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UNIVERSITI TEKNOLOGI MARA CAMPUS BANDARAYA MELAKA

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING

INDUSTRIAL TRAINING REPORT
AT KALISTA CLARA SDN. BHD
(1 MARCH 2023-15 AUGUST 2023)

PREPARED FOR :
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2020878296
BA240 (MARKETING)

EXECUTIVE SUMMARY

For the last semester of my studies, I must complete 5 months and 15 days of industrial training at a registered organization as part of the syllabus. Students must choose any organization for their paid or unpaid industrial training internship. During industrial training, students are urged to contribute to the company by engaging in activities and carrying out the professional responsibilities allocated to them. Industrial training is essential since it allows students to exhibit their talents while also preparing them for the real world of work in the near future.

My 5 months and 15 days of industrial training began at Kalista Clara Sdn Bhd with a memorable experience. This report is consist of all the knowledge and my observation towards this company. On 1st March 2023 I start my first day of internship at Kalista Clara and my last day of internship will be on 15th August 2023. Kalista Clara Sdn Bhd was a company that sold Muslim products such as Telekung, Mini Telekung, Baju Kurung, and many other items. There are many variants of colours and materials. The range of prices for products is mostly for middle- and lower-level incomes.

And for this industrial training, I am in two departments, which are Sales and Marketing. I gain so much new knowledge when I am in both departments. In the marketing department my main task is doing a live on social media while for sales is doing a follow up with the customer. In this report, it will involve SWOT analysis: strengths, weaknesses, opportunities, and threats. Other than that, it will cover the recommendations for each element in SWOT. In this report, I will discuss trending products as the strength of this company, while the weakness that I identified is their poor location for the second outlet. Other than that, this company has fewer direct competitors. And lastly, the threat is about the competitive market. This executive summary is based on the summary of this report.

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ACKNOWLEDGMENT

At the very beginning, I would like to express my heartfelt appreciation to Allah S.W.T for providing me with the strength, energy, and capacity to complete this internship programme as well as the internship report despite severe time restrictions. It brings me great pleasure to thank a large number of people for their enthusiastic participation and enthusiasm in creating this report, whether directly or indirectly.

First of all, I would like to thank to my lecturer, Puan Norazamimah Binti Bogal with his teaching and guidance throughout my practical training period. And not forget to my Internship supervisor, Puan Nur Hikmah Binti Md Isa, for the help and concern for me throughout the industrial training period.

Furthermore, I'd like to thank my family and friends for their help during the practical training. Without them, I might not be able to finish this internship on time. The day that my family has been waiting for will come. Date that I will finish my internship and date that I finish my study. I appreciate all the support from my family and friends, and that makes me stronger to finish my studies soon.

Last but not least, to my lovely self, who is constantly motivated to overcome the difficulties and obstacles of this internship. You have done Being able to arrive to this point in time is already the most significant accomplishment of my academic experience at UiTM. Congratulations, dear self! You have done the best part of your life.

STUDENT'S PROFILE



NURAIN SHAHILLA BINTI AZIZ

22 YEARS OLD

I'm a last year student from University Teknologi Mara (UiTM) and study in Business Administration 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. I also have real-world experience working as a marketer for Ittihad company for my assignment.

EDUCATION

Matriculation College

2019 - 2020

- Melaka Matriculation Collage.

SIJIL PELAJARAN MALAYSIA (SPM)

2017 - 2018

- Sekolah Menengah Kebangsaan Munshi Abdullah.

Penilaian Menengah Rendah (PMR)

2014 - 2016

- Sekolah Menengah Kebangsaan Munshi Abdullah.

SKILL

- I'm good in using Power Point.
- I'm good in using Canva.
- I'm good in editing and taking photo and video.
- I'm good in teamwork.
- I'm good in marketing.
- I'm good in making sales.

EXPERIENCE

FANONI HOMEBAKERY

(AUGUST 2022 - OCTOBER 2022)

- Customer service, cashier and sales promoters.

ABAM CME ENTERPRISE

(APRIL 2021 - AUGUST 2022)

- Make a report and printing work.

ITTIHAD TRADING & RESOURCES SDN BHD

(OCTOBER 2021 - JANUARY 2022)

- Advertiser editor, content creator and improvement suggestion.

PERSONAL STRENGTH

- ✓ Positive attitude.
- ✓ Hardworking and Independent.
- ✓ Easily adapt to new situations.

CONTACT



COMPANY PROFILE

Kalista Clara Sdn Bhd was incorporated in 2016 based on the understanding of customer's desire to the trendy ready-to-beautiful Telekung for women all around the world. Their brand with the exclusive design, more and more people need best quality of Telekung in their collections. Therefore, the demand for women fashion is booming incredibly fast. This company is one of the fastest growing fashion brands. Telekung Kalista has dedicated to providing customer experience that drive long-term loyalty on our products to all muslimah. They also provide the customers with the best customer care service, excellent after sales support and demonstrate to the customer about products in details.



This is the logo of Telekung Kalista Clara. From the logo, we can see that it has symbols that look like the letters T, K, and C. From the diagram, it show the specific meaning of the symbols.

Telekung Kalista Clara offers modest, exclusive and trendy ready-to-wear beautiful telekung for women all around the world. They are single minded in bringing comfortable yet affordable attires to muslimah everywhere. This company is focused on giving best and comfortable Telekung for all. This connected to their slogan which is "Telekung for All", it means that the Telekung from this company is suitable for everyone to use without thinking about their weight, height, face shape or skin color.

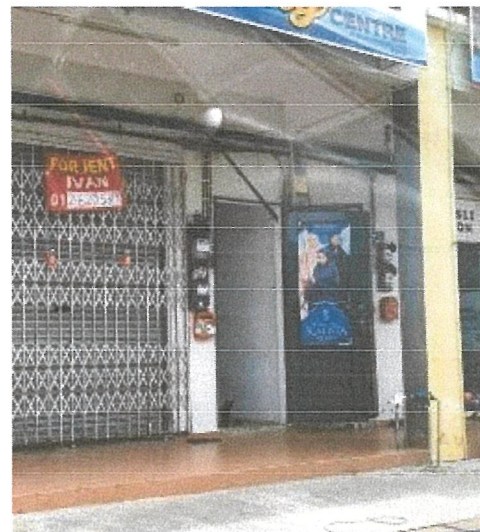
To provide and offer to the customer the best possible service, selection, quality, and value was the mission of this company, which helped employees remain focused and encouraged them to find ways to achieve company goals. While for their vision is innovation, high-touch, exclusive design, the best fashion brands of our stores and affordable

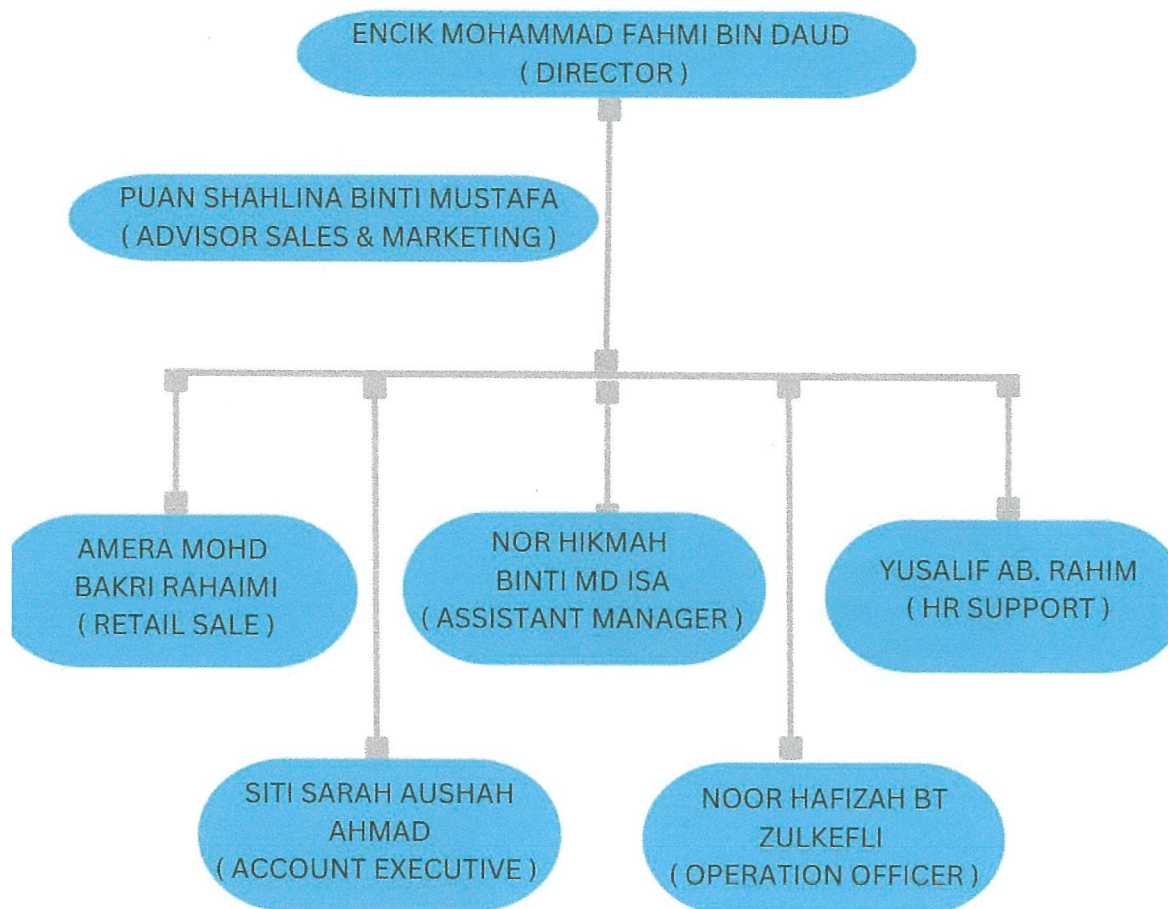
Telekung Kalista Clara has two outlets, first outlet or their headquarters is at 246 Tingkat Bawah, Kompleks Perniagaan Shahab Perdana, 05150 Alor Setar, Kedah and second outlet at 7-1, Jalan Seri Buana 3, Taman Tangga Batu, 76400 Tanjung Kling, Melaka.



First Outlet / Headquarters
- Kedah

Second Outlet
- Melaka
- Start opening this year



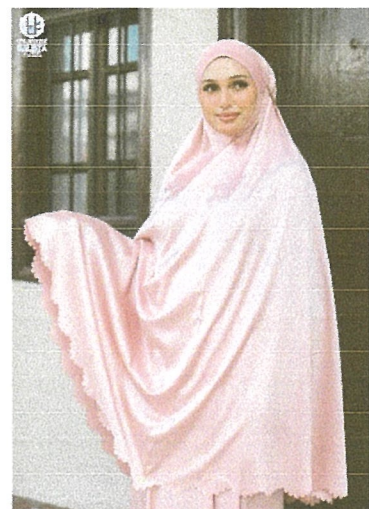




TELEKUNG NAILA



TELEKUNG AMEENA SULAM



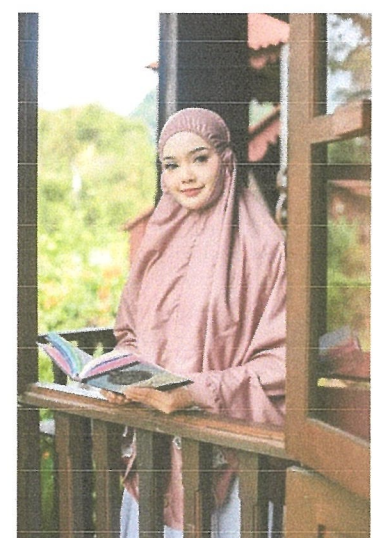
TELEKUNG ROSALINDA BELLA



MINI NISRIM



MINI SANTORINI



MINI COTTON LAYLA ZIP



KUROONG KALISTA



JUBAH KALISTA

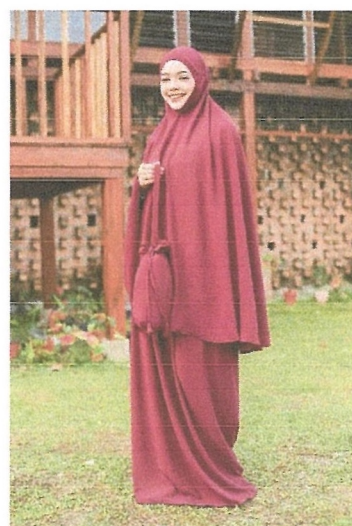


KALISTA OUTFIT

TOP 3 BEST SELLING



TELEKUNG IZARA



TELEKUNG TRAVEL CEY



TELEKUNG TRAVEL SULAM

TRAINING REFLECTION

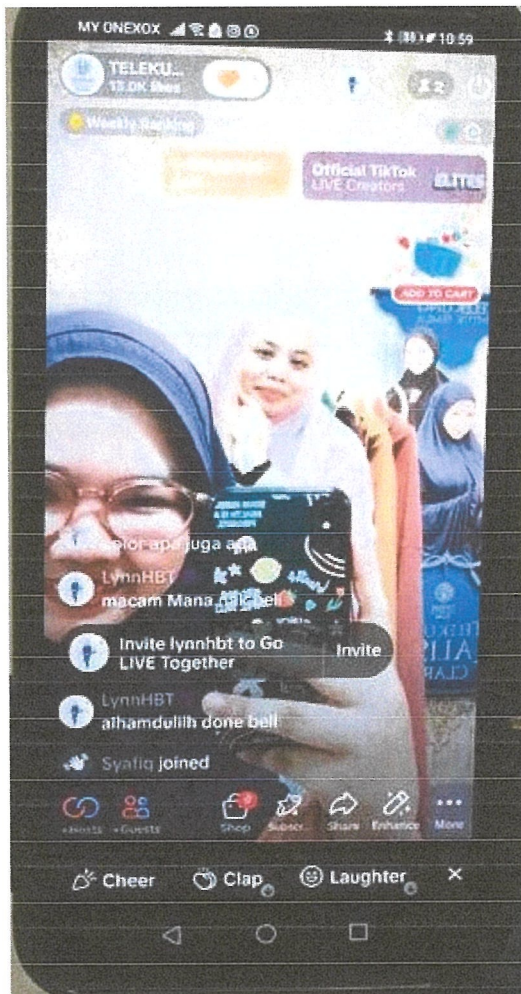
Throughout these 5 months and 15 days, I have learned many things that I never knew or did. My working hours start 8.30 morning and going back at 5 p.m. and my off day is every Sunday. At this company, I am put under two departments, which are sales and marketing. Each department has its own specific job. At Kalista Clara, they will start staff and intern days by playing zikir, surah, and songs that can build up our mood to start the day. At 8 a.m., the day will start with a morning booster. First, we will do a dance with the Bara Bere song, then listen to Manusia Kuat by Tulus, then Asma ul Husna (99 names of Allah), and lastly, Surah Al-Waqiah. After the morning booster, the next session is a short meeting with our team leader about tasks and any problems that we want to share. Then, after that session, we will start our task that has been given.

My task will start with a posting on our social media sites, such as Facebook and Instagram. For Instagram, I need to make feeds, stories, and reels. While for Facebook posting on reels only. We have two accounts for our social media, so I need to post on both accounts. I'm doing a posting 3 times a day, morning, afternoon and evening for instagram, while for facebook reels is once per day at the morning only. Then, after posting sharp at 9 a.m., I will continue with doing a live on our social media site, Tiktok, for 2 hours from 9 a.m. to 11 a.m. For live, my job is to review and explain our product to the viewers and also answer the questions that they have been asking. The product that will be reviewed is different day by day; if we have a new collection, then we will proceed with our new product. To make people stay on live is a challenge for me, but day by day we finally have our loyal customers that always support me when doing a live and never miss to give gifts. Also, a good improvement for me is getting customers that make an order during a live.

After the live session, I will proceed with the next task, which is doing a follow-up. I need to follow up with new and also loyal customers about our promotion, new edition, or new item. For the first 4 months, I needed to do a follow-up on one phone, but when it came to the 5th month of my internship, I started getting more jobs, so I needed to do a follow-up on two phones. Each phone has a specific amount of data that I need to finish work on that day. The minimum number of customers that I will follow up with is around 1600, and the maximum will be 4000.

To make sure that I finish my task for that day, I will use a Tiny Task. Tiny tasks are new things that I learn when I'm doing this internship. TinyTask is a fantastic application for Windows users, particularly those who need to execute repetitive chores on a daily basis. This application will rapidly play what you have recorded. It will play automatically. This will make my task easier. Then, usually before doing a tiktok live, I will record the follow-up, and when doing a live, I will let it play by itself. To make sure the message sent is correct, I will always keep checking while doing a live. This also makes me do multi-tasking; for example, when I'm already finished doing a live, I will let the Tiny Task play while I'm making copy writing for the next and tomorrow's posting. Usually, I finish this task before 4 p.m. Other than that, when the follow-up is done, I will proceed with choosing the customer and adding it to the label for doing a follow-up tomorrow. And my last task each day is to update the WhatsApp group if there is a stockout.

I getting many knowledge from this industrial training. For the example is, a tiny task; before this I have no ideas that it have a software that can play back what we recorder. It making your jobs much easier and faster. This application been teach by others internship student also from Politeknik and he taking an information technology course. Other than that, I is a shy person that never have experience doing a live at social media. But at this company it teach me how to making a live and how to become a person that have confident talking to camera. They giving a chances to change myself from the shy and quiet person to the person that have confident to doing a live. For my allowance I get a RM 300 per month and it have celebration for birthday and your last day internship. We will find a restaurant and eat together with all the staff and internship student.



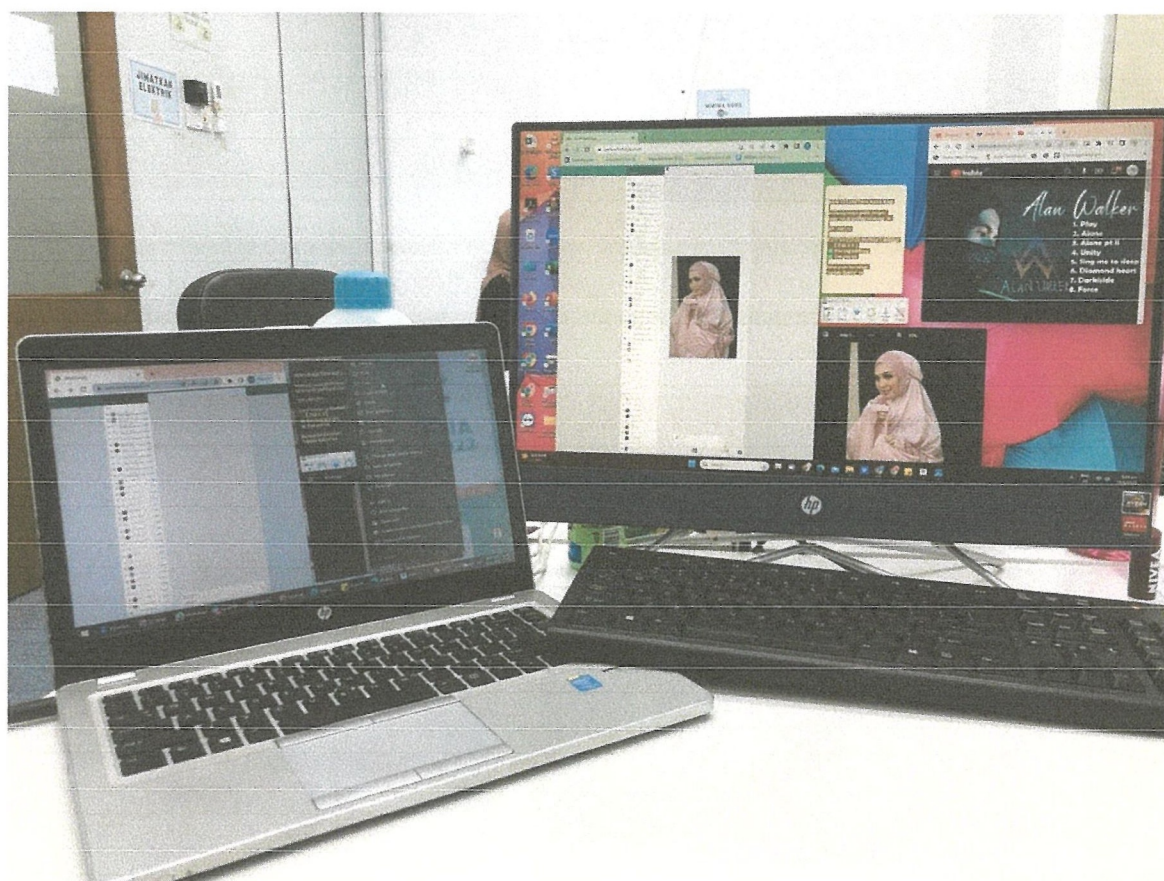
This is a picture of customer payment during a live session



Birthday celebration

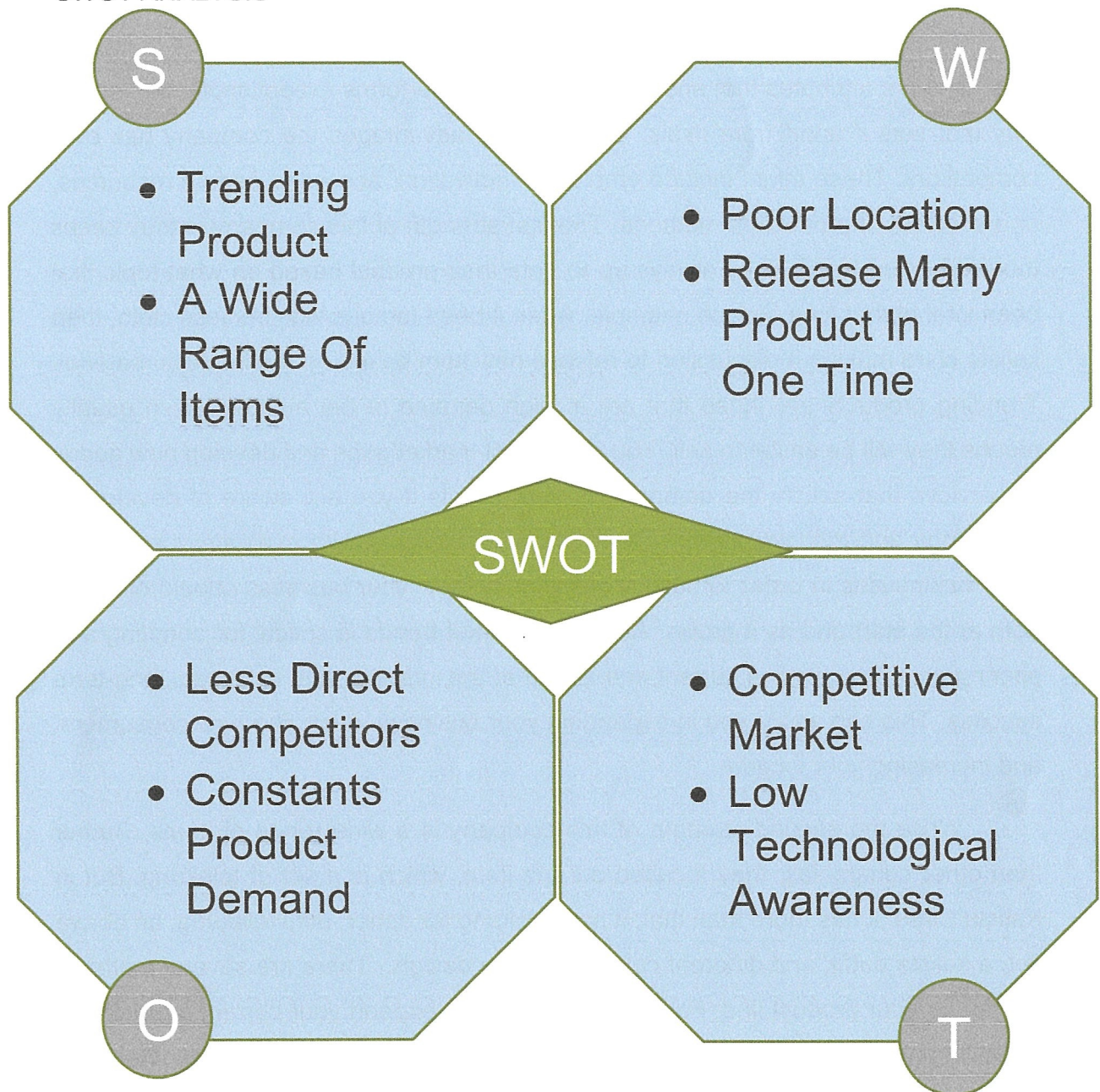


A potluck for celebrate
Eid al-Fitr



Doing Follow – up

SWOT ANALYSIS



DISCUSSION AND RECOMMENDATION

Firstly, let's take a look at the first S, which is the strength of this company. Strengths are attributes that ensure your company performs exceptionally well or in a way that sets it apart from rivals. Consider the advantages the company has over competitors. These might include employee motivation, access to certain resources, or a solid set of production methods. The first strength of this company is they keeps the product on trend. They always up to date their product based on what topic that been viral at that time. For an example, when it been famous with ironless cloth, then kalista clara making a discussion to release new item based on the ironless material. Trending products are those that are in high demand in the market, which usually means they will be easier to sell. You can detect market gaps and develop new goods or services that satisfy the demands of your clients if you are aware of developing technology and industry trends. Trend analysis allows you to evaluate your firm to other businesses in order to build a baseline for how your business should operate, both at the start and as it grows. Analysing market trends is critical for adapting and altering your firm, staying current and ahead of the industry, and achieving long-term success. This can assist you in expanding your business, attracting new consumers, and increasing your income.

While the second strength of this company is a wide range of items, Rather than other companies, they focused on one item, which is a set of telekung. But in Kalista Clara, it has more than that; it has telekung for dotter, mini telekung, an abaya set, a kalista outfit, and different colours of each design. There are several methods to expand your product line. For example, you may expand your current product line by adding new colours, sizes, and designs. If you sell across numerous countries, you may wish to customise your product offering to each nation. Product line growth allows you to provide additional alternatives to your clients. If consumers can discover all they need on your sales channels, they will be less likely to visit the sites of your rivals. It also comes down to comfort and ease. Customers like having everything in one location, so you'll improve their entire experience. Respond to these needs in order to sell more items, increase repeat business, and establish better, long-lasting connections with your current clients.

While for weakness is about the roadblocks hindering you from reaching your goals. One of the weakness that I found from my observation was the second outlet is a poor location. It is because it far away from tourist areas and urban areas. Other than that because of second outlet started to opened this year, there doesn't have a proper signboard at the shop and it be hard for new customer to notice the shops. Choosing the correct business location is important for the operation and profitability of a company. Location is essential for all businesses, big or small. A company's location influences not just its expenses and income, but also its capacity to service customers. Choosing the incorrect site might have major ramifications for the organization.

Other than that for the second weaknesses is too many product release in one time. This company is keep up to date their product with a new edition until the past edition get less attraction from a customer. Then it will connect to the unsold items. When products in an assortment are arranged incorrectly, the demand for these products can vary significantly. Combining less popular items with more popular ones, for example, may diminish the appeal of the more popular items. Having a large range of items reduces the area available for a diverse range of products. There is a danger that customers will go to a specialised merchant that has a superior assortment of a certain type of goods. Supermarkets, for example, are able to provide both an extensive selection and an extensive choice. Because there are more people in major cities, there is greater opportunity for customers.

Next in SWOT, we have O for opportunities; they often come from conditions outside of your organisation and require anticipating what may occur in the future. From my research on company telekung in Melaka, I can see that there isn't a famous Telekung Company in Melaka besides Siti Khadijah. Then this will be a big opportunity for the company to become the top-ranked company in Melaka. This is because Kalista Clara offers the lowest price rather than Siti Khadijah, and new customers in the middle and lower income will choose this company rather than Siti Khadijah. This will be a chances for Kalista Clara beat the siti Khadijah and be a top of Telekung shop in Malaysia.

Futhermore for the next opportunities that I think will be a right position to making this company will be famous in Malaysia is a constant product demand. It is because item that we sell it satisfies religious belief. This attire represents the purity and essence of Islam and is required for all women to wear during prayer, whether at home, in a mosque, or even in the workplace. It gives Muslim women a sense of identity that they can cling to as a sacred symbol of their faith. The demand of our item become high when it comes to umrah and haji session. We have a Mini Telekung with different material that will be the customer favourites. When that session mini telekung is the most important product that they will find and buy more than two pieces.

And the last T of the swot would be Threats. Threats include everything that can have a negative impact on your firm from the outside, such as supply-chain issues, market fluctuations, or a scarcity of recruits. It is critical to foresee risks and respond to them before you become a victim and your progress pauses. One of the threats that I found was that other companies started to enhance their name on TikTok. The example is Zara Awliya. Nowadays, TikTok is the easiest application that can help your business be known by others. Zara Awliya is a small company, but it started to be known by others because of their videos or live shows always on Facebook or on your page. While for the second threats will be low technology awareness. Low-tech technology is meant to be simple to use and manufacture. High-tech, on the other hand, refers to current technology with sophisticated characteristics. It encompasses products and gadgets such as the internet, computers, digital photography, and high-definition quality television. They fail to list their official store on an online shopping platform because they are unaware of the technology that is rapidly becoming popular and widely accepted in the market or industry. Additionally, the official website is poorly maintained and not regularly updated.

Then we jump to the recommendation for each of element. Firstly the first strength solution for trending product is produce new item based on current situation. Modern fashion is a way of designing, manufacturing, and marketing clothes that focuses on creating huge numbers of items rapidly and affordably. Trends are always influencing fast fashion goods. (Diantari, N. K. Y. (2021). To understand the evolution and changes in fast fashion trends, as well as consumer concerns in purchasing fast fashion items, trend cycles must be understood. Trend shifts that occur in rapid fashion must be examined further through trend stages, trend cycles, and trend differentiation. A qualitative descriptive approach was used to analyse the trend in fast fashion items, with the study process consisting of gathering and assembling data, analysing it, and understanding phenomena. While for the second recommendations is make a many choices that customer can choose. Companies are always attempting to gain market share and revenues by enhancing consumer satisfaction through product diversity. (Taeho Park et. All (2014)._When we have more than one choices product it will attract a loyal customer to keep repeat buying from us but with a different product.

Other than that for the weaknesses poor location, my suggestion is to give a flyers to our potential customer. We can give a flyers at any mosque near with our shop. This will be a way that did not use many modal to move to others place. The design of your flyer plays an important role for attracting potential clients' attention. Use brand colours, bold lettering, and graphics that effectively express your message. Include all of the important features, such as QR Codes, Phone Numbers, Email, Social Media, Address, Map, and The Offer. This will be much easier for customer find our outlet. For the second recommendation for the second weaknesses is making a gap for each item. Product selection decisions have a direct influence on the commercial performance of a shop (Anna Timonina et. All (2020). The purpose of assortment optimisation is to determine which goods and quantities should be included in the assortment in order to maximise the retailer's profit while keeping different constraints in mind, such as limited shelf space for displaying products or budget limits.

While for the first opportunities recommendation will be maintain the best quality of product to make customer trust our product. Building great customer relationships is critical to a company's success. Increasing consumer trust is one strategy to build customer relationships. A higher level of customer satisfaction results in a competitive advantage for a company, owing to increased consumer repurchasing behaviour (Ulrich Kaiser et. All. (2023). You may concentrate on creating customer trust if you want to attract new consumers and boost client retention for your business. Companies must win client loyalty in order to build their intangible capital by developing a continual inventive engagement with the brand (Antonio Cardoso et. All (2022). Next , follow up with the customer is the best solution for them notice on our new product or have a promotion. Following up allows you to thank the consumer for their business and let them know you value their comments if they had a pleasant experience. Following up helps you to apologise and make things right if the consumer had a bad experience. In any case, following up improves the client experience.(Kavid Droga et,all (2022).

Lastly the recommendation for the threats, focus on relationship with customer and find a staff that expert in technology. Creating positive customer relationships is critical in influencing their loyalty habits and is a critical aspect in providing a firm with a competitive edge (Bright A. Antwi & Harris K. Duah (2018). When IT workers are respected for their skills and opinions, they are able to contribute successfully to institutional missions and grow as professionals. Technology is developing at a quick speed, and the higher education environment is changing at the same rate. Business technology enables corporations to outsource business functions to other enterprises on a national and international scale (Santhosh T(2018).

CONCLUSION

In conclusion, during these 5 months and 15 days, I have learned many things and made many memories with my supervisor, other staff, and other internship students. I gain knowledge, and at the same time, I also make new friends. On the first day of my internship, I felt scared and thought I couldn't do this, but when it came to the second week of my internship, I slowly felt comfortable and had a fun internship here.

For me, industrial training is important because it will teach you and give you experience of a real working life. Other than giving you experience, they will also give you knowledge and advice on how to become a better version of yourself. From the person who could not speak in front of a camera, now it is the person who has the confidence to speak in front of a camera. Then this industrial training had change me a lot.

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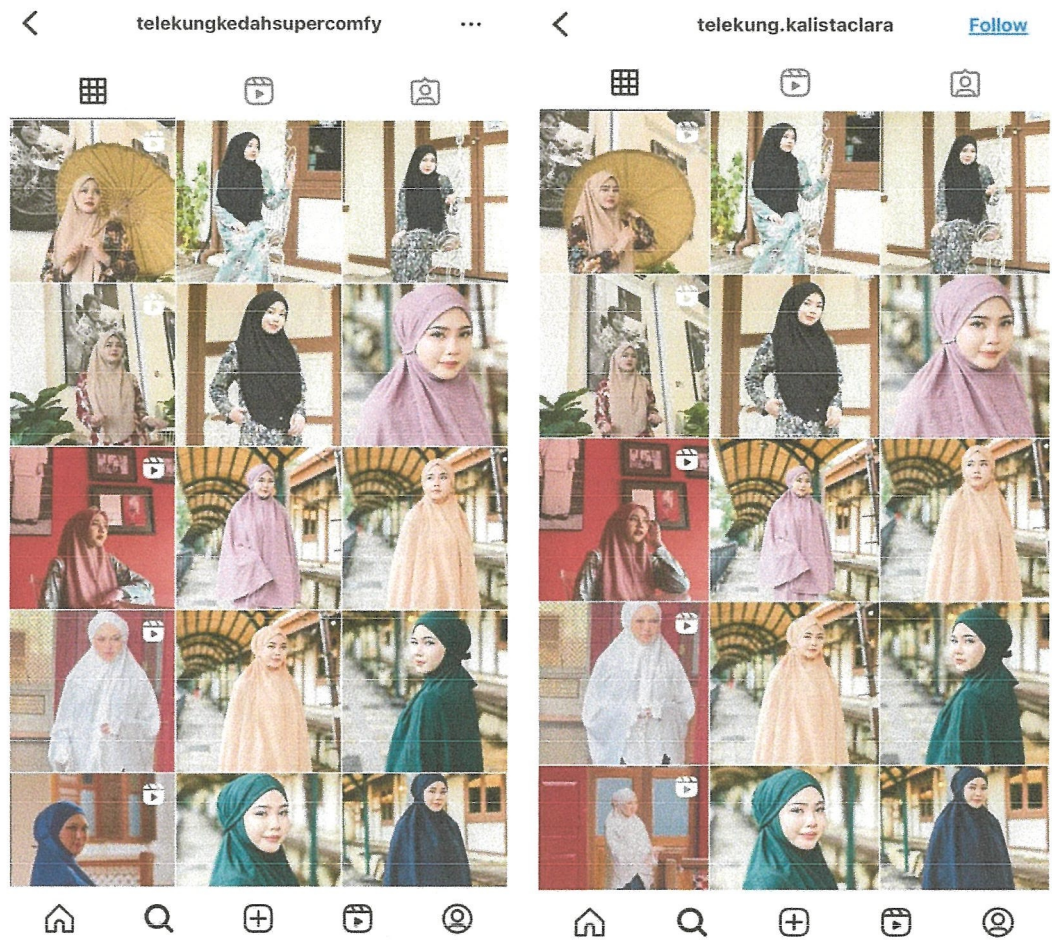
APPENDICES



Doing a live with my partner



Follow up customer



Posting on social media