.0 TRAINING'S REFLECTION

2.1 DURATION

Based on the decision made by the human resources management department at Aziatex Global Sdn Bhd, it has been determined that company activities will operate every day, beginning on Saturday. Business operations begin at 9 a.m. and continue until 6 p.m. The break hour begins at 1 p.m. until 2.30 p.m. According to the company's policy, internship students are granted a two-day weekly break and are also entitled to public holidays.

2.2 SPECIFIC DEPARTMENT

After the interview, I was placed in the sales and marketing department based on the subject I studied at university. I was assigned the role of an Online Sales Executive, commonly referred to as a 'closer' wherein my responsibilities involved assisting the client's business in attracting potential customers to purchase their services.

2.3 JOBSCOPE AND RESPONSIBILITIES

2.3.1 Revising the daily sales report.

Every morning, it is the responsibility of the closer to update the daily sales report on the designated table. This report includes information on the total number of leads, which refers to individuals who have shown interest in the spa's offerings through various means such as advertisements on social media. Additionally, the report includes data on new customers, follow-up customers, packages or services that have been sold, as well as the total sales generated by the spa's operations on the previous day.

2.3.2 The process of revising and computing key performance indicators (KPIs) and sales targets for a client's business.

A Closer necessitates the need for schedule updates and the computation of their client's Key Performance Indicators (KPIs) and sales targets. These endeavors are aimed at forecasting the potential profit and loss inside the client's business and enhancing the sales performance of their client's services.

2.3.3 The utilization of Up story, lead generation, and chat moderation in social media platforms.

A closer is required to regularly access and upload client stories multiple times per day. These stories include both soft-sell and hard-sell advertising materials, aimed at capturing the interest of customers. Additionally, Closer is responsible for gathering leads from social media platforms by responding to customer comments on Facebook and Instagram, as well as addressing messages received on WhatsApp.

2.3.4 Providing customer service through WhatsApp messaging.

It is imperative for a closer to effectively manage all incoming leads inside the WhatsApp chat platform, particularly those generated by the interaction of individuals with advertisements on other social media platforms. The objective of this endeavor is to facilitate the promotion of client services by the implementation of various strategies such as the introduction of service packages, scheduling appointments, and selecting appropriate services, among other related activities.

2.3.5 Maintain regular communication or follow-up with loyal customers.

It is essential for the sales representative to establish consistent contact with loyal customers through WhatsApp, which may involve introducing new services or packages, as well as making up to five phone calls per day.

2.3.6 The process of updating and inputting data into the report system.

One hour before operations ended, it is necessary for the individual responsible for closing to perform an update on the report. This update includes tasks such as recording customer appointments scheduled for the current day, tallying the number of leads received on the same day, updating the arrival status of customers at the client's location, documenting any changes or cancellations made by the client regarding their appointment, and other relevant information. Subsequently, the updated report is to be transmitted to the client's operation after 6 p.m.

2.4 BENEFITS

2.4.1 ALLOWANCE

Internship students get a twice-monthly allowance, paid on the 1st and 15th of every month. The first intern allowance of RM 250, as well as the following lunch allowance on the 15th day, are dependent on commitment to the established rules regarding performance and attendance, resulting in a potential RM 250 compensation.

2.4.2 KNOWLEDGE AND TECHNICAL SKILLS

I am currently acquiring knowledge on the ways in which digital marketing can effectively facilitate the acquisition of numerous leads and prospects for client's business by use of social media advertisements. In addition, the acquisition of knowledge in services marketing, particularly about the 7 Ps framework, covers several aspects such as process mapping through flowcharts and blueprints, marketing channels, salesforce management, and practical application in customer and client's business interactions. The advancement of artificial intelligence (AI) technology has led to notable improvements, such as the implementation of chatbots, which effectively streamline customer interactions and minimize time expenditure. Additionally, the integration of self-service capabilities enables clients to independently schedule appointments, further optimizing efficiency.

SALES FORCES MANAGEMENT: 6 PROCESSES IN SELLING PROCESS

As Salesperson aka closer applying steps of selling process such as pre-sale preparation, prospecting, approach, presentation, handling objection, sales decision and after sales decision (Firmansyah et al.,2019)

FLOWCHART AND BLUEPRINT OF 1Ps FROM MARKETING MIX IN SERVICES MARKETING (PROCESS)

Flowcharting and blueprinting are two commonly employed techniques in the field of documentation. These methods are utilized to depict and represent existing service processes, which can then be utilized as a basis for the development of new designs. A flowchart is a method used to visually represent the nature and sequential order of several actions that involve the client inside the service process flow. The process of blueprinting is characterized by a higher level of complexity compared

to flowcharting, since it necessitates the inclusion of precise information to effectively determine the construction of the service process. The service blueprint is primarily an internal framework that illustrates the sequence of service interactions, encompassing the customer's journey from initiation to completion. This comprehensive depiction encompasses the several modes of engagement among personnel across different departments (Wirtz et al.,2022).

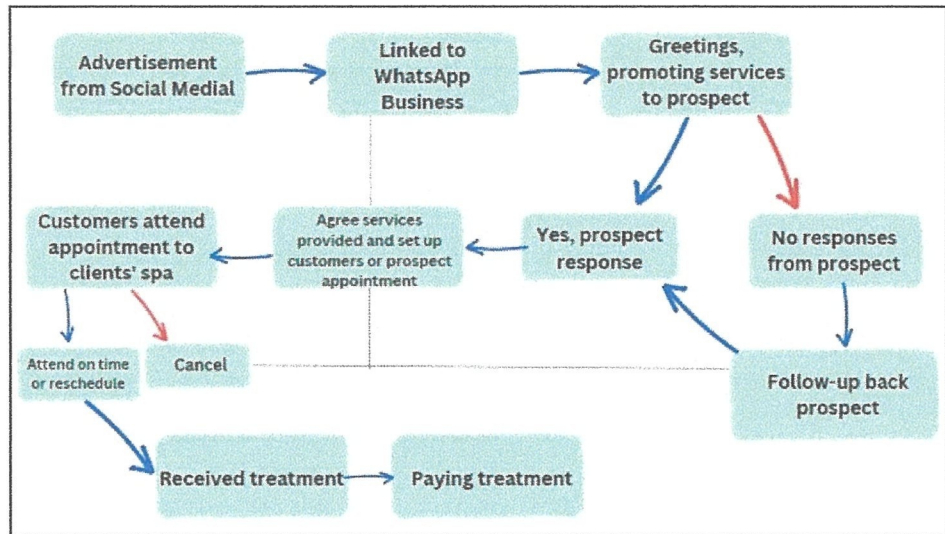


Figure 5: Flowchart of Online Selling Services

Figure 5 depicts the flowchart illustrating the sequential steps involved in accessing and executing various tasks aimed at providing services to clients. The process commences when potential leads or prospects interact with advertisements on social media platforms and subsequently establish communication through business-oriented WhatsApp conversations between sales representatives and prospects. Subsequently, the sales representative is required to execute a series of sequential actions inside the sales procedure, encompassing pre-sale preparation, prospecting, approach, and presentation. To execute the sales process, there exist two potential outcomes: either the prospect responds to the service presented by the salesperson, or conversely, they do not. If the prospect remains unresponsive, it is required upon the salesperson to initiate a follow-up. Failure to do so may result in the

salesperson addressing objections and subsequently making a sales determination regarding the most effective approach to convince the prospect to commit to procuring the offered services. Following a sales decision, the salesperson must gather prospect data to facilitate subsequent promotional activities for additional services or packages via telephone communication.

2.4.3 KNOWLEDGE AND SKILLS RELATED TO PERSONAL DEVELOPMENT

I have acquired the ability to engage in multitasking to effectively manage customer interactions, including tasks such as advertising various services and packages, scheduling appointments, maintaining communication with customers, and providing appointment reminders. Moreover, I possess effective communication skills in the workplace, fostering a continuous exchange of ideas and enhancing service quality. Additionally, I have a high level of cooperation with clients, ensuring seamless integration with their operational processes. I am enhancing my skills in communication and client engagement by actively participating in comment areas, chat platforms, and phone conversations on social media platforms. I am currently taking the risk and assuming responsibility for any difficulties that may arise between the client's operation and relevant parties involved, while actively working towards collaborative problem-solving. I am attempting to enhance my personal growth by cultivating self-confidence and improving my negotiation skills in the context of selling services to consumers.

3.0 STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT) ANALYSIS

The analysis of strengths, weaknesses, opportunities, and threats (SWOT) is a commonly employed framework in strategic management. Identification and Analysis serve as a fundamental instrument for firms to assess their market position and are extensively employed to encompass both internal and external components of the organization (Benzaghta, Mostafa Ali, et al, 2021).



Figure 6: SWOT Analysis of Aziatex Global

3.1 DISCUSSION

3.1.1 STRENGTHS

Strengths are defined as the internal factors inside an organization that contribute to the facilitation of goal attainment. Organizations possess the ability to manage and leverage their strengths, establishing a distinct competitive advantage relative to other competitors.

The company Aziatex Global has effective strategic planning which is crucial when it comes to the development and implementation of key services. The company possesses a notable capability in formulating strategic plans aimed at expediting the growth of their client's businesses. Specifically, they excel in delivering essential services about human resources and administration, hence facilitating their clients' recruitment of new personnel to effectively manage their operations. In the realm of finance, these professionals assist their clientele in effectively overseeing various financial aspects, such as cash flow management, projected gains and losses, operational expenditures, and related matters. Furthermore, assisting clients in promoting their products or services to their target audience by employing marketing tactics and leveraging digital marketing techniques. Additionally, operational management receives support from two entities, namely the company and the client.

Aziatex Global has developed specifically the utilization of artificial intelligence in the form of a chatbot has seized a significant opportunity by implementing technology which has the potential to enhance service quality and mitigate the occurrence of frequent errors often attributed to human personnel. A chatbot refers to an automated conversational interface that allows users to engage in self-service interactions. This entails the ability for customers to select from a range of available services and schedule appointments at their convenience. Within the operational framework, the chatbot effectively acquires and compiles client data, necessitating periodic monitoring by personnel.

3.1.2 WEAKNESSES

Weaknesses encompass internal variables that can impede an organization's capacity to accomplish its objectives. Weaknesses can be effectively managed and remedied to enhance competitiveness towards competing in businesses.

From an observational standpoint, it can be noted that the company Aziatex Global faced the insufficiency of the labor force. This is because, implemented changes in its workforce by terminating a several of permanent employees. This decision was made in response to internal issues occurs in the company, which is the purpose of cost reduction and the implementation of advanced 'chatbot' technology. Furthermore, the implementation of 'chatbot' technology during the initial stage encountered several challenges, resulting in the need for certain permanent staff to doing additional task responsibilities.

In the context of planning strategy, the company does not practically frequent for every individual exhibit's deficiency in their ability to effectively engage in communication. It has been observed that the top management corporate, as well as clients, encounter challenges in effectively communicating with their employee throughout the execution of assigned responsibilities. Consequently, the efficacy of delivery techniques is diminished, resulting in prolonged resolution times for some difficulties to solve the problems.

3.1.3 OPPORTUNITIES

Opportunities are external factors that facilitate the achievement of organizational objectives, independent of favorable environmental conditions. These opportunities contribute to the advancement of initiatives and the implementation of renewal actions.

Aziatex Global can assist their consumers in entering the international marketplace. This is because the globalization process can present consumers with new opportunities. Aziatex can help them conduct marketing research to identify their target market and increase their use of the 4Ps marketing mix to overcome the new competition.

The company of Aziatex Global can enhance the acquisition of prospective clientele to expand customer base by engaging in collaborative efforts within the consulting industry. This collaboration would aim to enhance the business operations of their clients by fulfilling their fundamental requirements in core services, which are essential for attracting new clients. In addition to offering advisory services to service-based enterprises, the company possesses the capability to extend its expertise to the development of product-based businesses.

3.1.4 THREATS

Threats refer to external factors within the organizational environment that can impede or jeopardize the organization's ability to accomplish its objectives.

Aziatex Global possibility taking high risk from unauthorized access, use, disclosure, disruption, modification, or destruction by third party. The company extensively uses digital marketing strategies to effectively promote its client services to target buyers. Aziatex Global and their clientele frequently acquire and store substantial amounts of

customer data, including contact phone numbers and email addresses. Consequently, if the organization fails to enhance its data security system, the unauthorized disclosure of customers' personal information may enable other entities to get access, leading to the illicit trade of data, fraudulent activities, phishing attempts, and the dissemination of malware.

Aziatex Global has challenging by competition at an advanced level which is operating as a consulting-based organization, encounters significant competition from other consulting firms in terms of delivering core services and pricing strategies aimed at fostering collaboration in the growth of client's business.

3.2 RECOMMENDATIONS

Aziatex Global can enhance specialty services. In terms of company size, the company can target a niche market, and consulting firms can gain a competitive advantage by providing specialized services. This may consist of project management, cost estimation, and design services. By offering specialized services, a company can establish itself as an indispensable resource for consumers. The client's business can implement new technologies, but it will be at a disadvantage if its company consultant firm is not current. Investing in technology can improve a business's productivity, efficacy, and profitability (Taris & Wandebori, 2023). The company can design an innovative approach for developing specialization skills within their clients' organizations. Additionally, the company must place a greater emphasis on its strategic contributions. This requires being more than a source of inventive ideas. It involves assisting clients in understanding their target markets and devising marketing strategies that align with their overall business objectives (Laurie & Mortimer, 2019).

The company must understand the functionality of chatbots to provide superior services to client enterprises. The company must be aware that chatbot technology is not a replacement for human customer service representatives, but it can be advantageous for simple tasks such as providing information and answering inquiries. They are not appropriate for complex duties or customer complaints. The first phase of Aziatex Global's implementation of chatbot technology has begun. They can initiate small-scale trials to evaluate the chatbot. After receiving positive consumer feedback, the company can receive input that assists them in enhancing the chatbot's features with new information. The employee must then monitor the performance of the chatbot and begin accumulating customer data (Tran, 2022).

The company, Aziatex Global can enhance career advancement and growth opportunities for its employees. They desire the capacity to acquire new skills and overcome new obstacles. Companies that provide opportunities for career advancement are more likely to retain their employees. The company must recognize its employees, find methods to build long-lasting relationships with them and recognize their efforts and accomplishments in maintaining the company by providing benefits, bonuses, and commission. (Silva et al., 2019).

The organization must cultivate a culture of honest and open communication. This is necessary for identifying issues and problems between upper and lower management, or between leader management and the employees. Additionally, a manager or leader must be an excellent listener to avoid raises issues towards employee. This implies that employees should feel comfortable voicing their ideas and concerns and have faith in their superiors' capacity to listen and respond constructively. There should be opportunities for employees to communicate with one another. This may include regular team meetings, brainstorming sessions, and social gatherings (Kalogiannidis, 2020).

Before entering the country's market, Aziatex Global must assist their clients in identifying their target audience. In addition, the client's business must be flexible and adaptable, as necessary, to follow the market's evolution. Finally, the marketing strategy must be robust to compete with other businesses (Tien et.al, 2019).

The company Aziatex Global can acquire new prospective clients by implementing Customer Relationship Management strategies, such as placing a good on customer satisfaction. This includes providing a positive experience at every consumer touchpoint. It is essential for businesses to have this understanding of their consumers. This requires collecting and analyzing data on client behavior, preferences, and requirements. The company must adapt to modify and alter client and market requirements (Gil et al., 2020).

By preserving data in a secure and tamper-proof manner, blockchain can be used to improve cybersecurity. Because blockchain is a distributed ledger technology, data is stored on a network of computers. This makes data manipulation and theft extremely challenging for hackers. To enhance cybersecurity, organizations require supporters to secure data, such as the company, which requires collaboration with cybersecurity software firms to develop blockchain and secure data in response to legislation prohibiting the sale of customer data to third parties (Demirkan et al., 2020).

4.0 CONCLUSION

In conclusion, Aziatex Global can become one of the corporate companies by enhancing existing services, locating potential clients for cooperation, and developing the small and medium business (SME) industry through strong strategic planning. Aziatex Global can be a part of a company that helps entrepreneurs and small businesses develop rapidly if it possesses the relevant capabilities. Using the technology provided by Aziatex Global, the client's business can generate profits, reduce operating expenses, and become more successful in the long run. Existing advantages can now be applied to actual business.

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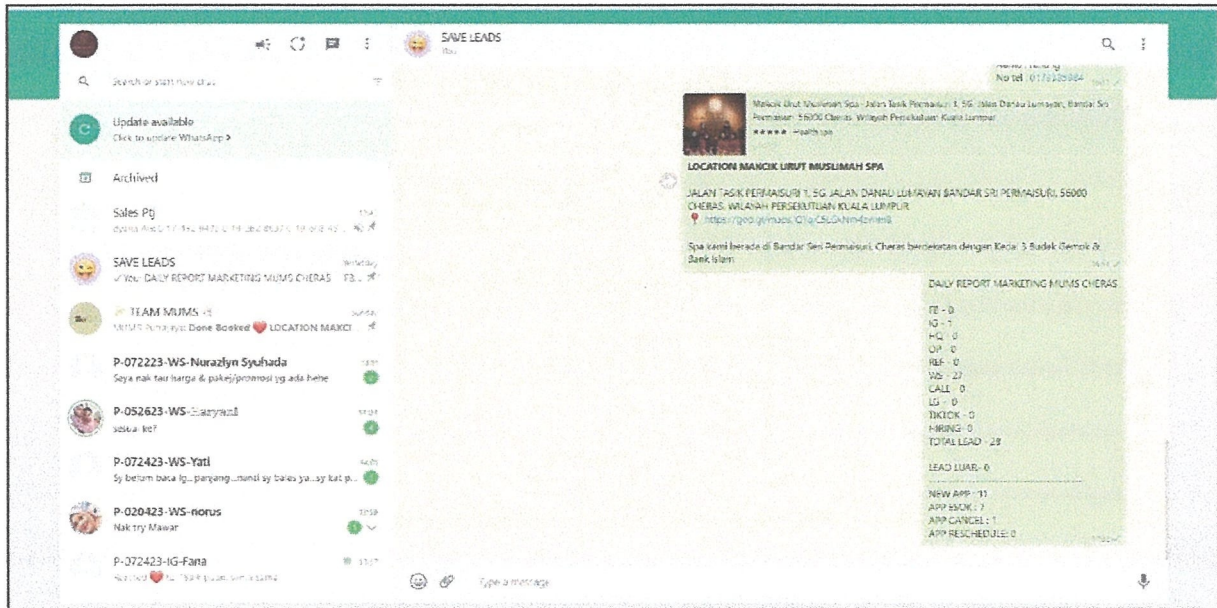
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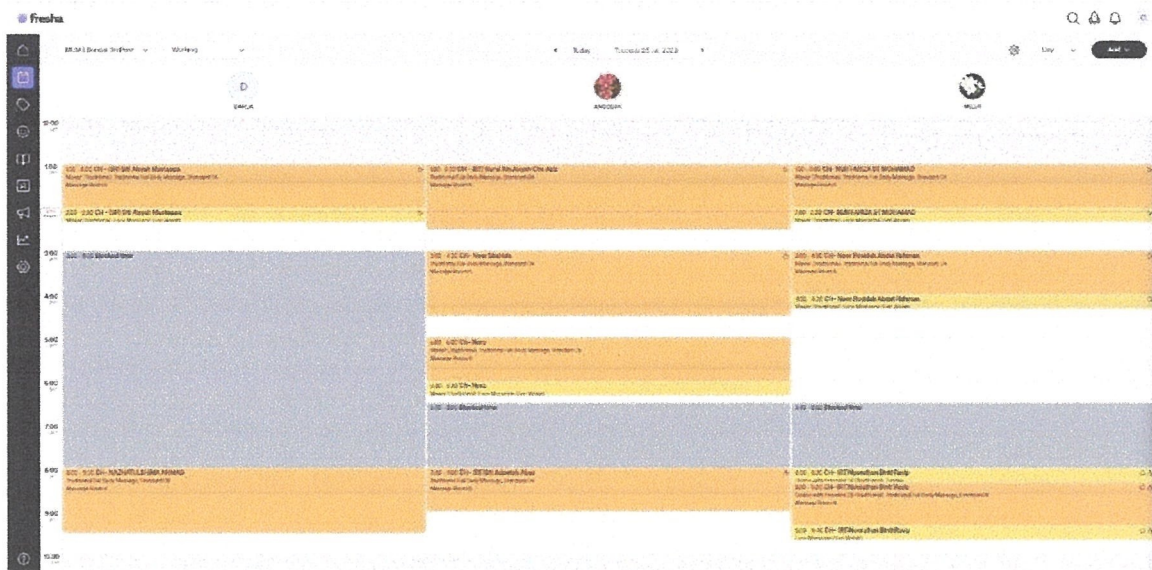
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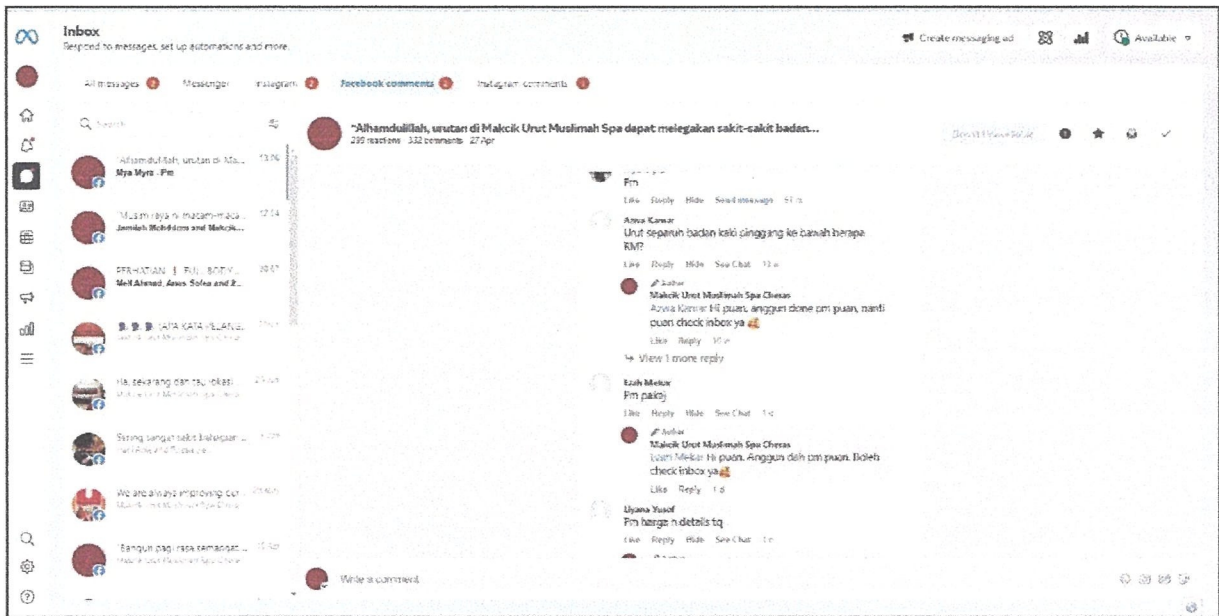
APPENDICES



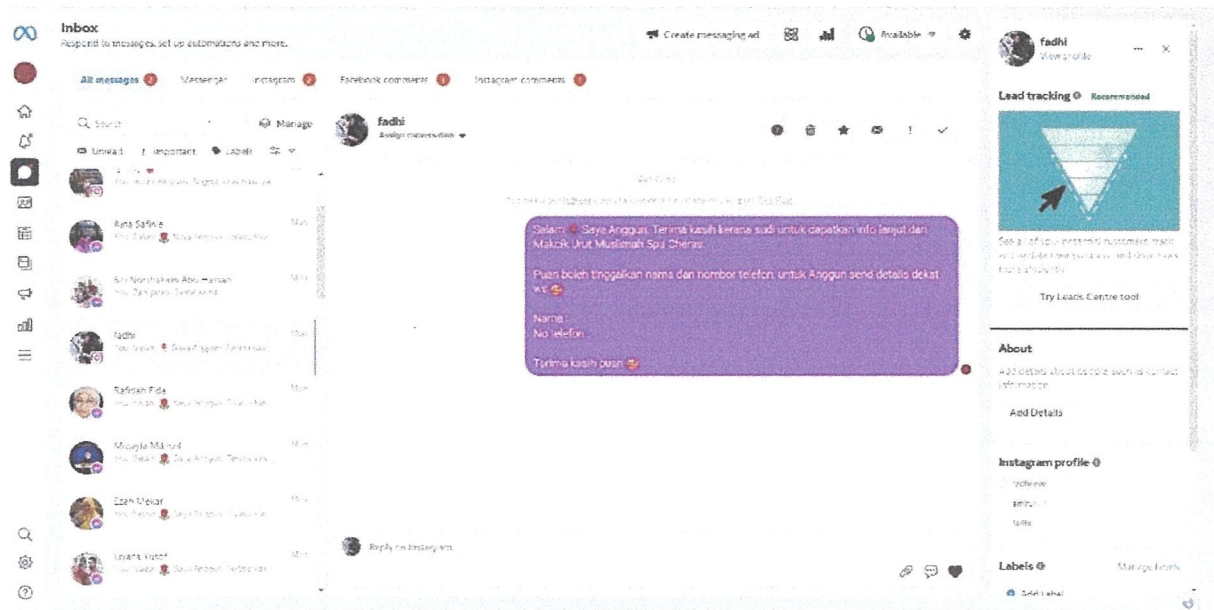
Appendice 1: Approaching customers through Whatsaaps Businesses



Appendice 2: Set appointment schedule customers



Appendix 3: Clearing comment section, messaging customers through Meta business



Appendix 4: Greetings prospect from social media