



UNIVERSITI
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Cawangan Melaka
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SIMPLIFIED COURIER
SOLUTIONS *Expres.*

2023

INDUSTRIAL TRAINING REPORT AT IKOBANA SDN BHD

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Bachelor of Business Administration (Hons) Marketing

Prepared For:

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MGT666

1ST MARCH - 15TH
AUGUST 2023

EXECUTIVE SUMMARY

This report describes the trainee's remarkable and eye-opening six-month industrial training at IKOBANA Sdn. Bhd. This company assisted trainees in preparation for the real world of work by assigning tasks and responsibilities that will be described in greater detail later in this report. This report will begin with an updated student profile, followed by the company profile, which will describe the company's name, logo, location, and background. The company profile will also include information on the company's mission and vision, organizational chart, and products or services. Before moving on to the SWOT analysis, the duration, roles, responsibilities, task, and assignment have all been thoroughly discussed throughout the training reflection. The SWOT analysis will begin with IKOBANA Sdn. Bhd.'s strengths include a strong business network and high-quality services. Moving on to the weaknesses, which include understaffing and a lack of in-house expertise, the opportunity includes utilizing an online distribution channel and gaining more exposure and followers on TikTok. The final portion of the SWOT analysis, threats, will go into detail about the industry's huge competition and increasing costs of materials. The report will come to an end with a conclusion.

ACKNOWLEDGEMENT



First and foremost, grateful to Allah SWT for granting the strength and opportunity to secure a position for this industrial training and to complete this report without encountering any significant obstacles. Thank you to the family as well when it comes to financial and emotional support throughout my industrial training. Also, a big thanks to the advisor for the course MGT666 Internship, Miss Masliana Binti Tamrin for providing excellent assistance, clear explanations for any questions asked, and constant reminders of crucial dates and information.

In addition, an appreciation to IKOBANA Sdn. Bhd. for the opportunity given by accepting an intern and appointing a supervisor, Miss Nor Miza Binti Abdullah, who has provided with a great amount of guidance and encouragement, as have other employees. This has unquestionably broadened the viewpoint, knowledge, and experiences in the working world.

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1.0 STUDENT'S PROFILE


NUR AYUNI BINTI MOHD 'ASRI BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING		
SUMMARY/OBJECTIVE		
<p>I am extremely motivated to improve my skills and advance professionally. I am dependable, hardworking, and detail-oriented, and I am keen to learn new things to develop my skills and competencies. I will develop meaningful relationships with my team members. I also have great time management skills where I'm able to complete most tasks in a timely fashion. I'm excited to broaden my knowledge and contribute to the growth and success of the organization.</p>		
EXPERIENCE		
Cinema Crew Golden Screen Cinemas Sdn. Bhd. (GSC)	<ul style="list-style-type: none"> Provide excellent customer service to the customers and attend to inquiries or feedback Adhere to the Company Standard Operating Procedures Perform proper cash handling Prepare food and drinks according to the Company's standard Ensure and maintain all facilities and cleanliness are adhered to Company's 	August 2022 - September 2022
Promoter Viva Gadget Sdn Bhd	<ul style="list-style-type: none"> Provide information on products or services. Demonstrating the features of a product or service to potential customers. Answering any questions potential customers might have about a product or service. Staying up to date with product or service features. 	January 2018 - March 2018
EDUCATION		
Bachelor of Business Administration (Hons.) Marketing Current CGPA: 3.57 Universiti Teknologi Mara (UiTM)	Involvement and Achievements: <ul style="list-style-type: none"> - Participate in UiTM Marcom Community Project 2021. - Exco Multimedia of UiTM Marketing Student Association (MASA), 2020-2021. - Participate in UiTM MASA BURN FAT CHALLENGE as Exco Multimedia, 2021. - Multimedia Bureau for UiTM Dean's Award Ceremony (MAD), 2021 - Exco Multimedia for UiTM FORUM: HOW TO BALANCE STUDY AND LEADERSHIP, 2021. - Exco Academic of UiTM Marketing Student Association (MASA), 2022-2023. 	2020 - Presently
Sijil Tinggi Persekolahan Malaysia (STPM) CGPA: 2.92 Sekolah Menengah Kebangsaan Padang Garuda	Involvement and Achievements: <ul style="list-style-type: none"> - Participate in Kuantan Regional Form 6 Co-Curriculum Carnival as a photographer (Karnival Kokurikulum Tingkatan Enam Daerah Kuantan). - Committee for Primary and Secondary School Bahasa Melayu Carnival, national level. 	2018 - 2019
Sijil Pelajaran Malaysia Sekolah Menengah Kebangsaan Mat Kilau	Involvement and Achievements: <ul style="list-style-type: none"> - Participate in School Prefect of SMK Mat Kilau (Badan Pengawas Sekolah). - Secretary of Civil Defence Cadet (Kadet Pertahanan Awam). 	2013 - 2017
SKILLS & HIGHLIGHTS		
Advance: <ul style="list-style-type: none"> - Speaking and Writing in Malay - Speaking in English - Microsoft Word 	Intermediate: <ul style="list-style-type: none"> - Writing in English - Microsoft PowerPoint - Canva 	Basic: <ul style="list-style-type: none"> - Microsoft Excel - Adobe Photoshop - Filmora
REFERENCES		
Puan Aemillyawaty Bt Abas Lecturer Universiti Teknologi Mara		

Figure 1: Student's updated resume

2.0 COMPANY'S PROFILE

2.1 COMPANY'S NAME, LOGO, LOCATION AND BACKGROUND



Figure 2: IKOBANA Sdn. Bhd. Logo

The chosen name for this company is IKOBANA Sdn Bhd, which is formed from the acronym of its client charter, as seen in the figure below. This business was established by Mr. Nurhazli, who is currently one of the company's CEOs. He strongly believes that in order for the company to survive and thrive in its industry, it is necessary for them to provide a high-quality service not only to the B2C sector (business to customer), but also to the B2B sector (business to business).

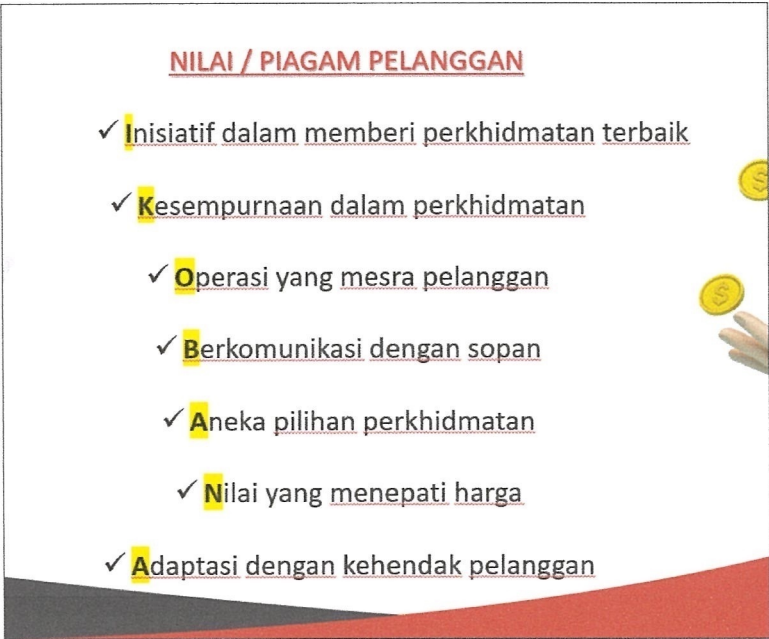


Figure 3: IKOBANA's client charter

IKOBANA Sdn Bhd. was founded in 2006 with the tagline ‘Simplified Courier Solutions’ and was recognized for its commitment to assisting customers by handling the delivery of their goods in an orderly and safe manner. Although this is not the only service provided, it is unquestionably the company's main products/services. IKOBANA Sdn Bhd has expanded its operations by opening 70 outlets across Peninsular Malaysia. Aside from courier services, IKOBANA outlets also provide bill payment, car insurance, medical cards, and a variety of online services (IKOBANA, n.d.).



Figure 4: IKOBANA Sdn. Bhd. office

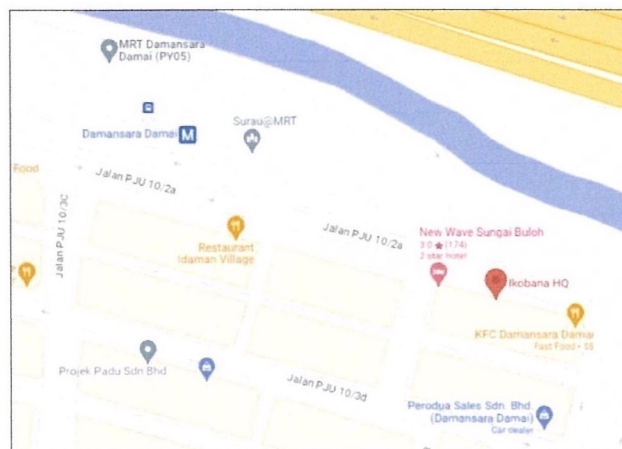


Figure 5: IKOBANA Sdn. Bhd. location

- A105, Jalan PJU 10/2A, Damansara Damai, 47830 Petaling Jaya, Selangor

2.2 COMPANY'S VISION AND MISSION



Figure 6: IKOBANA Sdn. Bhd. vision and mission

2.3 COMPANY'S ORGANIZATIONAL CHART

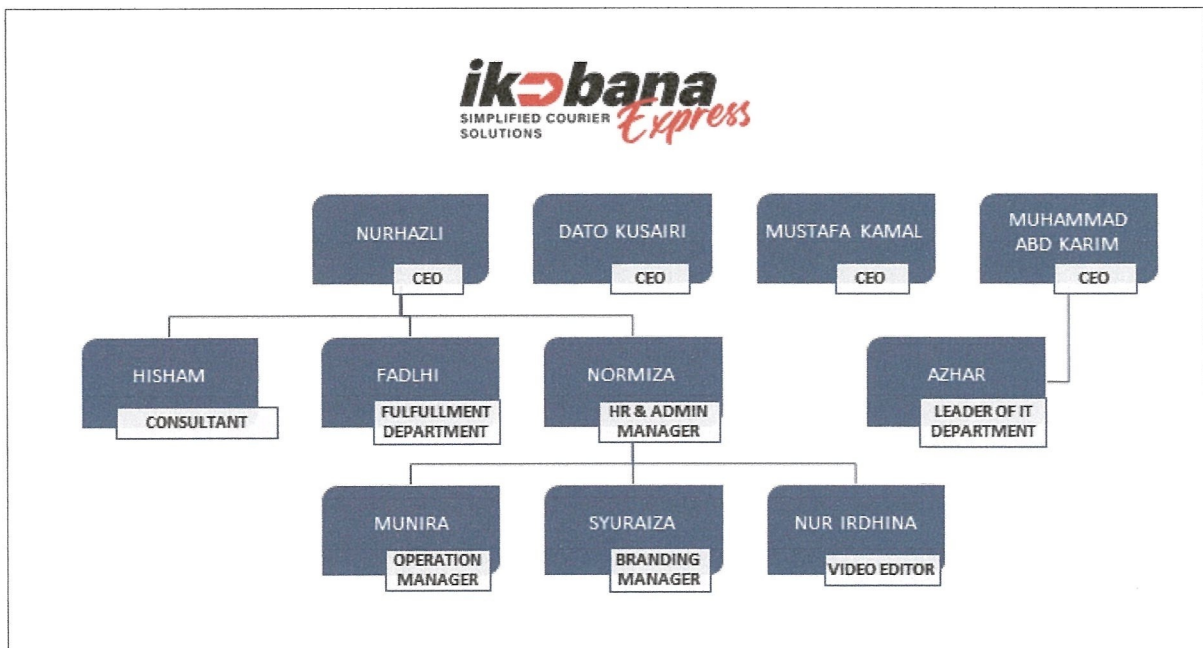


Figure 7: IKOBANA Sdn. Bhd. organizational chart

2.4 COMPANY'S PRODUCT OR SERVICES

➤ B2C SERVICES (BUSINESS TO CONSUMER)

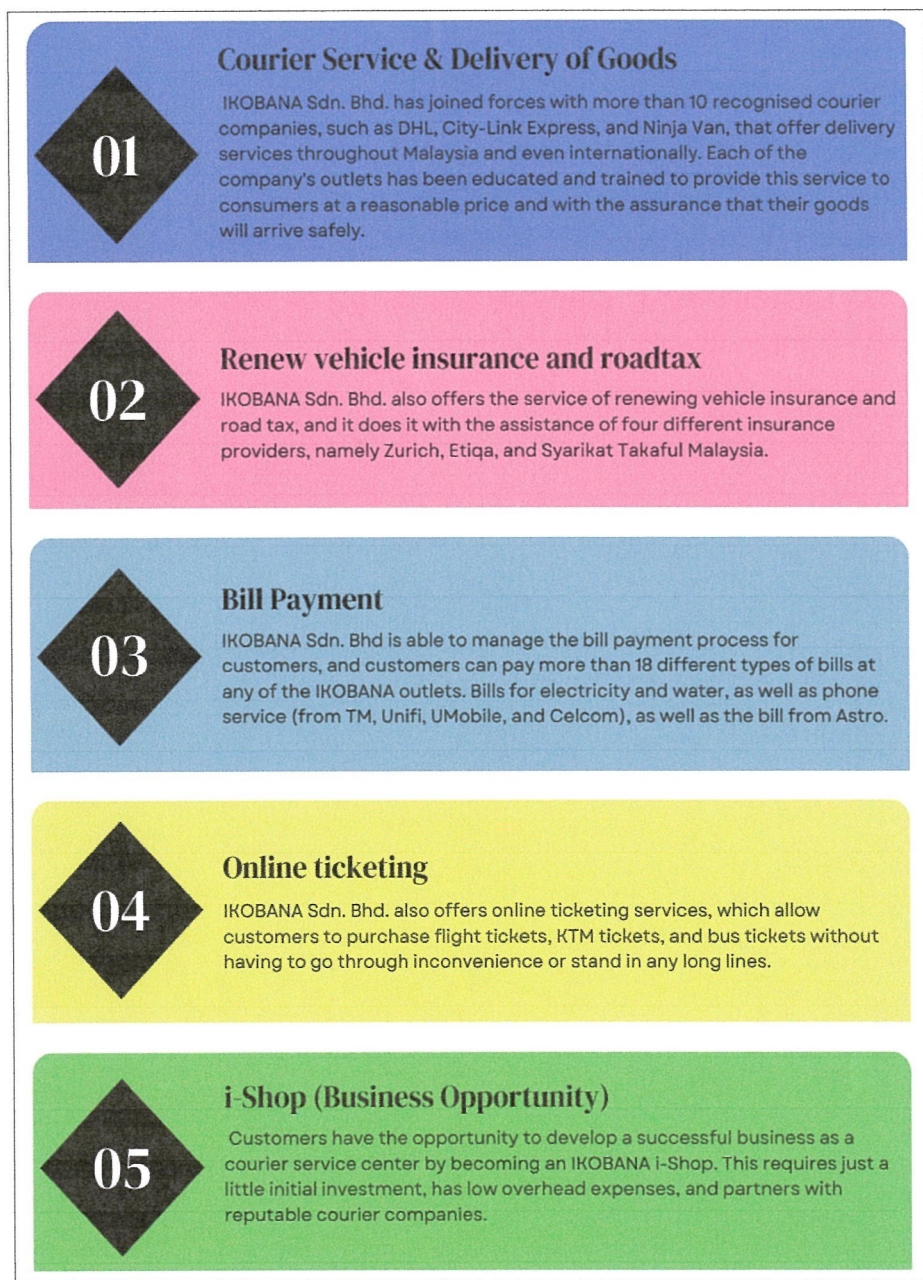


Figure 8: IKOBANA Sdn. Bhd. B2C services

➤ **B2B SERVICES (BUSINESS TO BUSINESS)**

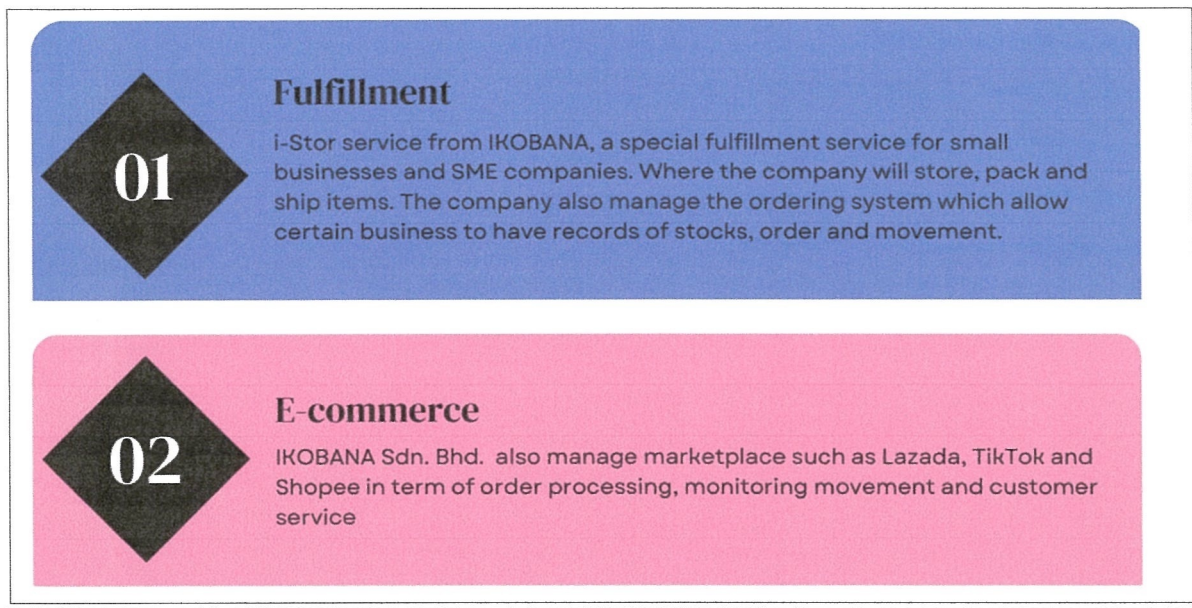


Figure 9: IKOBANA Sdn. Bhd. B2B services.

3.0 TRAINING REFLECTION

3.1 DURATION

The industrial training lasted about 6 months, totaling 26 weeks, beginning on March 1, 2023, and ending on August 15, 2023. The company's working days are Monday through Friday, however there are instances when the trainee is required to organize events and seminars that take place outside of weekdays and even on holidays. In terms of working hours, the trainee will be required to work from 9am to 6pm, for a total of 9 hours per day.

3.2 ROLES, RESPONSIBILITIES, TASK AND ASSIGNMENT

➤ ROLES AND RESPONSIBILITIES



Figure 10: Participate in the promoting IKOBANA Saudi

Throughout the trainee's industrial training, he or she has been assigned two roles: assisting the **department of branding** and performing major tasks for the **department of sales and marketplace**. With two roles in the company, the trainee rotates departments every week for the first and a half months of industrial training before taking sole responsibility for the sales and market department in the middle of April 2023. Typically, larger companies have separate departments to carry out different tasks and achieve different objectives, but IKOBANA decided to combine the tasks of the marketing department and the branding department, which are responsible for promoting, creating marketing content, and building brand awareness. Therefore, the trainee roles in the branding department involve video production and the creation of new content ideas. This has undoubtedly given the trainee the chance to develop confidence when shooting videos and boost the trainee degree of creativity when attempting to generate fresh content ideas.

The trainee assisted the sales and marketplace department for a few weeks during the first and a half months of the industrial training period before taking full responsibility for the task in the middle of April 2023. For its fulfillment project with MySutera Sdn.

Bhd. The department focuses on growing the sales of Canggih brand products and administering the marketplaces such as Shopee, Lazada, and TikTok. This department is responsible for attending meetings regarding Canggih brand products, managing the order process for Canggih brand products, responding to customer enquiries on the marketplace platform, ensuring that the order has reached the consumer, and managing and executing advertisements exclusively on the marketplace platform. The trainee seizes the chance to acquire and develop new skills, such as understanding how the marketplace operates, how to reply professionally to consumer enquiries, and knowing how the marketplace's system works to manage it effectively.

➤ **TASKS**

- Monitor marketplace status which are Shopee, Lazada and Tiktok.
- Manage the marketplace by processing orders, handling canceled, return and refund order cases.
- Submit marketplace order on fulfillment system.
- Prepare a monthly report on marketplace sales and profit.
- Respond to marketplace customers' inquiries.
- Warehouse visit at Shah Alam.
- Attending meetings at Shah Alam warehouse to keep updated on Canggih brand status.
- Taking a meeting minute.
- Present marketplace status weekly (on every Monday).
- Participates in seminars events by handling the registration and presenting topics for the company.
- Create SOP for new internships or staff's future references.
- Participate in the "Movenpick" project as a promoter.
- Maintaining profit margin above 20%.

➤ ASSIGNMENTS

ASSIGNMENT 1: MANAGE MARKETPLACE SUCH AS SHOPEE, LAZADA AND TIKTOK

Process order in marketplace such as Shopee Lazada and Tiktok

The trainee is responsible for processing Shopee, Lazada, and TikTok orders. The marketplace's reputation is reliant on how the PIC (person in charge) handles the marketplace, such as how fast and accurately the PIC can fulfill an order. As a result, this duty should not be taken lightly, as an improper order procedure may result in a cost impact owing to the need to cancel, return, or refund an order, for which the company will be responsible for shipping charges. The trainee must also save and organize AWB and packing list PDF files in order to maintain a record and track the ordering process. Under the guidance of staff, the trainee can do this task without much difficulty.

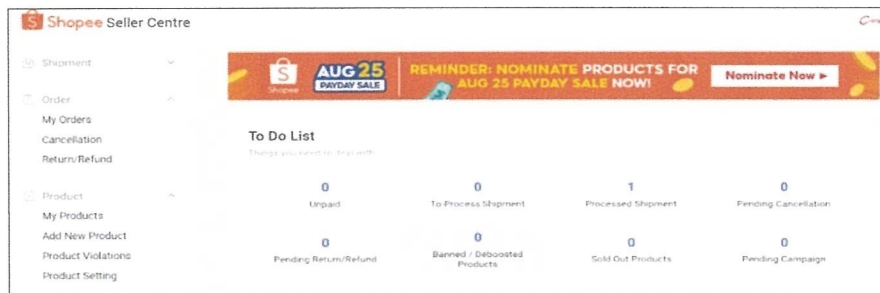


Figure 11: Shopee seller center



Figure 12: Lazada seller center



Figure 13: Tiktok seller centre

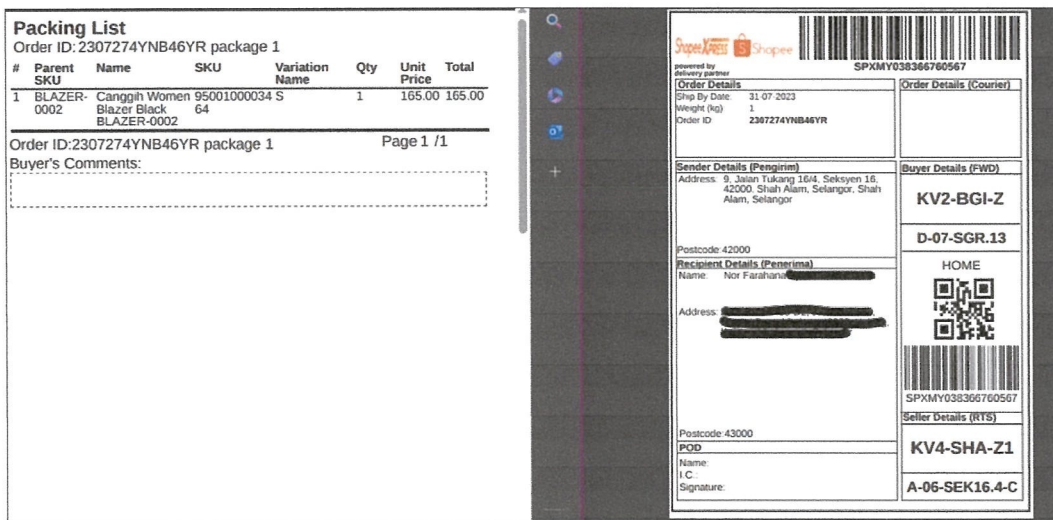


Figure 14: Example of AWB and Packing List

Placing order on fulfillment system

Additionally, the intern is prompted to input place orders into the system soon after order processing has been completed. After the trainee has gathered all of the information required to place an order, they will login into the system used to fulfill the orders and input all of the essential information that can be gained through the saved AWB and packing list earlier. Some examples of details that are needed are the requested product name, customers name, address and quantity from the customer.



The image shows a screenshot of a web application interface for a 'Warehouse Order' system. The page is titled 'Warehouse Order' and 'Shipping Information'. It features a vertical sidebar on the left with various icons. The main content area contains several input fields for shipping details:

- Customer Name *
- Customer Last Name *
- Customer No *
- Address *
- City *
- Country * (pre-filled with 'Malaysia')
- State *
- Postcode *
- Phone No *
- Phone 2 (optional) *
- Reference Code *

Figure 15: Fulfillment system

Prepare monthly reports on marketplace sales and profits.

Additionally, the trainee must generate monthly reports of marketplace sales and profits in Excel format, as it is easier to perform calculations with the formula function. Extraction of data from the marketplace can be challenging, as incorrectly extracted data will display different figures than the monthly statements retrieved from each marketplace. This task is also significant since the trainee must calculate profit and sales from the gathered data.

Row	Date	Product ID	Status	Quantity	Product Name	Net Sale	Cost	Profit	Margin %
53	26-Mar-23	2303110K0G05P8	COMPLETED	28	Canggih Kam Sekolah Pelajar MBISM Dark Brown CPO08 DBR	43.20	40.35	2.86	6.62%
54	27-Mar-23	2303176M0G07T6	COMPLETED	29L	Canggih Mer Blazer Black BLAZER-0001	89.10	80.59	8.51	9.55%
55	27-Mar-23	2303189M0G08S3	COMPLETED	26	Canggih Kam Sekolah Pelajar MBISM Dark Brown CPO08 DBR	42.50	37.82	4.68	11.01%
56	28-Mar-23	2303119N0P04UJ	COMPLETED	24	Canggih Kam Sekolah Kipas Belakang Navy Blue CPO08MBL	36.90	36.51	0.39	1.06%
57	28-Mar-23	2303182W0G04P3	COMPLETED	14	Canggih Baju Melayu Johor Sekolah Agama White BM401-B (Top Only)	110.70	103.56	7.14	6.45%
58	28-Mar-23	2303225K0G05E8	COMPLETED	M	Canggih Tudung Penghawas Sekolah Blue KT20028	20.80	20.87	-0.07	-0.34%
59	28-Mar-23	2303268W0V0YD	COMPLETED	17	Canggih Baju Melayu Johor Sekolah Agama White BM401-B (Top Only)	39.60	39.60	0.00	0.00%
60	28-Mar-23	2303268W0V0YD	COMPLETED	28	Canggih Teluk Sekolah Rendah Agama White MM401-S	34.65	34.65	0.00	0.00%
61	28-Mar-23	2303278A0G08B8W	COMPLETED	39L	Canggih Women Blazer Black BLAZER-0002	89.10	83.33	5.77	6.47%
62	28-Mar-23	2303292W0G04Q3	COMPLETED	17	Canggih Baju Kemaja Lengan Pendek Lelaki Sekolah Rendah Yellow CPO02-B0	69.90	69.90	0.00	0.00%
63	28-Mar-23	2303292W0G04Q3	COMPLETED	28	Canggih Seluar Panjang Sekolah Rendah Navy Blue CPO04-B0P	43.50	43.50	0.00	0.00%
64	28-Mar-23	2303278A0G08B8W	COMPLETED	15	Canggih Baju Melayu Johor Sekolah Agama White BM401-B (Top Only)	36.90	34.45	2.45	6.64%
65	28-Mar-23	2303278A0G08B8W	COMPLETED	15	Canggih Baju Melayu Sekolah Agama Lelaki White BM401-B (Top Only)	75.60	75.60	0.00	0.00%
66	28-Mar-23	2303278A0G08B8W	COMPLETED	32	Canggih Sarung Sekolah Agama Green CPO12-00	61.90	61.90	0.00	0.00%
67	29-Mar-23	2303189M0G08S3	COMPLETED	14	Canggih Baju Melayu Johor Sekolah Agama White BM401-B (Top Only)	73.80	69	4.80	6.50%
68	29-Mar-23	2303288G04P83	COMPLETED	L	Canggih Men Blazer Black BLAZER-0001	89.10	83.33	5.77	6.47%
69	29-Mar-23	2303288G04P83	COMPLETED	5	Canggih Women Blazer Black BLAZER-0002	89.10	83.33	5.77	6.47%
70	30-Mar-23	2303176M0G07T6	COMPLETED	26	Canggih Kam Sekolah Kipas Belakang Navy Blue CPO08MBL	36.90	36.51	0.39	1.06%
71	30-Mar-23	2303288G04P83	COMPLETED	29L	Canggih Women Blazer Black BLAZER-0002	89.10	82.63	6.47	7.26%
72	31-Mar-23	2303258M0R02Q4	COMPLETED	13	Canggih Baju Kurung Perempuan Sekolah White CPO09-B0	35.55	33.18	2.37	6.67%
73	31-Mar-23	2303244H0T04Q5F	COMPLETED	13	Canggih Baju Melayu Sekolah Agama Lelaki White BM401-B (Top Only)	69.90	69.90	0.00	0.00%
74	31-Mar-23	2303146H0R04M5A	COMPLETED	22	Canggih Seluar Sekolah Rendah Agama White MM401-B	69.90	69.90	0.00	0.00%
75	31-Mar-23	2303146H0R04M5A	COMPLETED	L	Canggih Women Blazer Black BLAZER-0002	89.10	83.27	5.83	6.54%
76	31-Mar-23	2303278A0G08B8W	COMPLETED	15	Canggih Baju Melayu Johor Sekolah Agama White BM401-B (Top Only)	36.90	36.90	0.00	0.00%
77	31-Mar-23	2303278A0G08B8W	COMPLETED	26	Canggih Seluar Sekolah Rendah Agama White MM401-B	36.60	36.60	0.00	0.00%
78	31-Mar-23	2303278A0G08B8W	COMPLETED	26	Canggih Seluar Panjang Penghawas Sekolah Black CPO10-BL-K	50.40	50.40	0.00	0.00%
79	31-Mar-23	2303288G04P83	COMPLETED	24	Canggih Kam Sekolah Kipas Belakang Navy Blue CPO08MBL	36.90	36.51	0.39	1.06%
80	31-Mar-23	2303288G04P83	COMPLETED	39L	Canggih Men Blazer Black BLAZER-0001	89.10	83.33	5.77	6.47%
TOTAL						4,197.41	2,744.83	1,452.58	35%

Figure 16: Monthly report of marketplace sales and profits (excel)

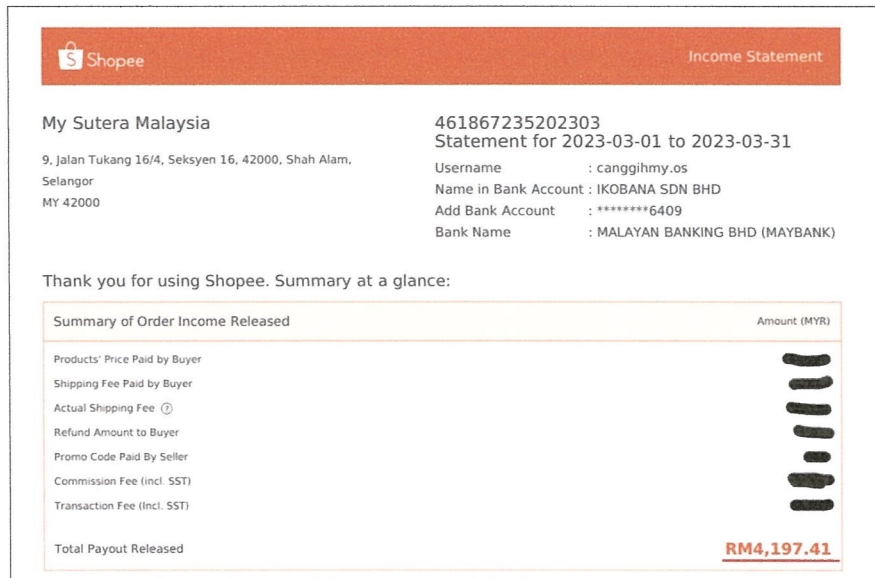


Figure 17: Shopee monthly statement

ASSIGNMENT 2: ATTEND MEETING AND DISCUSS PROBLEMS, SOLUTION AND KEEPING UPDATE ON CANGGIH BRAND.

Taking meeting minute



Figure 18: My Sutera Warehouse

The trainees have the opportunity of attending weekly meetings conducted at My Sutera's Shah Alam distribution center on Tuesdays. Attending these meetings and jotting down can help the trainee comprehend what's been covered, what reports were reviewed, what activities were suggested, and what could be discussed at the next meeting.

Present the current status of marketplace.

Trainees will be required to present if there have been positive or negative changes to the marketplace and whether any problems can be resolved during the meeting.

ASSIGNMENT 3: GENERATING IDEAS FOR NEW CONTENT AND INVOLVES IN VIDEO SHOOTING.

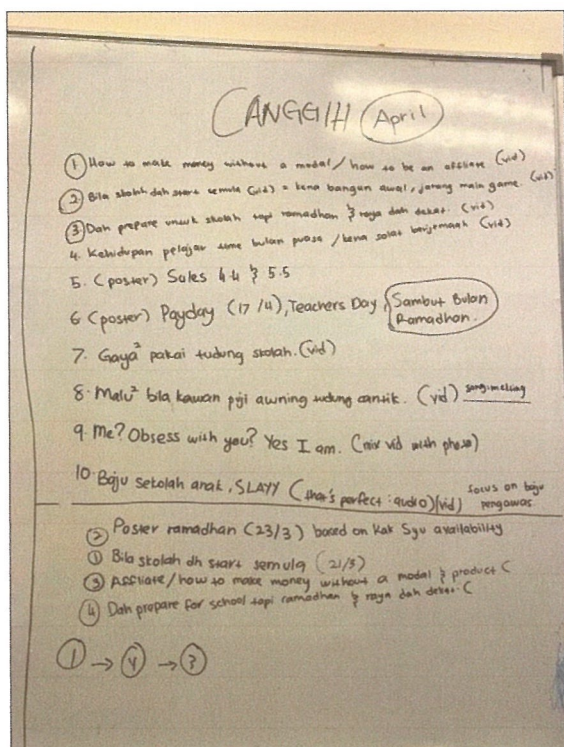


Figure 19: Ideas for content

The trainee is responsible for coming up with content ideas for the various social media platforms used by the company, including Instagram and TikTok. The content of the company will constantly focus on keeping up with the most recent trends, but it will also take into consideration whether to provide content that is either informative or entertaining.

Once the ideas have been generated, the trainee will then take part in the video recording of the content that has been authorized to be shown. Whether by acting in the video or helping to produce it in some way, such as by handling the lighting or the props.

ASSIGNMENT 4: PARTICIPATE IN 'MOVENPICK' PROJECT AS A PROMOTER

As IKOBANA Sdn. Bhd. released a new project; it was necessary to raise awareness. The company dispatched the trainee to Sepang, where the trainee spent nine days advertising the new 'IKOBANA Saudi' service, which allows consumers to ship goods from Tanah Suci to Malaysia using the COD payment method. The campaign took place at the Movenpick Hotel, where jemaah Haji gathered for a briefing on their Haji before boarding a bus to the chosen airport. The trainee has effectively implemented what have been learned during studies which is a face-to-face marketing strategy to promote the new service, while also implementing a promotion campaign consisting of the distribution of free starter packs containing three types of flyers and a brochure.



Figure 20: Promote IKOBANA Saudi using marketing tool which is free starter kit.

3.3 GAINS: INTRINSIC AND EXTRINSIC BENEFITS

➤ INTRINSIC

During the course of the trainee's time spent undergoing industrial training with IKOBANA Sdn. Bhd., a number of benefits were made accessible to the trainee. The trainee has gained an understanding of how to develop essential skills, such as strong managerial skills that have gained when processing orders in a timely and accurate manner and a strong sense of discipline and responsibility when handling private customer data, such as addresses. Working under pressure is substantially more bearable for the trainee as a direct result of the company's continual demand for a marketplace update and progress in a short period of time. The confidence of the trainee has increased as a result of the weekly presentation that the company hosts and the fact that the trainee is constantly encouraged to talk and provide ideas. Last but not least, the trainee has gained recognition by the company where the CEO was astonished by the trainee's ability to maintain a

profit margin in the marketplace above 20% thanks to the trainee's efforts. Being able to witness how the business world really works has given the trainee real-life experience whether learning on how to handle a project or even implementing some knowledge that has been learned during studies.

➤ **EXTRINSIC**

In terms of extrinsic benefits, the trainee has been given a reasonable allowance of RM500 as well as a bonus for working through the holidays and exhibiting a positive response to the responsibility that has been allocated to the trainee. In addition to this, the company offers the trainee a position as a contract employee, which is regarded as a promotion in position inside the company.

4.0 SWOT ANALYSIS

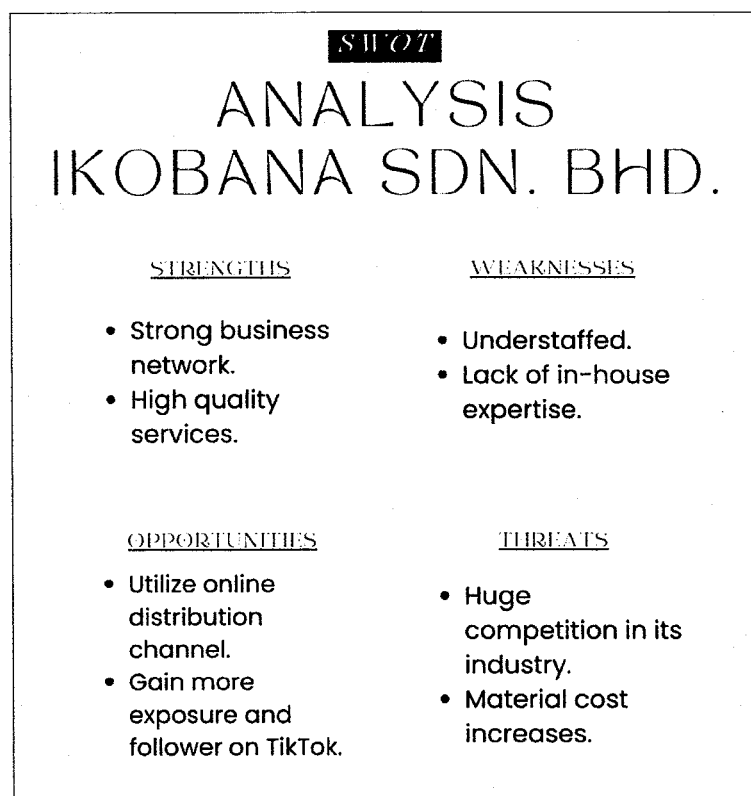


Figure 21: IKOBANA Sdn. Bhd. SWOT Analysis

5.0 DISCUSSION AND RECOMMENDATION OF SWOT ANALYSIS

5.1 STRENGTH

STRONG BUSINESS NETWORK

In the context of a business, "networking" refers to the process of cultivating mutually beneficial relationships with clients and other industry experts (Indeed, 2022).

IKOBANA Sdn. Bhd. has been investing a significant amount of effort into developing a strong business network ever since the company became aware of the benefits that could be obtained by acting in this manner. Thanks to the strong business networking that is primarily directed by the CEOs, a collaboration and connection have been built with well-known and well-established companies such as GDEX, Dalsey, Hillblom and Lynn (DHL), and Ninja Van. IKOBANA Sdn Bhd has been offered a promotion plan by a few of the businesses with which it has maintained a fruitful business relationship for more than five years. The company has been able to successfully maintain this network. For instance, just recently DHL emailed the company and offered a price reduction when utilizing the company's courier service for packages that weighed less than 2 kilogrammes (kg). IKOBANA will unquestionably come out ahead as a result of this because they stand to generate additional revenue off of the discounted services (IKOBANA, 2023)

In addition, the company is very keen on broadening its networking connections by developing a number of other social media platforms, including Facebook, Instagram, and TikTok. However, in terms of locating a professional network, IKOBANA established a profile on LinkedIn three years ago. Because of this platform, the company is now capable of marketing its services and engaging with the target market that it plans to serve in a manner that is more professional.

It is recommended that IKOBANA continue to maintain or expand its business network by attending or organizing business networking events. Participating in government entrepreneur events may be a more efficient option for a company seeking to connect promptly. According to Abbas et al. (2019), researchers recommend entrepreneurs to participate in business networking

events, whether a free seminar or a paid event; the value of the event is so high because business relationships help enterprises become more dynamic, innovative, and competitive (Abbas et al., 2019). By providing a platform for establishing commercial contacts, the company is able to find, develop, or act on economic opportunities, share information, and seek possible partners (Rakshit et al., 2022).

HIGH QUALITY SERVICES

IKOBANA Sdn. Bhd. is committed to providing its customers with high quality services. As evidence, the company has formed a client charter that requires staff to provide the finest customer service, so that any customer who uses the company's services would eventually become a loyal customer. According to a journal, CSR orientation has a positive influence on business performance, which is progressively conveyed by customer happiness and customer loyalty (Salam et al., 2022). Consequently, IKOBANA has a well-prepared customer service department that not only accepts enquiries from consumers but also provides support to store outlets when problems arise. Customer service has offered a complete set of videos and SOP documents that may be viewed as often as desired and contain sufficient information for an outlet to analyze and implement it when operating their business.

The IKOBANA IT department is without a doubt responsible for the development of the i-Pos system, which unifies all of the accessible services such as online ticketing, bill payment and renewing insurance and road tax onto a single platform. Because of this, it will not be difficult for a cashier to provide assistance to a customer. For example, a cashier is required to provide a suggestion for a service provided by a courier company if a customer expresses an interest in delivering a goods. Instead of opening a book of catalog, with the assistance of the i-Pos system, IT department has arranged the courier service that has the highest profit margin among all of the courier company services that are available under the IKOBANA , which will undoubtedly result in the generation of revenue.

To maintain a high quality of service, the company must continuously improve and be aware of the customer needs that may evolve over time, and it is recommended that IKOBANA develop a customer satisfaction survey. According to a journal, social media can be one of the

channels for receiving rapid feedback and identifying customer demands with relative ease (Ayoub & Balawi, 2022). However, constructing a Google form customer satisfaction survey would be preferable because the company could extract the QR code, and the consumer could scan it to provide feedback and any other comments. The journal also said that customer satisfaction surveys are one of the most useful instruments used by businesses to improve their operations (Ayoub & Balawi, 2022).

5.2 WEAKNESS

UNDERSTAFFED

One of IKOBANA's problems is that it does not have enough staff working for it. The current staff is expected to complete an abnormally high duty, despite the fact that there are only a few regular employees located at the company's headquarters. One of their jobs is to learn and carry out tasks that are not connected directly to the specialized work that they do, in addition to teaching three interns. Because anxiety is a natural response to stress, which is a universal factor, the level of stress and pressure that employees feel will undoubtedly increase as a result of this. Employees today are taking a critical look at the issues associated with stress management, which are contributing factors in an employee's lower job performance, which is based on dissatisfaction with their tasks (Marok Engo, 2017).

According to the article, human resource planning is one of the strategies for dealing with a lack of employees. Human resources are responsible for hiring qualified individuals for available positions at optimal times. Changes in corporate goals and orientations, shifts in customer demand in response to emerging trends or seasonal fluctuations all point to the need for employees; accommodating these fluctuations requires a flexible workforce that includes full-time, part-time, and temporary workers. It facilitates cost-effective staffing strategies for businesses. In order to maximize the company's worth, employees must contribute to it. Workers need to be proficient in their roles and successful in achieving the company's goals. To avoid a surplus or shortfall in staff, businesses need to make sure their workers have the necessary set of talents and are well-versed in the company's goals and objectives (Marok Engo, 2017).

LACK OF IN-HOUSE EXPERTISE

IKOBANA Sdn. Bhd. is another company that struggles due to a lack of in-house expertise in multiple departments. Because there is a shortage of expertise within the company, for example, the marketplace department is only knowledgeable of the most fundamental function of the marketplace and is required to learn everything else on their own. This has resulted in a decrease in the department's overall working efficiency because the employees are required to immediately put their newly acquired knowledge into practice and experiment with it. Even though the company has hired someone outside the company to assist in understanding the market, it will take some time to thoroughly understand the material because the session only happens once a week, which will result in a drop in the quality of the work that is done.

In terms of recommendations, it is recommended that sufficient training be provided to the employees to suit their demands. The fact that they were able to teach themselves how to do this internally rather than hiring an outside party to do it means that the company will have an advantage in the future. Employee development programmes should have a strong foundation of skills and a well-thought-out framework for expanding the company from the ground up. Training plans should showcase the knowledge, competence, and talents of employees. Many training and development programmes that are geared toward existing employees place a significant emphasis on the organization's mission as well as its culture within the company (ILO, 2018).

5.3 OPPORTUNITY

UTILIZE ONLINE DISTRIBUTION CHANNEL

It is evident that in the modern world, many people believe that purchasing something online is significantly more convenient than physically going to a store to make the same purchase. As a result, IKOBANA has the potential to flourish and generate a greater amount of revenue through the use of the online distribution channels such as Lazada, TikTok, and Shopee for the Canggih brand. IKOBANA currently possesses a reliable system that is well suited for any online services or businesses, which means that the company could quickly record any transaction information and even manage the inventory if it so desired. IKOBANA also has plans to create what they call a "Digital Stor," which will be an online hub where customers can access all of their services, including the capabilities to renew their vehicle's insurance and road tax.

GAIN MORE EXPOSURE AND FOLLOWER ON TIKTOK

IKOBANA has been conducting research and has come to the conclusion that, according to a website, TikTok was the programme that had the most downloads around the middle of the year 2023. This indicates that IKOBANA has the opportunity to follow the trend, thereby improving its revenue, gaining greater brand exposure, forming partnerships with influencers to promote its services and products, and even networking (Brandon, 2023).

Recommendation that can be suggested is to engage in the services of an individual who is very knowledgeable in the subject of online platforms. A great illustration of a company whose key competencies consist of influencer marketing, digital marketing, performance marketing, social commerce, and membership platform is Xamble. Their full-stack web3 and AI-driven value-generating ecosystem provides benefits for the company, individuals who create content, and gaining new consumers. As a result, they may be able to provide assistance to IKOBANA in regard to the creation of concepts and content, the management of the seller centre, and the growth of a following to raise awareness (Xamble, 2023).

5.4 THREATS

HUGE COMPETITION IN ITS INDUSTRY

When it comes to delivery services, it is obvious that other courier company outlets are nearly everywhere, and they are continuing to expand because there is a higher demand for them. Because the reputation of the other courier company is superior in terms of both brand awareness and the confidence of customers, it is difficult for the IKOBANA branding department to raise the profile of the IKOBANA brand and encourage more people to visit IKOBANA outlets. This is also true for the marketplace section of IKOBANA, where the company is forced to compete with the likes of Shopee, Lazada, and TikTok, which places the business in a precarious situation. Only when there is a belief in a phenomenon known as negative goal correlation, in which one goal can only be fulfilled if others fail to achieve it, does the phenomenon of competition take place.

MATERIAL COST INCREASES

IKOBANA has noticed that the prices of Canggih products have increased as a direct result of inflation. IKOBANA has decided to raise the prices of its Canggih brand products due to the fact that the cost of raw materials, such as fabrics and threads, has grown in comparison to its prior cost. For example, the price of the Canggih Woman Blazer went up from RM99 (which it was when it was first released in early January) to RM165 (when it was first released in early April) this year. There is no denying that the price increases have halted sales growth, which is an indication that IKOBANA is losing potential clients.

In order to reduce the impact of the threats, it is important to emphasize the distinctive qualities of IKOBANA's products and services., whether they are in the form of products or services (Sambo et al., 2022). This will make it easier for consumers to tell the difference between IKOBANA's offerings compared to those of competitors. When it comes to products bearing the Canggih brand, for instance, IKOBANA may choose to make investments in the inclusion of even more secure and distinctive packaging and may establish a policy stating that customers will have their products delivered to them as quickly as possible. The customer's perception will undoubtedly shift as a result, leading them to believe that the price increase was well justified.

6.0 CONCLUSION

In conclusion, IKOBANA can be viewed as a company that is still expanding, as it still has much to discover. As seen in these reports, the most recent student profile is displayed, followed by IKOBANA Sdn. Bhd. company profile, which includes the company's name, logo, strategic location, and an explanation of its background. IKOBANA has an achievable vision and mission, as well as an organized organizational structure. These reports also detail IKOBANA's products and services, which fall into two categories: B2C and B2B. Before diving into the SWOT analysis section, the duration, roles, responsibilities, tasks, and assignments have been thoroughly described in the training reflection section. Each SWOT section consists of two factors that have been points for and for which recommendations have been made.


Throughout the industrial training at IKOBANA Sdn. Bhd, the trainees have acquired real-world work experience and a deeper understanding of how businesses operate, which is crucial in preparing any individual for a more challenging work environment. In addition, the trainee's skills are enhanced and even acquired while surrounded by a positive staff and working environment. Having to meet clients, give presentations, and attend meetings is unquestionably a challenge because, initially, the trainee's confidence is low but progressively grows as time passes. With the favor of Allah SWT, the trainee has been offered a contract position with the company.

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8.0 APPENDICES

NUR AYUNI BINTI MOHD 'ASRI
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING



SUMMARY/OBJECTIVE

I am extremely motivated to improve my skills and advance professionally. I am dependable, hardworking, and detail-oriented, and I am keen to learn new things to develop my skills and competencies. I will develop meaningful relationships with my team members. I also have great time management skills where I'm able to complete most tasks in a timely fashion. I'm excited to broaden my knowledge and contribute to the growth and success of the organization.

EXPERIENCE

<p>Cinema Crew Golden Screen Cinemas Sdn. Bhd. (GSC)</p> <ul style="list-style-type: none"> • Provide excellent customer service to the customers and attend to inquiries or feedback • Adhere to the Company Standard Operating Procedures • Perform proper cash handling • Prepare food and drinks according to the Company's standard • Ensure and maintain all facilities and cleanliness are adhered to Company's 	<p>August 2022 - September 2022</p>
<p>Promoter Viva Gadget Sdn Bhd</p> <ul style="list-style-type: none"> • Provide information on products or services. • Demonstrating the features of a product or service to potential customers. • Answering any questions potential customers might have about a product or service. • Staying up to date with product or service features. 	<p>January 2018 - March 2018</p>

EDUCATION

<p>Bachelor of Business Administration (Hons.) Marketing Current CGPA: 3.57 Universiti Teknologi Mara (UiTM)</p> <p>Involvement and Achievements:</p> <ul style="list-style-type: none"> - Participate in UiTM Marcom Community Project 2021. - Exco Multimedia of UiTM Marketing Student Association (MASA), 2020-2021. - Participate in UiTM MASA BURN FAT CHALLENGE as Exco Multimedia, 2021. - Multimedia Bureau for UiTM Dean's Award Ceremony (MAD), 2021 - Exco Multimedia for UiTM FORUM: HOW TO BALANCE STUDY AND LEADERSHIP, 2021. - Exco Academic of UiTM Marketing Student Association (MASA), 2022-2023. 	<p>2020 - Presently</p>
<p>Sijil Tinggi Persekolahan Malaysia (STPM) CGPA: 2.92 Sekolah Menengah Kebangsaan Padang Garuda</p> <p>Involvement and Achievements:</p> <ul style="list-style-type: none"> - Participate in Kuantan Regional Form 6 Co-Curriculum Carnival as a photographer (Karnival Kokurikulum Tingkatan Enam Daerah Kuantan). - Committee for Primary and Secondary School Bahasa Melayu Carnival, national level. 	<p>2018 - 2019</p>
<p>Sijil Pelajaran Malaysia Sekolah Menengah Kebangsaan Mat Kilau</p> <p>Involvement and Achievements:</p> <ul style="list-style-type: none"> - Participate in School Prefect of SMK Mat Kilau (Badan Pengawas Sekolah). - Secretary of Civil Defence Cadet (Kadet Pertahanan Awam). 	<p>2013 - 2017</p>

SKILLS & HIGHLIGHTS

<p>Advance:</p> <ul style="list-style-type: none"> - Speaking and Writing in Malay - Speaking in English - Microsoft Word 	<p>Intermediate:</p> <ul style="list-style-type: none"> - Writing in English - Microsoft PowerPoint - Canva 	<p>Basic:</p> <ul style="list-style-type: none"> - Microsoft Excel - Adobe Photoshop - Filmora
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REFERENCES

Puan Aemillyawaty Bt Abas
Lecturer
Universiti Teknologi Mara

Figure 22: Student's updated resume



Figure 23: IKOBANA Sdn. Bhd. Logo

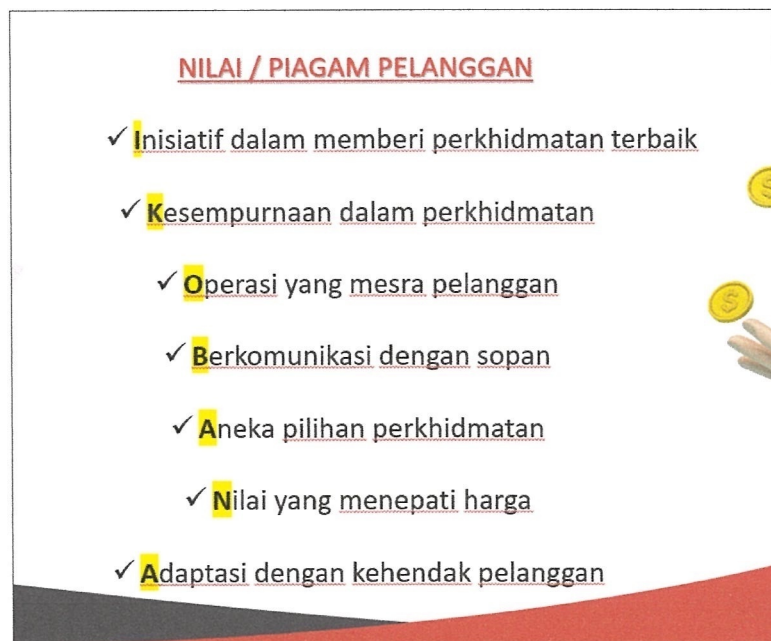


Figure 24: IKOBANA's client charter

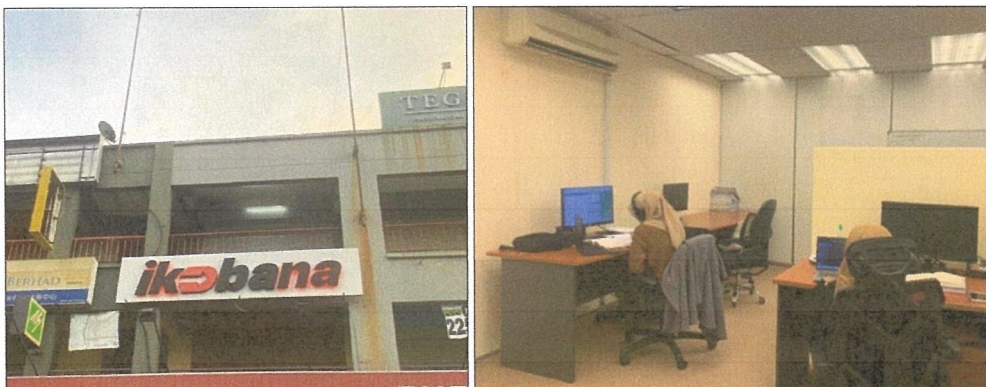


Figure 25: IKOBANA Sdn. Bhd. office

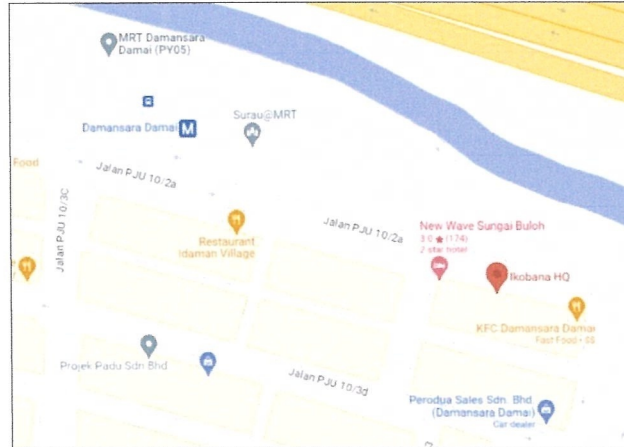


Figure 26: IKOBANA Sdn. Bhd. location

<h2>Vision</h2>
<ul style="list-style-type: none">• To be the leading company in goods delivery services in Malaysia by 2025.
<h2>Mission</h2>
<ul style="list-style-type: none">• Provide the best, safe and comfortable delivery service to every customer.

Figure 27: IKOBANA Sdn. Bhd. vision and mission

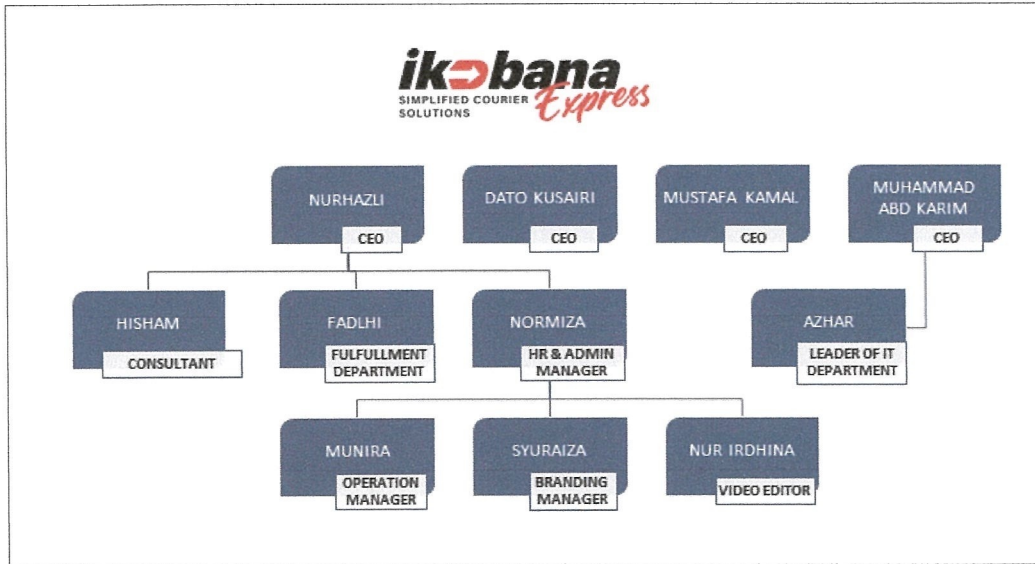


Figure 28: IKOBANA Sdn. Bhd. organizational chart



Figure 29: IKOBANA Sdn. Bhd. B2C services

01 **Fulfillment**
i-Stor service from IKOBANA, a special fulfillment service for small businesses and SME companies. Where the company will store, pack and ship items. The company also manage the ordering system which allow certain business to have records of stocks, order and movement.

02 **E-commerce**
IKOBANA Sdn. Bhd. also manage marketplace such as Lazada, TikTok and Shopee in term of order processing, monitoring movement and customer service

Figure 30: IKOBANA Sdn. Bhd. B2B services.



Figure 31: Participate in the promoting IKOBANA Saudi

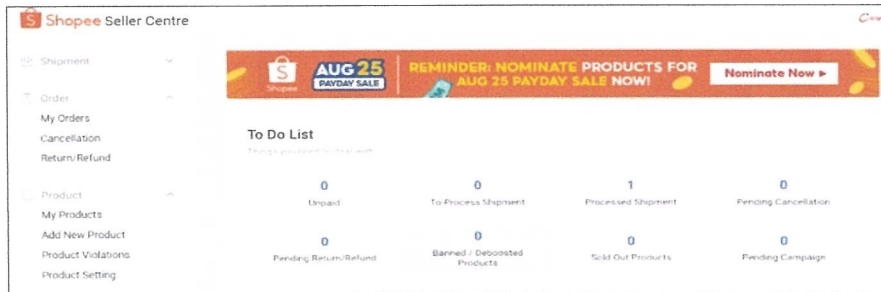


Figure 32: Shopee seller center



Figure 33: Lazada seller center

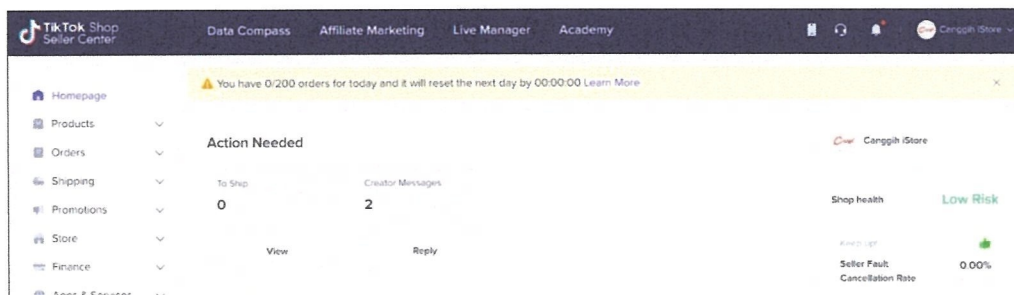


Figure 34: Tiktok seller centre

Packing List						
Order ID: 2307274YNB46YR package 1						
#	Parent SKU	Name	SKU	Variation Name	Qty	Unit Price Total
1	BLAZER-0002	Canggih Women Blazer Black	95001000034 S 64	BLAZER-0002	1	165.00 165.00

Order ID: 2307274YNB46YR package 1 Page 1 / 1

Buyer's Comments:

SPXMY038366760567

<p><small>powered by</small> Shopee Express</p> <p>Order Details Ship By Date: 31.07.2023 Weight (kg): 1 Order ID: 2307274YNB46YR</p>	<p>Order Details (Courier)</p>
<p>Sender Details (Pengirim) Address: 9, Jalan Tukang 16/4, Seksyen 16, 42000, Shah Alam, Selangor, Shah Alam, Selangor</p> <p>Postcode: 42000</p>	<p>Buyer Details (FWD)</p> <p>KV2-BGI-Z</p> <p>D-07-SGR.13</p> <p>HOME</p>
<p>Recipient Details (Penerima) Name: Nor Farahana</p> <p>Address:</p>	<p>Postcode: 43000</p> <p>POD Name: I.C: Signature:</p>
<p><small>SPXMY038366760567</small></p> <p>Seller Details (RTS)</p> <p>KV4-SHA-Z1</p> <p>A-06-SEK16.4-C</p>	

Figure 35: Example of AWB and Packing List

Warehouse Order

Shipping Information

Customer name *

Customer address *

Address *

Address 2 (optional)

City *

Postcode *

Country *

Malaysia

Name *

State *

Phone *

Phone (optional)

Reference code

Figure 36: Fulfillment system



Figure 37: Participate in the promoting IKOBANA Saudi

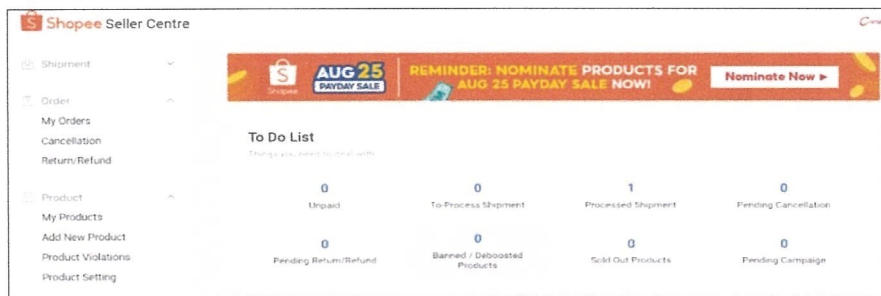


Figure 38: Shopee seller center



Figure 39: Lazada seller center



Figure 40: Tiktok seller centre

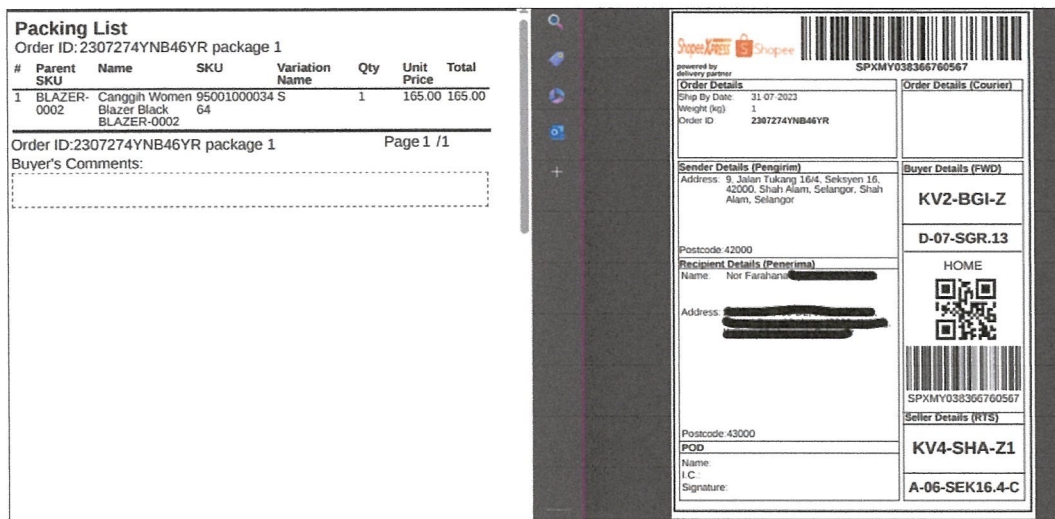


Figure 41: Example of AWB and Packing List

Warehouse Order

Shipping Information

Order Number: 100523

Customer Name: Nur Ayuni

Address: 100523

City: 100523

Country: Malaysia

State: 100523

Postcode: 100523

Phone Number: 100523

Figure 42: Fulfillment system

Date	Order ID	Status	Product Name	Quantity	Sales	Profit
26-Mar-23	230319KXG00P8	COMPLETED	Canggh Kain Sekolah Pelajar MBSM Dark Brown CP008-DBR	28	43.20	15.83
27-Mar-23	230317MFGU079	COMPLETED	Canggh Men Blazer Black BLAZER-0001	29	85.50	28.24
27-Mar-23	230318KXG00P8	COMPLETED	Canggh Kain Sekolah Pelajar MBSM Dark Brown CP008-DBR	29	57.25	21.86
28-Mar-23	230319NFP09AU	COMPLETED	Canggh Kain Sekolah Kipas Belulang Navy Blue CP008-NBL	24	36.51	14.15
28-Mar-23	230318QWGN0P5	COMPLETED	Canggh Baju Melayu Johor Sekolah Agama White B1401-B (Top Only)	14	103.56	45.24
28-Mar-23	230312SPND0R8	COMPLETED	Canggh Tudung Penghijab Sekolah Blue K12002B	18	28.87	14.84
28-Mar-23	230318R09VY00	COMPLETED	Canggh Baju Melayu Johor Sekolah Agama White B1401-B (Top Only)	17	49.47	21.03
28-Mar-23	230320R09VY00	COMPLETED	Canggh Seluar Sekolah Rendah Agama White SMA01-S	28	34.65	15.11
28-Mar-23	230320R09VY00	COMPLETED	Canggh Women Blazer Black BLAZER-0002	39	83.35	38.98
28-Mar-23	230312YWG0W02	COMPLETED	Canggh Baju Kemeja Lengan Pendek anak Sekolah Rendah White CP001-BK	17	63.30	42.42
28-Mar-23	230312YWG0W02	COMPLETED	Canggh Seluar Panjang Sekolah Rendah Navy Blue CP001-SBLP	28	110.21	38.9
28-Mar-23	230318N09K0N8	COMPLETED	Canggh Baju Melayu Johor Sekolah Agama White B1401-B (Top Only)	15	27.88	15.01
28-Mar-23	230318R09VY00	COMPLETED	Canggh Baju Melayu Sekolah Agama Lelaki White B1401-B (Top Only)	35	75.60	44.72
28-Mar-23	230318R09VY00	COMPLETED	Canggh Sampul Sekolah Agama Green CP012-SG	32	118.73	42.29
29-Mar-23	230318R09VY00	COMPLETED	Canggh Baju Melayu Johor Sekolah Agama White B1401-B (Top Only)	14	73.80	30.12
29-Mar-23	230318R09VY00	COMPLETED	Canggh Men Blazer Black BLAZER-0001	1	83.35	38.98
29-Mar-23	230318R09VY00	COMPLETED	Canggh Women Blazer Black BLAZER-0002	1	83.35	38.98
29-Mar-23	230318R09VY00	COMPLETED	Canggh Kain Sekolah Kipas Belulang Navy Blue CP008-NBL	25	36.51	14.15
30-Mar-23	230317H086796	COMPLETED	Canggh Women Blazer Black BLAZER-0002	29	82.63	38.28
31-Mar-23	230318R09VY00	COMPLETED	Canggh Baju Kurung Perempuan Sekolah White CP009-BK	13	21.71	11.47
31-Mar-23	230318R09VY00	COMPLETED	Canggh Women Blazer Black BLAZER-0002	1	83.35	38.98
31-Mar-23	230318R09VY00	COMPLETED	Canggh Baju Melayu Sekolah Agama Lelaki White B1401-B (Top Only)	2	117.04	42.12
31-Mar-23	230318R09VY00	COMPLETED	Canggh Seluar Sekolah Rendah Agama White SMA01-S	22	55.00	35.62
31-Mar-23	230318R09VY00	COMPLETED	Canggh Women Blazer Black BLAZER-0002	1	83.35	38.98
31-Mar-23	2303179869207	COMPLETED	Canggh Baju Melayu Johor Sekolah Agama White B1401-B (Top Only)	15	36.50	19.44
31-Mar-23	2303179869207	COMPLETED	Canggh Seluar Sekolah Rendah Agama White SMA01-S	1	23.60	15.11
31-Mar-23	2303179869207	COMPLETED	Canggh Seluar Panjang Perempuan Sekolah Black CP005-BK	26	50.42	24.64
31-Mar-23	230318R09VY00	COMPLETED	Canggh Kain Sekolah Kipas Belulang Navy Blue CP008-NBL	24	36.51	14.15
31-Mar-23	230318R09VY00	COMPLETED	Canggh Men Blazer Black BLAZER-0001	1	83.35	38.98

Shopee Summary March 2023		Amount
Net Sale		4,197,411
Cost		2,794,824
Profit (Sales)		1,402,587
		33%

Figure 43: Monthly report of marketplace sales and profits (excel)

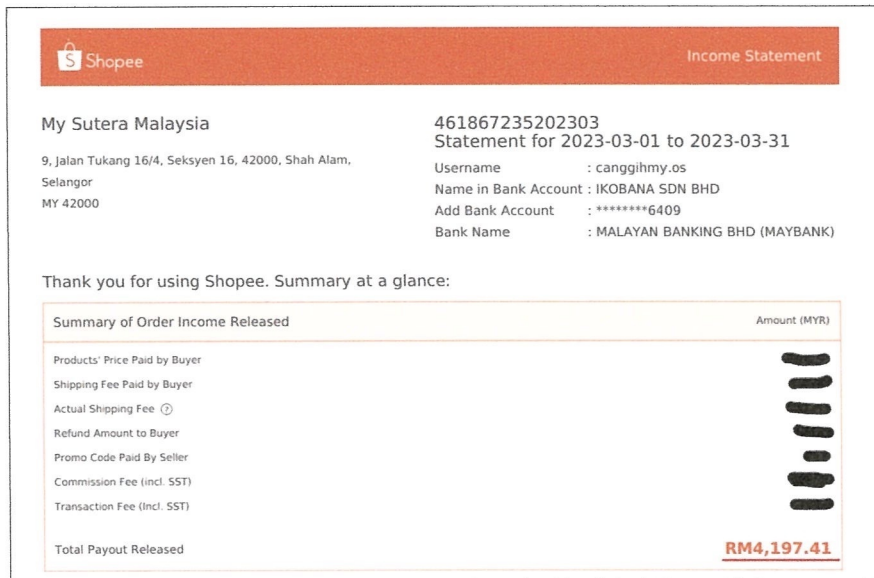


Figure 44: Shopee monthly statement



Figure 46: My Sutera Warehouse

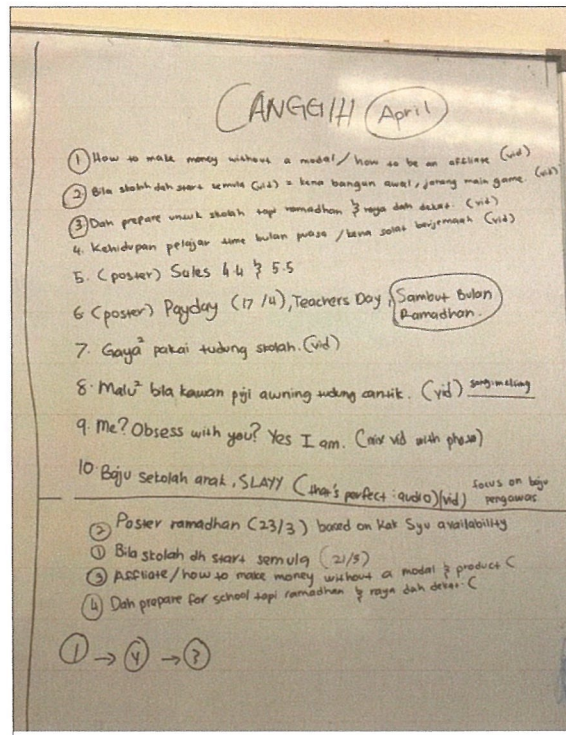


Figure 45: Ideas for content



Figure 47: Promote IKOBANA Saudi using marketing tool which is free starter kit.

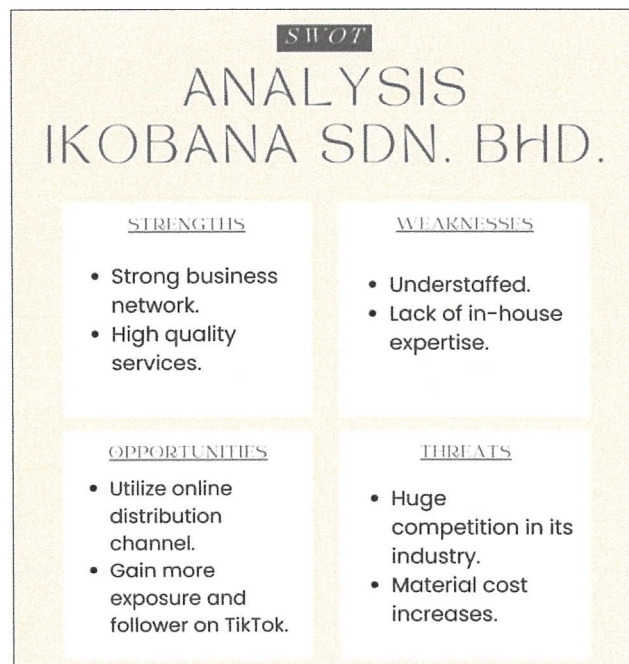


Figure 48: IKOBANA Sdn. Bhd. SWOT Analysis