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## **INDUSTRIAL TRAINING REPORT**

**AT MAGIKA EMPIRE SDN. BHD.**

1 MAC 2023 – 15 AUGUST 2023

NUR BATRISYIA BINTI MOHAMED NIZAM SHAH

2020834198

BA240 BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

ADVISOR: DR. JUAN RIZAL BIN SA'ARI





## EXECUTIVE SUMMARY

I am excited to share my experiences with Magika Empire Sdn. Bhd. with you, and I hope that you will find them as enlightening as I did. The following report provides a comprehensive overview of the internship project conducted over a duration of six months at Magika Empire Sdn Bhd. The internship occurred on March 1st and concluded on August 15th, 2023.

This detailed report comprises various aspects, including an overview of the student's resume, a comprehensive background of Magika Empire Sdn Bhd, its history, vision, mission, objectives, and goals. Furthermore, the report digs into the organizational structure of the company, enlightens on its hierarchical framework, key departments, and the range of products and services offered by the organization. A crucial component of the report are the SWOT analysis specifically focused on the Magika HQ.

The primary objective of this report is to showcase the execution of a SWOT analysis throughout the six-month industrial training period. It highlights the tasks undertaken, skills acquired, knowledge gained, and achievements accomplished by the student. It is important to note that the internship mainly took place within the marketing sector of Magika HQ, thus the students were exposed to the work procedures, the work environment and organizational culture.

Additionally, the report encompasses valuable recommendations and proposed solutions to address identified issues. The student demonstrated a keen ability to tackle these challenges by employing effective problem-solving techniques. The practical knowledge acquired during the internship period facilitated the application of communication, problem-solving, and management skills in real-world scenarios.

Upon the successful completion of the internship, the student obtained a great understanding of organizational operations and gained invaluable hands-on experience in the workplace. This experience not only enhanced their professional skills but also provided invaluable insights into workplace dynamics and behavioral expectations.



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## **ACKNOWLEDGEMENT**

I would like to express my sincere appreciation to my supervisor Mr Razki Yaman for his unwavering support and encouragement throughout my internship at Magika Empire Sdn Bhd. His belief in my abilities has been a constant source of motivation. I am also grateful to my advisors Dr Juan and the team at Magika Empire for their guidance and valuable insights. Their expertise and willingness to share their knowledge have been useful in my professional growth.

I would also like to thank my family for giving us encouragement in completing the internship. The friends who have helped me when I have problems to complete this task, your help meant a lot to me. Finally, I hope that the experience I had from the training will increase my knowledge of business for a company so that I can use it in the future. I am truly grateful for the opportunity and the invaluable support I have received.

## STUDENT'S PROFILE







# NUR BATRISYIA

**BINTI MOHAMED NIZAM SHAH**

**PROFESSIONAL SUMMARY**

A dedicated person majoring in Marketing. My career objective is to apply the knowledge and skills that I have into the real workplace. I am also interested to learn and attempt new things. I will offer a great teamwork and full commitment to the company.

**WORK EXPERIENCE**

**MAGIKA EMPIRE SDN BHD**  
**(1ST MAC 2023 - 15TH AUGUST 2023)**

- Developed and executed marketing campaigns for new product launches
- Managed social media accounts and created engaging content
- Tracked and analyzed marketing results

**EDUCATION**

**2020 - 2022 | UiTM Bandaraya Melaka**  
Bachelor In Business Administration in Marketing

**AREAS OF EXPERTISE**

- Able to work under minimum supervision
- Positive Attitude
- Able to work under pressure
- Willingness to learn

**SKILLS**

- Proficient in Microsoft Office Suite
- Experience with social media platforms (Facebook, Twitter, Instagram, TikTok)
- Strong analytical and problem-solving skills
- Excellent written and verbal communication skills

**LANGUAGES**

- ENGLISH
- BAHASA MELAYU
- MANDARIN

**REFERENCES**

MUHAMAD RAZKI BIN YAMAN  
CEO of MAGIKA EMPIRE SDN BHD  
017 357 0157

Figure 1 UPDATED RESUME



## COMPANY'S PROFILE

Magika Empire Sdn.Bhd operated in Damansara Damai. Damansara Damai (*Refer to appendix A for Magika office's exterior*), located in the Petaling district of Selangor, Malaysia, is a vibrant township with several notable specialties. Since there are so many affordable housing options available, both unmarried people and families find Damansara Damai to be a great place to live. The township offers a wide variety of services and facilities to meet the requirements of its residents. The township is well connected to important highways, including the New Klang Valley Expressway (NKVE), Damansara-Puchong Expressway (LDP), and North-South Expressway (NSE), due to its strategic location. Residents' commutes are made simpler by these connections, which offer simple access to nearby townships, the city center, and other areas of the Klang Valley.

Magika HQ is the original idea of Azura Baharudin and her husband Razki Yaman, who has been serving as the Chief Executive Officer (CEO) of Magika since 2016. However, their entrepreneurial journey began when they established themselves as sole proprietors under the name "Idyllic Trading" in 2014. Initially, their focus was on selling beauty products, but they bump into challenges along the way.

Despite their passion for the beauty industry, Azura and Razki realized that they lacked business knowledge to effectively manage and grow their business. As newcomers to the entrepreneurial world, they faced so many difficulties in understanding how to run a successful business. These early obstacles taught them valuable lessons about the importance of proper business knowledge and strategy.

Azura started a journey of learning and self-improvement after realizing the need to gain the knowledge and abilities needed for business success. She was eager to enroll in business courses and signed up with the help of expert industry mentors. Azizan Osman from RichWorks International Sdn Bhd was one such mentor who gave Azura guidance and ideas that shaped her perception of business operations and strategies.

Additionally, Azura found guidance and inspiration from Encik Khairul, an experienced entrepreneur from EK Circle Sdn Bhd. Under his mentorship, she gained valuable insights into various aspects of business management, including marketing, finance, and customer relations. These mentorship experiences not only broadened her knowledge but also instilled a newfound confidence in her ability to lead and succeed as an entrepreneur.



Moreover, powered with the information and advice she had been given, Azura and Razki made the decision to turn their passion of health and wellness into a new business, which resulted in the creation of Magika HQ. Based on the past experiences they had, they set out to develop a brand that would not only offer efficient slimming products but also place a high value on the health and well-being of its customers. Besides, the remarkable journey from Idyllic Trading to Magika HQ is proof of Azura and Razki's determination, focus, and dedication to personal development. They overcame early setbacks and started a successful business that aims to improve people's health and well-being due to their pursuit of knowledge and mentorship experiences.

Magika HQ is a living example of the value of learning, flexibility, and constant development today. The business continues to innovate and offer modern slimming products that empower people on their journey to achieving their desired health and wellness goals under the product of Magika.

#### **LOGO**



*Figure 2 COMPANY LOGO*

#### **VISION**

Empowering individuals to achieve their desired health and wellness through modern and effective slimming products.

#### **MISSION**

To provide safe, effective, and sustainable slimming products

#### **SLOGAN**

Magiknya Magika!



### **OBJECTIVE**

To offer modern slimming products and services that support people in safely and effectively achieving their weight loss objectives.

### **COMPANY GOALS**

1. Develop a solid reputation for Magika Empire as a dependable supplier of high-quality slimming products and a brand that can be trusted.
2. Create a strong distribution network that includes both online and offline channels to make our slimming products available to customers all over Malaysia and soon worldwide.
3. To keep our slimming products at top of the market in terms of safety, effectiveness, and customer satisfaction. Thus, we will conduct extensive research and development.





## **ORGANIZATIONAL STRUCTURE**

The organizational structure at Magika HQ has been laid out clearly and consists of people who are in charge of growing the success of the business. Azura Baharudin, the visionary founder who through her dedication and knowledge laid the groundwork for Magika's development. Razki Yaman, the CEO of the company who has extensive knowledge and experience, works together with Azura to drive the organization's strategic direction and guarantee its overall operational effectiveness.

Next, Jue is a skilled accountant who takes on the important task of handling and supervising Magika's financial resources, and helps the business's financial operations. Jue ensures the company's financial health, allowing it to grow successfully in a competitive marketplace with extreme attention to detail and a thorough understanding of financial complexities.

Furthermore, the dynamic sales team, made up of six dedicated employees, is also crucial in Magika's success. These employees are tasked with converting each advertisement into actual sales. They have a keen understanding of customer needs and use successful techniques to increase conversions. Through their work, the company not only makes money but also builds long-lasting relationships with its clients, encouraging loyalty and trust.

Plus, the three hardworking packing employees who make sure that every customer order is in detail packaged and ready for shipping round out the organizational structure. Each product will be packed securely since they put attention to detail, ensuring safe and prompt delivery to Magika's esteemed customers.

Together, the staff employees make up Magika HQ's core, cooperating well to accomplish the company's goals. By consistently offering top-notch goods and services to clients around the world, Magika is able to achieve success in the slimming product industry due to their combined expertise, commitment, and dedication.

Hence, the figure below shows the organizational structure of Magika HQ.



*Figure 3 ORGANIZATIONAL CHART*

I had the chance to be positioned as a practical student during my industrial training in the thriving and quick-paced social media marketing industry. I had the unusual duty of being the only person in this industry in charge of carrying out multiple social media marketing strategies and campaigns. I was fortunate to have the direction and support of my supervisor, who consistently provided helpful advice and support when required, even though I had the freedom to manage the daily operations and decision-making processes. Together, we created a cooperative relationship in which I was free to show my abilities and creativity while gaining the knowledge and guidance of my boss.



## PRODUCT AND SERVICES

Jus Aura Magika, a reviving health juice offered in a practical bottle of 250ml size, was introduced by Magika as the company's first product. Building on this initial success, the business increased its range of products to include the slimming supplement Jerat Magika, whose coffee-based formula was packaged in boxes of 15 sachets. After a year, Magika rebranded Jerat Magika as JM Advance, maintaining its coffee-based composition while improving its appeal. This was done in response to customer feedback and with the goal of continual improvement.

Then, in 2021, Magika went through a transformation as part of its ongoing commitment to innovation and rebranding projects, renaming JM Advance and Choco Banana as Coffee Magika and Chocolate Magika, respectively. By more closely matching the product names to their primary flavors, this strategic decision aimed to increase consumer appeal and brand recognition.

Moreover, by introducing Becure Hot Lotion, a remarkable upsell item made to target fat burning specifically under the arms, Magika was able to broaden its product line while providing customers with a practical and targeted solution to their problems. Additionally, Jelly Detox promises customers a cutting-edge detoxification solution and is an exciting new product to be added to Magika's line after the Raya celebration in 2022.

In order to ensure that people are looking for efficient slimming and wellness solutions that are specific to their needs, Magika's diverse and expanding product line continues to reflect the company's unrelenting pursuit of innovation, brand enhancement, and customer satisfaction.

Next, all of Magika product are certified Halal and MeSti by Jabatan Kemajuan Islam Malaysia (*JAKIM*) and Food Safety and Quality Division respectively which means the product are safe to consume by everyone. Currently in 2022, Magika has 6 products on market which are Coffee Magika and Chocolate Magika, Becure Hot Lotion, Feminine Scrub, Jus Aura Magika and Jelly Detox. (*Refer appendix B to see Magika's product*)



## TRAINING'S REFLECTION

I had the chance to explore the world of social media marketing during my six-month internship, which ran from March 1 to August 15, 2023. I became familiar with the ins and outs of the business by working from 8:30 am to 5:30 pm, Monday through Thursday, with an hour break from 1 pm to 2 pm, and a break from 12 pm to 2:30 pm on Fridays. I was thankful to have Saturdays and Sundays off in addition to any Selangor-related public holidays. *(Refer to appendix C to see my working space)*

Next, I was responsible for creating and carrying out marketing strategies for the launch of the products during the internship. I had a great opportunity to learn how to handle social media accounts, create interesting content, and monitor and evaluate marketing outcomes. In addition, it was my responsibility to see that projects like making posters were finished with my supervisor's approval. *(Refer to appendices D, E, F, G and H to see the posters)* I learned a lot about social media marketing from this experience, especially about how to optimize advertisements for increased sales.

Furthermore, attending a TikTok expert Abang Naz's online class was one of the more exciting aspects of my internship. His tips and tricks were extremely helpful in navigating the constantly changing social media landscape. In addition, I had the honor of studying e-commerce with Cik Yan, the founder of the BNG system. This intensive one-week course covered the best ways to market products on well-known websites like Shopee, Lazada, and TikTok Shop. *(Refer to appendix I for Abang Naz's class)*

I had the chance to help with the administrative side of the business in addition to my involvement in marketing. I arranged and updated crucial documents for officers and executives, such as pay slips and service records. I was able to gain useful experience from these tasks that will undoubtedly help me in my future career.

My supervisor urged me to advance my knowledge of business filing because he understood its significance. Developing effective receipt and invoice management skills will come in beneficial if I ever decide to start my own business. The packing leader, Kak Siti, gave me the opportunity to learn more about the operational aspects of Magika products, which helped me to further my understanding of the business' procedures. *(Refer to appendix J for operational system)*

One of my main duties was to help Puan Azura, to whom I offered a successful TikTok plan. I advised Puan Azura to conduct three live streams daily to meet her target sales goal of



RM10,000 daily given the platform's popularity as a key hub for marketers. I suggested she make two videos per day to increase engagement since she has a huge followers of around 200,000 and an average of 500 viewers overall per live stream. These videos might emphasize motivating material or highlight the products, utilizing the yellow bag's presence on product videos to boost sales conversion. Then, for the video, I suggested using her name repeatedly in the beginning of the video, such as "KAK JURA, KAK JURA!!," or using a catchy opening to draw in viewers in order to improve her personal branding. In fact, I suggested Puan Azura hire two live hosts who could help her during the live streams in order to ensure her well-being and avoid exhaustion from numerous daily live streams. Her TikTok presence would continue to grow and she would have more free time as a result. *(Refer to appendix K to see Puan Azura doing Livestream on TikTok)*

Besides, one of my biggest challenges during my internship was learning how to use the different tools that were used for social media marketing. I was not familiar with these tools before, so it took me some time to learn how to use them effectively. Another challenge I faced was managing my time effectively. I had a lot of responsibilities during my internship, so it was important for me to be able to prioritize my tasks and make sure that I was completing them on time.

I overcame my challenges by asking for help from my supervisor and other colleagues. They were able to provide me with the training and support I needed to learn how to use the software programs effectively. I also learned how to manage my time more effectively by setting priorities and creating a schedule.

Nevertheless, during my internship, I had the chance to work in a real workplace and develop my communication skills with coworkers and officers. I became aware of the value of cooperation and teamwork, and I saw both good and bad aspects of the workplace. This experience at Magika HQ opened my eyes to the fact that the marketing industry is constantly changing and that it is important to be able to adapt to new trends. I also learned that the marketing industry is a competitive industry, but that it is also a rewarding industry.

In conclusion, my six-month internship gave me a thorough understanding of social media marketing, insightful opinions from professionals in the field, and useful abilities in office work.

## SWOT ANALYSIS

SWOT analysis is a strategy for evaluating these four areas of your organization. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. SWOT Analysis is a technique that may help you examine what your firm does well right now and develop a successful future plan.

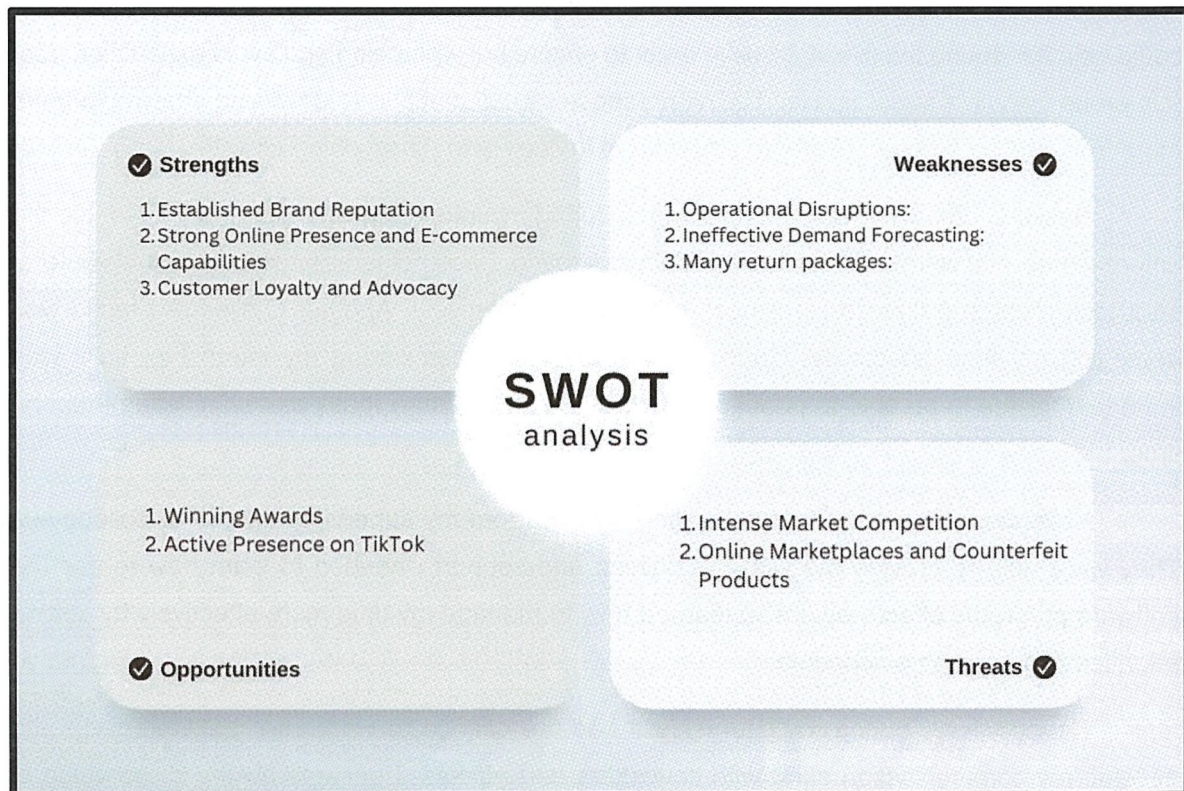


Figure 4 MAGIKA EMPIRE SWOT ANALYSIS



## DISCUSSION & RECOMMENDATION

### STRENGTHS

#### 1. Established Brand Reputation

The variety and wideness of the Magika product line are its main advantages. The company has proven over the course of 6 years that it is capable of creating and providing a broad range of slimming products that fit to various customer needs and preferences. This variety enables Magika Empire to offer services to a wide range of consumers and focus on particular market segments.

Magika Empire can successfully address a variety of weight loss goals and offer ways that are beneficial to various people by providing a wide range of slimming products. For instance, Magika Chocolate and Coffee are the product line that could give alternatives for meal replacements, weight loss, appetite control, and general wellness. By providing options that are in line with their preferences and goals, this variety not only widens the range of potential customers, but also improves customer satisfaction.

According to the Food and Drug Administration (2019), "the importance of research and development in pharmaceuticals is steadily rising because of the escalating regulatory requirements". Thus, Magika Empire may continue spending money on R&D in order to maintain and increase this strength. Moreover, according to Nestle (2022), "the business may recognise emerging ingredients, formulations, or delivery techniques that can further improve its product line by keeping up with the most recent scientific studies and consumer demands". Hence, being aware of changing needs and preferences is also crucial for enabling Magika Empire to introduce new products that satisfy what customers want. This is done through conducting market research and obtaining customer feedback. According to PwC The future of consumer markets (2021), "Large consumer packaged goods (CPG) firms are already working to become "channel agnostic," acknowledging that they want to win customers no matter where and how they choose to shop. You'll need innovation if you want to stay on top in the food industry". Therefore, Magika Empire can stay ahead of the competition and seize new market opportunities by frequently updating the product line and increasing variety.



## **2. Strong Online Presence and E-commerce Capabilities**

Magika Empire's strong online presence and e-commerce abilities are additional strengths. The business probably developed an impressive website over the course of six years, created lively social media accounts, and put in place efficient online marketing strategies. Magika Empire can showcase its products, reach a larger audience, and assist with direct customer sales due to its online presence.

Numerous benefits come from having a strong online presence. It enables Magika Empire to raise brand awareness, develop a loyal customer base, and position itself as a leader in the slimming product sector. The business can increase its online visibility by utilizing digital marketing techniques like search engine optimization (SEO), pay-per-click (PPC) advertising, and content marketing to drive targeted customers to its website. For example, Magika HQ spends about RM 6,000 per month for one staff member on Facebook advertisements (FB Ads). Additionally, each employee must increase sales every month because the CEO constantly reminds them to compete with their own sales rather than those of others. As a result, they will be motivated to increase their sales each month in order to earn a higher commission. Additionally, each employee is eligible for a maximum commission rate of 3% from sales plus incentives worth RM800. Every member of the staff must understand how to close sales and deal with customer inquiries. As a result, Magika Empire uses team sales to market its goods and increase its profit margin. Building trust with customers through engaging material, educational materials, and customer reviews sets Magika Empire as a trustworthy source of information and service.

Magika Empire must keep spending money on digital marketing initiatives in order to maintain and increase this strength. The business can further boost its online presence by positioning itself as a go-to source for information on weight loss by consistently sharing useful and educational content. According to a HubSpot study, 80% of customers are more likely to make a purchase from a company that offers them useful content. (HubSpot, 2022). Moreover, according to a different study by the Content Marketing Institute, 70% of B2B marketers believe that content marketing is crucial for their company. (Content Marketing Institute, 2022). A commitment to customer satisfaction is shown by engaging with customers on social media platforms, answering questions right away, and publicly addressing customer complaints. Customers can be guaranteed a seamless online shopping experience by regularly updating the e-commerce platform, improving the user experience, and providing secure payment options.





Adding more online marketplaces or looking into international shipping possibilities can also create new opportunities for expansion and income. This is proven by a study from Forrester Research, they mentioned that usability is the most crucial element in achieving a high conversion rate. A 1% increase in usability led to a 2% increase in conversion rates. (Forrester Research, 2022)

### **3. Customer Loyalty and Advocacy**

One of Magika Empire's most notable and advantageous qualities is its ability to effectively attract and develop customer support and loyalty. With a strong six-year track record in the sector, the business has unquestionably established a devoted customer base that depends on its goods and knowledge. Customers who are happy with the results they get from using the brand's slimming products are most likely to develop a strong sense of brand loyalty, coming back to Magika Empire time and time again for their slimming needs and strongly recommending the business to friends, family, and others. Such customer loyalty not only plays a role in the company's continued success but also acts as a potent marketing tool because pleased customers act as brand ambassadors, amplifying Magika and effectively spreading good word of mouth.

To sustain and expand this strength, Magika Empire should prioritize customer satisfaction and retention. This is supported by a study by Bain & Company (2022), which found that a 5% increase in customer retention can lead to a 25-95% increase in profits. Implementing a customer loyalty program can incentivize repeat purchases and reward loyal customers with exclusive benefits, discounts, or access to new product releases. In fact, it is supported by a study by Bond Brand Loyalty, 84% customers are more likely to suggest a brand to other people if they are a part of it. By establishing a sense of exclusivity and appreciation, Magika Empire can foster a deeper connection with its loyal customers, further reinforcing their loyalty.



## **WEAKNESSES**

### **1. Many return packages**

Magika Empire may suffer financial hardships as a result of return packages. Processing returns, looking over products, and replenishing inventory all cost money to the business. Additionally, it increases the company's financial obligations if it provides free returns or pays the shipping costs for returns. In addition to using up working capital, the buildup of return packages lowers the company's overall profitability.

To overcome this weakness and lessen its impacts, Magika Empire should focus on improving product quality and customer satisfaction. Conducting rigorous quality control checks before products are shipped can help reduce the number of defective items reaching customers. Implementing comprehensive size guides, providing accurate product descriptions, and including customer reviews on their website can help manage customer expectations and minimize size-related returns. By prioritizing product quality and ensuring accurate product information, the company can reduce the number of return parcels and associated financial costs. The studies show that the inspections are a useful tool to help you handle your supply chain and ensure successful business operations if you want to guarantee product quality. (Insight Quality Service,n,d).

### **2. Operational Disruptions**

The management of a large number of return packages may interfere with regular business operations. Receiving, inspecting, and updating returned goods necessitates more resources and work. It might put an impact on the business's current warehouse and logistics system, causing delays in processing and shipping new orders. Additionally, customer service teams might be overloaded with requests and questions relating to returns, which might make it difficult for them to assist other customers promptly.

To overcome this weakness, Magika Empire should establish efficient and dedicated return management processes to minimize operational disruptions and meet customer demands effectively. By streamlining the return process, implementing automation where possible, and utilizing technology for tracking and managing returns, the company can minimize operational disruptions. According to Businesswire (2023), 73% of customers prefer to shop at a store with



an easy return policy. Training customer service representatives to handle return inquiries promptly and providing clear instructions for customers on how to initiate and track returns can also improve efficiency. The studies from Forbes Business Council (2022), found that one of the many ways you can give your customers an enjoyable shopping experience is by providing excellent customer service, which is a standard corporate strategy that will always attract new customers. Allocating specific personnel and resources for return management will ensure that returns are processed quickly, enabling the company to maintain a smooth supply chain and meet customer demands effectively.

### **3. Ineffective Demand Forecasting**

A significant weakness for Magika Empire could be ineffective demand forecasting. If the company struggles to accurately predict future demand for their slimming products, it can lead to significant challenges in managing their supply chain. Overestimating demand may result in excessive inventory levels, tying up capital and increasing carrying costs. Conversely, underestimating demand can result in stock outs and missed sales opportunities.

To overcome this weakness, Magika Empire should invest in robust demand forecasting methods to reduce the risk of stock outs and optimize their production and inventory management processes. They can utilize historical sales data, market trends, and customer feedback to create accurate demand models. Embracing data analytics and leveraging machine learning algorithms can enhance the accuracy of these models. Additionally, establishing strong relationships with retailers and leveraging their point-of-sale data can provide valuable insights into real-time demand patterns. A study by the Aberdeen Group (2022) found that retailers that leverage point-of-sale data can improve demand forecasting accuracy by up to 10%. Hence, by continuously monitoring and refining their demand forecasts, Magika Empire can optimize their production and inventory management processes, reducing the risks associated with inaccurate predictions.



## OPPORTUNITY

### 1. Winning Awards

Magika Empire may have a great opportunity for participation in industry-specific awards and receive recognition for their slimming products. Winning awards not only strengthens the company's reputation but also acts as a potent marketing tool to set them ahead of their competitors. Awards show that the company's goods have been recognized for their excellence, viability, or innovation, inspiring trust in prospective clients and bringing in new ones. *(Refer to appendix L, M, N, O and P for awards winning)*

To take advantage of this opportunity, Magika Empire should actively seek out relevant award competitions in the health, wellness, and beauty sectors. They should focus on categories that align with their products' unique selling points and submit their entries showcasing the key features and benefits. This requires a meticulous preparation process, including compiling comprehensive product information, evidence of customer satisfaction, and any scientific research supporting the effectiveness of their slimming products. According to Campaign (2019), winning this popular award brings recognition to brands, but it also directs consumers to the top products available.

By winning awards, Magika Empire can gain substantial recognition and credibility in the industry. This recognition can lead to increased customer trust and loyalty, as well as potential partnerships or collaborations with other industry players. It can also serve as a strong marketing tool to attract media attention, generate positive PR, and further solidify their position as a trusted and innovative slimming product company. Additionally, the award logos and recognition can be prominently displayed on packaging, websites, and marketing materials, creating a compelling brand image and influencing potential customers' purchasing decisions. Then, A 2019 NSF survey found that 85% of consumers trust independent, third-party certification organizations to verify product claims. (NSF, 2022)

### 2. Active Presence on TikTok

Being active on TikTok, a common social media site known for its short-form video content, offers Magika Empire a special chance to interact with a huge and varied audience. A large portion of TikTok's user base is made up of younger generations who actively seek out



content related to lifestyle, beauty, and health. By utilizing this platform, Magika Empire can efficiently market their weight-loss products, inform users of their advantages, and produce interesting and entertaining content that appeals to their target market.

To take advantage of this opportunity, Magika Empire should develop a TikTok content strategy that aligns with their brand values and resonates with their target market. They can create videos that provide useful tips for weight management, showcase success stories from satisfied customers, or feature creative and visually appealing content related to health, wellness, and fitness. By utilizing popular TikTok trends, challenges, and hashtags, the company can increase their visibility and attract a wider audience. In fact, Recent Upfluence data shows that at all follower levels, TikTok has significantly higher engagement than either of the other two networks. For instance, Upfluence discovered that micro-influencers' engagement rates on TikTok, Instagram, and YouTube were 17.96%, 3.86%, and 1.63%, respectively. On the other end of the spectrum, mega-influencers' engagement rates on TikTok, Instagram, and YouTube were 4.96%, 1.21%, and 0.37%, respectively. (Geyson.W, 2023)

To maximize the impact of their TikTok presence, Magika Empire should collaborate with influencers or content creators who have a significant following in the health, beauty, or fitness niche. These collaborations can help amplify their reach, enhance credibility, and generate user-generated content that further promotes their products. It is also important for the company to actively engage with their TikTok community by responding to comments, participating in trends, and fostering a sense of community and connection. This is supported by a study from Werner Geyser (2023), she mentioned that "Influencer marketing has grown to \$16.4 billion in 2022".

Magika Empire can access a large number of potential customers and widen their market by becoming a prominent presence on TikTok. By demonstrating the efficiency and advantages of their slimming products in a visually appealing and engaging way, they can raise brand awareness, increase traffic to their websites, and eventually boost sales. Since TikTok is interactive, businesses can interact directly with customers, promoting brand loyalty and building an active online community around their goods.



## THREATS

### 1. Intense Market Competition

The slimming product industry is highly competitive, with numerous companies vying for market dominance. New competitors entering the market and existing competitors expanding their product offerings pose a threat to Magika Empire's market position. These competitors may offer similar or alternative products, aggressive pricing strategies, and extensive marketing campaigns, making it challenging for Magika Empire to differentiate itself and attract and retain customers. Magika Empire's main competitor is Inayah Beauty Sdn Bhd with a product named Berryfull. *(Refer to Appendix Q to see Berryfull product)*

To deal with this threat, Magika Empire should enhance their marketing and branding efforts. This includes developing a strong and recognizable brand identity, creating compelling messaging that resonates with their target audience, and utilizing various marketing channels to reach potential customers. By effectively communicating the unique value proposition of their products and establishing an emotional connection with consumers, Magika Empire can differentiate themselves from competitors and capture market share. The studies from Forbes Business Council (2022), found that one of the many ways you can give your customers an enjoyable shopping experience is by providing excellent customer service, which is a standard corporate strategy that will always attract new customers.

### 2. Online Marketplaces and Counterfeit Products

The growth of marketplaces on the internet and the increasing number of fake products present a serious threat to the Magika Empire. These platforms make it simpler for unregistered sellers to distribute fakes or lower-quality versions of their products, potentially harming the brand and consumer trust. Additionally, competitor goods offered on these platforms could utilize expensive prices or marketing techniques that impacted Magika Empire's sales and market share.

To combat this threat, Magika Empire should implement robust brand protection and intellectual property strategies. According to a new report from the OECD and the EU's Intellectual Property Office, the overall trade volumes stagnating, trade in counterfeit and pirated goods has increased steadily in recent years and now accounts for 3.3% of global trade, (The Global Counterfeiting Report, 2022). This involves actively monitoring online marketplaces and taking



legal action against sellers who distribute counterfeit or infringing products. Establishing partnerships with trusted e-commerce platforms can also help to regulate the distribution and sale of their products.

Furthermore, Magika Empire should emphasize the importance of purchasing products directly from their official website or authorized retailers. Educating consumers about the risks associated with counterfeit products and the benefits of buying authentic products directly from the company can help build trust and loyalty. The company should also leverage their customer base and engage in proactive communication to inform customers about counterfeit products and encourage them to report any suspicious sellers or listings.

Instead of avoiding them or passing them off to a third party, Magika Empire has to combat these threats. They can lessen the effects of intense competition by accepting full responsibility and putting proactive strategies into action. Magika Empire will be able to keep a competitive edge and sustain their market position by maintaining control over their brand and reputation, constantly improving their products, and using innovative marketing techniques.

In conclusion, Magika Empire must use multiple strategies to combat the threats of intense competition in the market and fake goods. This entails making investments in product innovation, boosting marketing and branding initiatives, giving customer service top priority, keeping a close eye on online marketplaces, and informing customers about the dangers of buying fake goods. By putting these strategies into practice, Magika Empire can lessen the effects of strong competition and preserve their status as a reputable and successful slimming product company.



## CONCLUSION

The essence of the report is that Magika has successfully introduced a range of slimming and wellness products, including Jus Aura Magika, Jerat Magika (later rebranded as JM Advance), Coffee Magika, Chocolate Magika, Becure Hot Lotion, and Jelly Detox. The company has focused on innovation, rebranding, and customer satisfaction to expand its product line and meet diverse consumer needs. All Magika products are certified as Halal and MeSti, ensuring their safety and suitability for consumption.

During the industrial training, I was responsible for creating and implementing marketing strategies for product launches and gained valuable experience in managing social media accounts, creating engaging content, and evaluating marketing outcomes. The internship also provided an opportunity to learn about social media marketing tools and optimize advertisements for increased sales. However, challenges were faced in learning to use new tools and effectively managing time due to multiple responsibilities.

Looking ahead, Magika aims to continue its commitment to innovation, brand enhancement, and customer satisfaction. The company envisions expanding its product offerings further, catering to the specific needs of consumers seeking efficient slimming and wellness solutions. The report reflects my growth and development during the internship, particularly in social media marketing and project management skills.

In the next five years, my vision may involve further professional growth in the field of marketing, building on the skills and experiences gained during the internship. I may aspire to take on more challenging roles, contribute to the success of brands or organizations, and continue to adapt to the evolving landscape of digital marketing.



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APPENDICES



A.

**MAGIKA OFFICE**



B.

**MAGIKA PRODUCTS**



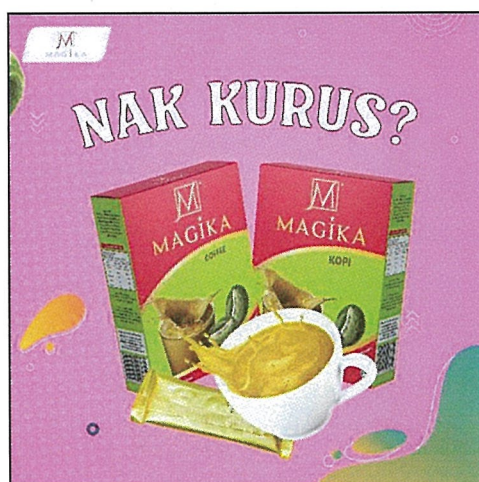
C.

**OFFICE ENVIRONMENT**



D.

POSTER 1



E.

POSTER 2



F.

POSTER 3



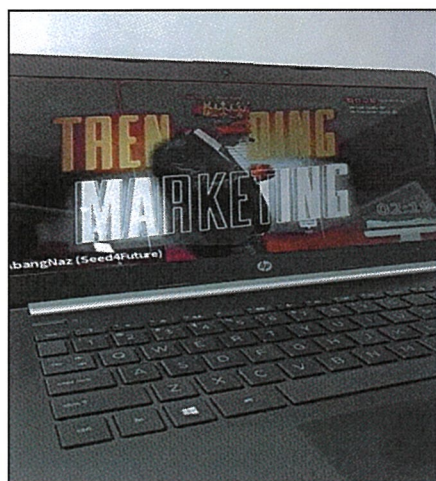
G.

POSTER 4



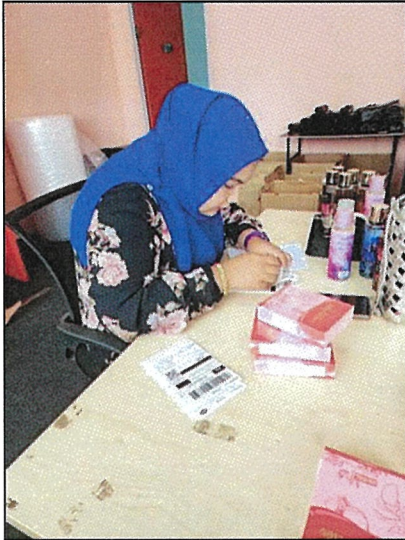
H.

POSTER 5



I.

ABANGNAZ'S ONLINE CLASS



J.

LEARN ON OPERATION SYSTEM



K.

PUAN AZURA LIVESTREAM



L. HQC GLOBAL BRAND AWARD

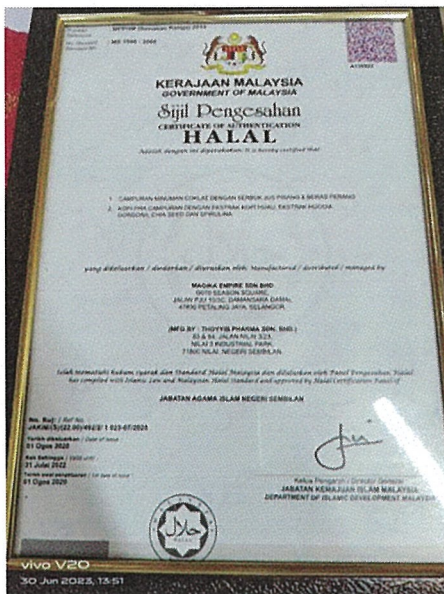


M. HALAL EXCELLENCE BRAND AWARD



N.

**2021 OUTSTANDING PERFORMANCE AWARD**



O.

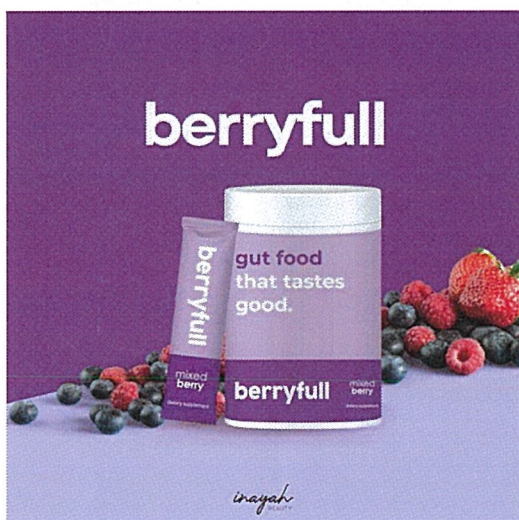
**HALAL CERTIFICATE**





P.

LOYALTY AWARD



Q.

BERRYFULL PRODUCT