



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

TUDUNGRUFFLE
IRHA INTERNATIONAL SDN BHD (1384682-T)

INDUSTRIAL TRAINING REPORT

TUDUNGRUFFLE



**NURIZZATI BINTI BAHARUDIN | 2020461674 | M1BA2406A
MARCH 2023 - AUGUST 2023
PREPARED FOR : MADAM NORAZAMIMAH BINTI BOGAL**

EXECUTIVE SUMMARY

My significant path through the internship started at Tudungruffle, and it has been full of exciting and challenging events ever since. This industrial training was required for my six-month studies at UiTM Kampus Bandaraya Melaka. On March 1, 2023, I began my industrial training at Tudungruffle, and my placement is at the Tudungruffle headquarters in Conezion, IOI Resort City.

I started in the sales department, where I was initially assigned to help the customer service management before being transferred to handle stockist management until the internship ended. Handling stockist management was difficult because it had to be done quickly and effectively, however, the staff was welcoming and helpful throughout the entire journey. Every work taught me a lot, and I learned fresh skills and knowledge as a result. It has been an interesting adventure since my managers entrusted me with a real job and complete control of the stockists.

Throughout this report, it includes the task I did throughout the internship, analyzing the company's SWOT and did some research on how to make improvement in each of the SWOT elements with some recommendations. The SWOT analysis covers the most important information about the company's strengths, weaknesses, opportunities, and threats.

Finally, during the internship period, I got the opportunity to experience various events that are joined by Tudungruffle. Hence, from those events, I did observations and made connections with new people to expose myself to this working world. I really enjoy my internship process even though it is hard for me at first to adapt to the new environment, in the end it is totally worth it.

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ACKNOWLEDGEMENT

Assalamualaikum w.b.t,

To begin, I would like to extend my most sincere gratitude to Allah SWT for His showering of blessings and granting the opportunity to successfully complete the internship with His guidance as one of the prerequisites for completing the course, MGT666 Internship. This was one of the requirements for graduating from the program.

I would like to extend my heartfelt appreciation to my compassionate advisor, Puan Norazamimah binti Bogal, for the sincerity and enthusiasm of effort and direction that she has provided during the entirety of this internship. She advised and suggested upon completion of my report that she is flexible and make it easier whereas I am able to contact her either during working hours or after working hours.

Sales Manager and also as my supervisor throughout the internship, Puan Syazwanie Edania for her support and constant supervision which contributed to my personal development. She has been my biggest support and push factor in performing my task which she entrusted to me on the stockist management. Also, she taught me a lot on how to improve myself and build up myself to be ready for the working environment. The journey will be one of my unforgettable memories throughout the six-months period.

I would like to thank my parents for their unconditional support and understanding throughout the internship period where I have to keep working on weekends and bring the unfinished work home. Their understanding and advice were helpful throughout the internship. My friends who are mentally supported and giving out opinions throughout completing this report. Lastly, I want to thank myself for never giving up when being pressured, things get rough, through all the challenges throughout the six-months period.

1.0 STUDENT'S PROFILE

NURIZZATI BINTI BAHARUDIN
Degree in Business Administration (Marketing)



SUMMARY/OBJECTIVE

I am incredibly motivated to improve my skills and advance professionally. Capable of utilizing own initiative and able to respond positively. I work well under pressure—reliable, trustworthy, meticulous & self-dependent. I am dedicated to succeeding in any given environment and consistently produce quality work. I'm also able to complete most tasks in a timely fashion. I'm excited to broaden my knowledge and contribute to the growth and success of the organization.

EXPERIENCE

- | | |
|--|--------------------|
| Sales Assistant
Daiso Flat Price | 2022 |
| <ul style="list-style-type: none">• Deliver various customer-focused services to drive sales and maximize profits.• Assist customers in identifying choice products.• Providing product information and offering advice on products that'll best meet set requirements.• Monitor the level of inventory stock displayed on shelves to facilitate restocking of out-of-stock items.• Operates cash register, maintains accountability for accuracy of cash and change transactions. | |
| Customer Assistant (Internship)
MPH Bookstore (Alamanda, Putrajaya) | 2019 - 2020 |
| <ul style="list-style-type: none">• Assists customers in selecting merchandise; greet customers.• Assist bookstore staff with inventory, returns, resetting shelves, etc.• Assist textbook buyer with shelving books. | |

EDUCATION

- | | |
|--|-----------------------|
| Degree in Business Administration (Marketing)
Current CGPA: 3.53 Universiti Teknologi Mara (UiTM) Bandaraya Melaka
Involvement and Achievements:
- Winner of the project for Marketing Communication Project (MACOMP) for Ittihad Trading & Resources Sdn. Bhd
- Participated in Siswapreneur Virtual Talk 1/2022: Langkah Awal Memulakan Perniagaan.
- Participated in Forum: How to Balance Between Study & Leadership.
- Participated in CSR programme at Melaka. | 2020 - Present |
| Diploma in Business Studies
CGPA: 3.41 Ungku Omar Polytechnic
Involvement and Achievements:
- Attended Entrepreneurship Program.
- Participant for Gerak Usahawan Kampus, Perlis.
- Participated in CSR programme at Kuala Kangsar. | 2017 - 2020 |
| Sijil Pelajaran Malaysia
Sekolah Menengah Kebangsaan Putrajaya Presint 8(1) | 2012 - 2016 |

SKILLS & HIGHLIGHTS

- | | | |
|---|---|---|
| Advance:
- Speaking and Writing in Malay
- Microsoft Word
- Canva | Intermediate:
- Microsoft PowerPoint
- Microsoft Excel | Basic:
- Speaking and Writing in English
- Adobe Photoshop
- SPSS |
|---|---|---|

REFERENCES

Mr Lai
Manager Of Outlet
Daiso D'Pulze, Cyberjaya

Figure 1: Resume

2.0 COMPANY'S PROFILE

2.1 ORGANIZATIONAL BACKGROUND

TUDUNGRUFFLE

IRHA INTERNATIONAL SDN BHD (1384682-T)

Figure 2: Logo

Irha International Sdn Bhd is a privately held company that was established by Puan Hanis Binti Arif, who now serves as the company's Chief Executive Officer. The year 2013 marked the beginning of operations for the business, which now has its headquarters at the IOI Conezion in Putrajaya. The company's registration number is 202001028362 (1384682-T), and it can be seen on their website. The symbol of the company is the name itself, whereas it was a combination of the first two letters of Puan Hanis Arif and her husband, Encik Irshad Razali. Currently, the company establishes a boutique that is located inside of the largest mall in Southern Klang Valley, IOI City Mall. The majority of their customers travel from other states to experience a walk-in by themselves, showing that their brand, Tudungruffle is one of the most famous in line. As the parent company of the brand, Tudungruffle, they now employ around thirty employees, all of which have dedicated sweat to help the company to achieve what they have now. The company's crew consists of highly qualified individuals who will ensure that all products are created mainly to satisfy their customers.

The brand, Tudungruffle, specializes in providing the highest quality scarves for their customers. They design their scarves with a distinctive emphasis on originality and improvisation, specializing in creating square and shawl scarves. Their style and unique design are heavily influenced by the concept of adaptability, as well as effortless styling, elegance, and conformity to Syariah law. As of this moment, they have been successful in producing over 20 different styles of scarves that have become fashionable in a short amount of time, regardless of whether they are sold on online or offline platforms. In addition to that, Tudungruffle has a variety of hijab accessories that are meant to complete the appearances of their customers.

Tudungruffle is placed on a variety of websites and at physical retail locations. TikTok and Shopee are two of the social media channels, along with others, that the company use to sell their goods on the web marketplace. In addition, their primary sales platform is their website, which enables them to offer their products on the international market in countries such as Singapore, Indonesia, Thailand, and Brunei. Aside from that, Tudungruffle serves the needs of customers in Malaysia, Singapore, and Brunei through a small number of retailers situated in those countries. When it comes to offline platforms, customers have the option of purchasing scarves of their choice at the Tudungruffle store in IOI City Mall or at any other events in which the company may participate.

2.2 ORGANIZATION'S VISION AND MISSION

Vision:

To be more known globally and maintaining the innovation and improvisation of scarves.

Mission:

To produce affordable, classy, modest, and contemporary hijabs to their customers who come from various backgrounds, ages, and occupations without compromising on values and religious beliefs.

2.3 ORGANIZATIONAL CHART

IRHA INTERNATIONAL SDN BHD

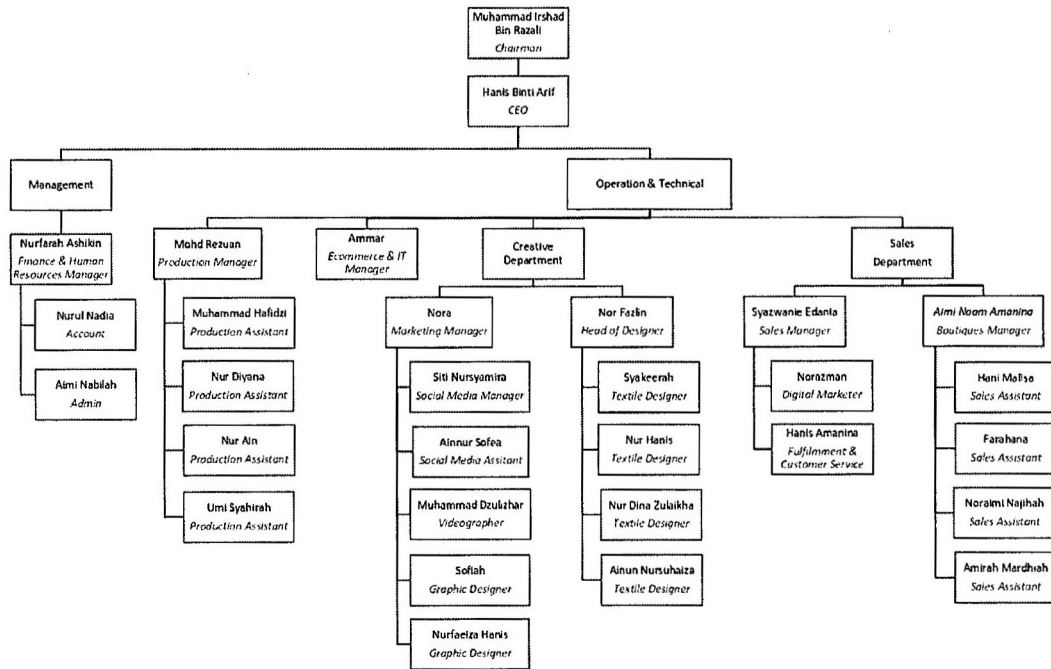


Figure 3: Organizational Chart of The Company

2.4 PRODUCTS OFFERED

Products	Description
Printed Square	<ul style="list-style-type: none"> • Mekar • Percha • Mabroor • Medina • Zellij • Artisan • Jannah • Srikandi • Rempah Ratus • Teratak • Lagenda • Laylatul Qadar • Woo Memory Lane • Amour • Marrakech
Printed Shawl	<ul style="list-style-type: none"> • Percha • Zellij • Artisan • Jannah • Srikandi • Rempah Ratus • Teratak • Lagenda • Laylatul Qadar • Woo Memory Lane • Marrakech
Square	<ul style="list-style-type: none"> • Basic Curve • Aurora • Basic Square • Inaya Square
Shawl	<ul style="list-style-type: none"> • Safiyya

	<ul style="list-style-type: none">• Cosy• Inaya• Carmilla
Instant	<ul style="list-style-type: none">• Lazy• Zara• Cosy Instant
Accessories	<ul style="list-style-type: none">• Hijab Starch• Hijab Rescue Kit• Scrunchies• Inner

3.0 TRAINING'S REFLECTION

3.1 DURATION

I have successfully completed the 26 weeks training requirement by the university from 1st March until 17th August. The operation's working days and hours are indicated as Monday through Friday, 9:30 a.m. to 5:30 p.m. The amount of work that needs to be done at the weekends is determined by the amount of work that needs to be done during the week in order to meet the deadline that has been set.

3.2 SPECIFIC DEPARTMENTS I HAVE BEEN ASSIGNED TO

While undergoing practical training with Irha International Sdn. Bhd., I was placed in the sales department under the supervision of Puan Syazwanie Edania. I was given the responsibility of handling customer support for Shopee, TikTok, Shopify, and email, as well as stockist management and blasting databases while working in the sales department.

3.3 ROLES, RESPONSIBILITIES, AND TASK GIVEN

i. Handling Customer Service for Shopee, TikTok, Shopify and Email

On March 5th, I was given the responsibility of providing customer support for several social media platforms, including Shopee, TikTok, e-commerce, and email. I need to entertain a few queries involving general enquiries, complaints, and requests. These general inquiries include questions on the delivery of products as well as questions regarding products that have sold out. Accept customer complaints, which typically concern issues such as the shipment going missing, obtaining the wrong product, or receiving a defective item. Also, for requesting is whenever the customer is requested for a gift or any other request such as buying products in bulk.

ii. Handling Stockist Management

My responsibilities for stockist management include hiring, assisting, managing, preparing material, and pre-launching that is linked to stockist. In the beginning, Mrs. Edania will direct and support me in determining how to manage the stockists, and I will be responsible for carrying out the task till today. There are over 350 stockists located in Malaysia, Singapore, and Brunei as of the month of July 2023. These stockists are actively playing a role as a party that purchases and stores a certain number of products of the brand for distribution in a certain region, either to other resellers or selling the products on behalf of the brand directly to the customer base they created. Stockists are parties that purchase and store a certain quantity of products of a brand. In most cases, these stockists operate out of their very own retail locations, from where they get their product and then display it for sale.

3.4 BENEFITS THAT I RECEIVED AND GAINED

I had the opportunity to receive perks from Irha International Sdn. Bhd. during the duration of the industrial training. First and foremost, I was given RM500 as an allowance every month, in addition to commission based on the sales performance of retailers and stockists. During the festive period, also known as the Hari Raya Celebration, I was able to earn up to RM 1,800 for the sales commission. Aside from that, the business showed appreciation over the festive period by providing a bonus and other small presents to all of its workers, including interns and people working part-time. These gifts were given throughout Hari Raya. Sometimes on Friday, the company will provide a free meal for everyone and celebrate their monthly birthday.

Despite this, I am able to make the most of my time as an intern by acquiring as much useful information and experience as possible. Because of this information, I am able to study more retail industry-related platforms, such as Yezza, Shopify and SiteGiant, that are currently in frequent use. I was given the opportunity to learn how the processes of the many departments relate to one another. Without a clear channel of communication and well-defined objectives, the department cannot function efficiently. I am able to acquire both soft skills and hard skills via the use of these skills. In terms of soft skills, I have acquired skills such as issue solving whenever I am confronted with a crisis, communication between stockists and management, time management, teamwork among members of the team, solving conflicts, and a variety of other skills. I can see that each day that I work in this department, I grow to be a better version of myself and acquire new abilities. This is because I learnt a lot of new things, the most significant of which are my communication skills, which have given me the confidence to speak up and take care of matters that are relevant to stockist management.

4.0 SWOT ANALYSIS

STRENGTH	WEAKNESS
<ul style="list-style-type: none">• S1 Uniqueness of design• S2 Successful campaign	<ul style="list-style-type: none">• W1 Slow preparation process• W2 Insufficient stock to meet demand
OPPORTUNITY	THREATS
<ul style="list-style-type: none">• O1 Collaboration with prestigious brand• O2 Increase International presence	<ul style="list-style-type: none">• T1 High number of competitors• T2 Change of Consumer Behavior

4.1 STRENGTHS

i. S1 Uniqueness of design

Tudungruffle, which is owned by Irha International and is a part of the famous brand line for hijab, is recognized as one of the most distinguished names in the fashion retail industry. The company has been quite successful in producing a number of different scarves, both printed and plain, that are able to attract the attention of buyers. Each of the scarves is worthwhile purchasing because of the one-of-a-kind design it has, which was created only by the design team. Every designer puts in around a month's worth of time to come up with ideas, after which they spend another month turning those ideas into designs. In addition to this, each of the designs of the scarves is accompanied by a unique backstory, which serves to pique the interest of potential buyers and is accompanied by a unique packaging option that is derived from the design. For example, one of the Aidiladha collections is the Mabroor Collection which is based on the experience of performing Hajj. In addition, buyers of Tudungruffle tend to collect all of the unique boxes. This is because the exclusive boxes are only available while supplies remain, and the fact that customers collect them shows their support.

Tudungruffle has become well-known owing to the distinctiveness of its designs, which means that customers will not be able to locate such designs anywhere else because they are manufactured to order. Because of this, it is now much simpler for the stockists to sell the items because the designs are more appealing to customers and encourage them to make a purchase.

ii. **S2 Successful Marketing Campaign**

The next advantage that the company possesses is that it has run a campaign that has been quite successful. Because of the rise in the number of people who use social media, the majority of hijab manufacturers have begun offering their wares for sale on social media platforms and have begun to focus their efforts on promoting and marketing on these platforms. According to Casaló et al.'s research from 2020, the social media platform that has become the most popular among fashion firms is Instagram. It may be displayed on social media platforms like Instagram and TikTok, and Muslim influencers are the ones that wear and promote the scarves by taking pictures or making videos wearing them. It has been proven that social media influencers have also helped to accelerate this expansion alongside e-commerce (Peterson, 2016). This boom in the hijab fashion business has begun to climb gradually alongside the rise in online shopping among Muslim female consumers.

The participation of social media influencers such as Dahlia Rizal, who is one of the prominent names in the industry, helps to expand Tudungruffle's profile on social media. In addition, these influences have been effective in raising awareness of the hijab, particularly among millennials, which has an effect on their opinions. As an illustration, one of the successful campaigns developed by Tudungruffle was for the celebration of Mother's Day. The marketing team traveled to Bukit Bintang, Kuala Lumpur, in order to conduct a few brief interviews in connection with Mother's Day. Also, a campaign for teachers' day, in which Tudungruffle invites a well-known singer named Mrs. Tasha Manshar, who becomes a teacher as a model for the collection that is called the "Artisan" Collection, as well as sales of discount 10% off for any item that are valid exclusively for teachers by carrying their name tags.

In addition, the company frequently hosts live shows on Instagram and invites fashion influencers like Dahlia Rizal and other fashion influencers to participate in order to promote or offer sneak previews of new collections. It helps to enhance the discoverability on Instagram in the sense that once they go live on Instagram, the followers will receive an in-app notice, and the Live will be moved to the top of their Instagram stories page. This happens anytime they go live on Instagram. It is an excellent tool for attracting new followers, increasing engagement, and selling things since it makes it simpler to demonstrate the items to prospective buyers and communicate with them. Hosting live events enables Tudungruffle to uncover a wide range of comments and insights provided by customers, which in turn enables the company to develop more effectively. By means of the live broadcasts, the influencers are able to demonstrate some of the tutorials that the viewers have asked for. This, in turn, will reinforce the reason why the viewers need to acquire the collection and, indirectly, will help create trust and rapport with the followers.

4.2 WEAKNESSES

i. W1 Slow Preparation Process

Tudungruffle is frequently unable to meet the high demand of its customers within a reasonable time frame, which frequently results in a complaint from the customer due to the slow preparation time, in which each order took approximately two to three days before it was ready to be shipped. Despite the constant demand from its customers, Tudungruffle is frequently unable to meet the high demand of its customers within a reasonable time frame. As a consequence of the great esteem that workers at Tudungruffle have for product quality, they spend their time preparing each order. This has led to a significant increase in the number of dissatisfied customers who are unable to wait for a long amount of time to get their orders. In addition, the primary cause of the delay in the processing of the order is the fact that the product has not yet been completed by the tailor, and the quality check of each scarf requires some additional time. Each employee is only able to finish preparing 100 pieces every day so that they may be checked, tagged, and packed into a box.

ii. W2 Insufficient Stock to Meet Demand

Tudungruffle is not exempt from the fact that they have flaws in the way they manage their business; for example, they are unable to fulfil the demand of customers because they do not have adequate inventories. It is impossible to keep up with the demand from customers for each and every collection, and as a result, products might be out of stock in a matter of minutes if demand is very high. In addition, because the company has warehouses, boutiques, and a number of different e-commerce platforms, the quantity of each collection is limited and insufficient. This causes the consumers to be disappointed and consider switching to another hijab brand because they are unable to purchase the collection that they have their heart set on.

4.3 OPPORTUNITIES

i. O1 Collaboration with Prestigious Brand

Tudungruffle has cooperated with prominent businesses, which may be extremely advantageous for hijab brands by increasing visibility, brand credibility, and access to new customer segments. Partnering with a prominent brand boosts the hijab brand's reputation in the eyes of buyers, adding a feeling of credibility, exclusivity, and quality to the brand. Customers may identify the hijab brand with the cooperating partner's reputation and distinction, resulting in enhanced trust and brand loyalty.

Moreover, collaboration frequently results in the creation of one-of-a-kind, limited-edition products that are exclusive to the partnership. It can generate excitement and buzz among consumers, thereby driving demand and instilling a sense of urgency to buy. The partnership may also permit Tudungruffle to experiment with new designs, materials, or styles, incorporating the knowledge and aesthetic of the prestigious collaborator. For its Raya collection, Tudungruffle, for instance, has collaborated with one of the city's most renowned fashion designers, Fiziwoo.

ii. O2 Expand Brand Internationally

According to the company's statistics, the majority of Tudungruffle's customers are located in Singapore, Brunei, and Indonesia, thus, extending the company's retail locations in those countries will help improve the brand's visibility on a global scale. Customers have suggested that Tudungruffle establish shops in such locations so that they may more easily purchase the product rather than having it sent to them. Growing the brand on a global scale will provide a greater number of opportunities for them to improve the image and exposure of their brand. Additionally, expanding globally lends legitimacy to the brand and instills prospective customers with a greater sense of trust in the products and services that Tudungruffle has to offer.

Additionally, by growing the brand worldwide, it will be possible to have access to a varied range of cultures, which will contribute to the enrichment of teams and the improvement of international performance. They will have an edge over other local businesses as a result of the cultural differences since they will be able to bring a greater grasp of the culture of the target nation as well as the expectations of its customers. For instance, the fact that Tudunpeople, whose primary product is the hijab, have been able to spread their brand into East Asia, Japan demonstrates that they are able to integrate themselves successfully into the local culture. Furthermore, by growing the brand abroad, Tudungruffle will be able to acquire a larger number of retailers, allowing them to develop their reseller network. In Singapore, there are now only a limited number of stockists. The presence of resellers will contribute to the expansion and improvement of the Tudun Ruffle brand image, which will result in universal recognition of the brand.

4.4 THREATS

i. T1 High Number of Competitors

The hijab fashion industry has indeed witnessed a significant increase in competition as its popularity and demand continue to grow. Also, with more women embracing hijab as a form of self-expression, numerous brands have emerged to cater to their diverse style preferences and needs. Throughout the first decade that Tudungruffle was in operation, the company encountered a number of obstacles. These companies face competition from their rivals in the form of social media or from other companies that provide products that are similar to those sold by Tudungruffle, which is one of the challenges they face. Tudungruffle has made the decision to place its store at IOI City Mall, which is one of the major shopping malls in the Klang Valley. This location was chosen since it is in a strategic location. In the area around the store, there are AmeeraZaini, Sofearose, and Naelofar Hijab, all of which sell and create headscarves of a high quality and make a significant profit from their product sales.

ii. T2 Change of Consumer Behavior

In the context of hijab brands, brand switching refers to the process of switching from one brand to another in quest of a better fit, style, quality, or overall customer experience. As hijab fashion has risen in popularity and diversity, women who wear hijabs now have more alternatives than ever before, resulting in a competitive market in which manufacturers compete to attract and maintain customers.

Furthermore, people tend to experiment with new styles and designs because each brand has its own distinct look, and individuals may be drawn to a specific brand that corresponds better with their personal style or fashion preferences. For example, Shawl Publika has vibrant colors that appeal to middle-aged women, and Leeyanarahman offers competitive rates for their scarves. Switching brands helps people to try out various styles and exhibit their uniqueness.

5.0 DISCUSSION AND RECOMMENDATION

i. S1 O1 Offer More Variety of Colors

Tudungruffle, on the other hand, may provide a wider range of colors that are not confined to the colors they often utilize. Colour has a significant impact on consumer behavior because it can evoke emotions, create brand associations, and influence purchasing decisions. As evidenced by their release, the brand has used the same colors for several collections while customers desired different color palettes. Rupa Rathee (2019) studied how color influences consumers whereas the authors found that in order to maximize success with color, it is essential to understand the psychological principles behind color. Therefore, it is necessary to plan and anticipate how consumers will respond to the selected colors. Additionally, Tudungruffle can strive to produce more vibrant colors, as this can help products stand out in a congested marketplace and attract the attention of consumers. Colors that attract the eye can enhance the probability of a buyer noticing and connecting with a product.

In addition, Tudungruffle can enhance their collaboration with brands by conducting research to determine what types of brands are compatible with their product. Create distinct and memorable experiences for the audiences of both brands that demonstrate their commitment to making the collaboration a success. For instance, collaborating with Barbie, a brand renowned for its vibrant yet fashionable colors, would be a good fit for Tudungruffle.

ii. S2 O2 Hire Established Influencers

Tudungruffle should develop a strategy that includes compelling content, user engagement promotion, and ongoing analysis. They can enhance their brand presence, engage their target audience, and achieve their marketing objectives by leveraging social media platforms effectively.

Indirectly, Tudungruffle is able to hire more established influencers who can increase the brand's global presence. *With the reach and influence of social media, influencers are able to engage with audiences around the globe, making them effective tools for expanding brand presence internationally.* Influencers frequently have a devoted and engaged following that respects their opinions and advice. When influencers endorse a product, it feels like a genuine recommendation, resulting in increased levels of trust among their audience. According to Sokolova & Kefi, 2020, it gives consumers a sense of close relationship and fits with their favorite influencer whenever the brand uses the influencer marketing strategy. Tudungruffle can create compelling content, such as a challenge for influencers, which will indirectly increase user engagement. Influencers are frequently trendsetters and tastemakers within their respective sectors, and when they endorse or engage with a brand, it can create a ripple effect, drawing interest and engagement from their followers, and potentially resulting in the viral spread of the content or campaign. Additionally, Tudungruffle's brand recognition in the

industry will undoubtedly increase as a result of the appointment of industry influencers, however, the company must manage this endeavor carefully to avoid wasting marketing funds. Engaging an influencer who can add value to the brand and aid in the expansion of the company's visibility is a smart move.

iii. W1 O1 Conduct a Process Analysis

Collaborating with other companies may be a strategy that is mutually advantageous, as it allows both parties to exploit the other's strengths, get access to new audiences, and increase their brand exposure. Tudungruffle has the capacity to do a process analysis by examining the existing workflow for the process preparation and determining the areas in which there is room for improvement. Before cooperating with another company, Tudungruffle has to make sure that all of their internal procedures are streamlined and running as smoothly as possible. Indirectly, efficient process management guarantees that the partnership operates well, which may boost the standing of both businesses in the market.

iv. W2 O2 Enhance Demand Forecasting

Tudungruffle may improve demand forecasting, which is a process that enables businesses to accurately predict customer demand for their products or services. By enhancing the accuracy of demand forecasting through the analysis of historical data, market trends, and customer behavior, Tudungruffle is able to make better planning decisions, optimize inventory levels, and guarantee that it has sufficient stock to meet customer demand. In addition, Tudungruffle is able to collect and analyze relevant data, such as historical sales data, customer purchase patterns, market trends, promotional activities, and external demand-influencing factors, in order to help them derive insightful conclusions from these data sources. In addition, conducting market research enables the business to comprehend customer preferences, behavior, and emerging trends, and the analysis of market research provides valuable insights into demand drivers, new product opportunities, and competitive dynamics. Combining the results of market research with data analysis improves the precision of demand forecasts.

Additionally, Tudungruffle can optimize the supply chain by enhancing the network's efficiency and effectiveness to maximize customer value and minimize costs. This includes establishing strong relationships with suppliers, which entails selecting dependable suppliers that allow Tudungruffle to secure on-time deliveries, maintain quality standards, and control costs.

v. S1 T1 Collaborate with Talented Designer

Competing with competitors on the basis of design originality requires a strong emphasis on creativity, innovation, and the delivery of products that stand out in the marketplace. It can contribute to brand dilution and make it difficult for consumers to distinguish between brands, making it difficult for brands to stand out. Consequently, Tudungruffle must establish a powerful and consistent brand identity that reflects their uniqueness and differentiates them from competitors. Romero, Rodriguez and Carmen (2019) demonstrated that fashion brand authenticity consisted of several factors such as authority, fashion ability, consistency, innovativeness, sustainability, origin, and heritage, through an experimental design with two sport brands focused on customer participation. The brand identity can be seen in design elements, packaging, and quality, whereas Tudungruffle can emphasize this throughout their sales. In addition, Tudungruffle is able to collaborate with talented designers who can offer new perspectives and expertise to their design initiatives. Collaborating with talented designers can result in captivating and innovative design solutions.

vi. S2 T2 Conduct Market Research

Tudungruffle must conduct market research to determine the requirements and preferences of their target market in order to comprehend their customers' demands. Research is a process of steps used to collect and analyze information to increase understanding of a topic or issue (Jyoti Gaikwad, Bhaskar Yadav, 2019). Providing a product that satisfies the needs of the consumer can establish a solid foundation for customer satisfaction and loyalty. Tudungruffle can collect direct consumer feedback through market research techniques such as surveys and questionnaires. Ask specific inquiries about their preferences and what they value most in products so that Tudungruffle can ensure that they are meeting their customers' requirements. Additionally, Tudungruffle can incentivize customers to provide feedback through customer reviews and ratings in exchange for a token of appreciation. Analyze this feedback to identify areas where enhancements can be made to demonstrate to consumers that their opinions are valued and that you are committed to enhancing their experience. Indirectly, it will distinguish them from other brands by allowing them to provide experience that others cannot.

vii. W1 T1 Invest in Technology

Tudungruffle can compete with competitors by improving process preparation which requires a strategic approach to enhance efficiency, reduce lead times, and deliver superior products or services. Investing in technology is one option available to Tudungruffle for making improvements, and the company's use of tools is one way it may simplify the process preparation. If Tudungruffle had technology, then the process would be simpler, and there would be less opportunities for human mistake since everything will be contained within the system. According to Mandeep Kaur, 2023, businesses are able to make decisions more quickly and adapt to changes in the market more quickly by implementing technology. Focusing on process improvement and efficiency will make the business better compete with competitors by delivering high-quality products more effectively and efficiently.

viii. W2 T2 Implement Safety Stock

Tudungruffle should take proactive measures to effectively manage inventory and meet customer expectations in order to avoid a shift in consumer behavior due to insufficient stock to meet demand. Tudungruffle can act by reserving safety stock as a buffer against unexpected increases in demand or disruptions in the supply chain. According to Goncalves, Carvalho and Cortez (2020) an optimal safety stock strategy should be small enough to reduce inventory-related costs while satisfying demand and high service level customers on time. Safety stock functions as a buffer to prevent stockouts during unforeseen periods of elevated demand. This is due to the fact that consumer demand is inconsistent and unpredictable. It ensures that companies are able to satisfy customer demands even during times of elevated demand. In addition, Tudungruffle experiences seasonal fluctuations in demand, which can be bridged by maintaining safety stock between periods of low and high demand. It helps in preventing stock-outs during peak seasons when demand exceeds average levels.

6.0 CONCLUSION

To sum it up, throughout the internship it gives students the opportunity to apply the skills and gain knowledge in a real working environment. It allows the students to gain practical knowledge and hands-on experience, by making them more competent. In Tudungruffle, the internship students are being taught with on field experience which most of them need to experience and handling the task by themselves with the supervision of the respected supervisor. This exposure helps them understand the industry better and adapt towards the fast-paced environment accordingly.

Throughout the internship, I was able to learn as many skills as skills which help in my personal development such as communication. I get the chance to build a professional network by interacting with the management, colleagues and even stockists. It boosts my individual self-confidence which validates my abilities and makes me feel more prepared to enter the professional world. This showed that I became brave enough to talk with strangers whom I don't know at first and able to handle the conflict whenever it arises. Dealing with these challenges fosters problem-solving skills and adaptability which are highly valued in a professional setting.

The company has taken good care of their employees, including interns and other staff by providing a safe working environment, bonus, and free meals. However, after observation throughout the six-months period of internship, there are strengths, weaknesses, opportunities, and threats that the company has. Although being a famous hijab brand, they still need to improve in order to sustain in the fast-paced industry. Overall, I found the experience and skills learned at the company to be positive and I am sure it will be very useful to use in my future career.

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8.0 APPENDICES

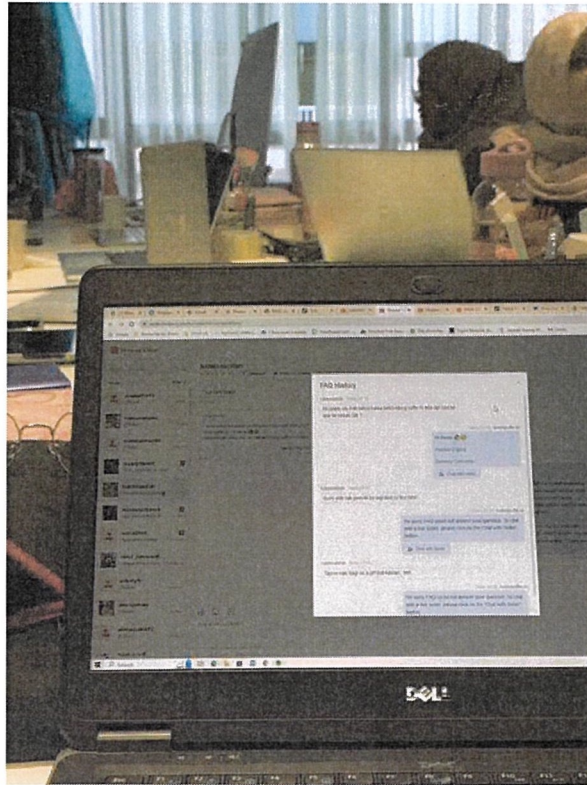


Figure 4: Handling Customer Service for Shopee, TikTok and Email

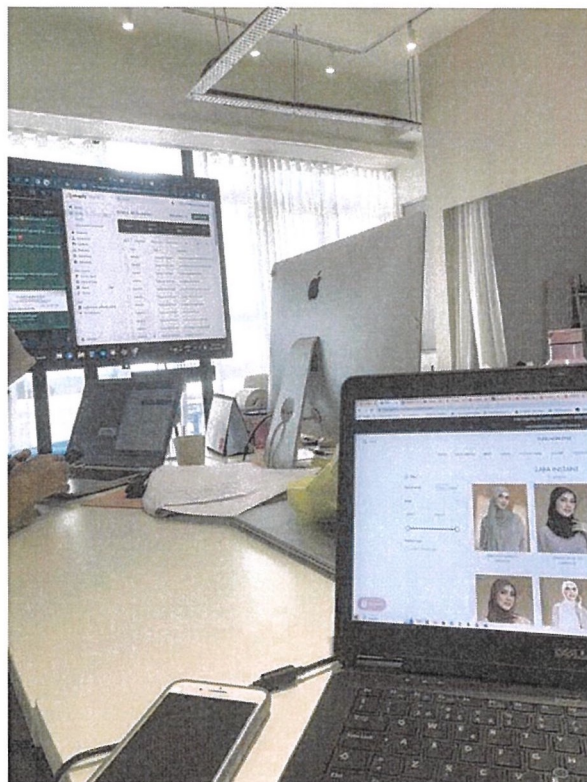


Figure 5: Preparation for Pre-Release for Stockist

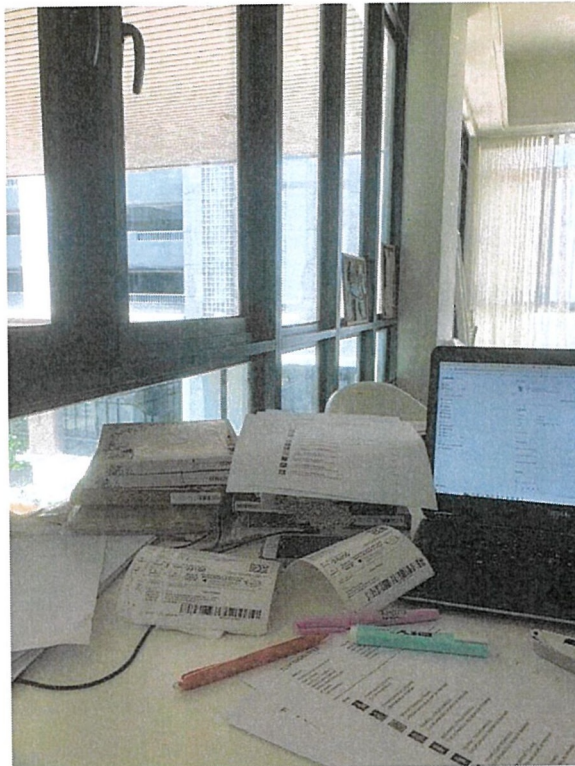


Figure 6: Fulfillment and Sort Out Packing List for Stockist' Order

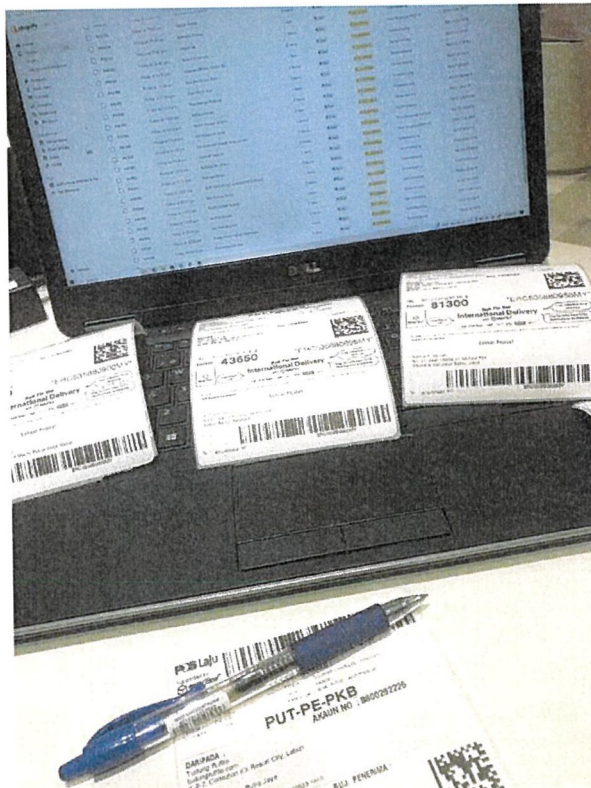


Figure 7: Fulfillment for Normal Order from Website



Figure 8: Order of Stockist are being packed by production



Figure 9: Order of Stockist are being packed by production

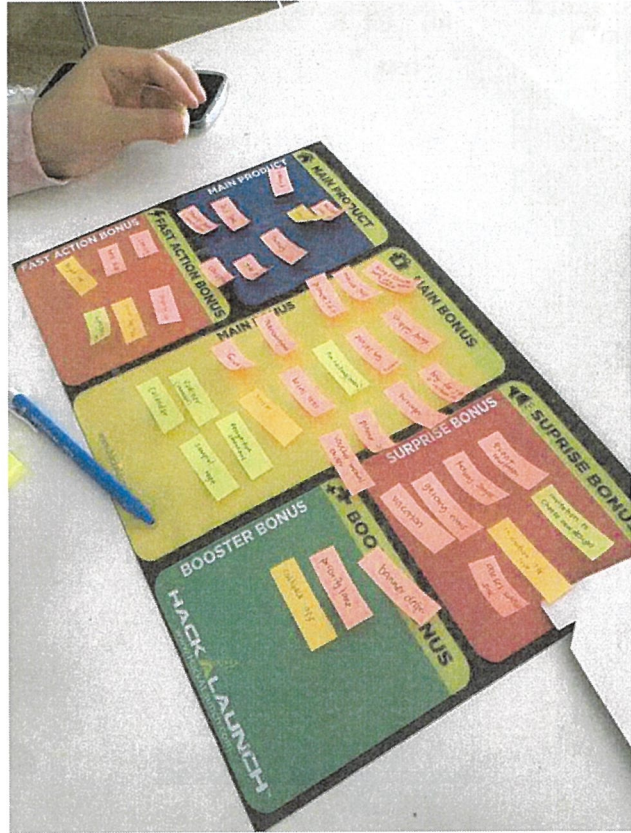


Figure 10: Brainstorming session for upcoming campaign for stockist



Figure 11: Brainstorming session for upcoming campaign with sales team

Date	Order ID	Staff	Picked Up by	Signature	Remarks
	# 52791	UM	Lain more		2 bar
4/1/2025	# 54829	UM	Lain more		2 bar
4/1/2025	# 54826	UM	Lain more		1 bar
4/1/2025	# 54863	UM	tan yan separate		1 bar
4/1/2025	# 54757	UM	Lain more		1 bar
4/1/2025	# 54308	UM	Lain more		1 bar
4/1/2025	# 54309	UM	Lain more		1 bar
4/1/2025	# 54364	UM	Lain more		1 bar
4/1/2025	# 54873	UM	Lain more		1 bar

Figure 12: Implement tracking record for pick up order



Figure 13: Site visit venue for upcoming events for stockist



Figure 14: Winner for Customer Avatar Activity



Figure 15: Interview session with mall visitors



Figure 16: Opening booth at Faith Event



Figure 17: Opening booth at Mitec, Kuala Lumpur