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UNIVERSITI
TEKNOLOGI
MARA



INDUSTRIAL TRAINING REPORT AT HERBAL FAME SDN. BHD.



STUDENT'S NAME:

UMI SYAHIRAH BINTI AHMAD RIDDUAN

MATRIC NUMBER:

2021126089

PROGRAM:

BA243

ADVISOR:

MADAM NURUL FARIHIN MHD NASIR

EXAMINER:

DR SHAMSHUL ANAZ KASSIM

COORDINATOR:

DR NURSYAMILAH ANNUAR

SUPERVISOR:

MS. FRIDATUN SAADIAH BERAHIM



UNIVERSITI TEKNOLOGI MARA

ENDORSEMENT OF OUR ORIGINAL REPORT

Coordinator

Unit Jaminan Kualiti Akademik (UJKA)
Universiti Teknologi MARA Cawangan Perlis
02600 Arau
Perlis

Madam

**ENDORSEMENT OF OUR ORIGINAL REPORT FOR PROPOSAL/DISSERTATION/THESIS/PROJECT PAPER/
ASSIGNMENT**

With reference to the work of the candidate below:

Name : Umi Syahirah Binti Ahmad Ridduan

Matric No. : 2021126089

Faculty : Business Administration (BA243)

Programme : Human Resources Management

Title : Industrial Training at Herbal Fame Sdn. Bhd.

Percentage of Our original Report : 0%

I am pleased that the proposal/thesis/dissertation/project paper/ assignment of the above candidate has fulfilled the Original percentage of the university's requirement.

Thank you.

1st advisor's signature and stamp
Name: Madam Nurul Farihin Mhd Nasir

20 July 2023

Date

** Please attach 1st page of our original report.

EXECUTIVE SUMMARY

“A great path begins with a great company”. Six months of industrial training has developed me with the most amazing working experience and memories. Herbal Fame Sdn. Bhd., established since 2006. Herbal Fame Sdn. Bhd. focused on producing mattresses, beds and other house furnishings. Apart from just working only in one department, I have enhanced my skills and knowledge from one department to another. I was placed in the Administration department but I am also get the golden opportunity to work in Human Resources, Sales, Marketing, Accounting, and conducting research. My biggest achievements are, I was given the trust to do the product advertisement on the radio station for Fame Home Design starting in May 2023. Moreover, I was entrusted to conduct the daily assessment and evaluation in monitoring the salespersons performance, issue formal letters to the other big company, make a few court land rental agreements, issue a few contracts of employment to the new staff and many others. After going about six months of industrial training, I have identified the internal and external factors related to the company, starting from PESTEL analysis. For instance, the economic factor is the high Malaysian currency that limited the company's purchasing power, and the economic downturn during Covid-19 that resulted in low sales generated. Moreover, from the social elements, the opportunity for the company is the different levels of customers' income that are solved by offering many payment methods. Next, the company need to engage with external parties to reach more customers. Then, from the technological factors, the statistic of radio listeners can be a good opportunity for the company. While the high marketing technique from competitors is a threat to Herbal Fame. Lastly, the legal forces of salary increments are also a big opportunity for the company when it influences the customer purchasing power. On the other hand, the company's strengths are, a huge target market, stable financial resources, offering high-quality products and having loyal employees, while the company's weaknesses are unutilised marketing techniques, minimal training approach, high turnover, high cost of development and no latest digitalize catalogue.

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COMPANY PROFILE

Herbal Fame Sdn. Bhd. is a manufacturing company located in Lot 3545 & 17422 Kawasan Perindustrian Kamunting, 34600 Kamunting, Perak.

Their operation started on 10 December 2006.

Other than Perak, another two Fame branches in Kedah and India. Such as Organic Mattress India PVT. LTD.

Moreover, this company produce their own, mattresses and bed, and at the same time, they also sell home furniture.

Advertisement Method:

- Selamat Pagi Malaysia broadcast (RTM)
- Radio platform
- Telegraphic marketing.

Other businesses under Herbal Fame.

- Organic Mattress Sdn. Bhd.
- Fame Distributor
- Fame Mattress Manufacture
- Fame Home Design
- Fame Logistics
- Chandran Store
- Suara Media Advertising
- Fame Plantation
- Gadis Desa Sdn Bhd.

Website:

<https://www.fameshopping.com/>

Facebook Page:

Fame Shopping

Instagram:

Fame Shopping

VISION

Engage more in research and development (RnD) in prioritizing customer huge satisfaction



MISSION

Create innovation in the international market for future generations



MOTTO

Superior, Innovation and Quality. Herbal Fame plan to have a strong company in Malaysia, that always improve its technological use for producing products and guaranteed a high level of the product offered to the customers.

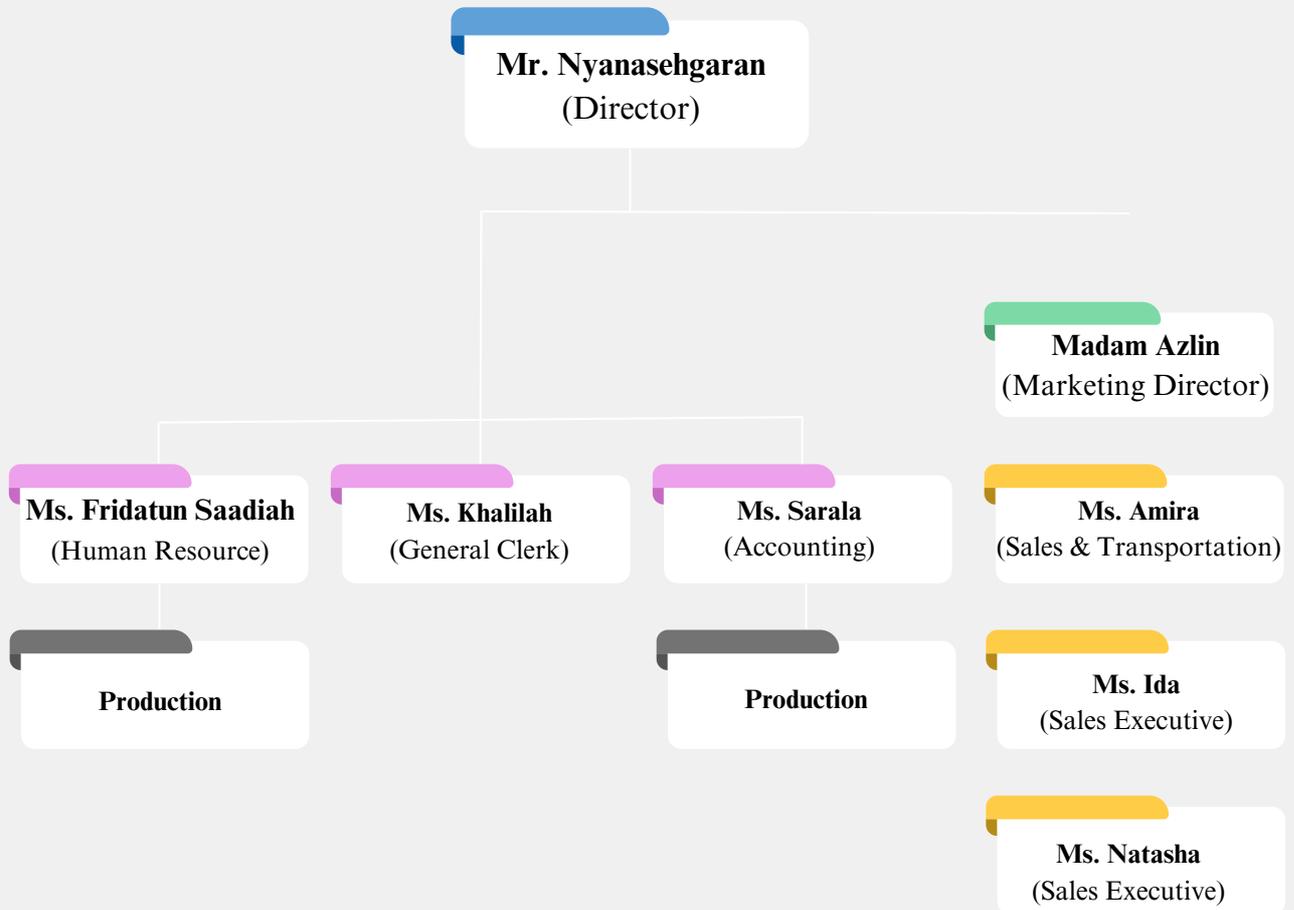


GOAL

Give the customer the fullest satisfaction.



ORGANIZATIONAL STRUCTURE



In Herbal Fame Sdn Bhd, it was owned by Mr Nyanasehgaran followed by the Marketing Director, Madam Nor Azlin who managed the Herbal Fame in Selama Branch. Other than that, there are also three main staff that handling the headquarters branch, Ms Fridatun, Ms Khalilah and Ms Sarala. During my internship, my supervisor is Ms Fridatun. Currently, there are about 50 employees who were working with all the branches in Herbal Fame. Other than that, this company also outsource the expert workers externally, and they were not working directly with the company. For example, the director's assistant and a few auditors and accountants.

TRAINING REFLECTION

The industrial training was started on **1 March 2023 until 15 August 2023** about 24 weeks. In Herbal Fame Sdn. Bhd., the operation day is starting on **Monday until Saturday from 9.30 a.m. to 6.00 p.m.** The time for the break for all employees is from 1.00 p.m. and start working at 2.00 p.m.

During this internship period, I am working in the administration department. However, my responsibilities are not only in administration but also doing Human Resources, Sales, Finance, Accounting, Research and Design.

ADMINISTRATION



During practical, my job scope for administration is preparing digital documents for example making a lot of checklists for grants, and certificates from Suruhanjaya Syarikat Malaysia.

Other than that, I have experience issuing official letters to Federal Agricultural Marketing Authority (FAMA), Public Bank and the Employees Provident Fund (EPF). Other than that, I have the experience to make a few court agreements for rental and during the process, I got the opportunity to meet the lawyer for a discussion. Furthermore, I was able to generate a few Excel charts to monitor the utility payment for all lots and monitor all the feedback from radio advertisements.

Apart from this biggest task, I am doing a few simple tasks. For example, minutes of the meeting, organising chronological pictures for the court case, creating the statement for utility payments and compulsory payments, installing the Trustgate software in the office computer to register the new cosmetics products, and printing and filling. For example, filling all the transportation grants, creating the script for radio, organising and arranging the files in the racks, recording the bank statement transaction for all companies under Fame Group every month and also answering calls that ask about the product, job vacancies and many others.



HUMAN RESOURCES

For the Human Resources department, I have been entrusted to conduct the daily assessment and evaluation sessions with new salespersons who had ongoing training in the Selama office to monitor their knowledge and performance. Moreover, make a draft and template of the form for interviewing new candidates. For example, interview form, assessment form, consent form for information referral, interview invitation letter, notice to employees involved with the interview, and letter to the candidate who passes and did not pass the interview.

On the other hand, I had the experience to register foreign employees for the program Rekalibrasi Tenaga Kerja 2.0. Then, I had to issue a few offer letters for new employees and make a Standard Operating Procedure (SOP) for the salesperson and a few simple tasks like preparing employee badge cards and issuing a report for salesperson performance as requested by the Director.

SALES

In the sales department, I got the golden opportunity to speak for product advertisements through live radio. Doing sales by speaking through radio broadcasts, may be considered a daily routine. Until July 2023, I have the experience to speak live on the radio about 40 times. Each session for radio advertisement is about 15 minutes per slot. Based on my experience I have spoken for four radio stations, which are, Perak FM, Perlis FM, Kedah FM, and Mutiara FM.

The background of the page features a light blue-tinted city skyline with various skyscrapers and buildings. Overlaid on this are the silhouettes of three people in profile, facing right. The person in the center is holding a smartphone. The overall aesthetic is professional and modern.

FINANCE AND ACCOUNTING

In finance roles, I have been assigned by the Director to recalculate and recheck the calculation made by the accounting team. Moreover, I am also in charge to pay the bills for assessment taxes, licence fees and a few others.

RESEARCH AND DESIGN

Based on my internship experience, I need to research to find suppliers who can give more valuable purchases. For example, find the racks suppliers, and groceries suppliers. All this research purpose is for the newly opened grocery shop. Other than that, I can enhance my creativity and design skills when I need to design a few catalogues for products and the signboard for the grocery shop.

INTRINSIC & EXTRINSIC BENEFITS

ALLOWANCE

- First month = RM300.
- Second month = RM 1000.
- Third month and above = RM 1,500

During the interview, I got an offer for an internship allowance of RM300. In the second month, the Director was impressed with the capability that I can deliver to the company, and I was offered RM 1000. Moreover, in the third month, my allowance was increased to RM 1,500 by the Director, after I am capable to speak for radio advertisements as per the daily routine schedule. Furthermore, during Hari Raya Aidilfitri I got an extra allowance from the Director of Fame, for RM250.

EXPERIENCES

Promoting the products through the radio platform, which this task may be considered as part of my routine task

Issue official letter for an external company. For example, I have experience writing official letters for Public Bank, Federal Agricultural Marketing Authority (FAMA), and the Employees Provident Fund (EPF).

Make two types of rental agreements on behalf of the Director

Research to find the best manufacturer for racks, supplier for vegetables, the all the other products in the grocery shop

Design the layout plan for the grocery shop.

Creating the template for Human Resource Form relating to the interview.

KNOWLEDGE & SKILLS



I know how to make interviews form and all related forms before, during and after conducting the interview sessions. Other than that, I learned how to issue formal letters and make a court agreement. Moreover, I am also capable to evaluate the employees and monitoring them.



In terms of soft skills, I am able to build professional communication with Office Team or the other external parties that I am working with. Other than that, I was able to develop the critical thinking method when facing any issue with uncertainty. Moreover, I am able to work in a team and play roles to complete the objectives. Last but not least, I am able to develop working under pressure skills and how to make decisions during certain situations.

PESTEL ANALYSIS

ELEMENTS	ANALYSIS
POLITIC	
ECONOMICS	<ul style="list-style-type: none">• High Malaysian currency influenced the high price of the latest technology.• Economics downturn due to pandemic Covid-19 affect the company's sales.
SOCIAL	<ul style="list-style-type: none">• Different levels of income distribution for the customer can be countered by offering installment payment methods.• Engaging with external parties.
TECHNOLOGY	<ul style="list-style-type: none">• Statistics radio listeners increase• High marketing techniques from a competitor.
ENVIRONMENT	
LEGAL	<ul style="list-style-type: none">• Basic salary increments to RM1,500 for all workers influence the customer purchasing power.

1.Low Malaysian Currency

The table above is showing all the elements for PESTEL analysis. In terms of economics nowadays, the **Malaysian currency may be considered low**. According to the Department of Statistics Malaysia (DOSM) 2023, RM 1, is equal to USD 0.22 as of 18 July 2023, compared to 5 January 2021, which is USD 0.25. This recorded a huge change for the Malaysian currency. From the business scope, it has limited the company's desire to purchase any machinery especially from outside of Malaysia. In Herbal Fame, they need a lot of machinery in producing and serving the best products for its customers. However, the advanced machinery cost from external countries may be caused a few issues for the companies financially.

2. Economic Downturn

Secondly, **economic downturn**. Before the pandemic Covid-19, Herbal Fame was able to generate more than half a million in sales for a month. With this sales performance, the company can invest more in technology, business development area and many others. However, due to few years hit by the Covid-19 pandemic, it has affected the Herbal Fame headquarters financially due to its inability to generate sales and currently and was unable to achieve its sales target.

3. Different Level of Income Distribution

Moreover, the next element of PESTEL analysis is social. In this current era, there are many **different levels of income distribution**. In Malaysia, this income level can be categorised under a few groups. For example, T20, M40, and B40. This group of income, have different purchasing power. T20 afford to buy a lot of things unlike some of the B40 group. The uniqueness of the different income distribution is when the company can come out with a variety range of prices for the products and the availability of many methods of payments.

4. Engage with External Parties and Build a Good Social Networking System

Next, Herbal Fame can **engage with external parties and build a good social networking system**. For example, famous ambassadors and influencers. Engaging with popular people may be one of the good techniques for marketing products. According to research conducted by Pandey and Yadav in 2019, there is a positive relationship between the products brand and the influencer which will influence customer decision-making. This is because the informative content of the products that the influencer will make will result in high customer satisfaction.

5. Number of Radio Listeners Increase

Other than that, another element of PESTEL analysis is technology. According to statistics by the Dataset Provider of Radio Television Malaysia (RTM) in 2023, the **number of radio listeners is increasing** in 2022 compared to 2020 and 2021. For instance, the number of radio listeners for Perak FM in 2020 is 23,223 and increase to 377,528 in 2022. This is a positive opportunity for Herbal Fame because radio advertisement is one of their marketing techniques.

6. Strong Marketing Technique by Competitor

Furthermore, marketing techniques are used by the competitor. Currently, a few companies also venture into the same nature of business, which is producing mattresses. The existing competitor is good for the company's improvement because it can create a positive rivalry. However, the **strong marketing technique the competitor** used may be a threat to the company when the company is unable to compete. For example, Coway. Coway is one of the big brands from the same industry and has a good strategy for marketing its products.

7. New legislation to increase the basic salary

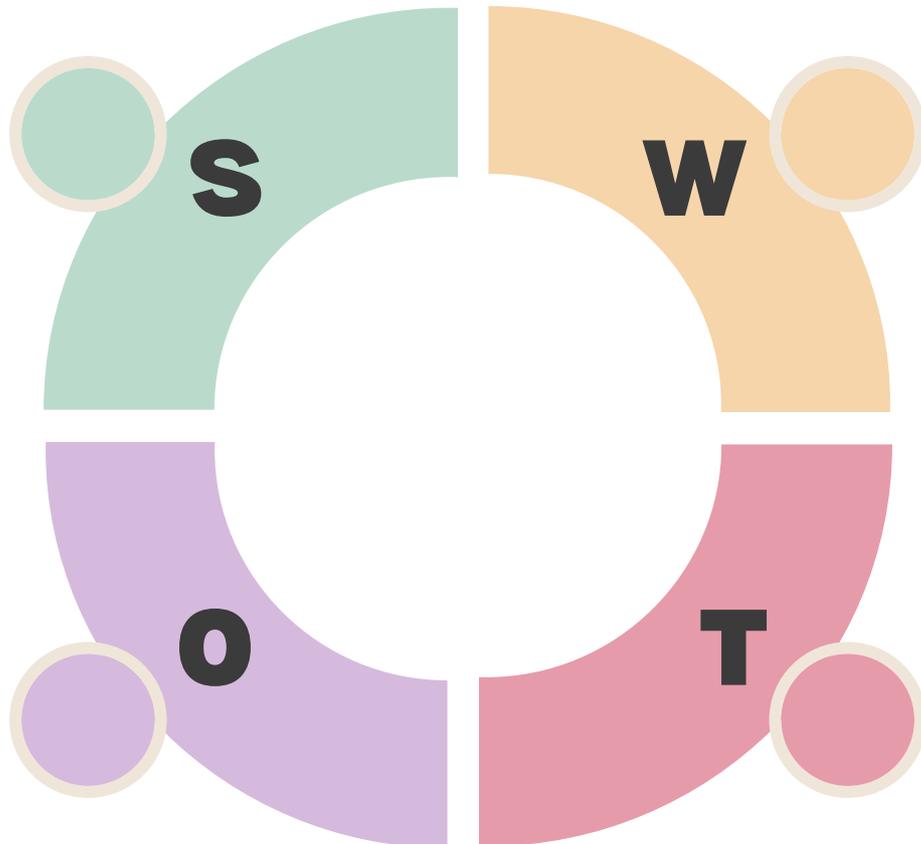
Lastly, the element of PESTEL analysis is legal. According to Berita Harian in 2022. The government has made new **legislation to increase the basic salary to RM 1,500** for all employees starting from May 2022. This new legislation has pros and cons when some of the small medium enterprises cannot afford to pay the salary amount for the employees. However, this situation indirectly will increase the customer purchasing power and improve sales for the company.

Strengths

1. Huge target market
2. Stable financial resources
3. Offering high quality products
4. Loyal Employees

Weaknesses

1. Unutilised marketing technique
2. Minimal approach in employee training.
3. High Turnover
4. High cost of development compared to sales generated
5. No latest digitalize catalogue



Opportunities

1. Statistic radio listeners increase
2. Basic salary increments that influence the purchasing power
3. Engaging with the external party by building a social networking system.
4. Tackle the different income distributions by offering few payment methods.

Threats

1. Low Malaysian currency that effect high prices for advance technology.
2. Economic downturn due to Covid-19 pandemic.
3. High marketing technique by competitor.

STRENGTHS

According to the table above, Herbal Fame Sdn Bhd. has a **huge target market in offering the products**. The few types of mattresses they produce is suitable for all age type and they also make suitable mattress for baby use. The advantage of having a wider target market because they were able to attract more potential customers. The product also comes with a variety of price choices starting with a high to a lower price. With this, it can attract more customers from a variety of backgrounds.

Moreover, Herbal Fame has a **stable financial resource**. Herbal Fame in the Kamunting branch has many empty blocks. Therefore, they offer the empty block to be rented by other companies. For example, Perodua. Perodua rents the block as a store for all their car inventory. As a return, Herbal Fame gains a constant rental amount for a month. Currently, there is another block that will be rented by external companies. With this, it strengthens the company's financial resources.

Next, the strength of Herbal Fame is by **offering high-quality products**. Herbal Fame produce rare products which is a mattress with organic herbs. These high-quality products lead to customer loyalty. Loyal customers can be seen when the sales team get positive customer feedback. Based on the feedback, many customers repeat orders and promote the products to their families because they were satisfied with the product quality. From this situation, the high-quality products offered are one of the strengths of Herbal Fame.

Lastly, in terms of strength, Herbal Fame has very **loyal employees**. According to Angayarkanni and Shobana in 2020, employee loyalty may become an asset for the company and perhaps loyal employees capable to influence employees to work effectively. This can be seen in Herbal Fame where few employees already have the experience for many years by working with the company. For example, Madam Azlin who already work nearly twenty years with Herbal Fame and now she has been appointed as the Director of Marketing.

WEAKNESSES

The second element in the SWOT analysis is weaknesses. The weaknesses of the company are the **unutilised marketing techniques**. In this current era, there are many options for marketing products from the lower to the high cost. For example, the cheapest marketing technique is by using social media. Because there is a wide range of people who use social media. According to Wibowo et. al. in 2021, social media can provide a good platform to connect products and their customers and this social media can reach huge target customers at the same time this marketing technique may be considered low-cost. However, Herbal Fame has not fully utilised this marketing technique.

Secondly, the company's weakness is the **minimal approach in training to develop the employees**. In the company, employees who always need training is sales executive. For the new entry, they will be trained in the Selama branch for several weeks. However, this minimal approach did not promise the maximum results. This is because some of the sales executives who have ongoing training but are still unable to complete their roles and still have difficulty to understand the products.

Thirdly, this company have a **high turnover**. According to Al-Surahi et. al. in 2021, employee turnover can be considered a serious issue for the organization around the world, because it will affect the company's performance and profit. In Herbal Fame, the high turnover may be seen starting from the pandemic Covid-19 when all the sales teams in Kamunting, Branch were no longer working. this causes a big impact on the company where currently, there are insufficient employees in sales departments. One of the factors of high turnover is low employee benefits and some of the workers were working overtime but did not receive any overtime payment. According to Human Resource Act 1957, they were entitled to receive overtime payment because their salary is below RM 2,000 and their position is clerk. To retain the employees, it is good to provide suitable benefits to the employees and pay the employees compulsory payments.

Moreover, the company are facing a **high cost of development** compared to sales generated. Currently, Herbal Fame is working on new branches in Kedah and Perlis. The establishment of new branches required a lot of cost but at the same time, the company were dealing with lower sales per month from the headquarters. If this issue were prolonged it will bring negative financial situations to the company.

Last but not least, the weakness of Herbal Fame is **no latest digitalize catalogue for online and in-store customers**. Nowadays, digitalize catalogue is very important to make sure all the procedures were smooth, especially for the products who were not placed in the showrooms. Therefore, digitalize catalogues will help customers to have a better idea about the products. Also, with digital catalogue will help the sales team to quickly check the stock availability and they will estimate a better time frame for the customers.

OPPORTUNITY

The third element of SWOT analysis is opportunity. One of the Herbal Fame marketing techniques is through radio broadcasts. According to statistics by the Dataset Provider of Radio Television Malaysia (RTM) in 2023, the **number of radio listeners is increasing** in 2022 compared to 2020 and 2021. Radio Perak FM is showing an increment of 354,305 people in radio listeners. When the number is increased, it shows that more audience will listen to the products advertised by the company.

Secondly, **new legislation in basic salary increments**. According to the new legislation by the government, the basic salary will be increased from RM 1,200 to RM 1,500 for all employees starting from May 2022, this high income will influence the customers purchasing power as well as generate the company sales.

Other than that, the opportunity for Herbal Fame is to **build a good social network with the external party**. A good connection with another party will enhance the company name and give awareness to its brands. One of the factors that prevented the company from having high sales is that many people still do not have information about the products. Therefore, in the current media social era, the company can try to engage and build connections with influencers and famous ambassadors.

Lastly, **multiple methods of payment** from the customers are also considered opportunities for Herbal Fame. This is because some of the customers were unable to purchase high-priced products. Therefore, using instalment payment is more convenient for the customer. However, to do these techniques, a systematic procedure must be applied to avoid customers who were unable to pay the debt. This instalment method is always practised by Coway, where they accept instalment payments, therefore, they can attract more customers from a variety of income backgrounds.

THREATS

The last element from the SWOT analysis is a threat. For Herbal Fame, the **low Malaysian currency** is a threat to the company. The low Malaysian currency is worst for the economy and affected the citizen. During inflation, customers tend to have low purchasing power because all the products offered were a bit pricey. The same happens to all business manufacturers. They need to bear the extra cost when making any purchase outside of the country. As for Herbal Fame, during this phase, all the machinery costs they would like to have from outside of Malaysia will become more pricey and the choices to have more advanced technology are limited.

On the other hand, the **economic downturn**. Malaysia was facing a serious economic downturn during Pandemic Covid-19. During the pandemic, many companies bankrupt, wound up and terminate their employees. For Herbal Fame, before the pandemic, they were able to gain high sales for the products. However, until now, they were unable to achieve their sales target and are still in the recovery process to increase their sales.

Lastly, the threat to Herbal Fame is the **high marketing technique** by the competitor. The marketing technique is important for a company. With a good marketing strategy, it will increase the brand's name. Many brands can be good examples in the mattress industry. For example, Coway, Slumberland, and StarryNite. These brands offered got marketing techniques by fully utilizing this digital era in their marketing. Unlike Herbal Fame, the company only have a limited marketing strategy by doing radio and television broadcast and website.

SWOT MATRIX

	STRENGTHS	WEAKNESSES
	<ol style="list-style-type: none"> 1. Huge Target Market. 2. Stable financial resources. 3. Offering high-quality products. 4. Loyal employees. 	<ol style="list-style-type: none"> 1. Unutilised marketing technique. 2. Minimal approach in employee training. 3. High turnover. 4. High cost of development compared to sales generated. 5. No latest digitalize catalogue.
OPPORTUNITIES	<ol style="list-style-type: none"> 1. Statistic radio listener increase. 2. Basic salary increments that influence purchasing power. 3. Engaging with the external party by building a social networking system. 4. Tackle the different income distributions by offering a few methods of payment. 	<ul style="list-style-type: none"> • Doing promotion for combo products and distributing the flyers from door to door (W1 + O2) • Adding more stations for radio advertisements to increase sales (W4 + O1) • Hire professional trainers to train the employees. (W2 + O3)
THREATS	<ol style="list-style-type: none"> 1. Low Malaysian currency effect high prices for advanced technology. 2. Economic downturn due to the Covid-19 pandemic. 3. High marketing technique by the competitor. 	<ul style="list-style-type: none"> • Offer experiential rewards for employees working more up to 2 years. (W3 + T2) • Hire a professional graphic designer to build a system for company catalogue and stock availability. (W5 + T3) • Stop opening new branches and focus on increasing company sales. (W4 + T2)

STRENGTHS + OPPORTUNITIES

The strength of a huge target market and the opportunity of a basic salary increment can be an advantage towards the company by **conducting a huge marketing campaign and joining festivals to improve brand awareness**. During the program, Herbal Fame can assign two or three employees to communicate and give advice about suitable products that will decrease the employee's problems.

Next, Herbal Fame's strength is by having a stable financial resource and the opportunity of engaging with external parties to build social networking system can be done by **hiring a famous ambassador or influencers to promote the products**. Usually, the customer decision-making will be influenced by the ambassador or influencers especially when they giving good awareness about the products.

Thirdly, the strength of offering high-quality products and the opportunity to tackle the different levels of income distribution is by **providing instalment payment methods**. Instalment payment will help the customers who were unable to purchase the pricey products.

WEAKNESSES + OPPORTUNITIES

On the other hand, the weaknesses of unutilised marketing techniques and the opportunity for basic salary increments can be solved by **distributing the flyers from door to door**. This method can increase brand awareness and indirectly it increases the number of people who know the product's brands.

Secondly, the weakness of the high cost of development compared to sales generated and the opportunity of the increase of statistical radio listeners can be countered by **adding more stations for radio broadcasts to increase sales**. For example, Hot FM, Era FM, and Hitz Fm. This radio has more audience and will increase the number of sales.

Thirdly, the weakness of the minimal approach in training and the opportunity of engaging with external parties to build social networking system can be improved by **hiring professional trainers to train employees. Professional trainers will provide a few suitable methods for training the employees.** When dealing with professional trainers, Herbal Fame does not have to worry about the employee's performance because the trainers will structure the best training methods for them.

STRENGTHS + THREATS

Moreover, the strength of offering high-quality products and the threats of high marketing techniques by the competitor can be solved by **providing testimonies and feedback from the customers after using the products.** During the dealing process with the customers, the sales department can show the comments about the products themselves. With this method, customers will tend to trust the brands more.

Secondly, the strengths of stable financial resources and the threats of low Malaysian currency that affect the high price of technology can be solved by **allocating a suitable budget for purchasing the latest technology during inflation.** Herbal Fame cannot make any extra purchases for the technology to avoid the company's burden with cost. Therefore, the accounting department needs to have suitable calculations to avoid extra costs bear.

Lastly, the strength of loyal employees and the threats of high marketing techniques by my competitor can be solved by employing a few expert workers to do the Marketing tasks. Herbal Fame needs to **hire employees with expertise rather than new employees with zero experience.** Experienced employees will become more expert in the job scope and require less training, compare to zero-experienced employees who will require more cost to training and development.

WEAKNESESS + THREATS

Furthermore, the weakness of the high turnover rate and threats of the economic downturn due to the pandemic covid-19 can be countered by **offering experiential rewards for employees** who were working for more than 2 years and above. This reward will make the employees feel appreciated and indirectly the turnover rate will decrease. Other than experiential rewards, the company can provide other monetary and non-monetary benefits, to sustain the employees.

Secondly, the weakness of non-digitalised product catalogues and the threat of high marketing techniques by competitors can be solved by **hiring a professional graphic designer to build a system for company catalogues and stock availability**. This system will be more efficient in dealing with the customer because the operation will become more smooth. For example, the sales team can directly check the stock availability for the customers and estimate the delivery time for the product.

Lastly, the weaknesses of the high cost of development compared to sales generated and the threats of the economic downturn during the pandemic Covid-19 can be countered with **stop opening new branches and focusing on increasing the company sales and profits**. Without sales, the company were unable to generate more income and for the long period, the company will bear a huge loss.

DISCUSSION & RECOMMENDATION

After all the depth analysis, Herbal Fame's strengths by having a huge target market, really bring a positive impact towards the company. A huge target market means more potential customers will be attracted to the products offered. According to the company's official shopping website, it shows that there are a variety of products produced for the customers. This also brings a positive impact towards the company when all the variety of products come with a variety of prices. This availability of many price levels has tackled the issue of low income from **the customer's side**. **Therefore, from the company side, it is good to offer more products at different price levels and offering promotions will also help to reach more potential customers.**

Secondly, in Herbal Fame stable financial resources can be seen when they rented the empty block to the external parties. This can be a source of income towards the company. According to the discussion with the Director, the rental income received per month can pay half the cost of the operating block. From these situations, can be seen that the company have a good financial resource that is able to bear the cost of operating. Therefore, it is good for the company to **rent the other empty blocks to external parties for extra financial income.**

Thirdly, Herbal Fame's strength is by offering high-quality products. The variety of herbal mattresses offered by Herbal Fame becomes an added value to the company because they offer a unique product and are hard to be found from other manufacturers. According to Herbal Fame's historical highlights, this idea was patented by Herbal Fame in 2003 after involving in research and development for three years. Therefore, to make sure the Herbal Fame brand to still sustainable, it is good to increase the awareness of the brand by **having a product campaign on social media.**

Fourthly, the employees' loyalty to Herbal Fame is good for the company's efficiency. Experience staff tend to make more severe mistakes than new employees. In the company, there are few senior staff that already experts in their job roles. For example, Madam Nor Azlin and Ms Fridatun. They have contributed to the company for many years and are experts in many job scopes. Therefore, from the company side, it is good to **offer special benefits to the senior employees as a reward for their commitment and contributions.**

Recommendation for Weaknesses

On the other hand, Herbal Fame's weakness is unutilised marketing techniques. This can be seen when they have fewer marketing tools for advertising the products. Herbal Fame only markets its products on radio and television through Radio Television Malaysia (RTM). Other than that, they were also doing telemarketing when the salesperson will contact the old customers to introduce the latest products. This marketing technique is good for the company and required a lot of cost. However, there are other marketing areas that the company can enhance by maximising the social media used. Herbal Fame has its own Facebook, Instagram and TikTok, however, it was not up to date. Therefore, Herbal Fame **needs to have an employee who can make suitable content about the products to reach more new customers.**

Secondly, the company have a minimal approach to training the new employees. In Herbal Fame, to train the sales executive, they will be sent to Selama branches for a few weeks to observe how the former employees communicate with the customers. Other than that, during the training, they will get a paper with all the product information. This is the only training approach used by Herbal Fame, and as a result, few sales executives were unable to get the customers which lead to turnover when they cannot reach the Key Performance Indicator (KPI) set by the company. Thus, for the company, this situation can be solved by **using a multiple training approach.** For example, conduct a sharing session about all the product details and how to communicate with customers to close the sales.

Thirdly, Herbal Fame has a high turnover. From my observation, nearly six months of the internship period, there are about 7 employees who resigned. Their position is Human Resources and sales executive. Even though the number is not that high, it is a huge number when compared to the number of employees, and currently, there are two other staff from the sales department who will resign at the end of July 2023. To retain the employees, the company need to provide a suitable benefit to the employees. In Herbal Fame, employees were not providing any allowances either monetary or non-monetary benefits. Few employees who have joined the company for many years also, do not get any salary increment. Therefore, the **company can consider providing suitable benefits to the employees.**

Fourth, Herbal Fame needs to bear a high cost of development. Currently, Herbal Fame is opening new branches in Jitra and Alor Setar. This is considered a positive development for the company. However, when compared to low sales generated it will become an issue for the company. This is because, if the sales cannot be increased it will result in unable to pay the high cost of development. Thus, this issue can be tackled by **focusing on current branches and enhancing its marketing techniques in approaching customers.**

Lastly, the issue of Herbal Fame when dealing with customers is no latest digitalize catalogue. Herbal Fame has its catalogue but it was not updated and still uses the old method which is using paper. In this era, the company needs to provide a digital catalogue for the salesperson, for they handle the customers. The catalogue is important before purchasing process especially when the current stock was unavailable in the showroom. Also, it is easier when all the catalogues were updated and digitalised. This will smooth the operation process. Therefore, the **company can provide a tablet and digital catalogue for the salesperson.**

Recommendation for Opportunity

On the other hand, the Herbal Fame opportunity is when the statistic of radio listeners increases. The more people listen to the radio the number of potential customers who know about the products will also increase. This is because Herbal Fame advertises the products through the radio platform. Therefore, Herbal Fame can take this opportunity by **taking more broadcast slots at other famous radio stations**. For example, Era FM, Hot FM, and Hitz FM.

Secondly, the new legislation of basic salary increments is also considered an opportunity for Herbal Fame. When the customer's income increases the purchasing power will also increase. Therefore, the company can take advantage of this legislation by **offering more products, especially during payday**. This will attract more customers and at the same time increase company sales.

Thirdly, Herbal Fame needs to **engage with external parties**. There are a few groups that the company can try to reach. For example, influencers. Influencers can help to promote the products and improve brand awareness. The other group is the customers. The company can take the opportunity during any festival by introducing new products to the customers. Also, during the festival, the staff will give advice about suitable products to solve the customer's problem. This method can reach a lot of customers and win the customer's hearts.

Lastly, in Malaysia, the income distribution can be divided into a few levels. Certain groups of people can afford to purchase high levels of products because of the level of salary. This can be an opportunity for Herbal Fame because they offer a variety of products at different prices. The company can also **offer instalment payment methods for customers who were interested but can afford the product price**. This will give the advantage to the company when the number of customers will increase even with low salary background because the company offered the instalment payment.

Recommendation for Threats

Moreover, the situation that become a threat to the company is when the Malaysian currency was decreased. For Herbal Fame, during the inflation, the company's purchasing power to have advanced technology from external countries is also decreasing. Usually, Herbal Fame will purchase its advanced technology from China, however, when purchasing machinery during inflation it will result in a higher cost that the company need to bear. Therefore, **during inflation, it is good for Herbal Fame to stop purchasing any machine.**

Secondly, the economic downturn during the pandemic Covid-19 also become a threat to the company because the company were unable to achieve its sales target. From the observations and discussion, it shows a huge decrement in sales compared to before Covid-19. To counter this threat, the company need to **improve the marketing level and how they offered the products to the customers.**

Last but not least, the high marketing technique by the competitor is also a threat to Herbal Fame when they were unable to compete with the competitor's marketing levels. This situation can be seen when the marketing technique used by Herbal Fame is left behind compared to its rivalry. To solve these situations, the company can **diversify its marketing technique.**

CONCLUSION

In a nutshell, these 6 months of the internship have taught me a lot of things. Doing an internship with Herbal Fame allowed me to feel real working experience and developed me with a piece of great knowledge. Herbal Fame is a great company and has expert employees that manage the company operations. However, there are a few areas that need to be improved either internal or external. The huge change that the company can make is by improving its marketing strategy. Marketing strategy is really important for a company because it will influence the sales generated. The company need to quickly adapt to the current technology and agility. Other than that, it is good to provide suitable benefits to the employees. These benefits will improve employee productivity and company efficiency. These benefits can be in terms of monetary or non-monetary benefits. Moreover, there are a few other factors that cannot be controlled by Herbal Fame, however, Herbal Fame has all the control to make the decision. Therefore, hopefully, in the future time, Herbal Fame can achieve its vision and mission and become one of the top manufacturers for herbal mattress.

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APPENDICES

Document Information

Analyzed document	UMI SYAHIRAH_2021126089_INTERNSHIP REPORT_OURORIGINALITY CHECK.docx (D172241467)
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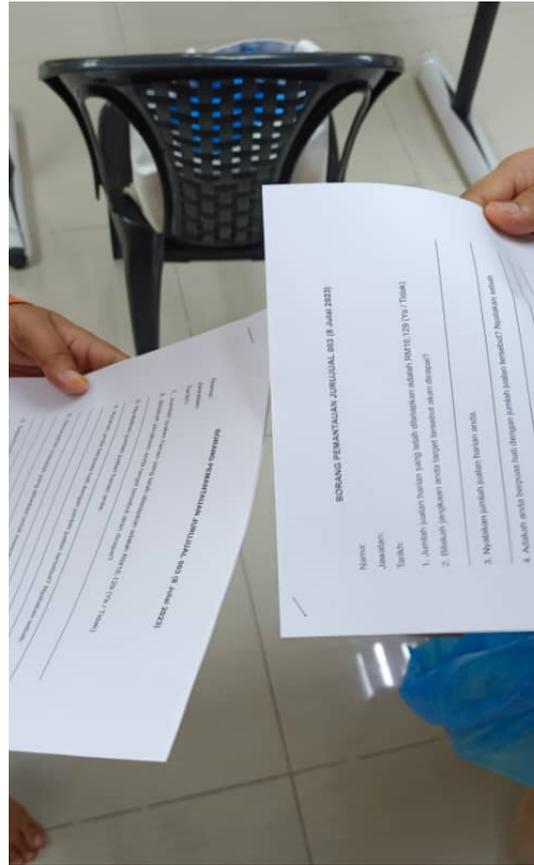
Sources included in the report

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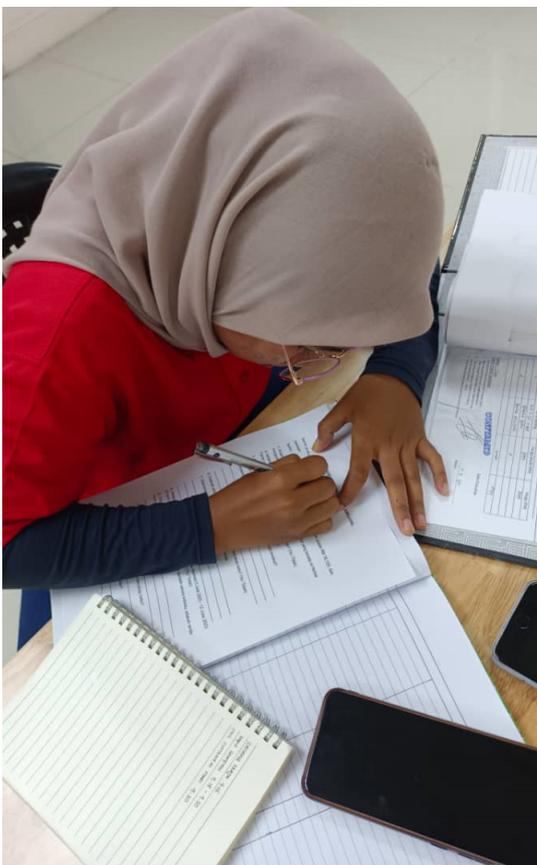
APPENDICES



Picture of me with Herbal Fame company.



Evaluation form that created by me



Sales Executive finishing the evaluation form issue by me



Me completing all the responsibilities

APPENDICES



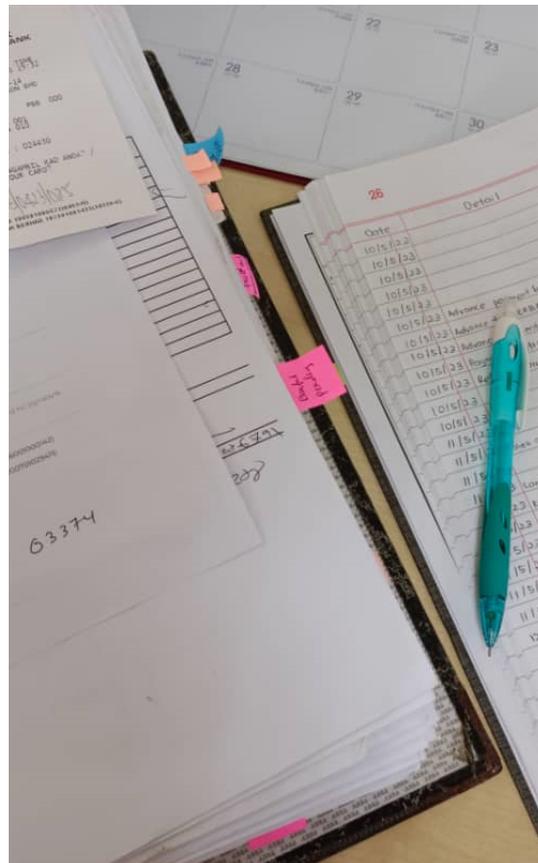
I need to lead the meeting for sales team



Fame Group promoting on Selamat Pagi Malaysia under RTM



Picture of the grocery shop



Recording bank transaction