

L E G A S I

EXCLUSIVE

Stylish | Quality | Affordable

INTERNSHIP REPORT

DATARAN LEGASI SDN BHD

PREPARED BY : NUR SYAZWANI BINTI HASBULLAH
BACHELOR'S DEGREE MAJORING IN MARKETING

EXECUTIVE SUMMARY

Engaged in the career world is the most harrowing and unforgettable experience of my life. Although I had experienced a lot of part-time job during my semester break, yet this six-month period I have been at Dataran Legasi Sdn Bhd as an intern gave a wonderful experience to me. Knowledge gained from 5 semester of being a marketing student wondrously applied during my internship programme. This report is the outcome of six months of internship including the company's profile, the SWOT analysis and some recommendation. Throughout the internship, it was necessary to look into the company and thoroughly apply the aspects of the company to the actual situation. Dataran Legasi Sdn Bhd is basically an apparel and clothing business such as corporate clothes and sublimation printing. The headquarters located at Jalan Puteri, Bandar Bukit Mahkota, Kajang.

C O N T E N T

1.0	Acknowledgement	4
2.0	Student's Profile	6
3.0	Company's Profile	7
4.0	Training Reflection	10
5.0	SWOT Analysis	13
6.0	Discussion and Recommendation	15
7.0	Conclusion	17
8.0	References	18
9.0	Appendices	19

1.0 ACKNOWLEDGEMENT

I would like to express my gratitude to Allah S.W.T for His help throughout this internship. Completing my internship programme has truly made me recognise the fact that without the mercies bestowed upon me, none of this would have been possible.

In addition, I wanted to express my gratitude to my advisor, Madam Jumaelya Jogeran, for her instruction and support during my internship. I would like to express my gratitude to my supervisor at Dataran Legasi, Mrs Julia Jamalludin and Mrs Amierah Rozlan for their assistance in helping me get used to the marketing field. Regardless of any difficulties, they have been instrumental in my professional growth.

I would like to express my gratitude to my family and friends for their unwavering support during my practical training. I might struggle to keep up my motivation and complete this internship if I don't have their support.

Lastly, I would like to address myself, who consistently demonstrates determination when confronted with the difficulties and obstacles encountered throughout this internship. Arriving at this moment in time is a significant accomplishment in my educational path at UiTM since 2018

2.0 STUDENT'S PROFILE

NUR SYAZWANI BINTI HASBULLAH

23 years old | 19-05-2000 | Kedah | Malaysia | Student

WORK EXPERIENCES

- 2018 Cashier and salesperson at Putra Pet Shop
- 2019 Salesperson at T & T Phone Shop
- 2020 Production department at Ma Cookies
- 2021 Cashier and waitress at Grind & Grill



“ Learn from yesterday, live for today, hope for tomorrow ”

CONTACT



HOBBIES



BAKING



BADMINTON



MOVIE



TRAVEL

LANGUAGES



EDUCATION

- 2007 SK Danau Kota
- 2008 - 2010 SK Bangi
- 2011 - 2012 SK Bandar Seri Putra
- 2013 - 2017 SMK Bandar Seri Putra
- 2018 - 2020 Diploma in Business Management At UTMAlor Gajah
- 2021 - 2023 Bachelor of Business Administration (Hons.) Marketing

SKILLS



3.0 COMPANY'S PROFILE

Dataran Legasi Sdn Bhd (DLSB) is a company that is fully owned by Bumiputera individuals. It was officially registered on the 11th of February in the year 2016. Located at No. 18, 2, Jln Puteri 2A/2, Bandar Bukit Mahkota, 43000 Kajang, Selangor, it is important to note that DLSB, or Dataran Legasi Sdn Bhd, has successfully completed the necessary registration process with the esteemed Ministry of Finance Malaysia. This registration enables DLSB to offer its esteemed supply services to the esteemed Government sector, as well as other related agencies. The concept and formation of this DLSB can be attributed to the invaluable support and encouragement received from the esteemed clientele who have had the opportunity to engage with their services. Now, DLSB is prepared to embark on a new endeavor in the realm of supply, with the aim of satisfying the needs of both their established clientele and prospective customers. Their objective is to provide top-notch products and services that not only meet the specified budget but also come with a guarantee of quality.

DLSB aim strategically enhance the presence of Bumiputera-owned enterprises to foster healthy competition within the supply market, which has been predominantly monopolized by non-Bumiputera entities. DLSB primary objective is to establish themselves as the ultimate destination for small and medium-sized enterprises seeking comprehensive solutions in the realm of product and service procurement. Their unwavering commitment lies in exceeding the expectations of each and every customer by relentlessly pursuing excellence in meeting their unique needs.

Other than that, DLSB establish itself as the premier provider of corporate shirts, t-shirts, and uniforms in the Malaysian market. Position themselves as a prime exemplar in the realm of supply, serving as a guiding light for aspiring entrepreneurs seeking to delve into the realm of business and supply. Additionally, strive to deliver expeditious, streamlined, and forward-thinking services to cater to the needs of customers.

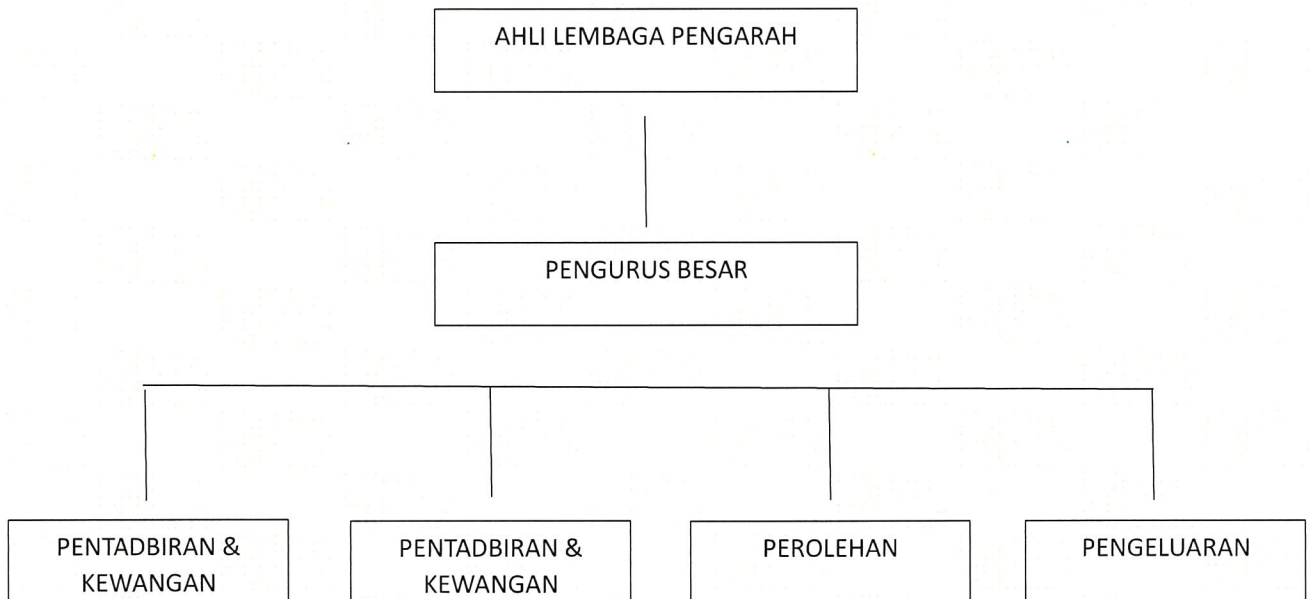
COMPANY'S PRODUCT



DESIGN 1



ORGANIZATION CHART



4.0 TRAINING REFLECTION

During the internship at Dataran Legasi Sdn Bhd, I was assigned under Sales and Marketing Department led by a Head of Department, Mrs. Julia Jamalludin. This department is divided into two different teams which are the physical marketing team and in-house marketing. The physical marketing team requires the marketing person to approach all the government sectors and promote the products and services. While in house marketing team requires the marketing person to handle the company's social media such as Facebook, Instagram and website. I was placed in the in-house marketing managing the orders from online customers. Currently, Dataran Legasi focus is on a new project of sublimation printing. I was entrusted to handle an agent project, a project that requires me to create an agent system specifically for sublimation printing. Recruitment of agent, handling agent, handling the orders from agent, taking care of agent welfare and providing media and content to agent are among the responsibilities. Because Dataran Legasi does not have experience in recruiting an agent, I need to do some research on the process of recruiting agent and find a marketing class to attend in order to require the knowledge.

Duties and Job Descriptions

1. Acquiring the technical abilities required for certain professional paths.

This is because this company focuses more on communication. As an intern I need to always be confident with what I am doing; for example, as I make the agent recruitment advertisement such as poster and Instagram reels, I need to read thoroughly the requirement stated by the Head Department and describe the words clearly through the advertisement to ensure that the message conveyed are well informed. This is because there are targeted places for us to recruit agents and there are two different types of agents we want to recruit. For example, master agent which are from an established company who wants to make purchase in bulk and stockist agent who are mostly among the students, housewives or those who wants to make this agent as a part time job.

2. Development of diversification in marketing task

As an esteemed intern, it is imperative to possess the ability to establish connections between the knowledge acquired through your syllabus and the practical skills honed during various programs and events. As a marketing student, I learn a lot of things which are marketing involves

designing, gain interest of people, soft skill and others. I practically utilized all the knowledge during my internship at Dataran Legasi. As an in-house marketing, I must ensure the company's social media are attractive enough to make people surf. Software that I have learnt during my study such as Adobe Photoshop, Adobe Illustrator and Adobe Animation are closely related to the job scope during my internship. I use all the skills learned to make advertisements and 3d shirt mockups. With the help of the graphic designer in Dataran Legasi I am able to learn an advanced skill in that software to create more appealing advertisements. Size chart, jersey design, job vacancy poster and Instagram reels are some of my works done in Dataran Legasi.

As mentioned above, Dataran Legasi is focusing on a new branch of sublimation printing business. I have been assigned to create an interior design of the new branch which located nearby Dataran Legasi headquarter together with the graphic designer. We have given two months to find the idea on how to make the store look great both inside and outside. In this task we need to think of the store's tagline that will be displayed at the main signboard. Not only that, but we also need to find a suitable concept of the store that relates with our product such as the store wallpaper, acrylic board, sticker glass panel, lightbox signage, banner and wainscoting. All this idea design comes from my employer, and we need to make it more attractive and turn it into a 3D design. We compiled all this work in a proposal and presented it to my employer. During the presentation we need to clarify the reason why we chose the design and how it is related to the nature of the company's product and services. Before we create all the design, we have made some research such as the right material of the advertising tool, trusted supplier of the advertising tool, the design of the advertising tool, sizing of the advertising tool and the right place to position the advertising tool.

Throughout the duration of my internship, it is the responsibility of the Head of Marketing department to disseminate information, confer with individuals, and address potential issues. Here is how the department demonstrates that, by adhering to the Dataran Legasi culture and values, all issues can be resolved and managed with care and efficiency. For example, one of the marketing staff having difficulty to move from one state to another state in a day to deliver corporate shirt to two clients due to the urgencies to deliver quotation at one of the government offices. Because of the limitation to meet the dateline they come out with a solution of making the marketing staff temporary schedules where each marketing staff are divided into the right location until the product order delivered smoothly and the quotation submitted at the right time.

Other than that, Dataran Legasi practiced family-oriented business. Dataran Legasi have eight others internship trainee. Most of them come from different states and are far away from their

house. Two weeks before their arrival, the employer had already prepared a new hostel equipped with new air conditioning, dryer, washing machine and refrigerator. They are staying at the comfortable hostel for free and no need to pay for the utility bills.

Working Days	Working Hours
Monday	8.30 am – 5.00 pm
Tuesday	8.30 am – 5.00 pm
Wednesday	8.30 am – 5.00 pm
Thursday	8.30 am – 5.00 pm
Friday	8.30 am – 5.00 pm

5.0 SWOT ANALYSIS

The biggest strength of the company is that they **prioritize employee welfare**. The fulfillment of employees is crucial for the success of any workplace. Dataran Legasi practiced give award or incentives to the employees that achieved the target. The company will credit an amount of RM200 to its best employee on every month. Besides, the employee will receive bonus at the end of the year. Starting year 2022, the company reward its employee through vacation.

Next, **good relationship between Dataran Legasi and government department** benefit the company. It is not easy for Dataran Legasi to approach government market entrance since they are very particular especially in filtering quotation from small and medium company. Once a company successfully gain trust from the government department, the company will engage with them in a long time as a supplier. Therefore, it is crucial for a company to strengthen their company profile before entering the government department.

Production department unable to deal with the excessive order. Dataran Legasi finally have its own tailor but incompetent to fulfill all the order. Sometimes alteration work takes 2 days to complete. The space in production also limited which make the tailor having difficulty to cut large field fabric. Besides, there is only one person placed in fabric cutting section while 4 other tailors waiting for cut fabric to be sewed. Dataran Legasi still far away to produce fully on its own and still need to depend on tailors outside.

High dependency on the third-party delivery service. Until now Dataran Legasi has no lorry, or any transportation invest typically for product delivery. Moreover, their customers from all around Malaysia, yet they still use third party delivery service such as Lalamove and Grab. As mentioned before, Dataran Legasi use tailor service from other company. Almost everyday clothes and fabrics move from Dataran Legasi to the factory and conversely. Delivery will be process from Dataran Legasi headquarters and distributed to the customers. Sometime the marketing staff need to deliver the product to the customer on their own.

This company **open for industrial training and job opportunities** to the fresh graduate if they perform well during internship. For example, eight industrial trainees from different states of Kolej Vokasional were absorbed in Dataran Legasi as production staff and marketing staff. Most of Dataran Legasi staff are graduated from Kolej Vokasional whom started as internship trainee.

Graduate from Kolej Vokasional are chosen because they learn skill required in Dataran Legasi during their study.

Dataran Legasi have a high opportunity doing **mergers and partnership**. A company can collaborate with other companies to reduce cost and boost output. For example, Dataran Legasi cooperate with Hospital An Nur as cloth supplier to them such as lab coats, nurse uniform, scrub suits, medical apron and medical and hospital uniform. Hospital An Nur wear clothes from Dataran Legasi and at the same time represents the company. Apart from that, collaboration between Dataran Legasi and delivery service company also bring huge benefit to both company where Dataran Legasi supply shirt to riders and receive special offer from the company in return.

Finally, Dataran Legasi have many **competitors** with other developed apparel company such as RicoSport and Sacgarment. The rivalry is not just about obtaining customers or tenders, but also about how they communicate information to the people via social media, how attentive they are to the current trend and how they represent their company to people.

Customers nowadays are not only more informed, but also has **greater information availability** thanks to smartphone. People are becoming more ethical in their spending decisions. Customers continue to compare products before making purchases despite having all the information they need at their fingertips. Companies need to add uniqueness in their products to maintain in the industry and attract more customers.

6.0 DISCUSSIONS AND RECOMMENDATIONS

Modernize Technology

Today's firm must deal with the unappealing reality of technology liability. A company will lose both clients and staff if they don't provide the resources it needs to be effective to the team. Even while investing in technology might be costly at first, doing so could put Dataran Legasi one step ahead from others in the industry. For example, let's assume the current manual cloth cutting in Dataran Legasi take 30 minutes to cut five meters fabric. While using the new technology fabric cutting machine take only five minutes to cut five meters fabric. That will cause a delay of 25 minutes in the production line. Examine the current condition of the technology that is used internally at the company and see any shortcomings could be generating obstacles in the operations.

Enhance the Training Procedures

If Dataran Legasi discover that their workers are unproductive, it is most likely not because of anything they did. In order for new hires to comply with the company's policies and procedures, they are given training through both direct and indirect methods. Dataran Legasi must ensure to have standardized operating procedures before developing appropriate training programmes. This step should be taken after the company discovered deficiencies in staff expertise, abilities and procedures. Encourage their staff to contribute their ideas on way to enhance productivity, since this is the utmost importance. They might have greater insight rather than any consultant if they perform work every day.

Delivering The Best to Customer

A company who is able to provide the greatest value will emerge ahead. For example, the final product of Dataran Legasi must be the finest no matter at what cost as it will result the level of customer's satisfaction. The value that a company's product or services delivers to clients may, thankfully, be increased in a variety of different ways. To begin, a company may charge the same amount of money for additional work that is identical to the work that a company accomplish. To provide superior service, the company go the additional mile and try to remedy another issue that the customers is facing. It has the potential to be an even better product. If the company find that a certain segment of a markets ot adequately served and there is not much rivalry in that segment, adding value to the market could entail specializing the offerings to service only that segment. If

the company successful in what they do, they will eventually be able to control a larger portion of the market.

Present Further Evidence

People comparing product because they are interested in discovering the product or service that will provide them with the greatest opportunity to achieve the desired outcomes in the shortest amount of time. Company who wants to prevent from getting compared to others, they should provide compelling evidence that demonstrates the company can provide the outcomes they want. For example, if the Dataran Legasi highlight they are able to produce 5000 clothes in a month, they should post the evidence related to that fact such as the number of workers, the technology use, and the other facility that helps in producing 5000 clothes.

7.0 CONCLUSION

Internship offers students the opportunity to gain practical knowledge in an actual workplace and handle a variety of workloads. Throughout this internship programme, students will acquire the skills necessary to adequately prepare themselves physically, emotionally, and psychologically for any challenging situations that may arise. Moreover, the student gains valuable skills and knowledge necessary to thrive in a professional setting through the diverse range of experiences encountered during their internship training. These experiences will be beneficial for students as they embark on their future careers.

In addition to that, Internship assists the student in adjusting and getting ready for the actual working environment.

Lastly, I am pleased to report that despite encountering numerous difficulties throughout my internship, I successfully completed the training at Dataran Legasi without requiring an extension of the training period.

8.0 REFERENCES

1. Chauhan, N. (2022, August 2). *Wind River Brandvoice: The power of xaas in manufacturing: New business models boost productivity and generate recurring revenues.* Forbes. <https://www.forbes.com/sites/windriver/2022/08/02/the-power-of-xaas-in-manufacturing-new-business-models-boost-productivity-and-generate-recurring-revenues/?sh=7f7eba5b5a33>
2. Trueman, C. (2023b, January 19). *Tools, training and company culture drive productivity, says UK worker survey.* Computerworld. <https://www.computerworld.com/article/3686129/tools-training-and-company-culture-drive-productivity-says-uk-worker-survey.html>
3. Hyken, S. (2023, February 22). Ten reasons why you should deliver an amazing customer experience. *Hospitality Net.* <https://www.hospitalitynet.org/opinion/4115088.html>
4. Gorelik, I. (2023, March 13). 5 Ways Small businesses can deliver big customer service. *Forbes.* <https://www.forbes.com/sites/forbesbusinesscouncil/2023/03/13/5-ways-small-businesses-can-deliver-big-customer-service/?sh=5b790d223c9b>
5. Frances. (2023). Benefits Of Business Partnerships: Exploring The Advantages. *StartupGuys.net.* <https://www.startupguys.net/benefits-of-business-partnerships/>
6. Monae, A. (2023, April 26). Here's Why Customer Engagement on Social Media Is Important to Your Brand. *Entrepreneur.* <https://www.entrepreneur.com/science-technology/the-importance-of-customer-engagement-on-social-media/449786>



Photoshoot