

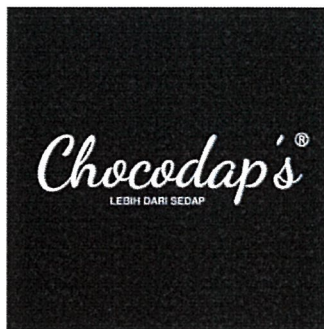


اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَآرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF BUSINESS AND MANAGEMENT  
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

INDUSTRIAL TRAINING REPORT (MGT 666)

1ST MARCH 2023 - 15TH AUGUST 2023  
FS MEGA WORLD SDN. BHD. (CHOCODAP'S)



STUDENT NAME: NURSYAZWANI BINTI NORSAIFULLIZAN  
MATRIC NO: 2020455956  
PROGRAM: BA240  
ADVISOR: ENCIK FARHI BIN RAZALI

## 1.0 EXECUTIVE SUMMARY

My memorable and insightful six-month industrial training began here at FS Mega World Sdn. Bhd. in Bandar Sri Sendayan, Negeri Sembilan. FS Mega World has a subsidiary company under it, which is Chocodap's. Chocodap's is a local company that specializes in chocolate products with various kinds of flavors. I have been assigned my internship to the marketing department in Chocodap's Sendayan and started my six-month industrial training on 1st March 2023 until 15th August 2023. However, I have also learned a little bit about each department in a basic way, which allows me to understand how a business is run. The skills gained from this company have taught me about the real world of work and I have also been able to apply the marketing course I learned at Universiti Teknologi Mara (UiTM) into this company through the department that has been set for me.

In this report I have attached my latest resume that I have used for an internship application in FS Mega World. I also gathered information about the company's vision, mission, core values, organizational structure and their product or services offered.

Throughout the internship, I have made observations on Chocodap's and I have linked the information obtained into the SWOT Analysis with the discussion of the answers of my supervisor, Mrs. Norhayati binti Mahmood, experience, observation and websites of the company. Result of the SWOT analysis that I obtained from Chocodap's in terms of strengths is good e-branding brands and great contribution to the community, in terms of weaknesses is bad customer services in e-commerce and lack of digital marketing, in terms of opportunities is e-commerce and direct to consumer sales and product innovation and in terms of threats is health and dietary concern and economic recession.

I have discussed and given some recommendations for FS Mega World to improve their weaknesses on handling services and business. However, I have gained a lot of experience during my industrial training in this company, which gave me real working life experience. This gives me the opportunity to add skills and experience that can lead me to my next career. Finally, I can also apply what I got from this industry training into my daily life where I know how to manage work life balance which is very important in everyday life.

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## **2.0 ACKNOWLEDGEMENT**

First of all, I would like to say Alhamdulillah, thank you to Allah for giving me good health and ability to complete my course right on time. I am so blessed that I have managed to put an end to my internship successfully and well.

Thank you to my supervisor Encik Farhi bin Razali and the rest of my course mates during our internship session with a lot of information and helpful feedback to ease our journey during the internship. Big thanks to our lecturer, from early semester until the end of semester, Universiti Teknologi Mara (UiTM) for giving us the students majoring in Business Administration (Marketing). It was a huge opportunity to be able to go for an internship.

Next, I would like to give a big thanks to FS Mega World Sdn. Bhd. company, for giving me an opportunity to undergo my internship in Chocodap's. With this opportunity, I would like to thank all the staff at Chocodap's, especially the marketing and multimedia departments for the hospitality and guidance they have given me which gave me a lot of knowledge throughout my training and gave me the opportunity to apply my learning to this company.

Furthermore, I would like to thank my parents and family who always supported me during my internship and gave me moral support to make the decision to do my internship in FS Mega World Sdn. Bhd.

Not forgetting, thanks to all my classmates, BA240, who always share information and ideas and also provide support and help for every problem during the implementation of industrial training.

Last but not least, thank you to all the people who support and advise me directly or not directly in completing my industrial training.

### 3.0 STUDENT'S PROFILE



**NURSYAZWANI  
BINTI  
NORSAIFULLIZAN**

#### CONTACT



#### SKILLS

- Microsoft Word: **Advanced**
- Canva: **Advanced**
- Microsoft Powerpoint: **Intermediate**
- Microsoft Excel: **Intermediate**
- Marketing: **Intermediate**
- Presenting: **Intermediate**
- Project Management: **Intermediate**
- Interpersonal skills

#### LANGUAGES

- Malay: **Fluent**
- English: **Proficient**

## INTERNSHIP APPLICATION

Duration: 1st March - 15 August 2023 (6 months)

#### OBJECTIVE

I am currently student in Business Administration in Marketing from UiTM Bandaraya Melaka. A person that interested in big ideas and committed to complete the task particularly in excellence result, self-sufficient and taking the opportunity to learn something new and acquire new skills or knowledge gives me a sense of achievement and accomplishment.

#### EDUCATION

**Bachelor Business Administration (Hons.) Marketing**  
Universiti Teknologi Mara (UiTM) Kampus Bandaraya Melaka

Oct 2020 - present

- Current CGPA of 3.48
- Dean list in Semester 2 with GPA 3.63

**Sijil Tinggi Persekolahan Malaysia (STPM) in Business Study**

SMK Dato' Mohd Said Nilai  
May 2018 - Nov 2019

- STPM: 2.92

**Sijil Pelajaran Malaysia (SPM) in Science Stream**

SMK Taman Semarak  
Jan 2013 - Nov 2017

- SPM: 2A, 1A-, 1B+, 1 C+, 3C, 1E

#### LEADERSHIP EXPERIENCE

**EXCO Sukan dan Rekreasi**

March 2022 - present

**Project Leader (Social Marketing Campaign)**

Oct 2022 - Jan 2022

**Project Leader (Treasure Hunt)**

Nov 2022 - Dec 2022

**EXCO Akademik (PERTINAM)**

Oct 2018 - Nov 2019

## PROJECT EXPERIENCE

- SoCCoM 2.0 Social Campaign with Community Bukit Senggeh: Social Marketing for entrepreneur in Kampung Bukit Senggeh - 2022
- Student consultant for MARCOM Community Project (MACOMP): Marketing Strategies for Ittihad Trading and Resources SDN BHD - 2021/2022
- Project on Marketing Research, study on factor contribute to financial issue involving UiTM Bandaraya Melaka student - 2022
- Project on Principles of Entrepreneurship, business plan report: innovation on exist product - 2022
- Project Leader: Treasure Hunt Program for Jawatankuasa Perwakilan Komander Kesatria (JPKK), develop and assists team members with student in UiTM Bandaraya Melaka - 2022
- Secretary: Majlis Khatam Al-Quran for Jawatankuasa Perwakilan Komander Kesatria (JPKK), record and note down Minutes of Meeting (MOM) and make a report - 2022
- Secretary: Malam Pengenalan Komander for Jawatankuasa Perwakilan Komander Kesatria (JPKK), record and note down Minutes of Meeting (MOM) and make a report - 2022
- REBOUND @ REBOOT: Entrepreneurship Track Cohort 1, building and presenting pitch of venture action plan - 2021
- EXCO activity for Kelab Komander Kesatria, responsible in organizing competition activities 'Forum Jiwa Kosong Pelawa Makhluk Halus' - 2021
- EXCO activity for Kelab Komander Kesatria, responsible to blast information about the event 'Virtual Animal Tour with Zoo Melaka' to the public - 2021
- EXCO activity for Kelab Komander Kesatria, responsible to arrange all the performance 'Dress Up Fashion Show Me Your Glam' is being run smoothly - 2021
- EXCO activity for PERTINAM Dinner, responsible to shoot and make videos for video shows and get first place - 2019

## EVENT PARTICIPATION

- Participated in Siswapreneur Virtual Talk 1/2022 Langkah Awal Memulakan Perniagaan by Unit Keusahawanan (MASMED), Bahagian Perundingan dan Jaringan Industri (PJI) & Suruhanjaya Syarikat Malaysia (SSM) - 2022
- Participated in Go Digital ASEAN program for Aspiring Entrepreneurs by The Asia Foundation - 2021
- Participated in Forum: How to Balance between Study and Leadership UiTM - 2021
- Participated in Webinar dan Kepimpinan Mahasiswa UiTM - 2021
- Participated in "From Basic to Advance Only With Shopee" UiTM - 2021
- Participated in Webinar Memperkasakan Nilai-Nilai iDART Dalam Kalangan Mahasiswa UiTM - 2021
- Participated in Webinar Membina Imej Peribadi Yang Positif Melalui Komunikasi UiTM - 2021
- Participated in Webinar Value and Mannerism UiTM - 2021

## CURRICULUM & SPORT PARTICIPATION

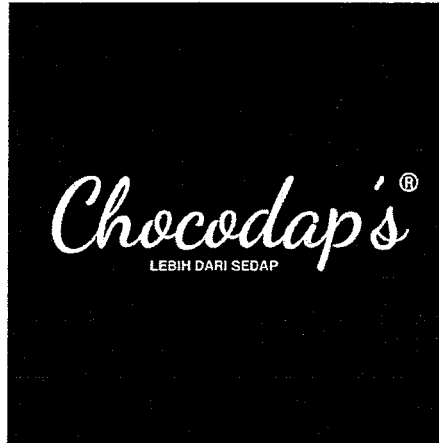
- Majlis Makan Malam Rejimantal for Jawatankuasa Perwakilan Komander Kesatria (JPKK), UiTM Bandaraya Melaka with UiTM Lendu and UiTM Jasin - 2022
- Program Kem Pemantapan Komander Kesatria: UiTM Bandaraya Melaka with UiTM Lendu - 2022
- Joined Latihan Intensif Bakal Komander (LIBK) for Club Komander Kesatria -2020/2021
- Involved in netball sports for Karnival Sukan Tingkatan Enam Peringkat Negeri Sembilan - 2018 & 2019
- Involved in Kadet Polis for Karnival Kawad Kaki Badan Beruniform Peringkat Kebangsaan, representative of Negeri Sembilan and got second place - 2017

## REFERENCES

MR. MUHAMMAD FAIRUZ BIN JAMIL  
Lecturer UiTM Bandaraya Melaka

MRS. NOR HAMIZA BINTI MOHD NOOR  
Lecturer UiTM Bandaraya Melaka

#### 4.0 COMPANY'S PROFILE



##### 4.1 Background of the organization

Chocodap's is a local company established in 2015 under FS Ummah Resources subsidiary, which is now known as FS Mega World Sdn. Bhd. Chocodap's has been run by a married couple, May Sarah Nadiyah Meor Mohamad who is the founder of Chocodap's and Mohamad Farhan Mohamad Zainuddin who is the CEO of Chocodap's. This business started from a small place where it started from home and began to grow rapidly until it has two Chocodap's company branches located in Ampang and Sendayan, Negeri Sembilan. In the beginning, the name Chocodap's was chosen with a combination of "Chocolate" and "Sedap ", where Chocodap's offers delicious chocolate to the public. The company's logo is also simple and clear with the name Chocodap's. Not only that, the interesting tagline which is "Lebih Dari Sedap " can attract the attention of customers and give a clear idea about their products. This tagline also differentiates this company from its competitors. Chocodap's has a very wide potential because with the variety of flavors offered, this product can grow more widely throughout Malaysia. Chocodap's offers a high quality chocolate flavor that matches the brand name, where they always emphasize quality, cleanliness and halal status.

Chocodap's also provides business opportunities for people to become chocolate entrepreneurs where it uses an agent system. The agent system used by this business is implemented through the headquarters (HQ) where the HQ will give products to agents to be distributed to end users. The use of the Ejen2u application is used for agents to

purchase chocolate and make it easier for HQ to receive orders from agents. Currently, Chocodap's already has 2000 active agents throughout the state. Chocodap's operating hours are from 9:00 a.m. to 6:00 p.m. Therefore any official business or working time management will run during that period every Monday to Friday, except for the production department where it operates from 9.00 a.m. to 5.00 p.m., every Monday to Saturday. There are many departments in this company, among them are marketing and sales, multimedia, finance, halal, human resources, administration, operation, customer services, strategy and research and development.

#### 4.2 Location of the company



Figure 1: Location of FS Mega World Sdn. Bhd. (Chocodap's) using Google Maps

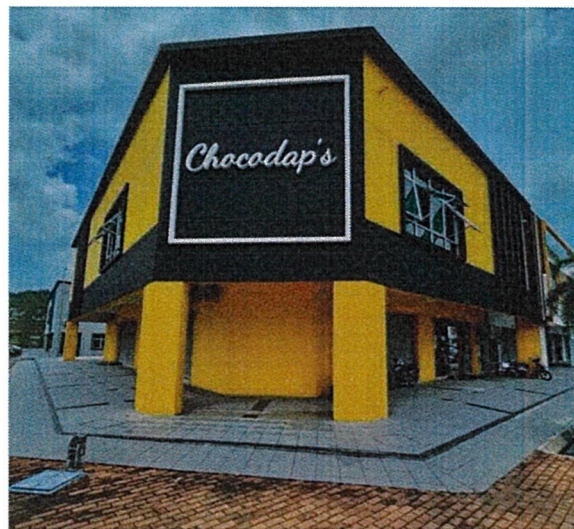


Figure 2: FS Mega World Sdn. Bhd. in Sendayan (Chocodap's)

Chocodap's Sendayan was located at No 70 Jalan Pusat Komersial Saujana 3, Pusat Komersial 3, Pusat Komersial Saujana Seremban 2 Height 70300 Seremban, Negeri Sembilan. It takes 30 km to reach the destination from home.

#### 4.3 Objectives, Vision and Mision

The infographic features a yellow background with dark brown decorative elements. At the top, the brand name 'Chocodap's' is written in a cursive font. Below it, the word 'OBJECTIVES' is in a large, bold, white font inside a dark brown banner. The objective text is in a dark brown rounded rectangle. Below this, 'VISION' and 'MISION' are also in bold white fonts inside dark brown banners. Their respective descriptions are in dark brown rounded rectangles. The word 'MISION' is misspelled as 'Mision' in the original image.

*Chocodap's*

**OBJECTIVES**

Objectives Chocodap's is to continue to distribute the best local chocolate with an international flavor.

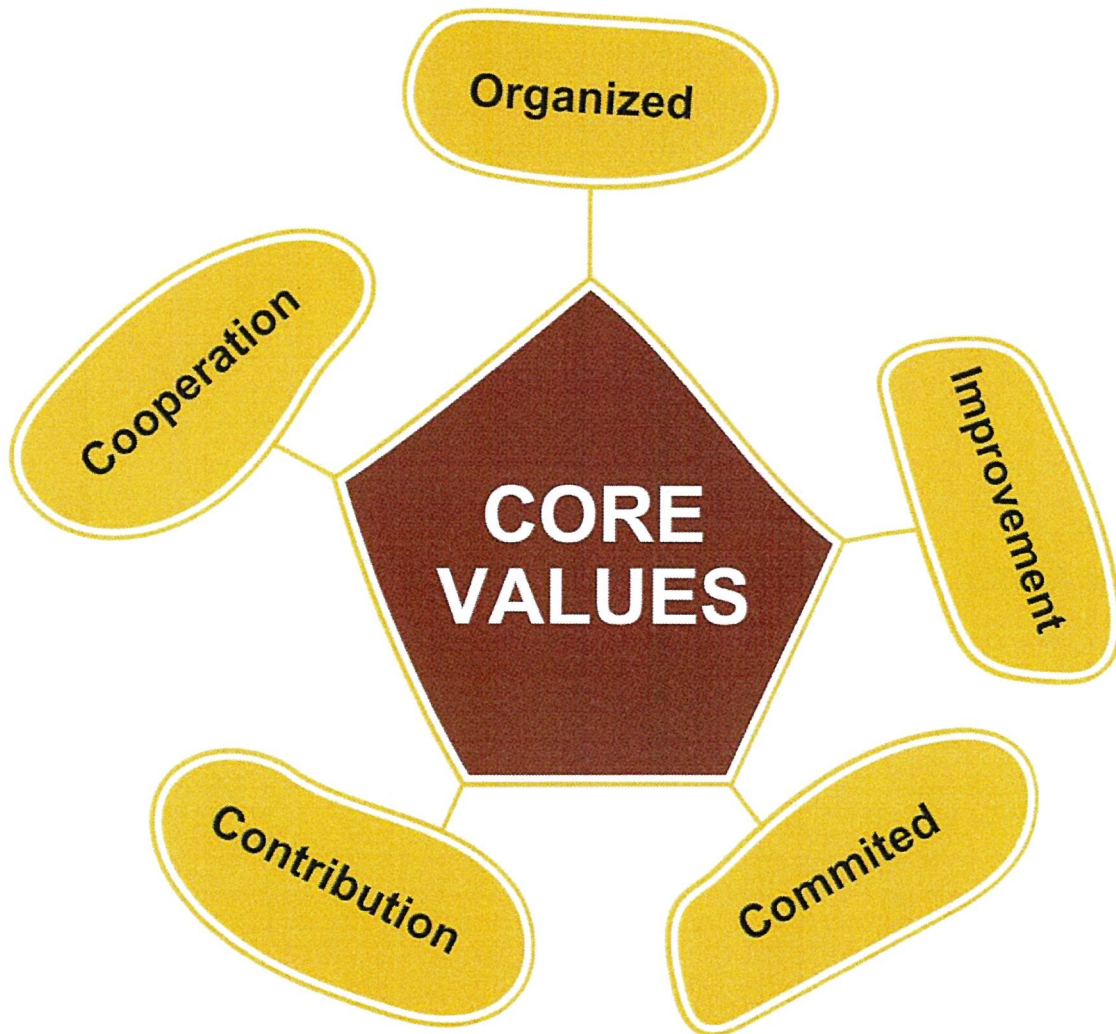
**VISION**

Chocodap's vision is to "become a world-renowned chocolate company with extraordinary achievements through platforms, systems and strategies that are proven to be effective and can be adopted worldwide.

**MISION**

Chocodap's mission is to provide customers with a wonderful experience with high-quality chocolate and make it easy for customers to receive chocolate in an easy, fast and comfortable way.

#### 4.4 Core Values



## 4.5 Organizational Structure

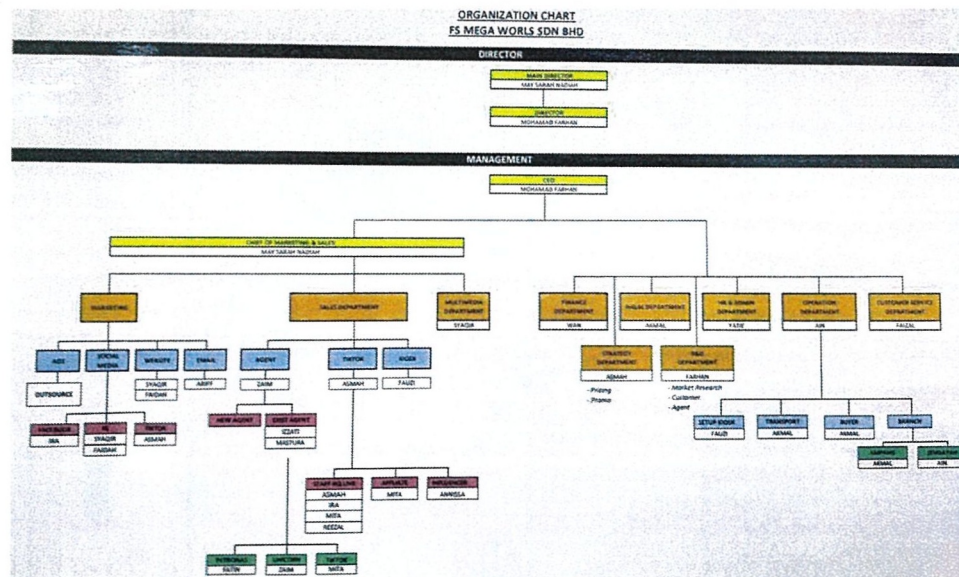


Figure 3: Organizational Structure of FS Mega World Sdn. Bhd. (Chocodap's)

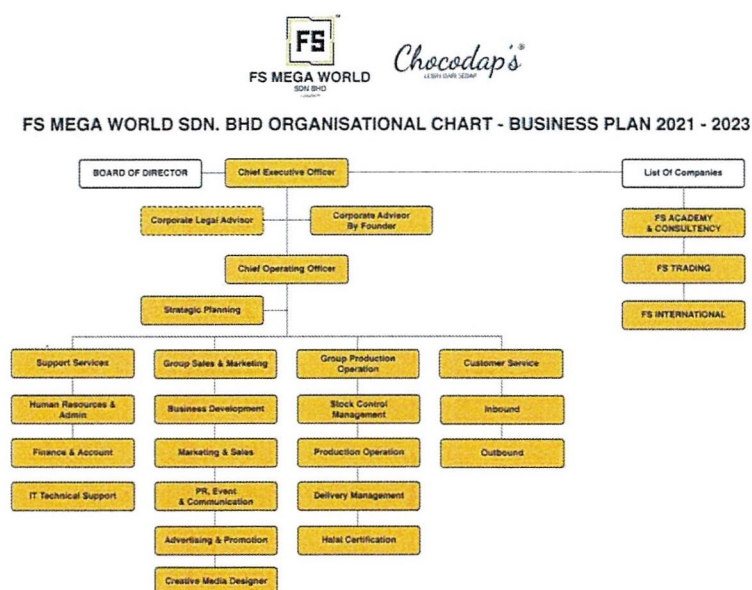


Figure 4: Business Plan of FS Mega World Sdn. Bhd. (Chocodap's)

#### 4.6 Product and Services

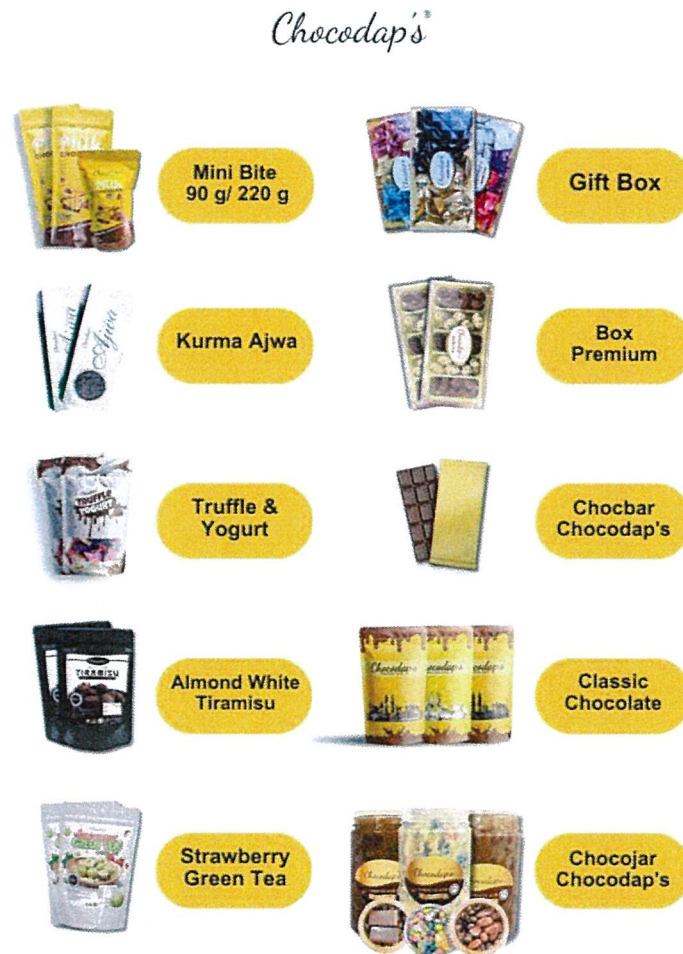


Figure 5: Product of Chocodap's

The products and services offered by Chocodap's can be compared to international products because Chocodap's takes great care of the quality and cleanliness of its products. Chocodap's products focus on chocolate-based foods. Among the types of chocolate products offered is Mini Bite chocolate which has types of packaging sizes, 90g and 220g. In addition, Truffle and Yogurt have three flavors of each type, Truffle has Hazelnut, Tiramisu and Chocoflake flavors while Yogurt contains Original, Strawberry and Mango flavors. Not only that, Chocodaps also offers Classic Chocolate products where they are packed in 100g and 1kg packaging. Classic Chocolate has three types of chocolate flavors, Almond Milk Chocolate, Hazelnut Dark and Almond Sesame Milk. Lastly

is Chocbar and Kurma Ajwa, Chocbar can be eaten as is or can be used for baking while Kurma Ajwa is a by-product of Chocodap's.

However, Chocodap's also offers seasonal products that are released in a certain period, which is Almond White Tiramisu chocolate and Strawberry Green Tea chocolate. These seasonal products each have two types of packaging, 80g and 500g. Not only that, Chocodap's also produced a new product in May 2023, Boxkur, which is a combination of classic chocolate with dates and in July 2023, the Chocojars Chocodaps product was introduced with three types of flavors.

The next service offered by this company is its service to agents where HQ will provide Chocodaps's chocolate supply and provide entrepreneur class every Monday and Friday. Therefore, all knowledge about business will be passed down by the founder of Chocodap's, May Sarah Nadiah.

## **5.0 TRAINING'S REFLECTION**

The industrial training period starts on 1st March 2023 to 15th August 2023. Chocodap's operating hours are from 9:00 am to 6:00 pm. Therefore, any official business or working time management will be carried out during that period every Monday to Friday, except for the production section where it operates from 9.00 am to 5.00 pm, every Monday to Saturday. However, for the internship students will start working every Monday to Friday, starting from 9:00 am to 6:00 pm.

As a marketing student, I was assigned in the marketing department and also in the multimedia department which was coordinated with the course I took. Therefore, my role is to ensure that marketing and multimedia work can be carried out well with the instructions of my supervisor, Mrs. Norhayati binti Mahmood and Mrs. Siti Asmah who taught me a lot in marketing and sales.

### **5.1 Responsibilities, assignments, tasks**

#### **5.1.1 Managing Social Media Accounts and Copywriting**

I am responsible for the company's social media platform where I was assigned to manage the company's first social media, Facebook Chocodaps HQ. Among the tasks that need to be done for Chocodap's Facebook, I need to do copywriting regarding internship recruitment and the company hall that will be rented to the public. Completed copywriting will be sent to Facebook through groups that have been prepared. Any message via Facebook Messenger or comments obtained from the post, requires me to answer and respond to Facebook users. The second social media company is the TikTok account, "Chocodapsofficial" and "Chocodaps.sedap" where I was also instructed to handle the TikTok account. This allows me to engage with the audience such as responding to any comments in the comment section on each post consistently. In addition, I need to see trendy videos on Tiktok for marketing purposes to make trendy videos.

#### **5.1.2 Assist in Social Media Content and Sales in TikTok**

I was also assigned to assist in social media content where I needed to brainstorm ideas by finding suitable content on TikTok to remake the video. Myself and the other marketing team were instructed to create a TikTok by focusing on

Chocodap's product, Mini Bite, through soft selling and hard selling. Not only that, I have also acted out a story that has been posted on Chocodap's Official Youtube. The content that has been created has taught me how to engage with customers and also how to brainstorm ideas to attract customers' attention to the products offered based on the niche that has been set by the marketing department. I also had the opportunity and learned how to make sales of Chocodap's products by being a TikTok host and live broadcasting on the Chocodap's account. I hosted on TikTok for two hours selling chocolates in the TikTok shop. Sales through TikTok allowed me to earn sales of RM 32.00 for the first time being a TikTok host. By doing sales on Tiktok, I can communicate two-way with the audience by being a salesperson.

#### **5.1.3 Event Handling**

I also participated in the handling event where I was involved in the Al-Quran Khatam & Iftar event and also the Hari Raya Celebration event with the staff of this company. I was assigned to make stage and hall decorations in conjunction with the theme chosen by the company, the theme of Ramadhan and Hari Raya. By using my own creativity, I was able to complete the assigned tasks well and the company event was also able to run smoothly. I also designed a poster for use as a backdrop that will be displayed in the hall every time the hall is used for any program from outsiders.

#### **5.1.4 Designing Creatives and Multimedia**

I am responsible for making daily posters that focus on products and also promotions made by this company. Every day, I make seven posters that will be sent directly to Telegram and WhatsApp groups to engage with customers and agents. Through this poster, I can improve my creativity by brainstorming ideas for posters to be made. A very interesting thing, I was able to learn more in depth about the software used by this company, which is using Photoshop and Canva software to produce a poster. The company also gave me a task where I had to create a new packaging that focused on the company's new product, Chocojar Chocodap's. In multimedia, I also do photoshoots and record chocolate products and the results will be sent to Telegram for agents to use in creating content on their social media.

#### **5.1.5 Advertising**

I was assigned to advertise and send posters and videos that had been made to a telegram group involving agents and customers. This advertising is implemented to maintain a good relationship between Chocodap's HQ and agents and customers. Therefore, I was tasked to attract the attention of agents and customers by making traditional advertising related to promotions held every month. Therefore, customers and agents will know the promotional information of each product.

#### **5.1.6 Meetings and Discussion**

Every Monday morning, I participate in meetings and discussion with all the staff and HR Executives regarding progress or problem issues that have been faced by staff or company. The meeting made through Zoom Meeting will start at 8:30 a.m. This meeting involves all departments and we need to raise any questions in the meeting, especially the progress made while working in the company and the issues that arise. Not only that, I also participated in the morning briefing every day to state the tasks that had been done the previous day. This morning's briefing is monitored by my supervisor at this company.

#### **5.1.7 Manage Database and Records**

I also have been assigned to manage and extract databases from Tiktok Shop Seller Center into Excel. All customer data such as phone numbers from TikTok purchases will be transferred into Excel for the purpose of recording data. I also need to manage multimedia data on a daily basis related to the number of posters made and the amount of content that has been posted on social media so that it is easy to monitor by the superiors.

#### **5.1.8 Provide Administrative Support and Assist production**

I also provide administrative support if needed such as dealing with external parties, Excard Corporation Sdn. Bhd. to print the finished design and browse myehalal to get the reference number that needs to be placed on the Halal logo. This Halal logo will be placed on the design or poster with the reference

number that has been set. I also help the production to order the customer's pack and make the raw materials needed by the production in producing chocolate.

#### **5.1.9 Create Packaging Design For New Items**

I also got a special task where I have to design the packaging and box for a new item which is product design for Chocojar and Chocbar. I use Canva and Photoshop software to create the design. The resulting design has been approved by Chocodap's CEO and finalized for printing.

### **5.2 Benefit Gains**

#### **5.2.1 Problem Solving**

Through the tasks given, I can solve problems by analyzing the problems and issues that exist in the company. I will monitor and gather available information to make decisions in solving problems. I will present the existing problem to a certain party and state the solution. This allows me to make good and efficient decision making during my internship at Chocodap's. However, each solution will be reviewed by superiors for further action.

#### **5.2.2 Communication Skill**

Communication skills are very important in everyday life, especially when dealing with outsiders. I can improve myself by improving my communication skills where I can apply these skills to improve performance and overall success in my career such as expressing ideas clearly and being open to feedback. The proof is that I communicated with all the staff, agents and customers when I did my internship at Chocodap's. As an internship student, I need to communicate professionally with other parties in order to maintain my image and the image of the company.

#### **5.2.3 Real Working Industry**

As an internship student, I have experience in the real work industry where Chocodap's treats me more like an employee than an internship student. This gives me a new experience where I have to handle a job as an employee. This also puts pressure on work, but I can overcome it by doing exercises that make me more efficient in doing a job. I also got new knowledge from the senior staff

who taught me a lot about something new in the world of work. Therefore, this is an opportunity for me to feel the real work industry before facing the outside world, after completing the industrial training.

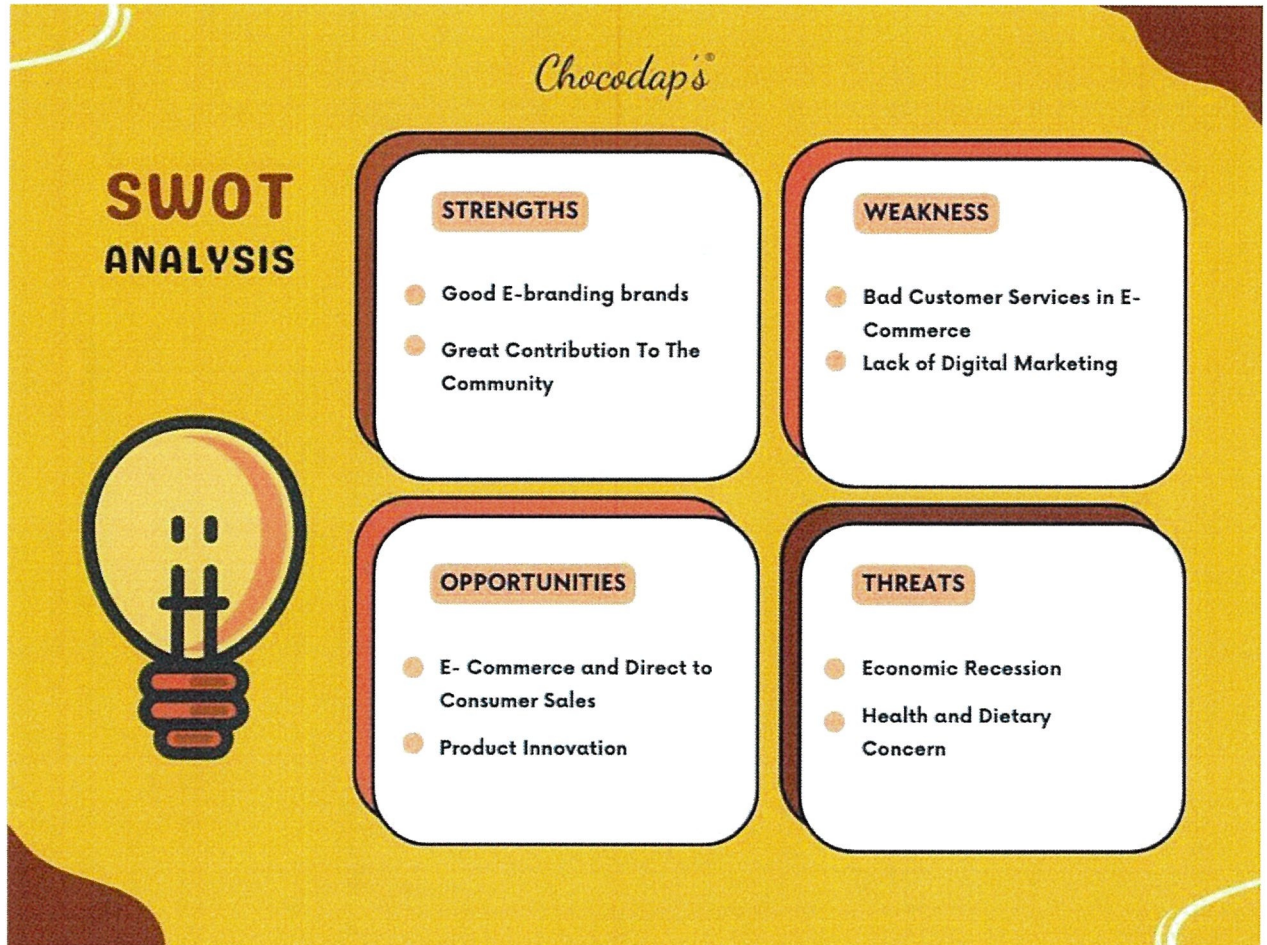
#### **5.2.4 Being multi-task**

The various tasks given by the marketing department allow me to do various tasks at one time. This can be proven where I need to make daily posters to advertise to agents and customers, but at the same time I need to design packaging for new items. Therefore, it shows me to be multitasking in completing the assignments given during the internship. This also improves my management skills in doing a task. Multitasking also helps me complete routine or simple tasks more efficiently and quickly.

#### **5.2.5 Time management Skill**

When there are a lot of tasks and work to be done, I need to use the available time as best as possible. Therefore, at Chocodap's I acquired skills in time management where I made a daily schedule to help me in allocating time for the tasks at hand. This allows me to plan important tasks to be completed first and allows me to reduce the possibility of tasks being neglected. With these effective skills, I was able to apply work life balance as an internship at this company.

## 6.0 SWOT ANALYSIS



## **7.0 DISCUSSION AND RECOMMENDATION**

### **7.1 STRENGTHS**

#### **7.1.1 Good E-branding brands**

In the comparison of Chocodap's company with other companies, having a good brand can be a strength for a company because not all companies are able to acquire a good brand. This can be proven by the company Chocodap's having received an award from The Brandlaureate, which is one of the organizations dedicated to developing brands in various business backgrounds that was founded in 2005. The award obtained by Chocodap's is for producing Halal quality local products that are at par with international products and this helped the Chocodap's brand to win this award. This proves that Chocodap's brand has a strong brand that can contribute to success such as brand recognition where it will give customers confidence in the products offered by this company. Having a strong brand can prove the quality of Chocodap's product and its high reliability where customers will be more inclined to choose it over others. Therefore, with high customer trust in the Chocodap's brand, it will increase the brand image where customer perceptions towards the brand and consumer purchasing decision towards a product. According to Rosanti (2021), the variables brand image and product quality have a significant effect on purchasing decisions and also help to show a high level of purchasing decisions when a good brand image and good quality products are offered to customers. Not only that, winning brand awards such as The Brandlaureate Awards can also increase the reputation of Chocodap's company where its brand is recognized by large organizations such as The Brandlaureate and allows investors or partners to know Chocodap's excellence in branding and differentiates its brand from other competitors

For Chocodap's to maintain brand performance, the company needs to consistently take care of brand performance by trying to improve every shortcoming in the company in all aspects including maintaining product quality consistently and monitor brand's reputation that address negative issues. This will make customers and external organizations trust Chocodap's company and recognize the Chocodap's brand for a longer period of time. For example, Chocodap's needs to establish a complete Standard Operating Procedure that allows the company to follow procedures in maintaining its brand reputation

consistently. By delivering consistent performance to be better at maintaining the brand can have a positive impact among customers where customers will be satisfied with the products and services offered by the company. When the company is consistent in ensuring that its brand remains in good performance, it can influence customers to give good feedback and give a positive brand reputation by showing that they strive for high quality and consistent services. According to Jeong (2023), stated that consumer's perceived service quality was influenced by the variability of a brand's performance and consumers evaluate a company's reputation and performance inconsistency. Therefore, Chocodap's company needs to pay attention to maintain consistent brand performance to increase customer perceived value and satisfaction and prevent the company from having a negative impact on customer's evaluation.



Figure 6 and 7: Good E-branding brands

### 7.1.2 Great contribution to the community

Chocodap's has contributed a lot by actively and positively to the local community, which has had a great impact on the community as well as benefits to individuals and businesses. According to Herwina, (2019), stated that the contribution of the business world and industry in community empowerment is manifested in the independence of alumni in creating business opportunities. The following is a major contribution made by the company to the community, where Chocodap's has been involved in a CSR program that addresses social issues and community development projects by helping Asnaf in Selangor over RM 50,000.00. This initiative shows Chocodap's company's commitment to make positive

changes to society. This also gives a good name to the company and the chocolate brand among the outside community. Not only that, Chocodap's also sponsors the youth community where Chocodap's sponsors in the "penalty kick competition" program organized by Dr. Radzi Jidin in 2022. This proves enough that Chocodap's is actively involved in local community activities which allows it to build strong community relations and brand visibility. Finally, Chocodap's offers employment opportunities to outsiders from disadvantaged backgrounds. Chocodap's also provides them with valuable job training and skill development. Therefore, a company's commitment to community involvement and social responsibility can lead to stronger relationships with customers, employees and other parties. As a result, Chocodap's can contribute to a positive brand image and increase loyalty.

For Chocodap's to continue building and maintaining a positive relationship with the community is a continuous process such as Chocodap's has to make a contribution with consistency and sincerity that allows it to obtain a positive effect. This is because businesses that can maintain their relationship with the community will gain a positive advantage. For example, the company will gain increased customer loyalty and gain long-term support. This allows the company to grow more advanced. In addition, Chocodap's also needs to constantly communicate with the community through various channels such as social media and community events to listen to feedback and respond immediately. Not only that, Chocodap's can also be consistent in supporting initiatives to the community by sponsoring or participating in organized community programs. This is because it can further strengthen the relationship between the two parties.



*Figure 8 and 9: Great Contribution to the community*

## **7.2 WEAKNESSES**

### **7.2.1 Bad customer services in E-commerce**

In order to maintain a good company reputation, especially towards customers, it is necessary to have good customer service because it gives an advantage to the company's success and reputation. Therefore it becomes a weakness when Chocodap's company has bad customer service when this company receives a lot of complaints from customers related to the company's negligence towards customer orders which can have serious consequences for the company's reputation and performance. This can be proven by reviews obtained from comments on TikTok. Most of the feedback from customers who expected to receive what they ordered stated that they received the wrong order and they also gave the lowest rating to this Chocodap's business. According to Rita, P., (2019), stated that the fulfillment had the highest impact on overall service quality and managers need to make sure that the product is delivered in good condition and within the promised time. This is because carelessness in managing customer orders can cause customers to be dissatisfied and give negative reviews and will have a big impact where the company can lose customers and increase customer distrust towards the company. Therefore, having bad customer service is a weakness that needs to be changed because it also contributes to the company's reputation and profits and can affect Chocodap's brand image. This will also open up opportunities for customers to choose other competitors' products instead of choosing the company's products. In online businesses, competition can easily enter the market because of low entry barriers (Wang et al., 2016).

To address this weakness is to improve overall customer satisfaction where Chocodap's needs to ensure that customer wants and needs are met so that customer satisfaction can be achieved. Therefore, for recommendation, Chocodap's needs to provide more training and development to employees so that employees can provide satisfactory service to customers. With the training provided, it enables customer service to acquire skills in solving problems effectively such as reviewing the order process to reduce errors and ensure that deliveries can be delivered quickly. Sufficient training for employees can improve the performance of employees and an organization at the same time can achieve the objectives of the organization. It is important for an organization to acquire employees who are skilled and capable of obtaining better performance and will

be more competent when they acquire knowledge and skills in doing a task (Karim, 2019). In addition, Chocodap's needs to make continuous improvements by performing quality control checks on customer orders. The company needs to make a quality check procedure at the end of the station to ensure that the customer's order for the product is accurate and overcome any recurring issues before delivery so that the customer is satisfied. The e-commerce should provide a wide product assortment, fulfill their orders correctly, deliver items as quickly as possible and be responsive to consumer inquiries (Mark. A.C. 2021). By addressing this weakness, Chocodap's can rebuild its brand trust with customers.



Figure 10: Bad Customer Service in E-Commerce

### 7.2.2 Lack of Digital marketing

Today's business world focuses on effective marketing strategies to ensure that the success of the business can grow more widely. Digital media among the general public as consumers has increased rapidly since the last decade and the rapid increase in internet users since 2010 was reported as exceeding two billion and it is expected to double every year (Nuseir, 2020). However, it is a weakness of Chocodap's in terms of lack of digital marketing, where Chocodap's does not use online channels effectively to promote their products or services. It can be seen that Chocodap's only does marketing through existing social media for free without doing any advertising. For example, this company does manual and traditional marketing by using Facebook and Instagram by sending daily posts about products. In addition, Chocodap's also does its marketing on TikTok Live and also creates content but not consistently. The lack of digital marketing by this company only focuses on existing social media without fully using its functions. It

is clear that the company's lack of digital marketing becomes a weakness that can affect the company and its products because the company cannot communicate well and cannot attract the attention of consumers. Therefore, the potential of the brand will also decrease in the eyes of customers in the marketing world and will result in customers being less loyal to Chocodap's brand. This gives an opportunity to other competitors where customers will start looking for products that they know consistently.

To overcome this weakness, Chocodap needs to take some risks by investing time and money in digital marketing strategy by setting clear objectives of what the company needs to achieve through digital marketing. Many customers use social media platforms all over the place. Therefore, Chocodap's needs to ensure the largest target market in social media and take advantage of social media by engaging with the public such as creating more up-to-date content to engage with customers. This can attract customers' attention to the Chocodap's brand and be able to know consumer engagement behavior through likes and comments on the content created. Likes are a common measure of social media engagement in that they enable users to express love, and appreciation of content without leaving comments (Dong et al, 2023). Therefore, it will provide a positive connection between individuals and an organization. According to (Obilo, 2021), stated that consumer brand engagement reflects the consumer's response to a good experience in the process of interacting with brands. In addition, Chocodap's can also hire digital marketing experts or train staff to see the shortcomings the company faces in implementing an effective digital marketing strategy that can achieve the company's objective needs. According to (Nguyen, 2023) stated that employee training will enhance skills and competencies necessary for them to function effectively and perform adequately on a task and staff training needs to be regularly conducted. This allows the strategy in digital marketing to be more effective with skilled staff to detect deficiencies in digital marketing. Lastly, Chocodap's needs to invest in digital advertising more widely by targeting the right target market to attract customers. For example, using paid digital, such as Google Ads or ads on Facebook can help increase brand visibility and drive customers to the website. This is important because the use of traditional marketing is not enough to attract people's attention. Not only that, the use of Email marketing can also provide two-way communication with customer relationships. Therefore,

Chocodap's can overcome its weaknesses and create stronger digital marketing for more effective objectives.

### **7.3 OPPORTUNITIES**

#### **7.3.1 E-commerce and direct to consumer sales**

The company's opportunity to expand its business into the digital era is to engage in e-commerce or direct sales to consumers because it can gain a wider market and be able to access customers even reaching out globally. This is also able to give proof of success to Chocodap's for the growth of the company that expands more widely without borders. According to Kurniawati (2020), E-commerce is used to seize opportunities in developing innovative entrepreneurial management. E-commerce opportunities in business can influence consumer satisfaction and trust, in providing the best customer service. Through e-commerce, companies can sell products and services to customers at any time without limitation. This makes it easy for customers to buy the items they want quickly without having to go to the store and just read reviews about the products they want to buy. According to Gull, (2018) stated that online shopping has become a regular part of today's world because the factors associated with this shopping trend are convenience, better product selection and useful delivery. In addition, Chocodap's company also has the opportunity to make direct to consumer sales by giving satisfaction and priority to customers such as giving feedback immediately. This allows the company to better meet the needs and wants of customers. E-commerce also allows companies to obtain customer information directly from the internet. This gives the company the opportunity to analyze the data to facilitate giving feedback easily. Finally, the company can move flexibly where the company can identify customer requests quickly and easily to update product information and notify existing promotions.

For recommendation, an effective strategy that Chocodap's can do in implementing e-commerce for customers is that Chocodap's needs to understand customer needs by performing comprehensive research. This allows Chocodap's to identify their target customers in E-Commerce. Chocodap's may conduct research by surveying or analyzing data on consumer behavior towards their online purchases. This can help Chocodap's to know techniques to attract the attention of customers to buy products. In addition, Chocodap's can design a more

user-friendly website because it will make it easier for customers to navigate the product and find out all the information before making a decision to buy. This is very important because customers can obtain detailed and accurate product information, including images, descriptions and even customer reviews. Many people prefer things that are easy and quick for them to make purchases. In addition, the company also needs to make product recommendations where it is based on customer browsing and purchase history. This can make cross-selling to customers. Next, the company needs to connect with customers positively to gain feedback and offer worthwhile promotions for customers. Companies also need to ensure customer data is protected in order to build customer trust. Finally, Chocodap's should make continuous improvements in order to provide an interesting and thriving shopping experience.

### **7.3.2 Product Innovation**

Chocodap's can open up opportunities by making product innovations where this can contribute to their growth and competitiveness in the market. According to Argente (2020), states that product innovation is a new product or improvement to the market and a major contributor to economic growth. Through product innovation, Chocodap's can differentiate its business from competitors in terms of uniqueness and improved performance of its business products. This also gives Chocodap a competitive advantage to compete with its other competitors. Additionally, Chocodap's can expand its market by opening up new target markets to allow the company to expand its brand by reaching out to their other customers. Therefore, successful product innovation is able to bring Chocodap's to increased sales and also income due to the improvement of Chocodap's products. This will attract more customers and be able to retain existing customers because customers will be more satisfied with the improvements made. Customers will feel that this Chocodap's brand has something new compared to other competitors. Businesses will be recognized more quickly with the innovative culture that is done. This is because consistent product innovation is able to position Chocodap as a market leader, and is able to influence industry trends.

For Chocodap's to seize this opportunity is to do market research, surveys and focus groups to find out the necessary strategies where the company needs to understand their target market carefully. This can generate various ideas in

making innovations for a product. The company can also encourage a culture of creativity in the company by involving all departments and staff to brainstorm in generating new or innovative product ideas. Therefore, various types of creativity can be presented to upgrade the product. Apart from the organization, companies can engage customers by focusing customer feedback on existing products that can be innovated with customer preferences and needs. Finally, companies can monitor competitors by identifying the company's potential to create different innovative products that can be offered to customers. Product innovation can improve brand image and even company reputation.

## **7.4 THREATS**

### **7.4.1 Economic Recession**

An economic recession that occurs can cause significant losses to the company's finances. This is because during a recession, economic activity will decrease causing spending and demand from customers also decrease, especially for unemployed people or people who receive a basic salary. Small businesses are also unable to resume work and experienced reduced market demand and in cash flow (Yaya, 2022). This will make customers not spend their money on chocolate because many people will choose to focus on necessities over chocolate which is a wish for everyone. This will cause a negative impact on the Chocodap's because it will not get a large and consistent cash flow into the company due to the company's sales revenue will be lower. The company will experience difficulties in making payments such as bills, suppliers and even employee salaries and obtain threats from competitors who will be ahead of it and more intense in the world of chocolate business such as big competitors. The company's debt burden will also be delayed which can cause the company's economic costs to worsen. Not only that, the company will experience a lot of inventory and can experience other negative risks such as product damage or product expiration. Economic recession will also cause companies to reduce costs such as electricity consumption, reduction of employees or wages which will then put pressure on employees. Therefore, the company will experience high employee turnover where the company will lose skilled workers in the chocolate industry and will have a negative impact on the company such as higher costs.

Companies can do research and development to reduce the effects of economic recession by making cost savings on company expenses to maintain profits such as negotiating with suppliers of goods that have lower costs. According to the Connell (2022), stated that companies that invest heavily in research and development tend to perform well in a recession. Lower costs that do not affect the business and also find more cost effective for the company to operate consistently. This can help the company to control the company's finances from having higher costs when facing an economic recession. Apart from that, the company can also make a focus strategy by focusing sales on existing customers to save more costs from acquiring new customers. For example, companies should strive to prioritize customer satisfaction and listen to customer feedback to retain existing customers and be able to face competition. Finally, the company needs to make good financial planning carefully such as ensuring that the company has enough liquid assets to face the economic downturn and consider flexible staffing such as hiring freelancers or part-time workers.

#### **7.4.2 Health and dietary concern**

The food industry needs to maintain hygiene and health because health issues can arise from production. Good health guaranteed by Halal will convince customers to buy the product. However, some of the major health concerns that can arise with the chocolate industry include the high calorie content. It can be seen that chocolate containing added sugar and fat can be excessive calories. When consumers consume chocolate in excess, they can contribute to weight gain and obesity in society. Not only that, high sugar content will also be associated with health problems such as tooth decay, obesity, and an increased risk of diabetes and heart disease. Therefore, some chocolate products contain high levels of saturated fat, which can raise cholesterol levels and increase the risk of heart disease if consumed in large quantities. Most industrial chocolate may contain allergens such as milk, nuts, soy and wheat. This will also pose a serious risk to individuals who have allergies or sensitivities to the content of the food. In addition, the quality of threats from the risk of chocolate that may experience Halal issues can occur at any time, especially in the production department. Based on Musa, (2017), stated that the halal certification of two Cadbury chocolate products was suspended for 17 days between 24 May 2014 and 9 June 2014, where

Cadbury once faced a Halal issue where the chocolate contained elements of pig DNA and posed a great threat to the company because people began to doubt the content of the chocolate whether the chocolate obtained was safe to use and halal or otherwise. Therefore, threats can come in many forms and can have significant adverse effects on a company's operations and reputation.

To address health issues in the chocolate industry, various approaches can be taken. Among them, Chocodap's company can encourage the use of dark chocolate with higher cocoa ingredients and lower added sugar. This will reduce the risk of obesity and high sugar intake. The risk to consumers may also be reduced by positive awareness that can be given to consumers. For example, companies can invest in educating consumers about portion control and a balanced diet that can help reduce some of the health risks associated with chocolate consumption. The company also strives to produce hygiene and quality procedures that are strong enough to improve hygiene and health that can ensure quality standards are met. Therefore, companies can strive to maintain Halal status by dealing consistently with JAKIM to ensure that product ingredients can be verified. Not only that, the company also needs to have the correct evidence from the supplier regarding the Halal certificate before taking goods from the supplier. According to Wan Ismail, (2020), stating that reliance on the supply chain without proper proof of Halal verification is a dangerous endeavor because suppliers can always claim that the products they sell are Halal. The government also plays an important role in checking each company to comply with the established Halal standards. According to Musa, (2017), stated that the Ministry of Health also has the power to conduct random checks on products including chocolate to ensure they are safe for the public to eat. Therefore, it is very important for the company to know every production of a product before it is distributed to the end user.

## **8.0 CONCLUSION**

In conclusion, the industrial training carried out for six months at FS Mega World, Chocodap's gave real experience in the work industry. During my internship, I learned a lot of new knowledge that cannot be found in the university world. As a marketing student, I was able to apply my learning in the marketing course to this job. I have also learned a little bit about each department in a basic way, which allows me to understand how a business is run. The skills I got in this business world can give me experience to continue my career in the future. I can also improve myself by improving my skills and working to get a higher job position. The opportunity to experience the real world of work gave me experience to prepare for a career after studying.

During the internship carried out in this company, I was able to observe the SWOT analysis that determined the company's strengths, weaknesses, opportunities and threats. The result of my observation of this company found that the company's strength is good e-branding brands and great contribution to the community, the company's weakness is being involved in bad customer services in e-Commerce and lack of digital marketing, the company's opportunity is that the company can delve into e-Commerce and direct to consumer sales and product innovation and company threats are threats from economic recession and health and dietary concerns. I see that Chocodap's can grow further and strive to be known to more people in the chocolate industry. Overall, industrial training helped me to know the real world of work. As a prospective fresh graduate, I was able to improve my skills and apply the knowledge I gained from the internship to the real world of work. Lastly, I am very grateful to Chocodap's and Universiti Teknologi Mara for giving me the opportunity to undergo industrial training and I am grateful to myself because I was able to be disciplined in undergoing industrial training for six months.

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## 10.0 APPENDICES



### Document Information

|                   |                                                                                               |
|-------------------|-----------------------------------------------------------------------------------------------|
| Analyzed document | NURSYAZWANI BINTI NORSAIFULLIZAN_2020455956_BA240_INDUSTRIAL TRAINING REPORT.pdf (D172527345) |
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