



INDUSTRIAL TRAINING REPORT

ZAFESHA NETWORK &
MARKETING SDN BHD

Prepared By

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BA246 | 2021171595



EXECUTIVE SUMMARY



Industrial Training or MGT666 is the final course for all students that are taking BA246 - Bachelor of Business Administration (Hons.) International Business. This course allows students to practice their industrial training or internship at their selected company. They will gain knowledges and real-world working experiences through their internship at the company.

During my six month internship, I chose Zafesha Network and Marketing Sdn Bhd which is located at Segamat, Johor. This report was filled with the 24 weeks summary through out my internship in details. The objective of this report is to explain on the experiences, job tasks, responsibilities that I hold in this company.

Additionally, Zafesha Network and Marketing Sdn Bhd provided me with complete company details such as company background, organizational chart, vision and mission and their products. In this report, it includes also training reflection through my internship at Zafesha for six months along with my job tasks and responsibilities in details. Included this report of Zafesha Network and Marketing Sdn Bhd's SWOT analysis and PESTEL analysis that have been evaluated.

ACKNOWLEDGEMENT

Firstly, I would like to start on praising and be thankful to the Most Merciful God, Allah SWT for still giving me the chance to breath from the day one until the last day of completing this MGT666 – Industrial Training Report that have been done from 1 March – 15 August 2023. I am so grateful too because He blessed my breath in doing this report by giving me strength and a pink of health. Without His blessing, I may be hard in accomplish this report of my Industrial Training Report.

Besides, I would like to thank to Universiti Teknologi MARA (UiTM), Kampus Bandaraya Melaka for providing this course, hence I can use this opportunity to show my efforts and experiences in exploring new course which is MGT666 (Industrial Training) subject along with gaining new experience of working. I am also beyond grateful to my lecturer and advisor that are handling the Industrial Training subject, Madam Norshiba and Madam Azira Rahim because they guided me with clear instructions and guidelines in order to have a good outcome for this report.

Moreover, a highly appreciated thanks to Zafesha Network and Marketing Sdn Bhd which is located in Segamat for accepting my presence of Internship staff in their company. With all the knowledge and experiences I gained from Zafesha Network and Marketing Sdn Bhd company, I really appreciated it.

Lastly, I am very thankful to my classmates and colleagues because they helped me a lot when I was struggling to finish this report and throughout my Industrial Training period. Without them, I think I may face difficulties during completing this Industrial Training.



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STUDENT'S PROFILE



NUR LYANASAZRIN BINTI MOHD HAZID
FRESH GRADUATE

OBJECTIVE

A fresh graduate in International Business from Business Administration is looking for a kickstart by fitting in an appropriate position in an organization. I am inclined to explore opportunities and contribute to the firm's successes in every manner possible.

JOB EXPERIENCE

J&T Customer Service

July 2019 – September 2019

- Key in customer details and the receiver details in tracking system.
- Answer and handle customer calls for company service inquiries.

Freelance Office Administration

March 2020 – September 2020

- Filling in and check tender of the company.
- Organize the data of contractor's tender and ensure the prices.

EDUCATION LEVEL

Bachelor of Business Administration (Hons.) International Business

March 2021 - Present

- UiTM Bandaraya Melaka
Semester 3 Academic Icon – CGPA 3.77

Diploma in Business Studies – UiTM Segamat, Johor

September 2018 – December 2020

TS Complete with Dean List – CGPA 3.53

Sijil Pelajaran Malaysia (SPM) – SMK Dato Bentara Dalam

January 2013 – December 2017

SPM Result – 6A, 1B, 1C

ORGANIZATIONAL EXPERIENCE

Creative and Critical Thinking Event – UiTM Segamat

November 2019

- Multimedia bureau in charge.
- Make decision to create a complete and creative montage.

International Program – Hatyai, Thailand

January 2023

- Treasury Assistant in charge.
- Documenting all transactions for the program use.

COMMUNITY EXPERIENCE

Pewaris Muda Program – Kg. Parit Bugis, Muar

November 2018

- Participated in the program with communication and teamwork skills.
- Ensure the program went well by problem-solving throughout the program.

Community Service in Johor Bahru

November 2019

- Visit and do activities at Zoo Johore, Nur Ehsan Elderly Care Centre.
- Giving foods to homeless in Johor Bahru city with communicate skills.

SKILL, ABILITY AND LANGUAGE

SKILL : Expert in Microsoft Office, Canva and iMovie, Intermediate in Adobe Photoshop.

ABILITY : Communication, Leadership, Problem Solving, Flexible, Teamwork.

LANGUAGE : Advance in Bahasa Melayu and English, Beginner in Mandarin.

REFERENCES

Dr Mohd Halim Bin Mahpoth

Assistant Rector & Senior Lecturer
UiTM Bandaraya Melaka

Mohd Zaki Bin Sadik

Advisor UiTM Bandaraya Melaka



ZAFESHA NETWORK &
MARKETING SDN BHD

COMPANY PROFILE

COMPANY LOGO



Zafesha Network &
Marketing Sdn Bhd
Official Logo

Sub-brand 1:
Zafesha Simply Logo



Sub-brand 2:
Zafesha Young Logo



COMPANY BACKGROUND

Zafesha Network and Marketing Sdn. Bhd. is a company that is based on Segamat, Johore. The company was started with Zafesha Beauty Network which is an enterprise business in August 2015. However, before the name of 'Zafesha' was introduced, the founder, Madam Aisah Bt Muhamad Hamim and her husband, Mr Afizam Bin Abdul Aziz as the co. founder started many businesses. Starting from 2005, they involved in printing wedding card with their own brand, Wedding Card Iris. After found that wedding-related business is suitable with their interest, in 2012, they started their wedding planner business known as Iris Awana Wedding Planner. Fast forward to 5 years later, Madam Aisah and Mr Afizam started their first OEM product (Original Equipment Manufacturer) which is Detox Drink named Neura Detox. After discovering to the beauty category, this couple started Zafesha's cosmetic products in May 2018. Starting from that, they pursue to produce cosmetics and skincare until now. Now, they have two sub-brands which are Zafesha Simply and Zafesha Young.

Zafesha Network and Marketing has over 60 workers located at the Headquarters (HQ) in Segamat, Johor. Since this company produces beauty and skincare products, their workers were divided into few departments such as operation, sales, retention, administration, reseller, customer service and marketing department. The beauty and skincare products produced by Zafesha are special because they were manufactured only with organic and plant-based ingredients. It was a main objective for Zafesha Simply to supply the skincare and cosmetic for elderly. Products for Zafesha Simply are full skincare product that can be treatment to elderly's skins too. Meanwhile, as for Zafesha Young, it was concentrated to the targeted teen customers. Cosmetic products such as BB Cushion, mascara set and lipmatte set are the targeted products.

LOCATION

ZAFESHA NETWORK &
MARKETING SDN BHD



Zafesha Network and Marketing Sdn Bhd office and headquarters (HQ) was located at 2nd and 3rd floor, Jalan Utama 2/4, Taman Utama, 85000 Segamat, Johor.



VISION

To serve cosmeceutical solutions that emphasize the content of selected ingredients for protection, comfort, and rejuvenation.

MISSION

To provide cosmeceutical solutions that focus on aesthetic values.



OBJECTIVES & GOALS

To produce millions of Muslims Bumiputera online entrepreneurs, so that they can represent in benefiting the people around them and raising the Islamic economy to a higher level.



ORGANIZATIONAL STRUCTURE

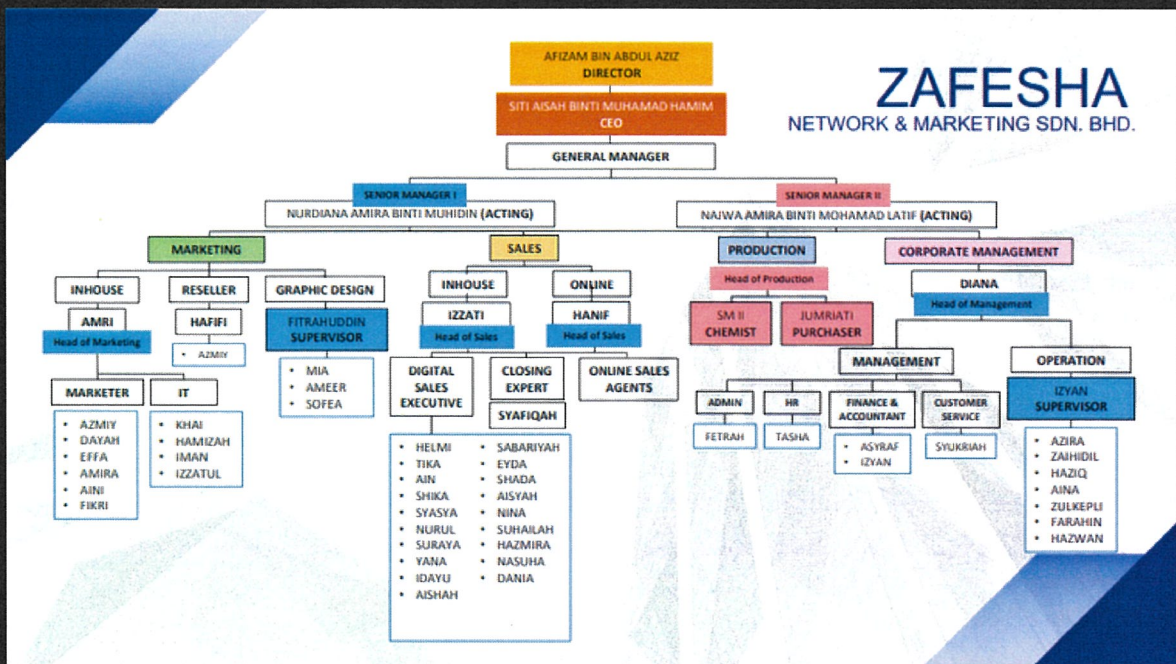


Figure 1

Figure 1 shows the organizational chart of Zafesha Network and Marketing Sdn Bhd

PRODUCTS

ZAFESHA SIMPLY



Figure 2

Figure 2 shows the products of Zafesha Simply

Zafesha Simply offers various products of beauty and skincare specialized for the elderly to ensure they have good skins condition even they are already aged. Zafesha offers full set skincare for elderly women and men. This is because certain folks assume that taking care of skin is no longer important when they are old. Zafesha supply from cleanser, toner, serum, moisturizer, and sunscreen. Zafesha Simply also produce a treatment foundation for these categories to use. All Zafesha Simply products are non-comedogenic products and safe to use for all ages especially for sensitive skins people and aged people. Products that offered by Zafesha Simply can treat various of skin problems such as freckles, pigmentation, dry and sunburn.

PRODUCTS

ZAFESHA SIMPLY



Name : Zafesha Simply Beauty Soap

Type : Cleanser

Ingredients : Argan oil, goat milk powder, sakura extract, virgin coconut oil, olive oil, glycerine, lactic acid



Name : Zafesha Simply Cleansing Foam

Type : Cleanser

Ingredients : Glycerine, palmitic acid, lauric acid, myristic acid, stearic acid, sakura extract, licorice, micro-foam



Name : Zafesha Simply Lightening Mist Toner

Type : Toner

Ingredients : Glycolic Acid (AHA), niacinamide, chamomille, witch hazel, hyaluronic acid

PRODUCTS

ZAFESHA SIMPLY



Name : Zafesha Simply Age Defence Turbo Serum

Type : Serum

Ingredients : Canadian willowherb, hyaluronic acid, panthenol (provitamin B5), allantoin, german chamomille



Name : Zafesha Simply Face Moisturizer

Type : Moisturizer

Ingredients : Argan oil, Hyaluronic acid, centella asiatica, glycerine, tara seed, chicory



Name : Zafesha Simply Instant Whitening Lotion Sun Protection

Type : Sunscreen, whitening lotion

Ingredients : Alpha arbutin, glutathione, grape seed extract, lime fruit extract, glycerine

ZAFESHA NETWORK &
MARKETING SDN BHD

PRODUCTS

ZAFESHA SIMPLY



Name : Zafesha Simply Foundation

Type : Cream foundation treatment

Ingredients : Sunflower, argan oil, castor seed oil, blueweed flower, brazilian palm tree, SPF 25

Variation : 01 - Light, 02 - Beige

Weight : 15 gram



Name : Zafesha Simply Foundation

Type : Cream foundation treatment

Ingredients : Sunflower, argan oil, castor seed oil, blueweed flower, brazilian palm tree, SPF 25

Variation : 01 - Light, 02 - Beige

Weight : 5 gram

PRODUCTS

ZAFESHA YOUNG



Figure 3

Figure 3 shows the Zafesha Young's products

Zafesha Young provides a wide range of cosmetic products specialized for teens and young women. Some of the products are BB cushion, lipmatte and mascara set. Even though Zafesha Young offers cosmetics products, the products still remain cosmeceutical. This is because all products from Zafesha Young contain benefits for their skin. Even though these items are likely to be seen as cosmetics, but they have their own benefits. For example, the BB Cushion itself have the advantage of treating acne because it contains grape seed extract. Not only that, it also protect the user's skin because Zafesha Young BB Cushion has SPF50 which is higher than Zafesha Simply foundation. Zafesha Young may attract the youngsters, but mom's generation will be welcomed to use too. Other products such as lipmatte itself has effects of treating dry and dark lips because of its ingredients.

PRODUCTS

ZAFESHA YOUNG



Name : Zafesha Young BB Cushion

Type : BB Cushion

Ingredients : Hyaluronic acid, glutathione, niacinamide, grape seed extract, alpha arbutin

Variation : 01 Light, 02 Beige

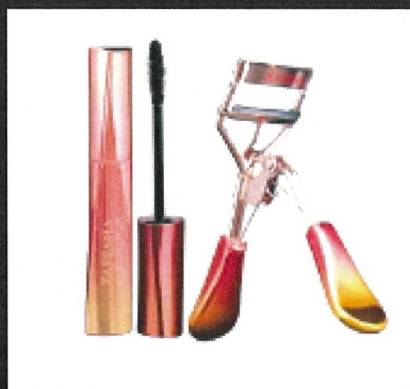


Name : Zafesha Young Lipmatte

Type : Lipmatte

Ingredients : Argan oil, olive oil, rose fruit oil

Variation : Nude flash, truffle darling, pink crush, royal peach



Name : Zafesha Young Mascara Set

Type : Mascara, curler

Ingredients : Argan oil, olive oil, rose fruit oil

ZAFESHA NETWORK &
MARKETING SDN BHD

ZAFESHA NETWORK &
MARKETING SDN BHD

TRAINING REFLECTION

TERNSHIP REPORT

TRAINING JOURNEY ✨



15 August

End of Internship

1 June

Tik Tok Department

1 March

Sales Department



On 1st March 2023, I started my internship journey with Zafesha Network and Marketing Sdn Bhd, and my position of internship staff at this company on 15th August 2023. During my internship, it was a golden opportunity for me. This is because I was exposed with lot of new knowledges and experiences from the internship journey. These allows me to get myself prepared with real career life after my education ends soon. At Zafesha Network and Marketing Sdn Bhd, I was assigned in Sales department by Madam Nurul Izzati which is the head of Sales department and my supervisor throughout my six months of internship.

Two months after that, I was rotated to another department, which is Digital Sales department, which to be more specific, Tik Tok team. Zafesha Network and Marketing Sdn Bhd operates 6 days per week. Working hours for all departments is 9 hours per day. As for department other than Tik Tok team, their working hours is from 9.00am and ends at 6.00pm. For Tik Tok team only, they were divided into two shifts; morning shift and night shift. Morning shift started from 8.00am to 5.00pm and night shift started at 2.00pm to 11.00pm.

For the first two months, I was placed at Sales department. Sales department is mainly focuses on finding new customers, attract and create relationship between new customers and Zafesha itself. This department also create the service after sales in case the customers need further details about the products purchased, feedback or complaints. Sales department also indicates the promotions or discounts of any existing or new products that were on sale to the new customers or repeating customers. These procedures are important to the company in order to help the business to earn sales, profits and new data from new customers. As the internship staff in the Sales department, my responsibility is to help Madam Nurul Izzati to carry out the daily, weekly and monthly sales report for each sales team. The report will be sent to the finance and administration to calculate the budgets, gross profits, salaries and commissions for each team in the sales department.





After two months of being part of sales department, I was switched to Digital Sales department, in Tik Tok team. In this department, there are four specific sub-department which are content creator, technical, affiliate manager and LIVE hosts. Tik Tok is known as one of the most-used apps nowadays along with the e-commerce which offers buying and selling through Tik Tok Shop online. Hence, Zafesha also grabbed the chance to join the trending apps. Content creator is responsible to create, shoot, edit and filter contents before to be posted in Tik Tok. Technical people in Tik Tok team need to ensure the advertisement budgets are on track and make sure the technical settings especially in LIVE is under control. Meanwhile, for the affiliate manager, their job scope is to find affiliators in Tik Tok, guide them and make sure they maintain the performance as an affiliate of Zafesha.



Figure 4

Figure 4 shows part of the internship students

In this team, I was assigned as the LIVE host. Regarding to the job scope of a LIVE host, I need to live on Zafesha Tik Tok account by followin the schedule that has created by the person in charge. Based on the schedule, a LIVE host must be live on Zafesha Tik Tok account at least 4 hours per day. Not only that, the other 5 hours of working hours will be filled with helping the content creator to be the talent to create content for Tik Tok videos. With these tasks, I learned many strategies to apply on LIVE to attract customers that lead to sales. Besides, I discovered on how to create a high-quality videos for a business in aspect of video quality, the knowledgeable content, guidelines to be followed and strategies to get trending on Tik Tok which known as For You Page (FYP).





Next, similar like I was in sales department, I need to fill in the daily report of each LIVE session. This is crucial to do every day because it determines the total sales, profits, salaries and commissions for each LIVE hosts. The report is filled by using Excel which is more convenient and structured. By being a LIVE host too, I acquaint some of cosmeceutical knowledges such as good ingredients for various skin types, correct steps of skincare and how to answer customer's comment or questions about cosmetics and skincare in LIVE. I was guided by Zafesha's chemist, Madam Najwa Amira to learn product knowledges and FAQ (Frequently Asked Questions) by customers in LIVE.

As I be part of internship staff with Zafesha, I also joined events and classes offered by the company. For example, I joined one of the big events organized by Starvendor in Kuala Lumpur for 4 days as the booth promoter. During this event, I gained new experiences to make sales offline with customers. I learned how to approach customers, attract and make close sales to them. Not only that, strategies that created for this event also was taken as the new knowledge because it is not easy to attract customers with brand that they unfamiliar with. It is important to have a good communication skill when I was a booth promoter during the event, so that the customer will feel comfortable and attract with the offer.

Finally, the elemental part of my internship programme is Zafesha benefited me in various aspects, such as developing my soft skills like communication, conflict resolution, managing time and ability to adapt with new situations. In addition, I gained diverse of new knowledges and experiences such as events, classes and business strategies with Zafesha Network and Marketing. It is a good and useful experiences and work skills that I can apply in myself before I get into the real work life. Moreover, one of the side benefits of being an internship staff at Zafesha is that I received RM300 – RM800 as the monthly allowance. Not only that, the other benefits offered by Zafesha is I can get free meal every Friday and meal claimed worth RM40 per week for night shift for Tik Tok LIVE hosts.



ZAFESHA NETWORK &
MARKETING SDN BHD

SWOT ANALYSIS

INTERNSHIP REPORT

SWOT ANALYSIS



Figure 5

Figure 5 shows the SWOT analysis for Zafesha Network & Marketing Sdn Bhd



DISCUSSION AND RECOMMENDATION

SWOT ANALYSIS | PESTEL ANALYSIS

ZAFESHA NETWORK &
MARKETING SDN BHD

SWOT ANALYSIS

DISCUSSION & RECOMMENDATION

SHIP REPORT
INTERNS

SWOT ANALYSIS

(STRENGTHS)



Frequent Promotion

DISCUSSION:

Zafesha is a beauty and skincare brand that produces organic-based cosmetics and skincare for teen and elderly women. The costs to create products from natural ingredients might be costly, hence the sell price to the customer also will be affected. However, in order to give solutions for their customers to have a dream skin with affordable price, Zafesha prepared product promotions, discounts and sales to their customers monthly which can attract both new and existing customers.

Not only that, the normal price for Zafesha products itself are quite pricey. For example, their actual price for Zafesha Simply Cream Foundation only is RM129. Certain people might think twice to buy with that price, so promotion would be one of the solutions for customers to grab with cheaper price.

For instance, during special days like bosses birthday, Independence Day and Eid, Zafesha will offer their customers with special prices. Not only that, Zafesha made a combo or package of their products in sets with lower price and extra gifts for a limited time. By doing so, Zafesha can maintain their sales momentum every month. Besides, Zafesha created Hack-A-Launch (HAL) which also one of their promotion of certain products such as new products for their customers to grab. To tally with Tik Tok team, Zafesha creates different deals only for customers that join and make payment during LIVE. For instance, if the customer orders one unit of foundation and pays during LIVE, the customer will get cleansing soap for free with extra vouchers from Tik Tok.



SWOT ANALYSIS

(STRENGTHS)



RECOMMENDATION:

Zafesha can do collaboration promotion with other brands that is compliment to their products. To illustrate, Glass Skin Beauty. Glass Skin Beauty is a local brand that produces massage tools such as gua sha for skin massage. For example, Zafesha Simply offers skincare products such as cleanser and serum, meanwhile Glass Skin Beauty offers skin massage tools such as gua sha and jade facial roller.

To relate these two complimentary brands, Zafesha Simply's customers who have serum can massage their skin with Glass Skin Beauty gua sha and jade facial roller to have better face shape. Vice versa, Glass Skin Beauty's customer that view their profile, will recognize Zafesha Simply. Hence, it can attract customers from both brands to purchase.

Besides, other recommendation for frequent promotion is Zafesha can collect database for retention purpose. When Zafesha launches promotion, customers' databases such as their names, addresses and phone numbers can be kept. By having their details, Zafesha can use the databases collected to retain their customers to make repeat purchases in future. With these way, Zafesha can gain reviews, testimonies, feedbacks or suggestions directly from the customers. Not only that, customers can get the after sale services such as asking do and don'ts, tips on applying skincare and more.



Figure 6

Figure 6 shows 4 hours Shocking Deals Promotion

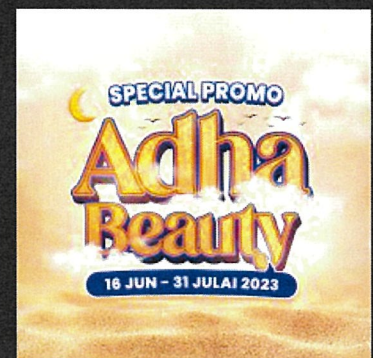


Figure 7

Figure 7 shows Special Promotion for Eid Adha



Figure 8

Figure 8 shows Flash Sale in conjunction of 17.7



SWOT ANALYSIS

(STRENGTHS)



Loyal Current Users

DISCUSSION:

Since Zafesha has been in beauty and skincare market for 5 years, Zafesha has their own loyal customers from all over Malaysia and the latest is Zafesha already enters Singapore. With the thousands testimonials, feedbacks and reviews, Zafesha now is one of the trusted brand of beauty and skincare among other well-known local brand in Malaysia. Many previous Zafesha's customers never miss to repeat order and even add new products in their order.

To illustrate, a previous customer that bought foundation only repeat order the foundation with add on of cleanser, toner and serum to get the full set of skincare from Zafesha. Besides, these loyal customers not only buy for their own use, but there are some of them buy for their moms, other family members, friends and colleagues to make sure they try this brand.

With having hundreds to thousands users, Zafesha has received tons of positive reviews and feedbacks of using their products. Taking comments from Tik Tok LIVE and posts also, many of Zafesha's loyal customers commented that they really satisfied with this brand and suggested to other people to try too. We can clearly see that supports from loyal customers really help a business to attract new customers to gain trust from them. This is one of the strongest reasons why Zafesha is still standing in this industry till now.

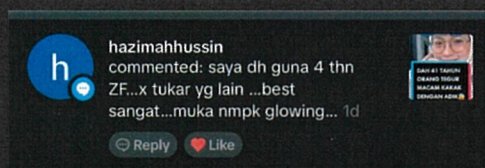


Figure 9

Figure 9 shows one of Zafesha's feedback



Figure 10

Figure 10 shows the other Zafesha's feedback

SWOT ANALYSIS

(STRENGTHS)



RECOMMENDATION :

In order to have the retention of loyal customers, Zafesha need to create reward programs especially for their loyal customers. Reward programs such as loyalty point program. This loyalty program works when customers collect points every time they made purchase over a specific amount. When they reach the total points required, they might get rewards.

For instance, when customers make purchase over RM200 in a single receipt, they will get point. When they complete the required RM1000 in total, customers will receive free items such as serum or mini foundation. By doing so, customer will have the urgency to buy and repeat more.



Figure 11

Figure 11 shows the example
of Loyalty Point Program

The second recommendation is developing marketing campaigns. Zafesha can advertise their brand and products to the specific target audience such as middle age to senior age audience to remain loyal to Zafesha in consistent. To illustrate, Zafesha can advertise their promotion through preferred social media by these target audience such as Facebook. Zafesha also has their own trademark which is '#untukgengmakmakjer'. Therefore, Zafesha need to ensure that every time the audience see or hear that trademark, they will think of Zafesha.

By developing marketing campaigns such as repeating the same trademark, targeted audience will automatically remember what brand that holds that trademark. This also can attract the audience to know who is Zafesha in details, products that they sell and the existence of Zafesha in this industry.



SWOT ANALYSIS

(STRENGTHS)



Preferred Working Environment

DISCUSSION:

With over 60 staff in the building, Zafesha is a workplace that can be considered as a preferred working environment. This is because Zafesha provides crucial facilities and amenities for their workers such as spacious working space that can make their staff work comfortably. The company also provided pantries for each department, which now has 4 pantries in total that includes snacks and beverages, microwave, kettle and dishware. There is a big surau provided for the staff to pray together and 2 mini surau for the second level of the building, Wi-Fi for each department, company owned transport, comfy hostels and educational classes for staff. These may look normal but facilities and amenities provided by a company like these can change the workers mood to be more productive.

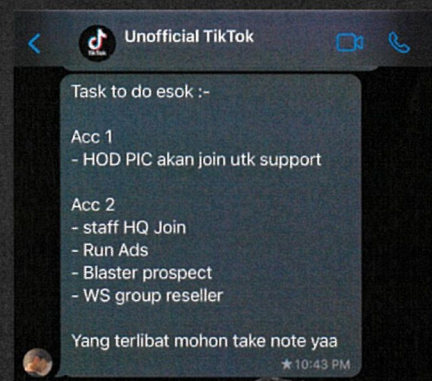


Figure 12

Figure 12 shows the example of Loyalty Point Program

Moreover, the positive working environments created when get supports from staffs and top level managers. When other department's staffs and top level managers support each other, it can create a better environment and working atmosphere in a workplace (6 Reasons to Support Your Colleagues at Work|Benenden Health, n.d.). For instance, during Tik Tok LIVE, the top management and other staffs support by joining the LIVE, comment and share the LIVE.



SWOT ANALYSIS

(STRENGTHS)



Preferred Working Environment

RECOMMENDATION :

Working environment is crucial in a workplace because it can affect the productivity of the workers for the company. Zafesha Network & Marketing Sdn Bhd can nurture workplace appreciation. An appreciation can make someone feel valued. Hence, giving appreciation by saying 'congratulations' or 'good job' for a good performance worker is highly recommended. The appreciation will make the particular person to be more productive, meanwhile for others, they can be inspired and can increase their motivation to be better.



Figure 13

Figure 13 shows an example of nurturing an appreciation

Another recommendation to have a preferred working environment is refraining from micromanaging. Micromanaging in a workplace can be defined as the top management level or the bosses giving tasks to the lower level or their staffs excessively (Kagan, 2022). To have a peaceful work environment, both top and low management level should cooperate together in a task so that they will get a good decision making. For instance, the top level managers guide the lower managers to complete a task without hanging them independence by themselves.



SWOT ANALYSIS

(WEAKNESSES)



Limited Target Market

DISCUSSION:

Zafesha Simply is the main sub-brand of Zafesha Network and Marketing Sdn Bhd which offers beauty and skincare products especially for elderly women. This is a great opportunity since nowadays many local brands specify for teens. However, it can be a weakness to Zafesha because they only focused on specific ages which are in the range of 30s-60s only. This may be hard for the business to attract these market segments since they only operate online or B2C E-Commerce. Besides, for these segmented customers, they rarely use online as their main choice to purchase products. There are certain of them that are still IT blind and have a mindset that online is difficult. Some of them might be interested in Zafesha products but do not know how to order and how to pay online. Certain of them might ask help from their kids but it cannot guarantee as it already involves a third party in the transaction.

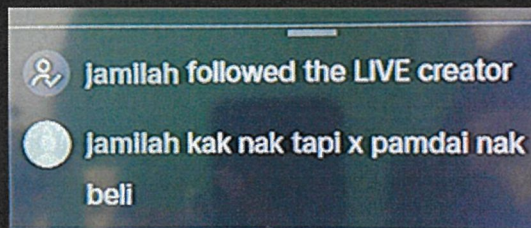


Figure 14

Figure 14 shows the example of a customer unable to order online

Middle-aged and senior-aged customers prefer to purchase in physical store or walk-in, according to Wolf & Wolf Technologies (Kovacevic, 2020). Hence, it is quite hard to attract them because they may not interested with e-commerce or online shopping. This can be the weakness of Zafesha because the targeted customers might not buy the products rather than learn to order online which they feel hard. This can affect the sales of Zafesha as their targeted customer refused to buy their products because of e-commerce.



SWOT ANALYSIS

(WEAKNESSES)



Limited Target
Market

RECOMMENDATION :

As explained, Zafesha Simply is a sub-brand of Zafesha Network & Marketing Sdn Bhd that focused more on middle-aged to senior-aged women which can lead to less attraction to them to purchase because Zafesha Simply is online-based only. However, a recommendation can be applied to Zafesha to overcome this as their weakness by educating the targeted customers. For example, during LIVE, Zafesha can do flashcard on how to order online. This can help Zafesha to attract more customers because certain customers are willing to learn online purchasing because they really wanted to try Zafesha's products.

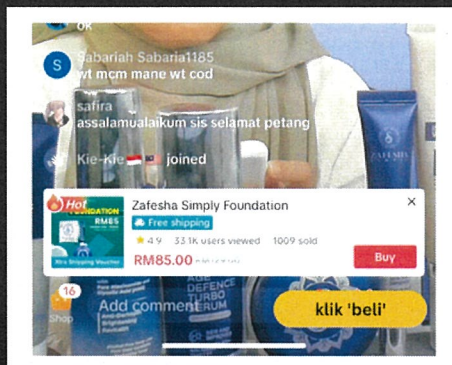


Figure 15



Figure 16

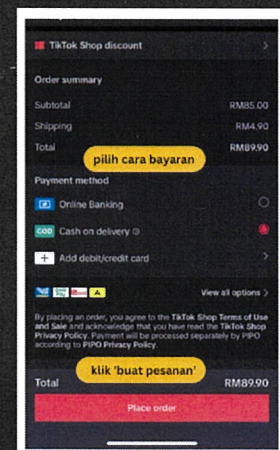


Figure 17

Figure 15, 16, 17 shows example of flashcard

Moreover, other recommendation for Zafesha to overcome limited target as their weakness is by creating new marketing strategies. As explained in the background of the company, Zafesha has two sub-brands which are Zafesha Simply and Zafesha Young. Zafesha can create new strategy to expand their target market which is for youngsters with Zafesha Young. By doing so, Zafesha can attract not only for aged-women but for teenagers as well since nowadays many teenagers are likely to purchase online than their mom's generation.



SWOT ANALYSIS

(WEAKNESSES)



Slow Advertising Channel

DISCUSSION:

In this all-finger-pointed era, everyone, especially local businesses, wanted to be in trend. For example, get involved in trending social media such as Instagram and Tik Tok. This is because when they get along with the trending apps or trends, they can create relationships and get close with customers easily. As for Zafesha that already stands for 7 years, for the past 4-5 years, they only focused on Facebook since Facebook algorithm matches their target market. However, when people started to use Tik Tok in 2020, Zafesha was still in their Facebook cave. When they realized that many local brands started to gain income with Tik Tok, only that they started to create, learn and discover Tik Tok in mid 2022. This can be considered as late involvement since many other local brands already pass half of their journey in Tik Tok, but Zafesha just started their first step.

Now, Zafesha faces the implication of catching many things in a short period in advertising their products in the trending marketplaces. Not only that, with late participation in trending apps, it leads Zafesha to lack of information to adapt with the new trend. For instance, other brands such as Skintific, Kayman Beauty, Charms started to create high revenues than Zafesha because they already familiar with the features in Tik Tok. Meanwhile Zafesha still on the beginner's stage such as LIVE streaming, putting products in showcases, how to check customers orders in Tik Tok Seller Centre, managing ads and more. This can be a weakness to Zafesha because they still need to learn more meanwhile others are graduated in Tik Tok.



SWOT ANALYSIS

(WEAKNESSES)



Slow Advertising Channel

RECOMMENDATION:



Figure 18

Figure 13 shows one of the classes organized by Coach Ira Tik Tok

As for the recommendation of slow channel advertising, Zafesha can do research and study effectively. There is a phrase sounds 'It is better late than never'. Thus, Zafesha still have chances to get better in advertising by many ways. As an illustration, Zafesha can join classes conducted by Tik Tok Gurus in Malaysia such as Coach Tik Tok Ira and Hariz Hacks Guru. Zafesha may join the classes and get to know strategies, hacks and tips from the classes that can be applied to Zafesha. From the classes, Zafesha may learn on Tik Tok postings, LIVE streaming tips and managing advertisements on videos too.

In addition, Zafesha can discover new software or apps for their improvement. For example, Zafesha can use Dripsender apps for retention purpose to blast messages from hundreds to thousands customers. Not only that, as for Tik Tok, Zafesha can use ChatGPT or Carlo Data to analyze which videos in Malaysia that are trending and along with high purchase, with the best and suitable wording for postings in Tik Tok.



SWOT ANALYSIS

(WEAKNESSES)



Frequent Plan Changing

DISCUSSION:

Every business has their own obstacles and their own strategies to overcome them. Just like other businesses, Zafesha always comes up with strategies to ensure the profits increase. However, changing plans frequently can be the weakness of a business because it is too drastic. For instance, planning such as marketing plans and product promotion are frequently changed at the last minute. This is because the plan has not done enough research yet to make a right decision whether it is suitable or not with the products offered. As an illustration, product promotion in Tik Tok LIVE for the first session starts at 2.30pm – 4.30pm offers that any customer that paid for one foundation, will be getting one cleansing soap. However, when there is no crowd, the promotion plan changed on that time to one purchase of foundation will be getting free sunscreen. Affected from that, the operation team that packs the order will be confused and might give the wrong free gift to the customers that can lead to dissatisfaction.

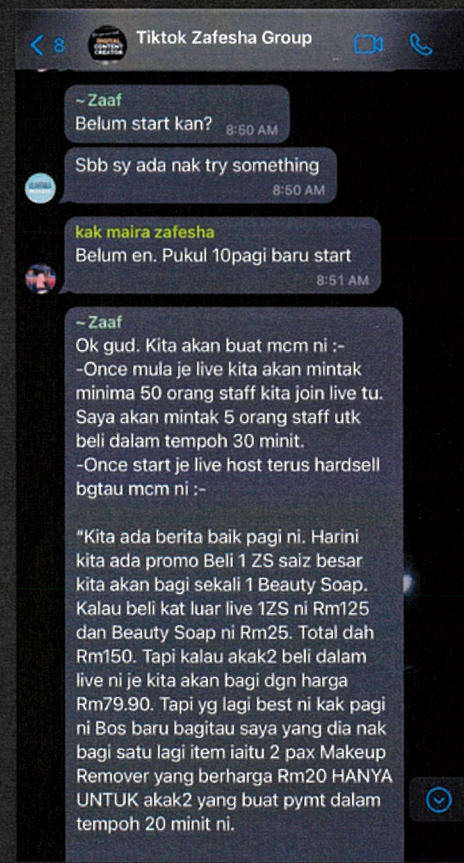


Figure 19

Figure 19 shows example of the drastic changes



SWOT ANALYSIS

(WEAKNESSES)



Frequent Plan Changing

RECOMMENDATION:

To overcome the frequent plan changing as the weakness of Zafesha, Zafesha need to prepare a proper promotion plan. By doing so, there will be less risk for Zafesha that can lead to mistaken or wrong order received by customers. This is a good recommendation because all related department will get affected such as management, customer service and operation team. With having a proper plan, Zafesha also can analyze and evaluate either the plan need to be sustain or change. They need to discuss on the pros and cons of doing the promotion plan, what to improve and what to sustain. For instance, the person-in-charge for Tik Tok prepare an one week promotion plan and submit it to all department so everyone in the company will know the same thing.

Thus, there will be no misunderstanding between customers and departments in Zafesha because the promotion was well-prepared.

WEEK 1 OGOS			
TARIKH	MASA	ITEM	HARGA
1/8/2023	8:00 am - 12:00 am	1 ZS Foundation + Cleansing Foam	RM85.00
		1 Compact Foundation	RM65.00
		1 Mini ZS + 1 Wet Tissue	RM29.90
		2 Mini ZS + 2 Wet Tissue	RM55.00
		Pakej Combo yang lain	
2/8/2023	8:00 am - 12:00 am	1 ZS Foundation + Cleansing Foam	RM85.00
		1 Compact Foundation	RM65.00
		1 Mini ZS + 1 Wet Tissue	RM29.90
		2 Mini ZS + 2 Wet Tissue	RM55.00
		Pakej Combo yang lain	
3/8/2023	8:00 am - 12:00 am	1 ZS Foundation + Cleansing Foam	RM85.00
		1 Compact Foundation	RM65.00
		1 Mini ZS + 1 Wet Tissue	RM29.90
		2 Mini ZS + 2 Wet Tissue	RM55.00
		Pakej Combo yang lain	
4/8/2023	8:00 am - 12:00 am	1 ZS Foundation + 1 Beauty Soap	RM85.00
		1 Compact Foundation	RM65.00
		1 Mini ZS + 1 Wet Tissue	RM29.90
		2 Mini ZS + 2 Wet Tissue	RM55.00
		Pakej Combo yang lain	
5/8/2023	8:00 am - 12:00 am	1 ZS Foundation + 1 Beauty Soap	RM85.00
		1 Compact Foundation	RM65.00
		1 Mini ZS + 1 Wet Tissue	RM29.90
		2 Mini ZS + 2 Wet Tissue	RM55.00
		Pakej Combo yang lain	
6/8/2023	8:00 am - 12:00 am	1 ZS Foundation + 1 Beauty Soap	RM85.00
		1 Compact Foundation	RM65.00
		1 Mini ZS + 1 Wet Tissue	RM29.90
		2 Mini ZS + 2 Wet Tissue	RM55.00
		Pakej Combo yang lain	

Figure 20

Figure 20 shows an example of one week promotion plan



SWOT ANALYSIS

(OPPORTUNITIES)



Competitive Advantage

DISCUSSION:

Competitive advantage can be referred to anything that can benefit a company over their competitors which can help the business to attract more customers. Even though there are a lot of local brands that sell beauty and skincare in Malaysia, Zafesha has less competition in the industry. This is because the main product offered by Zafesha is Zafesha Simply, which is specified for elderly women. This can be the main point of Zafesha to attract their customers because other competitors might focus on teens only. Meanwhile, as for Zafesha, they attract the elderly women as their targeted customers. Zafesha was able to produce products that the elderly women needed such as skincare that are specialized for aged women. For example, Zafesha produced skincare products that are non-sensitive to aged women's skins by using only organic ingredients so that it will not irritate their skin. Not only that, Zafesha has their own motto which is 'Geng Mak-Mak Jer'. This motto symbolized that Zafesha is a brand that produces skincare for women with the age around 30s to 50s and above.

RECOMMENDATION:

As a recommendation, Zafesha can increase their brand recognition to a bigger area. Zafesha can try brand recognition strategies such as by improving their customer service, creating a heart-felt advertisement representing Zafesha or providing products value that gives more than their expectation. For instance, during Eid or mother's day, Zafesha can create a touch-hearted video related to mothers and Zafesha, so that the targeted niche such as moms will get attracted to their products. Video advertisement such as the kids give Zafesha products to their mom as a present with a hidden message that even though their mom getting old with wrinkles, hyperpigmentation and melasme, they still take care of their mom's skin along with awareness of Zafesha' natural ingredients.



SWOT ANALYSIS

(OPPORTUNITIES)



Physical Store Expansion

DISCUSSION:

Zafesha has entered the beauty and skincare industry for about 5 years. As explained, Zafesha is a business that produces beauty and skincare. One of their popular products is Zafesha Simple Cream Foundation. This foundation has gone viral because the foundation is not just a cosmetic but as the treatment foundation too. Hence, there are two code colors of the foundation called O1 (Light) and O2 (Beige). During these 5 years of operating, Zafesha only approached, selling and buying with their customers online including the choosing of foundation code color. This can be an issue with customers since choosing color code online will affect the decision such as different phone screen displays and lighting. Apart from that, it is an opportunity for Zafesha to expand their business to a physical store. By doing that, customers can walk in the physical store. They can feel the texture, packaging and try on the products as well such as serum and moisturizer gel texture. Not only that, by having a physical store, all inquiries, return and refund process or questions by customer can directly asked by customers.

RECOMMENDATION:

With the plan of expanding the physical store, Zafesha can open a walk-in store, probably in Segamat as they have operated for 6 years in the building at Taman Utama, Segamat. However, it is possible for Zafesha to open more stores at the other states because Zafesha's customers are not only from Segamat but including the whole Malaysia. Moreover, Zafesha also can set up a pop-up booth at the targeted area. Pop-up booth or kiosk can be opened at the selected mall at the selected area of state. This may help existing customers to get their products restocked, or new customers can get Zafesha's products without order online and waiting for the postage.



SWOT ANALYSIS

(OPPORTUNITIES)



Changing Customer Behavior

DISCUSSION:

Nowadays many people are already aware of their chosen skincare ingredients. Many people started to have the knowledge that they should avoid products that have alcohol, chemicals or mercury that can give bad effects to their skin over a long period. Hence, since Zafesha's products are organic-based and only using the natural ingredients such as flower extracts, it can be a bright opportunity for Zafesha to attract more customers not only locally but globally too. This is because people know that products that are organic-based are safer for their skin. This skin awareness is not only realized by teens but for elderly too. Hence, before customers choose and buy their skincare or cosmetics, they will check the ingredients to ensure the safeness of the products. There might be few people that still choose skincare products that contain mercury, but after they realize the awareness, they will choose the safer products because it can affect their skin for a long period of time. Even though Zafesha claimed that their product can treat skin problems, the products offered are safe to use.

RECOMMENDATION:

In order for customers to have awareness about Zafesha's products that are 100% safe to use because of its natural ingredients, Zafesha can post more content about their ingredients, which is known as product knowledge. Zafesha can create video explaining about the ingredients that are used in their products to treat acne or freckles for aged-women. For instance, Zafesha can include photos of their ingredients such as Blueweed flower, Sakura extract and argan oil so that the viewers will be more confident about the ingredients that they will apply on their faces. Not only that, Zafesha can display nature ingredients logo on the packaging. Hence, people will know that Zafesha is natural-based and cruelty-free products only by looking at their box or packaging.



SWOT ANALYSIS

(OPPORTUNITIES)



Technological Beauty Advancement

DISCUSSION:

As the world and generation passed by in the 21st Century, all industries are trying to get in with technologies. Cosmetics and skincare will not pass with the technologies too. Zafesha Simply, is one of the beauty and skincare local brand in the industry might have opportunity to have the technological beauty advancement. This is because the technologies used will be more efficient to Zafesha because of better protection. To illustrate, biotechnology-based products are better to apply for skin (Andrea_Sepai, 2022). Biotechnology-based is a products that are harnessing the protein of the ingredients to be include in a product. Not only that, Zafesha may create the opportunity to have light therapy devices such as dermapen, LED mask or skin machine analysis.

RECOMMENDATION:

For the recommendation, Zafesha can expose the process of biotechnology-based skincare that they are using to gain trust of the viewers and targeted customers. They can post photos or videos in their social media as the proofs. By doing so, customers will recognize these types of products are good for their skin especially for elders because their skin are more sensitive to youngsters. Additionally, Zafesha can set up plan to do R&D (Research and Development) of beauty technologies. To illustrate, R&D of technologies that can create skincare products to treat acne, freckles, wrinkles and pigmentation without including chemicals.



SWOT ANALYSIS

(THREATS)



Economic Instability

DISCUSSION:

This can be a threat for Zafesha since beauty and cosmetics were not needed during recessions such as the pandemic of Covid-19. During the pandemic, many people try to save their money for needs and decrease their wants. They will definitely choose necessary items such as foods and medicines. Hence, since Zafesha is in the beauty and cosmetic industry, the needs to buy the products by the customers are not tough. This is a threat for Zafesha because recessions like pandemic Covid-19 is unexpected. Other than that, when recession happens, the economy of a country may not be stable such as the cost of raw materials will be higher. Due to that, Zafesha needs to face the higher costs for producing outcomes and they need to make a decision whether they want to mark up the price to cover the losses or maintain the price to gain the customers' trust.



Figure 21

Figure 21 shows example of Zafesha hand sanitizer

RECOMMENDATION:

To overcome the threat of economic instability as the threat of Zafesha, Zafesha can focus on customers' needs. For example, during the pandemic, beauty and skincare might not be the necessities for people. Apart from that, the necessities for people at that time are medicines, face masks and hand sanitizers.

Thus, Zafesha can come out with products that high demand at that time such as hand sanitizers, face masks or tissue sanitizers. Even though the demands for beauty and skincare of Zafesha's customer might not high, but at least they can survive by providing the products that meet the customers' cureent demand. Also, Zafesha need to be agile with current situation because we might cannot expect what will happen in the future. Hence, Zafesha need to always get ready and be prepared with the unexpected changes.



SWOT ANALYSIS

(THREATS)



Government Regulations

DISCUSSION:

In every country, there are rules and regulations made by the government to ensure all businesses follow the guideline based on their industry. As for the skincare and cosmetics industry, there are some regulations that need to be followed by skincare and cosmetics businesses such as Zafesha. Some of Malaysia's regulations that Zafesha needs to follow are Control Drugs and Cosmetics Regulations 1984, Sales of Drugs 1952 and Patents Act 1983. In addition, regulations such as Registration Certificate (KKM), Halal Certificate and National Pharmaceutical Regulatory Agency (NPRA) also needed in order to have the verification from the government of Malaysia. This can be a threat to Zafesha because there might be new regulations or existing regulations that Zafesha needs to follow. Hence, Zafesha needs to ensure that they pass all the rules and regulations.

RECOMMENDATION:

Certificates that are required by Malaysian government regulation can be displayed by Zafesha for recognition. It can be displayed through online or offline. Through online, Zafesha can create posts that show the certificate of the products such as KKM, Halal and SIRIM certificates for customers to bear with it without doubt. Not only that Zafesha can post a video of proving that their products can be checked by customers with inserting code number at the product box packaging at NPRA website. Moreover, Zafesha need to ensure laws are followed from time to time. This is because there might have changes of laws in terms of drugs, cosmetics and skincare based on current situation. Hence, Zafesha need to be always aware with these laws so that Zafesha will not get sued.



SWOT ANALYSIS

(THREATS)



Areas of Low Income

DISCUSSION:

In Malaysia and other countries, there are many level of income of the citizens. Starting from low level, middle to high level. However, these level of income can affect the number of demands of products and purchasing power as well (Saylor Academy, n.d.). When the area of income are lower, hence the demand will get lower, purchasing power will decreasing and the supply of the products also will decreasing. As for Zafesha, Zafesha is located in Segamat, Johore which is one of the developing town in Johore. Hence, the population and the areas of income will be lower compared to bigger city like Johore Bahru.

RECOMMENDATION:

The recommendation that can be suggested to Zafesha of this threat, Zafesha can expand their business to the potential cities such as Johore Bahru, Selangor or Kuala Lumpur. This is because these cities has higher population and higher areas of income. As Zafesha products are not too price-friendly, customers that live in higher areas of income will not hesitate and not rethink twice to purchase their products. Another recommendation is Zafesha can create attractive promotion strategies. Promotional strategies that can attract customers such as launching mini or trial size of full skincare that worth the money. This way can attract new customers to try the trial size first rather than buying the big size instantly.



Figure 22

Figure 22 shows the example of other brand's trial size



ZAFESHA NETWORK &
MARKETING SDN BHD

PESTEL ANALYSIS

DISCUSSION & RECOMMENDATION

SHIP REPORT
INTERNS

OPPORTUNITIES

- Competitive advantage
- Physical store expansion
- Changing customer behavior
- Advanced beauty equipment

THREATS

- Fierce competition
- Economic instability
- Government regulations
- Areas of low income

P

- Government Regulations

E

- Economic Instability

S

- Competitive Advantage
- Areas Low of Income
- Changing Customer Behavior
- Physical Store Expansion

T

- Advanced Beauty Equipments

E

- Economic Instability

L

- Government Regulations

PESTEL ANALYSIS

(POLITICAL)

Government regulation

In any country, taxes are one of their sources of revenue. These taxes will be used for the country's goods such as the improvement of public infrastructure such as roads and public services. There are many types of taxes that are charged in a country such as income tax, property tax and there are also taxes for business.

As for Zafesha Network and Marketing Sdn Bhd, there are certain taxes that need to be paid to official government corporate such as LHDN (Lembaga Hasil Dalam Negeri).

Zafesha paid one of the business taxes such as CP204, forms for staffs, employees and agents. This is because Zafesha has their own authorised agents.

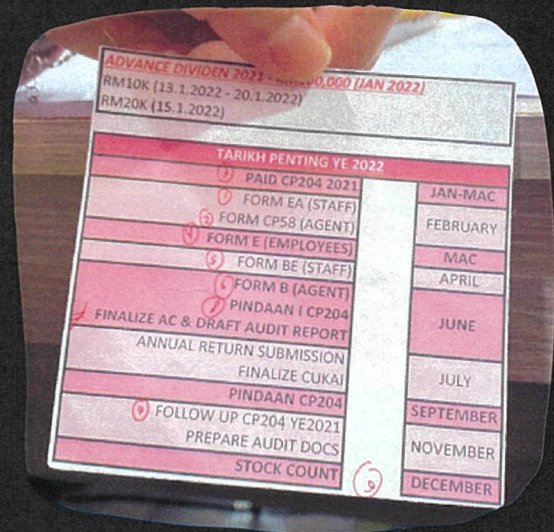


Figure 23

Figure 23 shows the tax that Zafesha need to pay to LHDN

The taxes will be paid monthly and can be paid through appointments and online banking. The amount was decided according to the sales of the business itself. For example, if the targeted sales of Zafesha of 2023 is 15 million, hence Zafesha need to pay RM18 500 monthly.

PESTEL ANALYSIS

(ECONOMIC)



Economic instability

Economic instability is a stage of economy recession along with the increase of price level. To be simply, economic can be unstable when the economy becomes weak meanwhile the spent of consumers are decreasing and the businesses started to suffer. There are many factors of economic instability such as the vary of oil prices, natural disasters or crisis.

"Alhamdulillah tahun ini adalah tahun kelima, Zafesha di mana pada tahun lepas sahaja kami berjaya melahirkan enam orang Usahawan Jutawan yang berjaya mencatatkan jualan melebihi RM1 juta pada tahun 2021 walaupun kita semua diuji dengan COVID-19, asbab ujian inilah jualan mereka naik sekali ganda," kata

Aisah lagi.

Figure 24

Figure 24 shows the statement of
Founder of Zafesha

Sources: Berita Harian

Zafesha already in the industry and operates since 2018. Hence, it was not an exception that Zafesha faced the same obstacles like other businesses during the pandemic of COVID-19 on 2020. Even though skincare and cosmetics are not the necessities during the pandemic, hence the prices for the consumer purchases, ingredients and transportation as well. Moreover, during pandemic of Covid-19, Zafesha not only produced their main products which are skincare and cosmetics, but necessities such as face masks and sanitizers. Thus, these products that launched during pandemic helped the sale of Zafesha skincare too.



PESTEL ANALYSIS

(SOCIAL)



Competitive Advantage

Competitive advantage can be defined as the ways or steps that a business took to produce better outcomes or goods or services than their competitors. The competitive advantage is also important because it can help them to have a higher quality products, create brand loyalty among customers and can attract audience wider.



Figure 25

Figure 25 shows the benefits of one of the best-selling products

Niche of using cosmetics are female. Zafesha has their own targeted customers which are elderly women. Even though there are plenty of local skincare brands that could attract more females, Zafesha can be one of the rarest local brand that offers skincare and cosmetics to the mom's generations.

Hence, Zafesha will put more efforts to attract the elderly women such as offering products that can solve the skin concerns for elderly such as freckles, hyperpigmentation and wrinkles. Not only that, Zafesha needs to ensure that the products that they offer are not irritating as their skin is more sensitive.



PESTEL ANALYSIS

(SOCIAL)



Areas of low income

Consumer is one of the biggest funder for a business. Therefore, areas of income can be one of the factors that can affect a business. This is because when the income of consumers are high, the demand of goods will be high, spending will be high and supply will be high as well. In contrast, when the area of income is low, the spending, demand and supply will be low too.



Figure 26

Figure 26 shows Zafesha at
Segamat, Johore

Zafesha was located in Segamat town which is one of the developing state in a developing country. Segamat was different from big cities in Malaysia such as Kuala Lumpur, Putrajaya and Johor Bahru. Henceforth, income of people in Segamat areas will be lower than the big cities.

Not only that, despite Zafesha is a local brand, the selling price for the products are quite expensive to people with minimum wages. For example, the retail price for Cream Foundation only is RM129. Because of that, people will rethink to buy because they can get cheaper price for other brands. This can be one of the threats for Zafesha because it can affect sales of their products.



PESTEL ANALYSIS

(SOCIAL)



Changing customer behavior

Changing customer behavior or preferences is one of the biggest challenges for a business. In order to meet their needs, a business to ensure that they are up-to-date of what is happening in the world and get into the trending phenomena. This was not applied only in fashion industry but beauty and cosmetics as well. Nowadays people already have awareness and knowledge about choosing skincare that is safe for their skin. For instance, they will check details and ingredients of the products. Unsafe ingredients such as alcohol and mercury are some major ingredients that people always beware of. In addition, people in this modern era will choose the cruelty-free products which is products that are not tested on animals.

As for Zafesha, currently they are producing 100% natural ingredients with minimum percent of chemical such as Glycolic Acid, Lauric Acid and Myristic Acid. However, Zafesha should educate the targeted customers to gain their trust that Zafesha products are safe to use which are free from alcohol, mercury and free from animal testing.

Physical store expansion

Having a physical store is one of the advantage for a business because it can encourage the purchasing power. Zafesha has been an e-commerce business for more than five years. Thus, it is possible for them to expand a physical store since they are selling skincare and cosmetics. When it comes to skincare and cosmetics, it is crucial also for their customers because customers can feel the real texture, packaging and they can see the products with their own eyes in real life. As an illustration, Zafesha cream foundation has two code color which is 'Light' and 'Beige'. Throughout their five years in e-commerce, their customers might confuse to choose color code or they will have mistaken orders.



PESTEL ANALYSIS

(TECHNOLOGICAL)



Technological Beauty Advancements

In this modern era, businesses need to adapt with current trend such as technologies. Even though skincare and cosmetics seems like not to be the leading industry that might need technologies, but the useful of technological beauty advancement would be a big opportunity for a skincare and cosmetic business.

There are many forms of technologies that have been introduced for skincare and cosmetics industry such as biotechnology-based skincare and light therapy devices. According to GHP News, the outcome of the products by the biotechnology-based skincare is more efficient because it gives the more protection without any irritation to human's skins. This is because the process of biotechnology-based skincare is utilizing the proteins and only natural ingredients.



Figure 27

Figure 27 shows example
of LED mask

In addition, the other technological advancement for skincare business like Zafesha is light therapy devices. Devices such as LED masks can help the beauticians to ensure the ingredients and nutrients needed by a skin can be absorb into the deeper skin's layers.

Zafesha might done the biotechnology-based skincare as they only harnessing natural ingredients of their products. However, it is better for Zafesha to have more advancement in technologies because it can lead Zafesha to a better brand along with advanced brands with positive feedbacks from customers.



PESTEL ANALYSIS

(ENVIRONMENTAL)



Economic Instability

Nowadays many countries try to ensure the growth of economy to be rise up. However, to sustain the increasing growth of economy in a country is not easy as pie especially for a developing countries. One of the ways to save the world resources which related to the economy is practicing eco-friendly products and packaging.



Figure 28

Figure 28 shows Zafesha
Foundation box

People are aware of saving earth, hence they will choose the best option that they have to purchase goods and at the same they are helping the earth and environment. In skincare and cosmetic industry, customers will only choose products that is eco-friendly such as products that is based from 100% natural ingredients other than to have the safe products for their skins.

As for Zafesha, they are using biotechnology-based skincare that is produced from natural resources only. Thus, Zafesha need to maintain producing the same based-resources.

Moreover, in terms of packaging, recyclable or reusable should be prioritized. This is because when mentioned about skincare and cosmetics, a business like Zafesha need to make sure that their packaging is safe to use, deliver and safe to keep for customers. Even though the packaging that are used are plastics, but Zafesha needs to choose the right packaging that can save their products and earth as well.



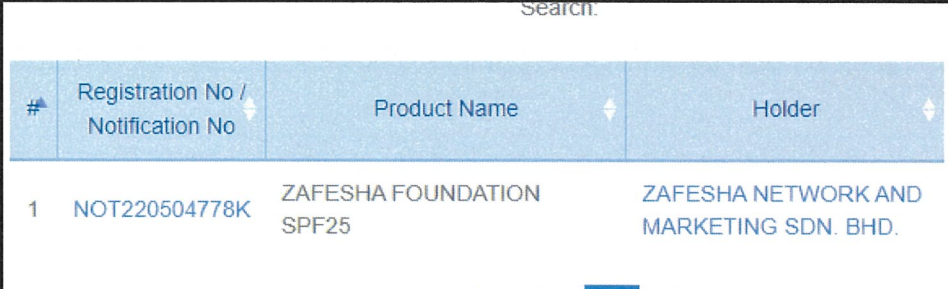
PESTEL ANALYSIS

(LEGAL)



Government Regulations

In any activities that we did in a country, we must follow the rules and regulations that already set up by the government. This is also applied for a business. There are specific government regulations that a business need to take care of. As for Zafesha, Zafesha needs to obey all laws and acts that are prepared by the government. Zafesha should understand the products laws, employment and products laws.



Search:

#	Registration No / Notification No	Product Name	Holder
1	NOT220504778K	ZAFESHA FOUNDATION SPF25	ZAFESHA NETWORK AND MARKETING SDN. BHD.

Figure 29

Figure 29 shows proof of Zafesha product's registration at NPRA

For example, for the employment law, based on Minimum Wages Order 2022, the minimum wage for an employee is RM1,500 per month. For the product law, one of the crucial point that a business need to take care of is product liability law. This refers to the effect of victims of the dangerous products that might cause any injuries. To ensure this will not happen to Zafesha, Zafesha provides with the KKM Certificate, Halal Certificate and the easiest way to check is by key in the code to NPRA check website.

Hence, even though Zafesha is a local business, they can be sued if they fail to follow any of the laws which can lead to bad reputation.



CONCLUSION

In conclusion, through out my internship at Zafesha Network and Marketing Sdn Bhd for six months has open many doors of opportunities and pros to me. Zafesha, a company that offers beauty and skincare goods gave me experiential knowledges. Indescribable experiences that I experienced through the first month in the sales department, preparing sales report and help handling hack-a-launch. Zafesha also gave me the real-world working environment. Experiencing on how to do sales offline through pop-up booth at Starvender KLCC during fasting month is the most challenging situation I faced during my internship. Moreover, being one of the Tik Tok LIVE hosts has the highest place in my heart.

Moreover, during my internship journey, I can recognize my potential that I can contribute to company. For example, on March, I helped the Graphic Design department to shoot behind the scene videos and edit them. Interesting part is, few of my videos were posted on the main account of Zafesha including Instagram and YouTube. Besides, on July 2023, I succeed to be top sale of the month for Tik Tok LIVE hosts. From here, I finally realized that I can do LIVE and selling products through online by communicating with the customers.

In addition, over the course of my internship for six months, I was able to hone my skills such as managing time, communication and leadership. I was trained to divide my time for my internship report and cooperate with Zafesha as well. Having a good communication with potential customers online was also trained during my internship journey because choosing the suitable words also may affect the decision making of customers to purchase the products.

Besides, I was able to create internship report that involved to come up with the SWOT analysis and PESTEL analysis. By creating SWOT analysis, I can analyze the strengths, weaknesses, opportunities and threats of Zafesha Network and Marketing Sdn Bhd. As the result, recommendations and solutions were taken to sustain the good performance and improve the weaknesses.

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APPENDICES

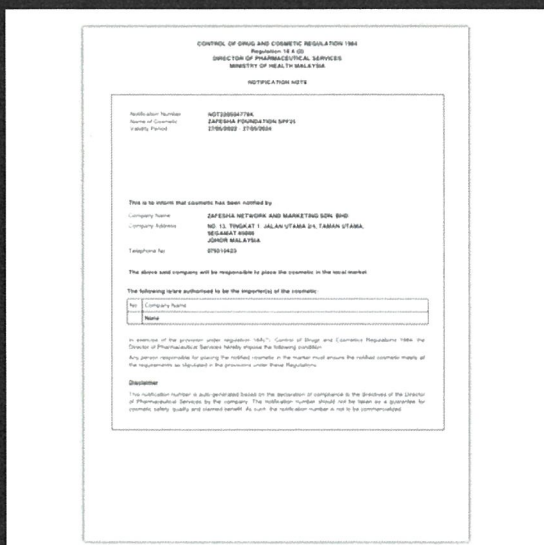


Figure 30
Figure 30 shows KKM (Kementerian Kesihatan Malaysia) certificate for Zafesha's products

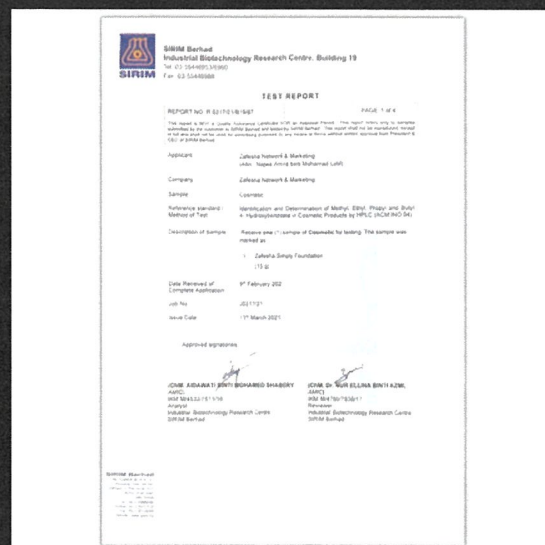


Figure 31
Figure 31 shows SIRIM (Standards and Industrial Research Institute of Malaysia) certificate for Zafesha's products



Figure 32
Figure 32 shows HALAL certificate for Zafesha's products

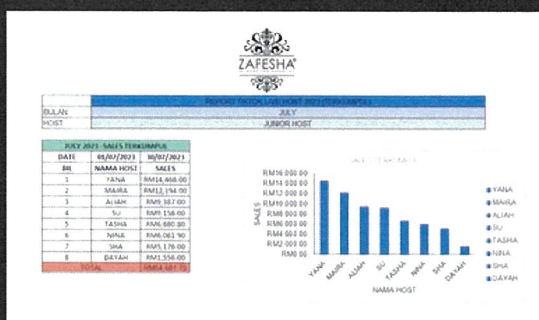


Figure 33
Figure 33 shows top sales of July for Tik Tok Host LIVE

APPENDICES



Figure 34

Figure 34 shows myself at Starvendor event for Zafesha's participation



Figure 35

Figure 35 shows myself at Zafesha's booth at Starvendor event



Figure 36

Figure 36 shows me with my department colleagues

ZAFESHA NETWORK &
MARKETING SDN BHD

THANK YOU



THE END OF INTERNSHIP REPORT