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UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

FACULTY OF BUSINESS AND MANAGEMENT

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) INTERNATIONAL
BUSINESS**

INDUSTRIAL TRAINING REPORT AT



ECOCARE HYGIENE SERVICES SDN BHD

20th March 2023 – 31st August 2023

INTERNSHIP (MGT 666)

NUR AQILAH BINTI AHMAD PEIRUZ

2021118397

BA 246

ADIVSOR:

PUAN NORLELA ABAS

EXECUTIVE SUMMARY

Industrial training or internships are compulsory courses that must be conducted by undergraduate students of the Faculty of Business and Management during the last semester of the study. Students must complete internships or on-the-job training in areas related to their academic degree and field of emphasis. This internship course provides practical knowledge and professional skills that provide job experience and accountability during the task completion. This industrial training report stresses the work experience I have gathered as an Intern in the Marketing Department of EcoCare Hygiene Services Sdn. Bhd. from March 20, 2023, until August 31, 2023. In this report, I have mainly incorporated my experience with EcoCare, especially in the areas of marketing, marketing planning, advertising, content creation, sales, etc., where I have also provided details about my five-month problem-solving work experience. EcoCare serves public and private organizations in Malaysian cities with a variety of lavatory services. EcoCare is one of the top hygiene specialists in Kuala Lumpur and Selangor, providing good customer service and washroom products for a wide range of sectors with a wide selection of washroom products and excellent customer service. This industrial training report includes several crucial marketing topics that I learned during my internship. The EcoCare staff have given me many helpful hints, particularly on problem-solving, critical thinking, and other topics. Overall, it was a fantastic experience, especially when it came to exposing students to the actual job atmosphere, and I cannot wait to put all I learned to use in the future.

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1.0 ACKNOWLEDGEMENT

First of all, Alhamdulillah, praise Allah SWT for this opportunity. I am so blessed to have succeeded in completing my internship at EcoCare Hygiene Services Sdn Bhd. Also, Universiti Teknologi Mara deserves appreciation for giving students the opportunity to do an internship so that we can expand our knowledge and develop our skills, gaining valuable experience in the real world of work. It is a good opportunity for me to learn and adapt to work situations and prepare for future careers. Next, I would like to express my sincere appreciation to my internship supervisor, Mrs. Aznina Ezanie, for guiding, supervising, supporting, and helping me to successfully complete the task. I would also like to thank the other team members, Mr. Nicholas Lee, Mr. Alvin Lee, and Mr. Aqeel Amsyar, who were always helpful and shared the necessary knowledge with me. Last but not least, I would like to thank my family for their prayers, supporting me financially and emotionally and giving me strength along the way. I would also like to thank my colleagues and friends for their endless encouragement and support.

ABSTRACT

I have written this report in an effort to explain the purpose of the industrial training activities that I have conducted. It was my pleasure to be able to complete 24 weeks of internship at EcoCare Hygiene Services Sdn Bhd during the period of 20th March 2023 to 31st August 2023. The training session I attended gave me a great deal of knowledge as well as a great deal of experience. This experience also allowed me to understand and observe the company's management, operations, marketing, and finance background. As well as detailing the activities I had completed, I provided a summary of the problems I had to deal with. A few suggestions and comments are also included to improve the organization. The information I prepared is intended to satisfy readers, as well as benefit myself and the organization. In addition, it equips me with the guidance and strength to face every job-related problem that may arise. It is hoped that the next practical student will be able to use this training report as a guideline so that he or she can make the most of it.

2.0 UPDATED RESUME



Figure 1: Updated Resume

3.0 OFFER LETTER



PRIVATE & CONFIDENTIAL

Universiti Teknologi Mara Melaka

ATTENTION TO : INTERNSHIP PROGRAM COORDINATOR

CONGRATULATIONS ! We are pleased to inform that the application to undergo an internship program with Biofresh by the following student is accepted and granted:

NAME : Nur Aqilah Binti Ahmad Peiruz
IC NUMBER : 000103-08-1254
COURSE : Degree In International Business
DURATION : 20th march - 31 August 2023

THIS OFFER COMES WITH THE FOLLOWING TERMS AND CONDITIONS :

- 1) Student/s must have personal accident insurance coverage;
- 2) All information obtained from the training with regards to Ecocare is deemed sensitive and confidential. Student/s shall keep such information restricted to him/her only. Any disclosure to others without Ecocare's prior written consent is strictly forbidden.
- 3) All interns are subject to Ecocare's office rules and regulations.
- 4) The above student is entitled for monthly allowances for **RM 1,000.00 / may be pro-rated upon joining** and will be paid by IBG at the end of each month.

The respective student is required to confirm the acceptance of the offer by signing and returning the **Acceptance Form** as attached not later than **3 days** after the Offer Letter date. Please send to:

Email : nina@ecocare.com.my

This Offer Letter need to be presented to the following reporting officer on the report duty as below:

Date : 20 March 2023 at 8.30 am
Reporting to : Mr Alvin Lee Hock Meng , GM Ecocare



Figure 1.1: Offer Letter



Please confirm your acceptance of this appointment by signing and returning the enclosed duplicate copy of this contract of employment.

Please report to ECOCARE Office, E-41-1 Block E, Jalan Teknologi 3/9, Bistari De'Kota, Kota Damansara, 47810 Petaling Jaya, Selangor Darul Ehsan, MALAYSIA at 8.30am on your joining date. Our BIOFRESH representative will be there to assist you.

We look forward to a long, rewarding and pleasant working relationship.

Yours Sincerely,

NICHOLAS LEE
DIRECTOR OF ECOCARE

I, **Nur Aqilah Binti Ahmad Peiruz**, hereby confirm my acknowledgement, acceptance, and agreement to the terms of my employment by the Company as shown above.

Signature

17th March 2023

Date

Figure 1.2: Offer Letter

4.0 COMPANY'S PROFILE

4.1. NAME OF THE COMPANY



EcoCare Hygiene Services

4.2. LOCATION OF THE COMPANY

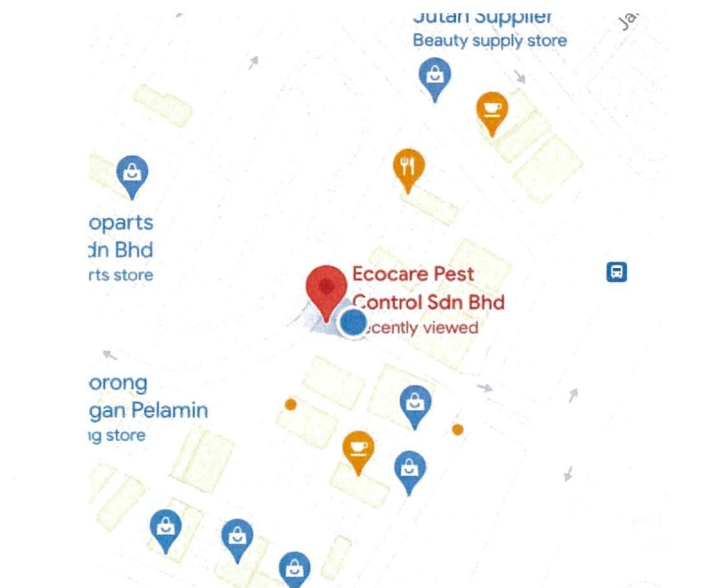


Figure 2: EcoCare Office Map Location

In March 2023, I was selected to undertake a six month internship with EcoCare Hygiene Services in Petaling Jaya, Selangor, as part of my degree program.

Address:

EcoCare Office, E-41-G, Block E, Bistari De Kota,
Jalan Teknologi 3/9, Kota Damansara,
47810, Petaling Jaya, Selangor.

4.3. BACKGROUND OF THE COMPANY

Founded in November 2002, EcoCare Hygiene Services, formerly known as Biofresh Hygiene Service Sdn Bhd, provides a range of washroom services to public and private organizations in the Malaysian city. With a broad range of washroom products and excellent customer service, EcoCare is one of the leading hygiene specialists in Kuala Lumpur and Selangor, providing excellent customer service and washroom products for a wide variety of industries. It is important for a company such as EcoCare Hygiene Services to understand its clients' requirements. Furthermore, the company demonstrates its commitment to customer satisfaction by providing quality products and personal attention to every one of its customers. No matter what size company you have or how many employees you have, EcoCare is able to customize a package to fit your needs.

By the end of 2019, EcoCare Indonesia had acquired EcoCare. Since EcoCare has been in the hygiene industry for 33 years, it is quite confident that it will always be one step ahead of the curve if it utilizes the most innovative technologies and advancements in order to remain at the forefront of the industry. The majority of their sales are contract services, in which they maintain the highest standards of quality and service. While the pandemic raged, EcoCare was the largest provider of sanitizers in Klang Valley, and this company prioritized customer care and kept buildings and places clean throughout the pandemic.

Consultations regarding hygiene are one of the services EcoCare Hygiene Services provides. Each client's requirements are understood during consultation sessions with EcoCare. It is important to note that the business and building facilities will vary greatly depending on the client. It is EcoCare's utmost priority to ensure that they provide the most efficient service and outcome for their customers. The company also generates revenue through the sale of hygienic products such as hand sanitizer dispensers, manual hand sanitizer dispensers, digital toilet sanitizers, automatic air fresheners, toilet sanitizers, paper towels, and fan air fresheners. EcoCare is primarily a consulting, installation, and maintenance company. Those are the methods EcoCare uses to safeguard their customer base and sales.

The LYC Healthcare Group also partnered up with EcoCare in the hygiene market on 18 May 2020. Specifically, the purpose of this partnership is to market cleanliness, hygiene, and sanitation services in Malaysia. Aside from this, EcoCare's shares have increased 3.6% in that time period due to its collaboration with LYC Healthcare. This indicates that investors are more confident when investing in EcoCare shares at Bursa Saham Malaysia.

As a result of all of this, EcoCare also acquired several hygiene companies in the southern part of the country in order to keep up with the rising number of cases of Covid-19 at the time. Besides buying a hygiene service company in Singapore, EcoCare Hygiene Services also purchased a technology company in Singapore. Based on hygiene technology, the company uses scanning technology to determine the cleanliness of certain areas. In order to increase its market share and brand recognition, EcoCare intends to integrate this product into its product line in the near future.

4.4. HISTORY OF THE COMPANY

As of 2019, EcoCare Indonesia acquired EcoCare Hygiene Services Sdn Bhd. EcoCare's 33 years of hygiene expertise ensures that it will remain on top of the hygiene market by leveraging the newly available technologies and innovations to innovate its products and services. Contractual Service is their primary source of profit, where the highest standard of goods and services is maintained. Clients are always the company's top priority, and the company is always on time in attracting and building on-site. Washroom hygiene has been a speciality of EcoCare Hygiene Services Sdn Bhd since November 1st, 2002. As one of the leading hygiene consultants in Kuala Lumpur and Selangor, EcoCare offers great customer service and a wide range of washroom products.

4.5. VISION, MISSION, OBJECTIVES, AND GOALS.

VISION	"We aim to be the leader and the trusted partner in the hygiene Service sector."
MISSION	To grow the business by staying up to date, innovative and efficient. We aim to provide safer and cleaner environment
OBJECTIVES	<ol style="list-style-type: none"> 1. To provide satisfaction to customer through quality products and Service. 2. To encourage employee empowerment in creating a productive and efficient workforce. 3. To increase product development and application of technology to enhance our work and Service. 4. To optimizing value for customers, businesses, partners, employees and all stakeholders.
GOALS	<ol style="list-style-type: none"> 1. Unity – To ensure all employees, partners and suppliers collaborate and work cohesively together to provide quality products and Service. 2. Integrity – To always act in good faith and maintain a respectable name, whilst upholding the company's intellectual property and all legal contracts. 3. Innovation – To be aware of latest environmental factors and technological trends, and to innovate our offerings with these latest developments in mind 4. Responsibility – To responsibly execute tasks and carry out operations to the highest standards.

5. **Responsiveness** – To be quick in responding to every need and problem, and achieve customer satisfaction by providing solutions.

Table 1: Vision, Mission, Objectives, and Goals

4.6. ORGANIZATIONAL STRUCTURE

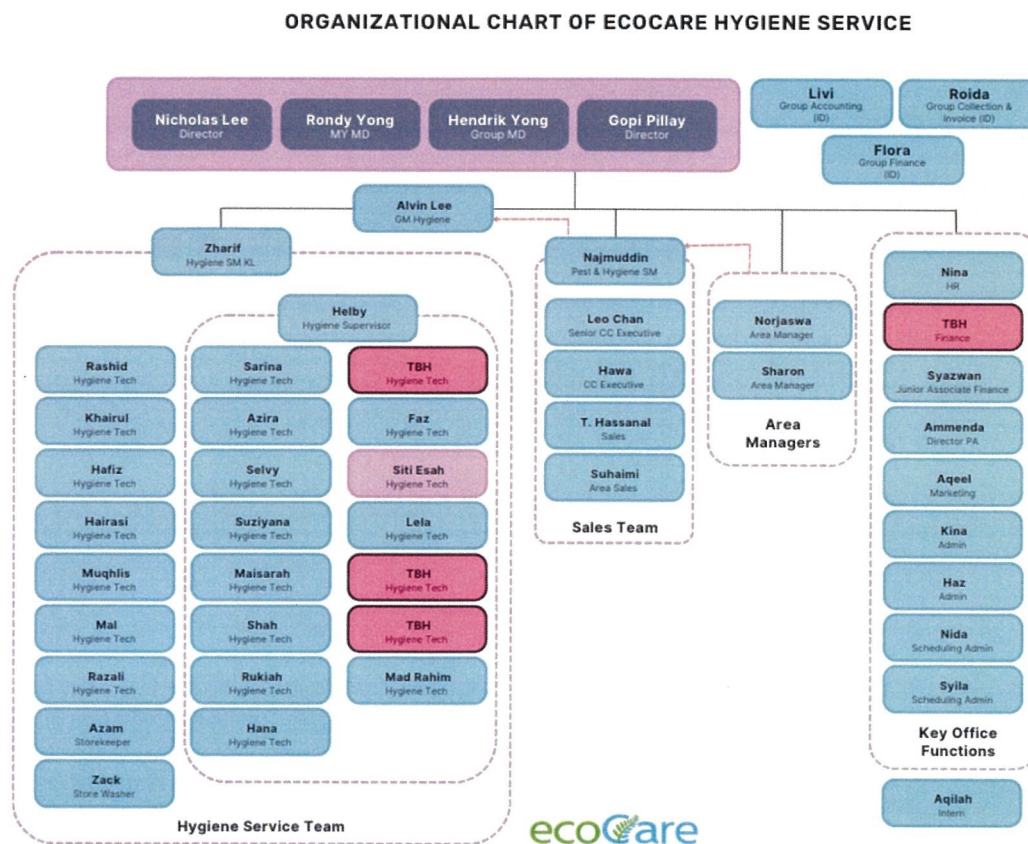


Figure 2.1: Organizational Chart of EcoCare Hygiene Services

4.7. MAIN CORE BUSINESS

When the group was acquired by Ecocare Indonesia, it created Biofresh, which is now referred to as EcoCare Hygiene Services. Services in the hygiene industry are the nature of EcoCare's business. EcoCare Hygiene Services prioritizes lady bins as their primary product. As an additional service, the company expanded into pest control and created a new company in Petaling Jaya specializing in pest control. As a result of the pandemic covid-19, the need for sanitation was significantly increased. As a result of the pandemic, sanitation contributed the second highest amount to sales. The EcoCare product portfolio also focuses on hygienic procedures that contribute to maintaining a clean and germ-free environment for the society.

4.8. TYPES OF PRODUCTS



Figure 2.2: Types of Products

EcoCare has been given full support to conquer the Malaysian market with its EcoCare Hygiene Services. To maintain quality standards, most of the products are similar to Ecocare Indonesia's. The EcoCare Hygiene product line includes a variety of hand sanitizer dispensers such as automatic and manual ones. Since the Covid-19 pandemic, society has become more aware of the importance of virus protection. With its hygiene services, EcoCare has been able to dominate the Malaysian market for the last few years. Having the support of Ecocare Indonesia and Ecocare Pest Control has enabled Ecocare Hygiene Services to market its products and services effectively.

Among the services offered by EcoCare Hygiene Services is a digital hand sanitizer that automatically dispenses sanitizing fluids at regular intervals. There is also a toilet seat sanitizer, which has become one of the most popular additions to our society in recent years, as well as floor mats and dust control mats, hair dryer services, automatic air fresheners, and fan air fresheners on the list as well. As a matter of fact, EcoCare Hygiene Services is mainly involved in the manufacturing of bins for women to dispose of their napkins, which can be used for disposal of sanitary items such as pads and towels.

These products will be maintained by the technicians in a well-maintained environment, and if any of them fail or break, they will be replaced by them. As stipulated in the contract, these products can be taken with them for free at the end of the contract. Furthermore, EcoCare Hygiene Services offers a hand liquid sanitizer that is accompanied by a safety data sheet (SDS) that is only available to licensed companies, similar to what the Ministry of Health uses.

4.9. TYPES OF SERVICE

Disinfection Service



Figure 2.3: Disinfection Service

Nano Coating Service



Figure 2.4: Nano Coating Service

Toilet Sanitizer Service



Figure 2.5: Toilet Sanitizer Service

Lady Bin Service



Figure 2.6: Lady Bin Service

Air Freshener Service



Figure 2.7: Air Freshener Service

Hand Soap Service



Figure 2.8: Hand Soap Service

Floor Mat Service



Figure 2.9: Floor Mat Service

As part of its commitment to reducing waste, EcoCare Hygiene Services ensures that all waste management solutions are in line with local legislation and that the most efficient methods of reducing waste are employed. A germ-free environment for the general public is obviously a top priority for EcoCare Hygiene Services.

At the end of each month, EcoCare Hygiene Services customers will have their places inspected by a technician to ensure that all products are working properly. The administration will provide monthly schedules on a daily basis. As part of getting permission to enter the building, the supervisor will supervise the technician and meet with the building manager or procurement.

It is typical for the customer to subscribe to the service on a yearly basis. Payments made on a yearly basis are more affordable than those made on a monthly basis. There will be regular maintenance of toilets once a month unless damaged products require special attention.

5.0 TRAINING'S REFLECTION

5.1. DURATION

Industrial Training Timetable

WORKING DAYS	Monday - Friday
OFFICE HOURS	08:30 AM until 05:30 PM
REST TIME	12:00 PM until 01:00 PM (1 hour) or 01:00 PM until 02:00 PM (1 hour)
OFF DAYS	Saturday and Sunday

Table 2: Industrial Training Timetable

5.2. DETAILS (DEPARTMENT, ROLES, RESPONSIBILITIES, TASK)

As a part of the Administration Department, I was assigned to the Marketing Department. As a marketing intern, the company provided the training. I am responsible for developing creative marketing materials, creating video content, advertising, and writing social media content as part of my internship program. In this role, I assisted the executive in creating new marketing material. In this position, I reported directly to Mrs. Aznina Ezanie (executive director of human resources).

5.2.1. Submission of Report

It is expected that each month, the industrial training logbook will be submitted to the company supervisor in order for him or her to review and comment on it. Besides verifying that trainees have completed their internship tasks, this logbook also acts as proof that trainees have successfully completed the internship.

TRAINEE

NAME	Nur Aqilah binti Ahmad Peiruz
I/C NO	
ID NO	2021118397
INTERNSHIP PERIOD	20 th March 2023 – 31 st August 2023
CONTACT NO	
EMAIL	

*Table 2.1: Trainee Particular***SUPERVISORS**

COMPANY SUPERVISOR NAME	Madam Aznina Ezanie
POSITION	Executive of Human Resource
CONTACT NO	
EMAIL	

*Table 2.2: Trainee Company Manager***TRAINEE UNIVERSITY SUPERVISOR**

UNIVERSITY SUPERVISOR NAME	Madam Norlela Abas
CONTACT NO	

Table 2.3: Trainee University Supervisor

5.2.3. Major Task

These are all of the major tasks that are given to the marketing trainee:

- Marketing planning
- Marketing
- Advertising
- Content creator
- Sales and cold calls

During my training, I was expected to accept and complete every task my supervisor gave me without complaining. In spite of the fact that most of the tasks are unfamiliar to us, good communication skills are essential to obtain guidance from supervisors and co-workers on how to complete them. Having good communication with my fellow officemates, supervisor, management, and others has enabled me to obtain guidance from them. I find it always motivating to receive support from them as well as to receive sharing from them. When employed in the marketing department, trainees are expected to fully attend meetings during business hours, except for sickness, accidents, and other unavoidable circumstances.

5.2.4. Responsibility of Each Task

Marketing Planning

Marketing planning involves identifying and coordinating a company's marketing priorities, along with determining which plans and methods will be most effective in the context of the current market environment. As part of a good marketing strategy, an organization should include information on its value proposition, its target market, and its competitors, as well as promotional strategies, distribution channels, and an allocation of funds for marketing campaigns.

Marketing

When I was working as an intern, I was appointed to assist the current marketer with achieving the company's goals. In this company, every marketing plan is

implemented after a brief meeting. Having an open culture of giving ideas and brainstorming has always been the main strength of this company. It has been one of the most valuable assets of the company to have a culture like this. During my internship, I have been working as a marketer at the company, which involves marketing their product as well as rebranding their hand sanitizer bottles as part of my duties as a marketer.

Advertising

For EcoCare Hygiene Services, I was asked to create a marketing video. As the video will be posted on their official social media channels, it will be visible to their competitors as well. As far as I was concerned, my main task was to ensure that our videos went smoothly and looked classy, just like our main competitors, Initial Hygiene, did. In addition to that, I was also assigned to record a video with the technicians for new marketing material that will be used for future marketing campaigns. During my visit to the place where I went, Covid-19 had been discovered. As a responsible organization, which provides protection for its interns and employees, I received equipment, including personal protective equipment suits, masks, shields, gloves, and face masks.

During my time at the company, I have been heavily involved in their advertising video and graphic design. Some videos were created, as well as several graphic images. Sales representatives use the material when they meet potential customers in order to acquire sales. Through video demonstrations that show how the company operates and how their technicians do their work, EcoCare Hygiene Services has gained the trust of its clients. My role also involves assisting the technicians with ensuring that their equipment has been sanitized in order to ensure that we are using it as safely as possible.

Content Creator

In the course of my internship program, I had the chance to work with a content creator on a project. In general, content creators contribute knowledge to media, particularly online media. For the purpose of increasing engagement, my task is to

write some content for the Facebook post. It is crucial that the content is creative, different, and clickbait in nature. In addition to learning about how to attract people to the posting, I have gained a better understanding of how to market to them. In order to insert the wording, it has to be run through a filter process, which is making sure the wording is accurate, without spelling errors, and, most importantly, that no curse words are used. Next, we need to decide what time is most convenient for posting. There is no doubt that eight o'clock in the evening and 11:00 in the evening represent the most effective times to engage viewers. As we can see from TV station airtime advertisements, generally big brands purchase their advertisement slots during news time when they receive the highest engagement levels.

Sales and Cold Calls

Throughout my senior teaching and exposure to sales flow, I have learned that sales and marketing are the main components of every business. In general, the company's approach strategy involves making cold calls to potential customers, such as the building manager, procurement specialist, and department head. Cold calling may appear old-fashioned, but it's an effective strategy for reaching out to clients. In order to attract customers to our service, I have to follow guidelines and include keywords that will attract them. The primary business of this company consists of contract-based maintenance services for the building's systems. The cold calling method worked well for me instead of finding them directly through the website, as it worked much better for me overall.

5.3. GAINS

My internship experience as an intern in marketing has provided me with both intrinsic and extrinsic benefits that I have been able to pursue in the future.

5.3.1. Intrinsic Benefits

- **Knowledge and Skills Development**

It has been an invaluable experience for me to be able to acquire a wide range of practical knowledge and gain valuable skills through my internship in marketing. Throughout this experience, I was able to gain a better understanding of marketing strategies, market research, social media management, content creation, and analytics. It is my strong belief that the skills I have acquired will make me a more competitive candidate for a successful career in this sector.

- **Personal Growth**

Having the opportunity to do an internship has given me a great chance to develop myself personally and discover my own self-worth. By working in a professional environment, I have the opportunity to face real-life challenges and learn skills like adaptability, problem-solving, and collaboration that I need in my professional career. I am grateful for this experience because it has helped me build my confidence, improve my communication skills, and enable me to work effectively under pressure.

- **Networking**

Throughout this internship, I will also have the chance to connect with professionals in marketing who will be able to offer me guidance and advice. My professional network is able to grow as I get to build relationships with colleagues, supervisors, and patients, thereby enhancing my ability to provide quality services to clients. In the future, these connections may be able to be leveraged when it comes to future job opportunities, references, and mentorship opportunities.

- Exposure to Marketing Industry

As an added benefit, this internship will give me the opportunity to gain first-hand experience in the field of marketing. Having been exposed to current trends, best practices, and innovative strategies applied by professionals in the field, it has been quite beneficial for me to gain a better understanding of them. I am confident that by gaining this insight, I will be able to stay ahead of the curve and understand the landscape of the industry in a more in-depth manner.

5.3.2. Extrinsic Benefits

- Allowance or Compensation

In most cases, internships are accompanied by financial compensation, which may be in the form of a stipend or an hourly wage. This enables me to receive financial support during the duration of my internship, along with recognition for the contribution I make to the organization as a result of my internship. As part of my allowance, EcoCare Hygiene Services Sdn Bhd provided me with RM 1,000 every 28th of the month.

- Resume Building

My involvement in marketing internships not only enhances my resume, but also demonstrates to potential employers that I am committed to learning and professional growth, which increases my appeal as a candidate for marketing jobs in the future as a result.

- Professional References

After completing an internship successfully, supervisors and colleagues will be able to provide professional references after the internship finishes. As well as vouching for my skills, work ethic, and dedication, these references help me to enhance my credibility in the job market and enhance my chances of being hired in the near future.

- Industry Connections

After completing an internship successfully, supervisors and colleagues will be able to provide professional references after the internship finishes. As well as vouching for my skills, work ethic, and dedication, these references help me to enhance my credibility in the job market and enhance my chances of being hired in the near future.

6.0 SWOT ANALYSIS

It is important to conduct a SWOT analysis in order to identify your company's strengths, weaknesses, opportunities, and threats so that you can overcome difficulties and identify new opportunities. In general, SWOT analyses are used by organizations to gain a broader understanding of all aspects of making business decisions, as well as to identify areas of opportunity for improvement. In the 1960s, Albert Humphrey developed this strategy as part of an investigation regarding the reasons why business plans often fail in order to determine the differences between successful and unsuccessful business plans. Due to the fact that SWOT analysis has been introduced, it has become an important tool for business owners seeking to establish and expand their businesses ever since it was introduced.

6.1. ECOCARE HYGIENE SERVICES SDN BHD SWOT ANALYSIS.

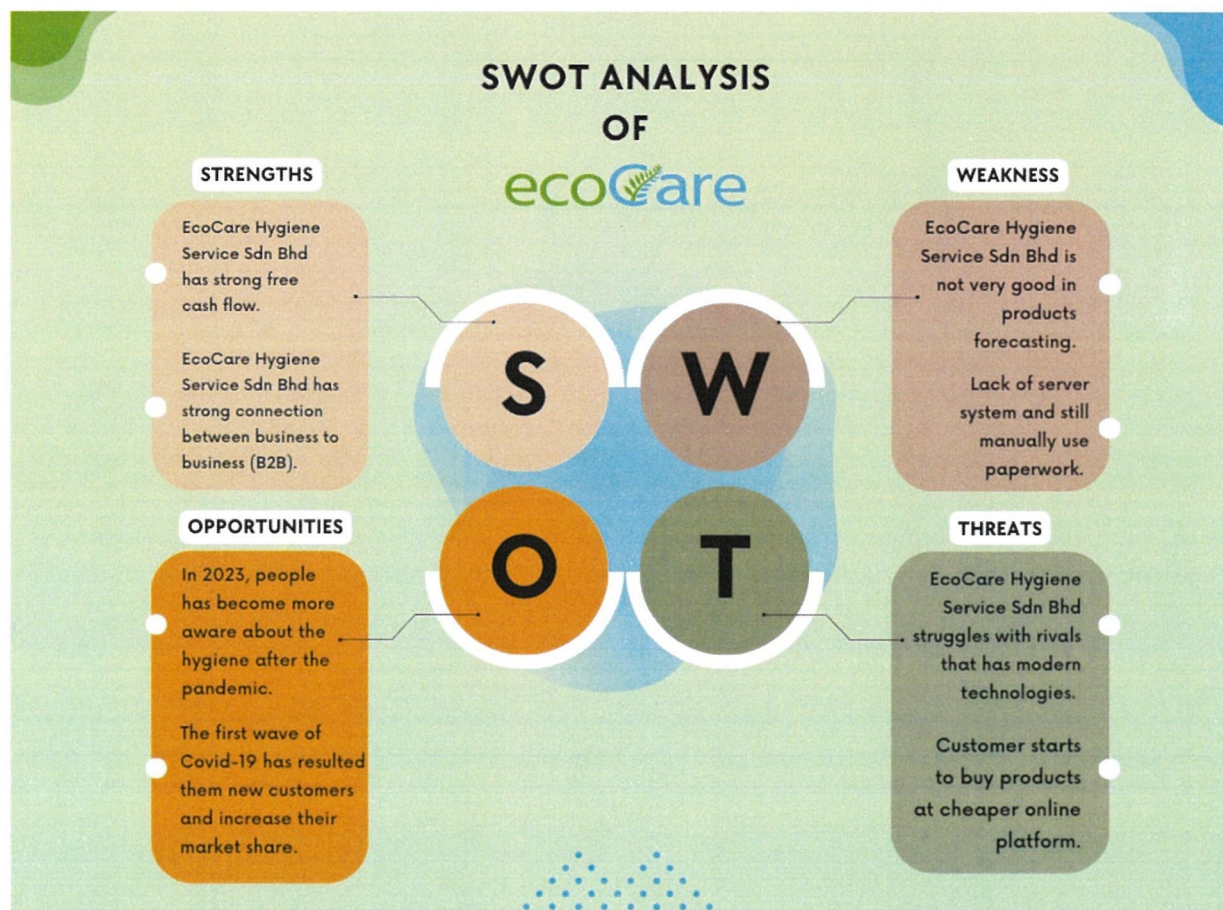


Figure 3: SWOT Analysis of EcoCare

7.0 DISCUSSIONS AND RECOMMENDATION

By analyzing this company's SWOT, I can see its strengths and provide them some recommendations in order to meet its business goals. In addition to showing the company's strengths, it also presents an opportunity to overturn its weaknesses. This allows the company to investigate potential threats to the business and to develop necessary plans and arrangements to combat them.

I. STRENGTHS

Due to the company's parent company, EcoCare Indonesia, having supported the company from the very start, EcoCare Hygiene Services has been able to generate a good amount of free cash flow over the years. Due to the fact that EcoCare Hygiene Services generates strong free cash flows, the company is able to expand its operations, which, in turn, offers the company investment opportunities. For example, they were able to take advantage of the situation to buy other companies in order to expand the scope of their business. Taking into account the example above, Pest Paramedics has been rebranded into EcoCare Pest Control after the company buys them and rebrands them. In this way, it supports the accomplishment of long-term success by providing financial flexibility.

Not only that, but having strong connection between business-to-business (B2B) also is one of the company's strengths. Its business-to-business (B2B) relationships have evolved into a distinct culture of collaboration, mutual investment, and collaboration between the company, its distributors, and dealers. It fosters a sense of partnership and shared success, where stakeholders actively invest in each other's businesses and develop long-term alliances. This culture fosters a mutually beneficial relationship between EcoCare and its B2B partners. It is imperative that they realize that their success is interconnected and that they provide each other with support. As EcoCare shares are purchased by distributors and dealers, these interests are aligned and long-term partnerships are made.

RECOMMENDATIONS

Due to its strong cash flow and ability to acquire other businesses, EcoCare Hygiene Services has a solid foundation for future growth. In order to further enhance the business, the company should use its cash flow to invest in brand building and marketing. The foundation of brand building is positioning, so investing in it is essential. In the marketplace, it determines how well a brand can compete. The most successful brands automatically and immediately convey the distinctive benefits they offer, to whom they offer them, and why those benefits matter (Jim, Cait, & Ken, 2023). In order to enhance brand recognition and attract new customers, EcoCare should invest in strategic marketing initiatives such as digital marketing that is designed to raise brand awareness and promote its expertise. The internet era has given companies the opportunity to market their products and services through digital marketing. Social media and influencer marketing are two of the most effective digital marketing methods. With social media, EcoCare Hygiene Services can establish an online presence on platforms like Facebook, Instagram, and Twitter. Whenever a company shows customer testimonials and content about their service in the media, people are enthused. Furthermore, collaborating with social influencers will engage a larger audience. Branding ultimately impacts everything that customers know, feel, and experience about your products or services, which plays a vital role in determining your business's success. Brand building is not just brings the product name in the minds of customer, but also make the customer to trust the brand (Dr. S. Yuvaraj & R. Indumathi, 2018).

Due to EcoCare Hygiene Services' strong business-to-business (B2B) connections, I recommend implementing a referral program to capitalize on existing B2B relationships. Referral programs are essentially ways for businesses to encourage their customers to recommend their services, products, or experiences to others. Word-of-mouth marketing relies on individuals spontaneously sharing information; referral marketing, on the other hand, rewards people for successful referrals through incentives and rewards. The best part of referral marketing programs is they don't just benefit companies—customers also reap the rewards of their efforts (Nekvasil, 2023). Thus, referral programs are an excellent method for gaining new customers as well as building loyalty. In fact, by 2023, roughly 84% of B2B customers start their buying process with a referral have a 71% higher conversion rate (Liza,

2023). It is effective to have referral programs since most customers trust referrals. Trust is built on referrals from people you know. It has been found that reviews and recommendations from others are much more effective than conventional advertising. Studies show people are four times more likely to buy when referred by a friend (Liza, 2023).

II. WEAKNESSES

One of its weaknesses, EcoCare Hygiene Services is not good at forecasting its products, and this is one of the major disadvantages of the company. As a result of this weakness, they have missed opportunities for big projects, which has deprived them of great opportunities. It has been reported that, back in the early days of Covid-19, they still had a lot of hand sanitizer stock that they were not able to forecast, so they could not sell it. It has led to EcoCare Hygiene Services overstacking its inventory due to a poor forecasting process. When excess inventory is warehoused, it occupies space, it requires working capital, and there are other resources that could be allocated in a more efficient manner.

In relation to the company's weaknesses, EcoCare Hygiene Services is also lacking a server system and is still relying on manual paperwork. This has been seen as a weakness because a business without a dedicated server system will have limited data storage and access. In the absence of a dedicated server system, the company has difficulty retrieving critical information when needed. Due to the fact that they still use papers, some have been filed into files. Therefore, these files contribute to insufficient office storage. Moreover, insufficient backups and recovery mechanisms are also a result of an inefficient server system. In the event of hardware failures, cyberattacks, or natural disasters, EcoCare Hygiene Services run the risk of losing valuable information without regular backups and a centralized data protection system. This can result in significant disruptions, financial losses, and reputational damage for the company.

RECOMMENDATIONS

Essentially, EcoCare Hygiene Services struggles with forecasting its products. In order to resolve this issue, the company needs to analyze historical data. EcoCare Hygiene Services can significantly improve its product forecasting capabilities through the analysis of historical data. By analyzing historical data, EcoCare is able to identify seasonal trends and recurring patterns related to product demand. When companies fail to recognize trends, they will make bad decisions as a result of misinterpreting data. It is crucial for companies to have historical data in order to forecast demand accurately. By forecasting demand accurately, manufacturers can maintain optimal inventory levels and this ensures sufficient stock to fulfil customer orders promptly while minimizing excess inventory and associated holding costs (Nalini, 2022). As a result, it's crucial to identify and analyze accounts accurately to determine stock levels. When reviewing historical data, ensure you are not misled about performance based on inadequate stock levels to support full demand (Fuse Inventory, 2020). It is estimated that EcoCare Hygiene Services can increase its forecasting capabilities by implementing this recommendation, which will result in better inventory management, better production planning, and better resource allocation.

It is reasonable for me to recommend EcoCare Hygiene Services invest in a dedicated server or data centre since the company does not have a server system and relies on manual paperwork. By having a dedicated server system, EcoCare will be in total control over how its data is stored, accessed, and secured. People tend to mistakenly assume servers are similar to desktop PCs, which isn't true. The operating system on a PC can be configured as a server system, however, the operation of the system does not always match that of a server. The purpose of a server is to manage, store, send, and process data at all times. It will work 24 hours a day and is extremely reliable compared to a desktop (Hall, 2019). Moreover, an efficient system will help EcoCare scale up faster. They augment your teams' abilities, freeing them from much of the manual day-to-day tasks that require time and energy (Dib, 2021). Based on Forbes, having a server system ensures a consistent, world-class experience for customers.

III. OPPORTUNITIES

Since the Covid-19 pandemic, global hygiene practices have been profoundly impacted, increasing awareness and prioritizing cleanliness and hygiene. It is recognized by EcoCare Hygiene Services, a company operating in the hygiene industry, that this paradigm shift is an opportunity to generate new revenue streams and target a broader market. After the pandemic, hygiene-related products and services have seen an increase in demand. Cleanliness and sanitization have become increasingly important to maintaining a safe and healthy environment among individuals, businesses, and institutions. EcoCare Hygiene Services is well-positioned to cater to this growing demand with its comprehensive range of hygiene solutions. With hygiene becoming a top priority across various sectors, EcoCare can tap into new customer segments. Beyond traditional clients, such as healthcare facilities and hospitality establishments, the company can now target industries like education, offices, retail, and transportation.

While the Covid-19 pandemic has slowed economic growth, it has actually been a unique opportunity for Ecocare Hygiene Services, as they view it as a unique opportunity to attract new customers and expand their market share. In response to the pandemic, public awareness and concern have significantly increased. As a result, more people are becoming aware of the importance of cleanliness and sanitation in preventing infectious diseases. Thus, EcoCare Hygiene Services can leverage this heightened awareness to position itself as a trusted provider of comprehensive hygiene solutions.

RECOMMENDATIONS

As people have become more attentive to hygiene after the pandemic, EcoCare Hygiene Services became well-known throughout Petaling Jaya. The company has also been in the hygiene industry for years. Now is the time for EcoCare to partner with complementary businesses. It would be a great strategy to capitalize on the increased hygiene awareness and expand EcoCare Hygiene Services' reach through this step. Partnerships between businesses involve a professional relationship between two or more parties aimed at creating and delivering a new product, technology or service (Belitski & Mariani, 2023). Furthermore, by partnering with

complementary businesses, both businesses can reduce their R&D costs, enhance innovation capability, and accelerate their time to market. Collaboration provides access to a variety of resources, such as knowledge, employees, and suppliers. Facility management companies, cleaning product suppliers, or health and wellness organizations are complementary businesses that EcoCare Hygiene Services should partner with. Through this partnering, EcoCare will be able to offer bundled services or cross-promote with other companies.

As a next recommendation, EcoCare Hygiene Services should invest in community involvement. Being able to engage in community events and initiatives related to hygiene and public health is an effective strategy for EcoCare Hygiene Services since its customers have expanded into different ranges over the years. The involvement of a company in the community had traditionally been regarded as an effective method of building relationships with local communities. The more a social improvement relates to a company's business, the more it leads to economic benefits as well (Murawska, 2020). EcoCare should contribute to local hygiene awareness campaigns, volunteer in community programs, or support educational resources for schools and community centres. As well as building brand recognition, these activities demonstrate EcoCare Hygiene Services' commitment to the community.

IV. THREATS

Among the significant threats to EcoCare Hygiene Services is the intense competition from rivals who boast modern technologies and extensive machines for maintenance. Maintenance services provided by competitors are competitively advantaged because they utilize modern technology and advanced machines. It may be difficult for EcoCare Hygiene Services to match competitors' efficiency, speed, and effectiveness, potentially affecting customer satisfaction and retention. Modern technologies and machinery are limited, which may hinder EcoCare's ability to innovate. Therefore, the company will be less able to adapt to evolving market trends and customer needs, hampering its long-term growth and competitiveness. As an example, EcoCare's service vans do not have air ventilation like Rentokill's. Their vans are equipped with air ventilation, which lets chemical smells escape to the outside.

Thus, EcoCare technicians were discomforted by chemical smells that accompanied their work during the day they went for services at customer's place.

In addition to that, EcoCare Hygiene Services was faced with the threat of customers buying hygiene products through online platforms. The online marketplace is highly competitive, with numerous sellers competing for customers' attention. New entrants and established e-commerce players increased competition for businesses like EcoCare Hygiene Services. Furthermore, other online platforms like Lazada and Shopee have become more popular, decreasing EcoCare's customer loyalty. With online platforms, customers have more options and can switch brands more easily. As well as that, customers prefer online platforms more due to the cost-effectiveness of online shopping. In terms of customer loyalty, this has been a trigger for EcoCare Hygiene Services in the past.

RECOMMENDATIONS

In order to overcome the technology challenges, EcoCare Hygiene Services must conduct a technology assessment. The process of technology assessment involves the evaluation of new technologies to determine whether they are suitable for a particular purpose. In this process, an organization analyzes the potential benefits and risks of technology and determines whether it is right for it. Using this strategy, EcoCare will be able to choose which technologies to invest in with confidence. By evaluating the potential benefits and risks of technology, organizations can determine whether it will help them achieve their goals and improve their operations (Michelitsch, 2023). As a result of evaluating technologies before investing, EcoCare Hygiene Services can identify potential issues and address them before they become major ones. In the long run, this can save businesses time and money. Ultimately, EcoCare Hygiene Services can better understand its technology strengths, weaknesses, and improvement areas by conducting a technology assessment. As a result of this assessment, informed decisions can be made regarding technology investments, priority upgrades, and improving maintenance practices. EcoCare Hygiene Services can leverage technology to improve customer service, increase operational efficiency, and remain competitive.

As for EcoCare Hygiene Services, customer education can be a good strategy to address the issue of customers purchasing hygiene products online. Customer education is a set of programs developed by a company that provides consumers and business customers with the information, skills, and abilities they need to be successful with a product (Singh, 2020). To put it another way, it is the process of providing your customers with the tools and resources they need to make more informed purchases. In order to safeguard its customers from potential risks associated with buying hygiene products online, EcoCare Hygiene Services must provide them with information about the potential risks, such as counterfeit products, questionable quality, and poor customer service. By providing education and raising awareness about the value and benefits of EcoCare's services, EcoCare can guide customers to make informed decisions and show them why it is advantageous to opt for professional services. Customer education could improve customers' purchase decisions by helping them be more aware of their needs, more informed about different aspects of a product or service, and able to make more rational comparisons with competitive alternatives before purchasing (Sun, Foscht, & Eisingerich, 2021). With consistent investments in customer education, Ecocare Hygiene Service establishes itself as a trusted partner, differentiates from online products, and fosters long-term relationships with customers.

8.0 CONCLUSION

This internship has provided me with valuable insight into the dynamic field of marketing and real-world exposure to its practices. It has been a pleasure working on marketing projects during my internship and applying the theoretical knowledge I gained from my academic studies to real-world marketing situations. Based on my internship experience, I can say that it has given me a deeper understanding of marketing concepts and strengthened my skills in multiple areas. During my internship, I learned how important it is to understand the target audience. Through market research, data analysis, and customer interactions, I learned how critical it is to identify customer needs, preferences, and pain points. By understanding the target audience, effective marketing strategies could be developed as well as compelling messages that resonated with the target audience. I learned that successful marketing is about more than simply promoting products or services; it is about connecting with customers on a deeper level, addressing their unique challenges, and providing tailored solutions.

Overall, my internship in marketing has been a tremendously rewarding experience that has provided me with valuable knowledge, skills, and insights. This program solidified my passion for marketing and confirmed my career ambitions in this dynamic field. It has been an honour to work with a team of talented professionals throughout my internship period who guided and mentored me. As I continue to grow and develop in the field of marketing, I will continually draw from the lessons I have learned from my internship. Through this experience, I have acquired a solid foundation for navigating the ever-changing marketing landscape, adapting to emerging technologies, and contributing to future marketing success. In summary, my marketing internship has been enriching and transformative, not only enriching my understanding of marketing principles but also providing me with practical skills and confidence to excel in this dynamic field. As I embark on a career in marketing, I'm eager to apply the knowledge and experience I gained during my internship.

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10.0 APPENDICES



Appendices 1: EcoCare Lady Bin Lorry



Appendices 2: EcoCare Maintenance Service Van



Appendices 3: Intern Training at Site



Appendices 4: Intern Training Session with Technician



Appendices 5: EcoCare Fan Air Freshener



Appendices 6: Gaming Area in Office



Appendices 7: Weekly Ice-Cream Break



Appendices 8: Raya Celebration Preparing



Appendices 9: Weekly Sales Meeting on Every Friday



Appendices 10: New Product Meeting



Appendices 11: Brainstorming Session for New Fragrance Name



Appendices 12: Finalizing the Chosen Fragrance Name and Smell



Appendices 13: Game Session on EcoCare's Raya Celebration Event



Appendices 14: Intern with Seniors of EcoCare



Appendices 15: EcoCare on Raya Celebration Event



Appendices 16: EcoCare's 16th Years Anniversary Celebration