



اُونِيُوَرْسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**INDUSTRIAL TRAINING REPORT AT  
AZIATEX GLOBAL SDN BHD  
(1 MARCH 2023 – 15 AUGUST 2023)**



**PREPARED BY:**

**NURUL AMYRA SHAHIRA BINTI ABDULLAH**

**(2020834474 – BA240)**

**PREPARE FOR:**

**ENCIK FARHI BIN GHAZALI**

## TABLE OF CONTENT

CONTENT	PAGE
EXECUTIVE SUMMARY	2
ACKNOWLEDMENT	3
2.0 STUDENT PROFILE	4
3.0 COMPANY PROFILE	5 – 8
3.1 NAME, LOCATION & BACKGROUND	9
3.2 VISSION, MISSION, OBJECTIVE & GOALS	10
3.3 ORGANIZATIONAL STRUCTURE	11
3.4 PRODUCT AND SERVICES	12
4.0 TRAINING REFLECTION	13 - 19
5.0 SWOT ANALYSIS	20
6.0 DISCUSSIONS & RECOMMENDATIONS	21 - 32
7.0 CONCLUSION	33
8.0 REFERENCES	34
9.0 APPENDICES	35

## **EXECUTIVE SUMMARY**

I am Nurul Amyra Shahira Binti Abdullah holding matric card 2020834474 and majoring in Bachelor of Business Administration (Hons.) Marketing at Faculty of Business and Management. I have undergone industrial training for 24 weeks starting from 1 March 2023 until 15 August 2023. I have carrying out industrial training in an organization located in Kuantan Pahang which is Axiatex Global Sdn. Bhd. whose address is No 9, Mahkota Valley Office, NO. A, 103, Jalan IM9/4, Bandar Indera Mahkota, 25200 Kuantan, Pahang.

Here is a practical training report that I have carried out at Aziatex Global Sdn Bhd. So, in this report, I summarize all my experiences while conducting industrial training to complete the MGT666 (Internship) course. I have already successfully completed my industrial training at the Aziatex Global Sdn Bhd Company. This course that I have taken is mandatory for every student to complete the Bachelor of Business Administration (Hons.) Marketing. In this report, I will cover every task I did at the company.

Aziatex Global Sdn Bhd has two branches, in Kuantan and Kuala Lumpur. Aziatex Global Sdn Bhd is a company that offers services in business. Among the businesses under Aziatex Global Sdn Bhd are Seri Wajah MUslimah Aesthetic, Makcik Urut Muslimah Spa, Nieza Salon, Pen and Pepper Cafe, Ummy Wax and E-Vet. The company has more than 20 branches throughout Malaysia. This company is 100% owned by “bumiputera” and gives priority to Muslim women except for Pen & Pepper Cafe.

The task given to me by the company is the marketing department. Where here I have been assigned to look after and manage all the official social media available and do copywriting. This organization is very suitable to make an industrial training place for all students because here we will get a variety of knowledge that needs to be learned.

### **1.3 ACKNOWLEDGEMENT**

First and foremost, I would like to thank Allah SWT for His great grace, which allowed me to successfully finish the Industrial Training. This Industrial Training report also serves as evidence of my Aziatex Global Sdn Bhd Industrial Training experience. I eventually managed to completely complete the 20-week industrial training course despite experiencing numerous difficulties.

I would like to take this opportunity to express my sincere gratitude to every member of the team at Aziatex global Sdn Bhd for providing me with the chance to complete my industrial training and acquire a variety of experiences there. Many thanks to the industry manager Mrs. Nadia Faliesha Binti Zulkarnain for her knowledge and direction as Social Media Manager. I greatly value the warm, welcoming approach that she provided me with during my industrial training.

I owe a debt of gratitude to everyone who was engaged, including the owner of the Aziatex Global company and the entire crew, for their willingness to share their marketing expertise. I will even utilize the various skills I have learned later on in the real world of work, having received industrial training in this organization. One of the most priceless memories and experiences in my life came from the tasks I completed throughout my industrial training. A thousand thanks are also extended to my friends who never stop inspiring me and supporting me from a distance.


I would also like to thank my advisor, Mr. Farhi, for teaching me how to do the final report. Thank you also to him for communicating with my supervisor from the beginning of my industrial training until the end of this industrial training.

And finally, I would like to thank my parents who gave me full support to undergo industrial training at Syarikat Aziatex Global Sdn Bhd. Without their approval, I would not be able to reach this point now.



## 2.0 STUDENT'S PROFILE

### 2.1 UPDATED RESUME



CONTACT

PHONE

EMAIL

ADDRESS

SKILLS

TEAMWORK

MS OFFICE

COMMUNICATION

AGILITY

FLEXIBILITY

CREATIVITY

LANGUAGE

BAHASA MALAYSIA

ENGLISH

ARABIC

## NURUL AMYRA SHAHIRA BINTI ABDULLAH

BUSINESS ADMINISTRATION  
(MARKETING)

Always committed and dedicated when doing the job. Experienced as a cashier at my old working place, creating Facebook page and making content to post on media sosial. Knowledgeable in the field of computation. Excellent in time management and always ready for whatever task is given. Bilingual, hardworking and ready to join my next team.

### WORK EXPERIENCE

- AZIATEX GLOBAL SDN BHD**  
Internship - Marketing (Social Media Content Assistant)  
1 Mar 2023 - 15 August 2023
- BUTIK QURRATUL ANDREANA, PEKAN PAHANG**  
(Boutique Assistant)  
July 2022 - September 2022  
- Assist as boutique assistant  
- Customer greeting and upsell  
- Assist and convince customers about the perfume they should choose  
- Creating contents (photo, poster, and video editing) to promote on social media platform such as Instagram, Facebook and TikTok  
- Generate daily sales summary report
- CAFÉ IKM TSYA, PEKAN PAHANG**  
(CASHIER)  
October 2021 - July 2022  
- Assist in cashier part  
- Serving customers in the café  
- Closing café sales every day
- PASAR MINI MENGGASAR, PEKAN PAHANG**  
(CASHIER)  
April 2021 - September 2021  
- Assist in cashier part  
- Making hamper of essential food items if there is an order  
- Closing sales every day

### EDUCATION

- BACHELOR OF BUSINESS ADMINISTRATION (MARKETING)**  
2020 - NOW  
CGPA 3.80  
Dean's List Award During Semester 1  
Universiti Teknologi Mara Kampus Bandaraya Melaka
- SIJIL MATRIKULASI KPM**  
2019 - 2020  
CGPA 3.85  
MUET Band 3  
Kolej Matrikulasi Gembong Pahang
- SIJIL PELAJARAN MALAYSIA (SPM)**  
2018  
SA 1A- 1B+ 2C+ 3C 1D  
Sekolah Sains Sultan Haji Ahmad Shah, Pekan Pahang

### 3.0 COMPANY'S PROFILE



Aziatex Global Sdn Bhdn had found by Mr. Bai'atur Ridzwan Bin Ibrahim on May 5, 2016, and it was registered as a sole proprietorship. The business has established its first branch in Bandar Sri Permaisuri, Cheras, and its second branch in Indera Mahkota 9, Kuantan, Pahang, Darul Makmur. The company is currently still in operation.

Aziatex Global Sdn. Bhd. is a top management firm with a focus on providing administration, human resources, finance, marketing, sales, and operation services to the spa, beauty centre, and saloon industries. The Company Commission Malaysia (SSM) assigned this company the commercial registration number 1070429-M when it was founded in Cheras, Kuala Lumpur, in 2018. They began their business in Kuantan, Pahang, and within four years, they had expanded to twelve spa and salon locations across Peninsula Malaysia. Because of our commitment to continual improvement, we have assisted our clients in generating more than one million in income to far.

Furthermore, Seri Wajah Muslimah Aesthetic (SW), a partner of Aziatex Global Sdn. Bhd, is one of their clienteles. Other clients include Nieza Salon (NS) and Makcik Urut Muslimah Spa (MUMS). Advertising, social media management, website management, customer engagement, campaign analysis, sales & marketing, operations, human resources & administration, and finance are among the services provided by Aziatex Global Sdn. Bhd. Here, the clients of Aziatex Global Sdn Bhd.



## SERI WAJAH



The first client is Seri Wajah Muslimah Aesthetic Spa. One of the facial beauty facilities exclusively for Muslim women is the Muslimah Aesthetic Face Series, whose originator is Dr. Sharifah Firdawina Binti of Seri Wajah Muslimah Aesthetic Spa. A unique, cozy and easily accessible facial beauty center exclusively for Muslims has been established by Syed Ayob, a Muslim woman who is extremely passionate about the topic of aesthetics. Muslimah faces utilize the hashtag #proudmuslimah to advocate for equal treatment for Muslim women across all platforms, especially in Malaysia, and to empower Muslim women in our nation.

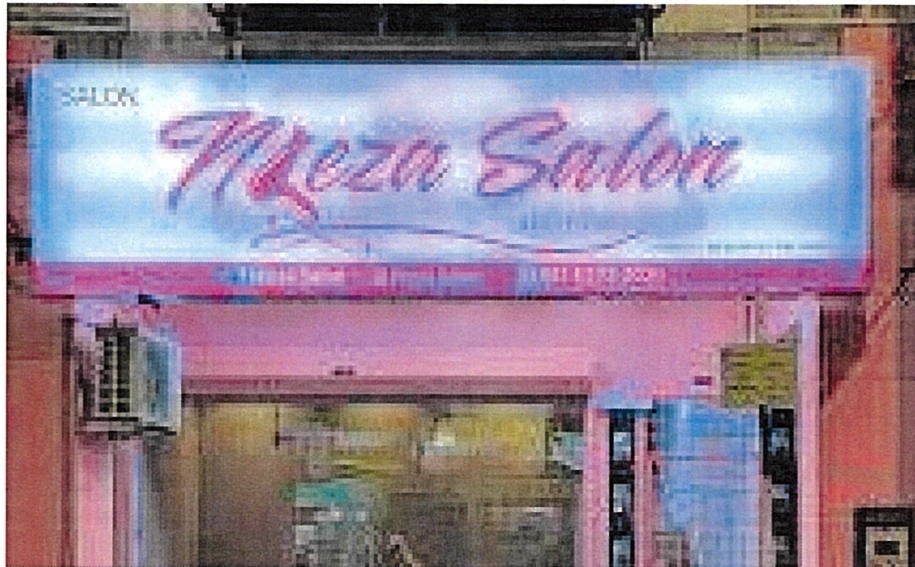
## MAKCIK URUT MUSLIMAH SPA



Next, the second client is Makcik Urut Muslimah Spa. Makcik Urut Muslimah Spa is a traditional massage center that provides traditional full body massage and aromatherapy. Not only a full body massage, but also provides side treatments such as squatting and foot soak using salt water. This spa reserved for Muslim women only. Sequence provided 100% using human services without machines. For now, Makcik Urut Muslimah Spa has three branches in Wangsa Maju, Cheras and Shah Alam.



## NIEZA SALON



In addition, the third client is Nieza Salon Muslimah. Nieza Salon Muslimah is a salon that realizes the dreams of Muslimah since 1988 and was established by Mrs. Anizah Othman and now the founder is continued by her daughter, Puan Shasha to realize their business. This Salon beauty is known throughout Malaysia and is being upgraded in Cheras, Kajang, Wangsa Maju, Putrajaya and even Kuantan. Nieza Salon provides five-star salon facilities for Muslim women and give birth to entrepreneurs Bumiputera Muslimah in the field of hairdressing and hair care.

### 3.1 NAME, LOCATION, BACKGROUND



The company name is Aziatex Global Sdn Bhd. Aziatex Global Sdn Bhd was located at No 9, Mahkota Valley Office, No. A, 103, Jalan IM 9/4, Bandar Indera Mahkota, 25200 Kuantan, Pahang. The office has two floors. The sales team is on the first floor, and the marketing and human resources teams are on the second floor. Every floor has their own toilets and prayer hall.

## **3.2 VISION, MISSION, OBJECTIVE & GOAL**

### **3.2.1 VISION**

Our vision is to help our people and our customers with their challenges, to achieve success. No matter where you are in your life, we are committed to help you get better.

### **3.2.2 MISSION**

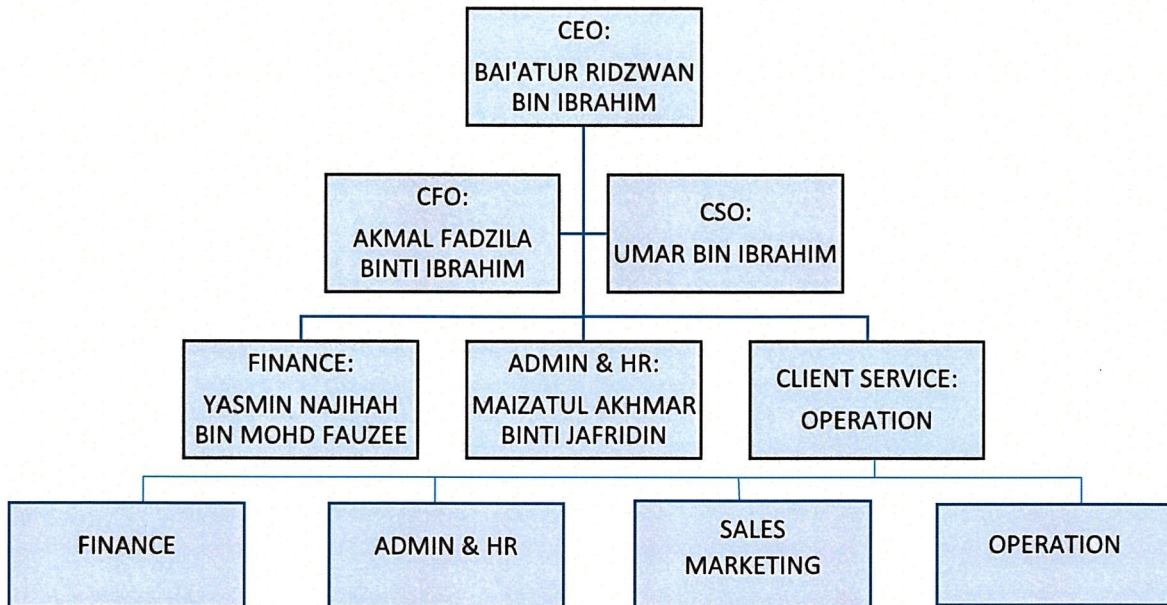
Our mission is progression. Nothing happened but something moves, and this is important to develop our business. There is always something needed done to move forward. We believe when we can do something to make progress in the industry us, we can always move towards greater success, together.

### **3.2.3 OBJECTIVE & GOAL**

- 1) The spirit to improve and innovate business should be real.
- 2) We work in most effective and efficient ways decisions are by mutual agreement.
- 3) Our service to you is sincere from all things.



### 3.3 ORGANIZATIONAL STRUCTURE



Referring to figure above, it is said that the CEO, the finance department, the resource management department personnel, the operations department, the client service department, and marketing are all represented in the company's top organizational chart at Aziatex Global Sdn Bhd. The CEO of Aziatex Global Sdn Bhd, Mr. Bai'Atur Ridzwan, is in charge of running the business. The CEO position is crucial in deciding how to allocate the business's budget for spending and investing to maximise profitability. He contributes to the seamless operation of the company's activities as a manager as well.

Next, Mr. Umar Bin Ibrahim and Mrs. Akmal Fadzila Binti Ibrahim are advisors who are charged with providing feedback on every choice taken. Additionally, the significance of Puan Yasmin Najihah's responsibilities in the finance department play a part in financial planning, which aids in raising money from a variety of sources. It is beneficial to invest a specific sum of money in boosting an organization's productivity.

Finally, the human resource management division oversees the corporate identity of the organization in addition to enhancing the employee coordinator. Making sure all employees uphold the company's basic principles is one of the duties of the human resources executive.



### **3.4 PRODUCTS OR SERVICES**

Aziatex Global Sdn Bhd is a top management firm with a focus on Sales and Marketing, Operations, Human Resource and Admin, and Finance. Social Media Manager, Advertising, Website Management, Lead Generation, Customer Engagement, and Campaign Analysis are under Sales and Marketing part.

For the Sales and Marketing service, Aziatex Global offers its customers a broad search of customers through an effective sales and marketing department to spread awareness, care, and attraction to their business model as a whole. As I did while serving at Aziatex Global Sdn Bhd as an intern, I was assigned under the Marketing Department. The department provides full service to all clients from every aspect or angle that is related such as giving awareness to customers out there about the existence of their clients.

In addition, operations services. In this service, Aziatex Global ensures the productivity of the operational team under the management of the company to operate in the most efficient and effective way with the use of Standard Operating Procedures and at the same time they also minimize the overall operational expenses.

Next is Human Resource and Admin service. In this service, Aziatex Global offers their clients a highly impactful outsourcing solution to meet administrative and human resource needs. Not only that, in this service offering, it is also ensured that every good value for employees for each client is carefully examined or in other words taking care of all the needs and meeting the needs of each type of employee for each existing client.

Aziatex Global Sdn Bhd also provides a complete control service that is very good to ensure that cash management in the business is guaranteed, sustainable and ready for any risk and possible in the future to their clients. This detail is done in detail for each existing client to help them in every aspect related to the management of cash out and in completely.

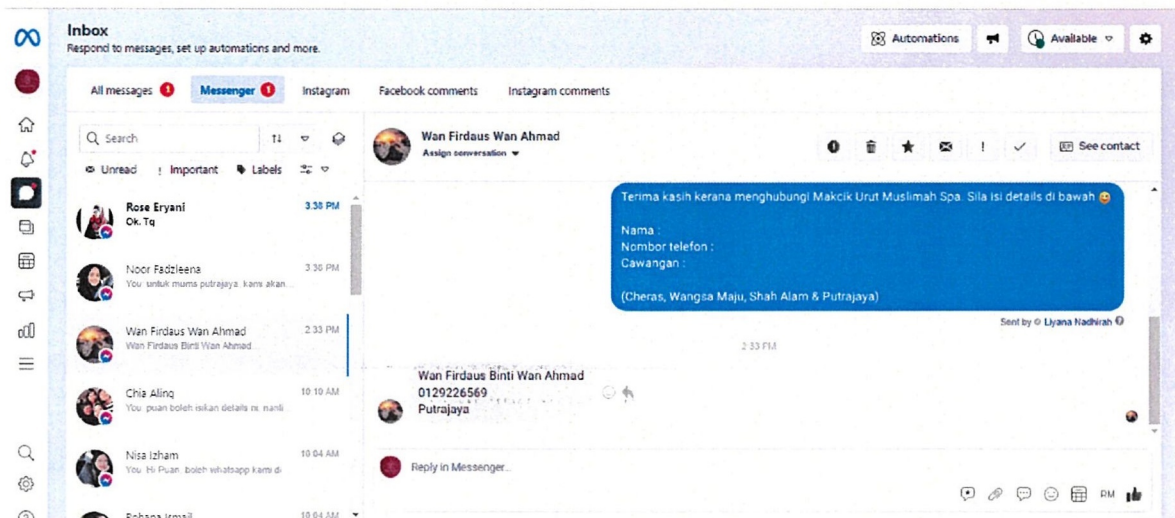
## 4.0 TRAINING'S REFLECTION

### 4.1 DURATION: SPECIFIC DATE, WORKING DAY AND TIME

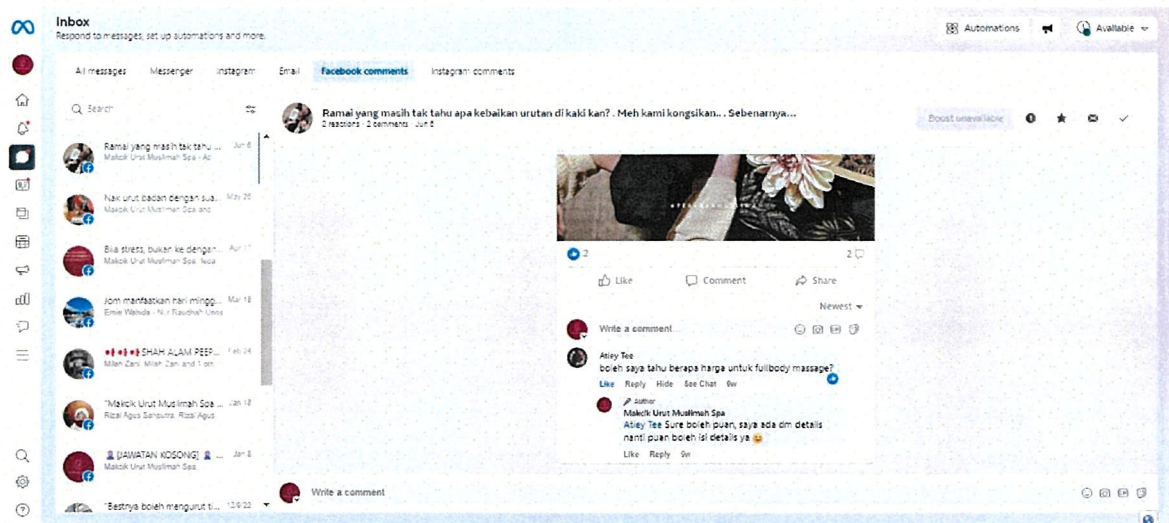
I have undergone this practical training from 1 March 2023 until 15 August 2023 which is almost 24 weeks. The working day schedule is every Monday, Tuesday, Wednesday, Thursday, and Friday only. For the time set to work is from 9.00 AM to 6.00 PM. Saturday and Sunday, which are weekend days, are days off for each week as an intern or staff.

### 4.2 DETAILS: DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENTS, TASKS

During this internship period, I was placed in the Marketing department. The task given to as is very suitable to my position in this department which is as the custodian of all official social media related to their clients. So, every day, my job is to check the content available in each branch for each existing brand to ensure that they are all updated with the latest content and updated daily for customer reference. I also need to reply to all chats and comments on Instagram, Facebook and Tiktok for all official brands.



The figure above is replying to customer's chat.



The figure above is replying to customer's comments.

In addition, I also need to help in the preparation of daily content for each of the existing brands, namely Seri Wajah Muslimah Aesthetic, Makkik Urut Muslimah, Nieza Salon, Pen and Pepper Café and Ummy Wax Spa. I need to post stories and repost stories that are done every day, especially in the morning for each brand.

**SCHEDULE POSTING CLIENT**

File Edit View Insert Format Data Tools Extensions Help

75% 123 Roboto 10

	SW	MUMS	NIEZA	PHP	UMMYWAX
POSTING					
CLEAR META					
CLEAR DM HS					
KOL					
PAGI					
STORY					
PAGI					
TSIHARI					
PETANG					

	SW	MUMS	NIEZA	PHP	UMMYWAX
DOA					
DOA / MORNING WISH					
DOA / MORNING WISH					
OPERATION HOURS					
OPERATION HOURS & LOCATIONS					
OPERATION HOURS & LOCATIONS					
OPERATION HOURS					

**LIST OF STORY**

	SW	MUMS	NIEZA	PHP	UMMYWAX
DOA					
DOA / MORNING WISH					
DOA / MORNING WISH					
OPERATION HOURS					
OPERATION HOURS & LOCATIONS					
OPERATION HOURS & LOCATIONS					
OPERATION HOURS					

**NOTES:**

- 1. Check Campaign Official & Branch
- 2. Create Template Story All Brand
- 3. Create Campaign
- 4. Template Story All Brand

**NOTES:**

- 1. Check Campaign Official & Branch
- 2. Create Template Story All Brand
- 3. Create Campaign
- 4. Template Story All Brand

**NOTES:**

- 1. Check Campaign Official & Branch
- 2. Create Template Story All Brand
- 3. Create Campaign
- 4. Template Story All Brand

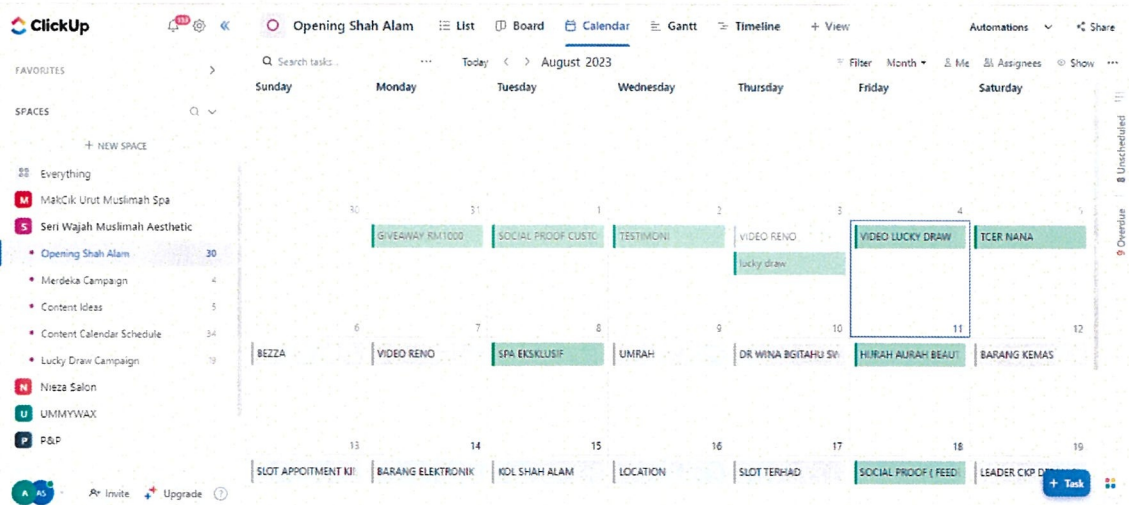
**NOTES:**

- 1. Check Campaign Official & Branch
- 2. Create Template Story All Brand
- 3. Create Campaign
- 4. Template Story All Brand

The figure above is my daily report of the content for every brand.



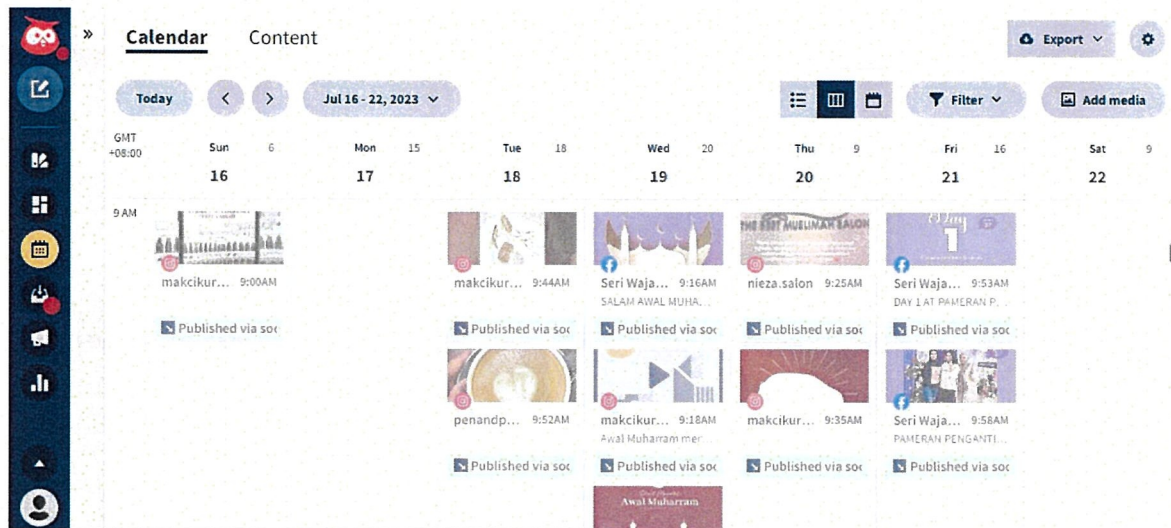




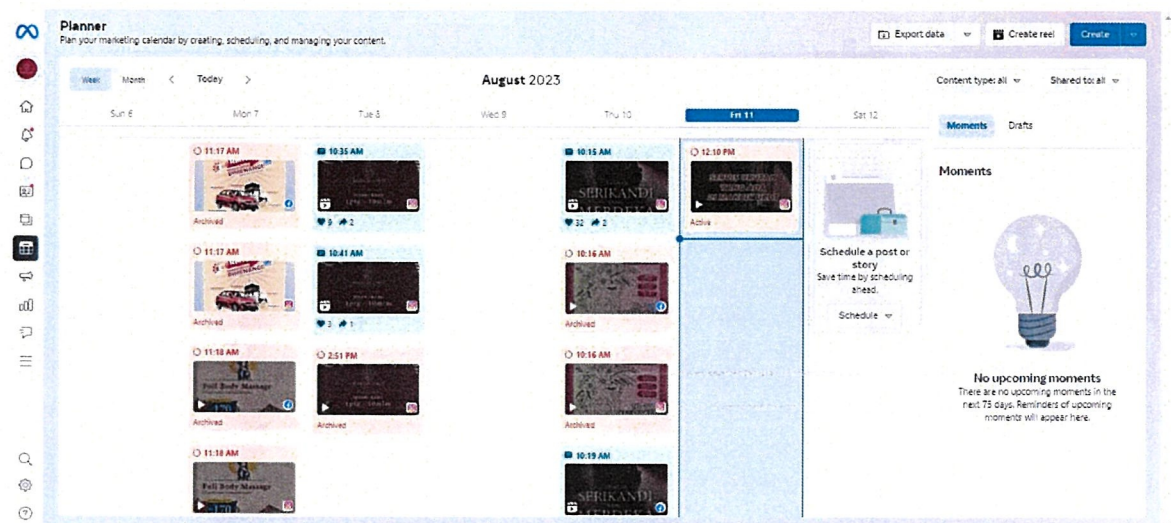
The figure above is the calendar of what I and my supervisors had plan for a month for the new branch opening.



Next, for existing or ready content, whether it is in the form of pictures or videos, I need to schedule it all in Hootsuite or Meta platform according to the suitability of the content. Not only that, if there are leads that come in for interviews and customers for those brands on Instagram, Facebook and Tiktok, I also need to make sure they are given to the person in charge of that department.



The figure above is the content that I schedule on Hootsuite platform.



The figure above is the content that I schedule on Meta platform.

Other than that, I must approach influencers for a specific purpose for each client to ensure they are known through the influencer. I will set up a booking appointment for the influencer according to the time that is suitable and free for them and according to the vacancy of the spa or salon at the client's place.

LIST KOL TIKTOK & IG

NO	USERNAME IG	PRICE	NO TEL	DATE APP	TIME APP	REMARK	SW	MUMS	NIE
1	nabilasasha	RM150.00	014-719 8907	9 Jan	10AM (MUMS) / 1PM (SW)	10 REELS / PHOTO	DAH DATANG	DAH DATANG	REJECTED / NO
2	safirasailidin	RM150.00	017-4796275	10 Jan	5.00 PM	IG REELS	DAH DATANG	REJECTED / NO RESPOND	DONE SET APP
3	trahabdrmn	RM100.00	014 569 6767			VIDEO TIKTOK	WAITING DATE	REJECTED / NO RESPOND	REJECTED / N
4									
5	amirah.hariis	RM0.00				ADA KAT LUAR NEGARA, MARCH BARU FREE	FU	FU	FU
6	leevezic	RM0.00	017-626 0541	30 Jan	11:00 AM	IG REELS	DONE SET APPOINTMENT	REJECTED / NO RESPOND	REJECTED / NO
7	findafi	RM250.00	011-35925229	9 Jan	2.00 PM	15 REELS / VIDEO ADS	DAH DATANG	REJECTED / NO RESPOND	REJECTED / NO
8	benarutafv	RM0.00	018-2360815	21 Jan	2.00 PM	IG REELS	DAH DATANG	REJECTED / NO RESPOND	REJECTED / NO
9	ikashafarey	RM500.00	018-9687798			IG REELS	REVIEW PRICE	REVIEW PRICE	REVIEW I
10	adelymatasha	RM200.00	017-6647694			FEED VIDEO REVIEW	DONE SET APPOINTMENT	REJECTED / NO RESPOND	REJECTED / NO
11	fwana.naqiyah	RM300.00	014-2007960	28 Jan	4.00 PM	VIDEO + 2 IG STORY	DAH DATANG	REJECTED / NO RESPOND	REJECTED / NO
12	talizzamal	RM400.00	012-2158795			IG REELS + STORIES	REJECTED / NO RESPOND	DAH DATANG	REJECTED / NO
13	dyanajay	RM0.00					FU	FU	FU
14	syadmutallo	RM0.00					FU	FU	FU
15	sams.afiqh	RM0.00					FU	FU	FU
16	saramuzam	RM0.00					FU	FU	FU
17	aytameesi	RM0.00					FU	FU	FU
18									

LIST KOL MLG LIST KOL PNP REJECT / NO RESPOND LIST [SW] APP RECORD [MUMS] APP RECORD [NIEZA] AI

The figure is the list of Influencer that I had approach.

## **4.3 GAINS: INTRINSIC & EXTRINSIC BENEFITS**

### **4.3.1: INTRINSIC BENEFITS**

#### **4.3.1.1 ALLOWANCE**

From the beginning of entry to the end of six months of practical training at Aziatex Global Sdn Bhd, I was given an allowance of RM500 every month. So, it makes it easier for me to spend during this internship.

#### **4.3.1.2 MEDICAL LEAVE (MC)**

At the beginning of joining Syarikat Aziatex Global Sdn Bhd, the human resources management department gave a briefing that as an intern I could use three days of medical leave (mc) for sick leave with salary. So, this makes it easier for me when I'm sick and have difficulty working that day.

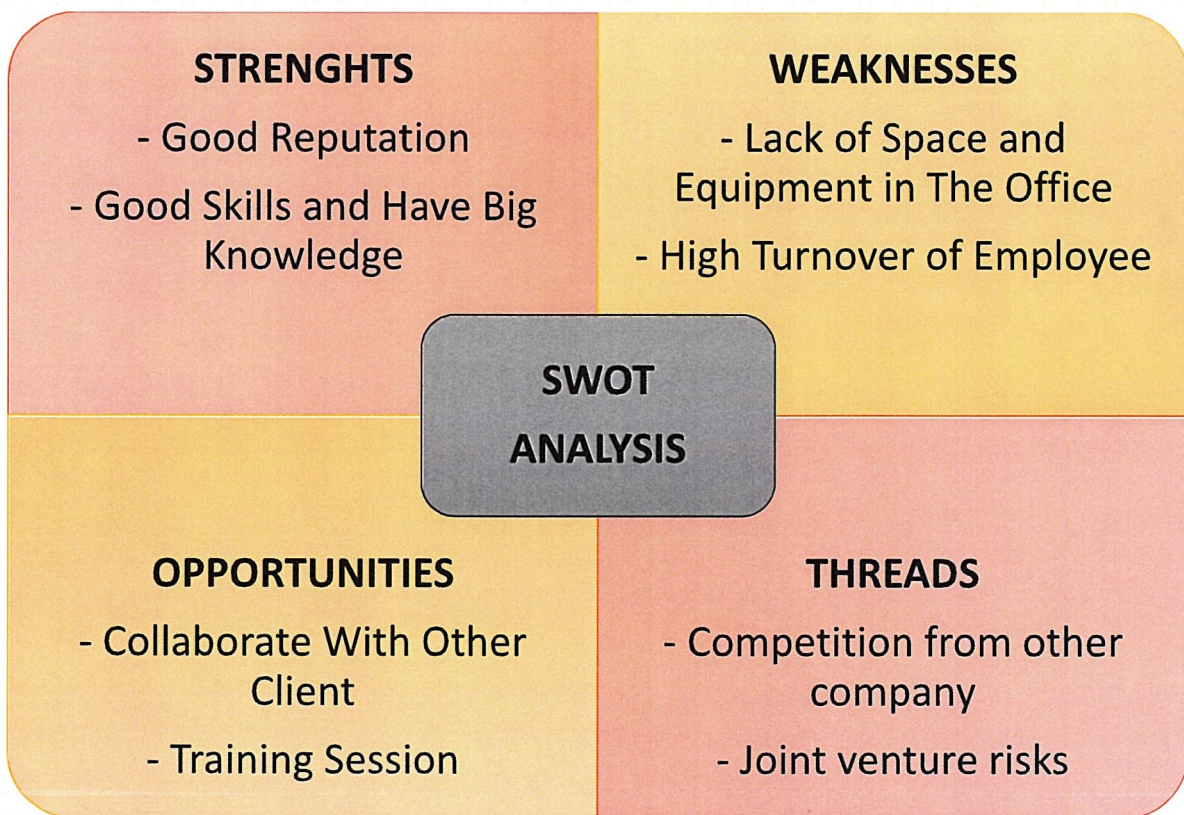
#### **4.3.1.3 WORK FROM HOME (if have issue to go to work)**

In addition, Syarikat Aziatex Global Sdn Bhd also provides a work from home method to all staff and interns working in the company. This makes it easier for every employee when they have business or problems to come to work in the office. The company provides the Hr.my application to make it easier for employees to check in and check out according to working hours if working from home.



## 5.0 SWOT ANALYSIS

Every business has its own combination of strengths and weaknesses, as well as its own unique opportunities and threats. Based on my observations and experience during my six-month industrial work training at Aziatex Global Sdn Bhd, this company also has different strengths and limitations in running its business. Everything listed below in the SWOT box is relevant to this company.



## **6.0 DISCUSSION & RECOMMENDATION**

### **6.1 STRENGTHS**

#### **6.1.1 GOOD REPUTATION**

Potential customers value a company's reputation because it conveys reliability and sincerity. When doing business with a firm that has established a solid reputation, customers are willing to pay more, which in turn helps the company attract great employees who are more likely to stick with the company.

Regarding the Aziatex Global Sdn Bhd Company, it can be seen from ourselves when they as superiors set rules for the staff and each staff needs to complete or ensure that the rules are met. Every arrangement made will be discussed with superiors before being classified or explained in more depth to each employee. So, every employee, including interns, will do the assigned tasks that can cause the company to move forward and have a good record and be known for having a good reputation in the field they work in, especially sales and marketing.

### **6.1.2 GOOD SKILL AND HAVE BIG KNOWLEDGE**

Business talents are aptitudes that enable people to comprehend organizational behavior and customer behaviors so they may apply this knowledge to advance the success of the business. In addition, information is essential to the development of a business. Since knowledge is intrinsically unique to your organization, it has enormous value. It determines how your firm operates, how much you can sell or accomplish, and how you can differentiate yourself from your rivals.

During the practical training at Aziatex Global Sdn Bhd, as their staff, I fully used the advantages that I have, which are the skills and knowledge that I had while studying at Uitm and practiced physically here. Aziatex Global also has high enough skills and knowledge to handle the company because they have more than one client with each client having many branches around Malaysia. This can be attributed to the marketing service that is carried out with the skills of the team to organize content, posting and sales schedules. The content posted shows our skills and knowledge as employees according to the criteria set by the company. So, with that, Aziatex Global can use this strength in good skill and knowledge as a shoulder for the company to move forward and be recognized even more on the world stage.

## **RECOMMENDATION OF STRENGTHS**

### **- Be Trustworthy**

Recommendation for the first strength is that Aziatex Global needs to ensure that the terms and conditions regarding services and privacy are clearly stated on their website and, where applicable, in any contracts. Be quick and polite when it comes to your own good reputation company. According to Jackson (2020), inspiring motivation is concerned with how to inspire employees. Positive reinforcement is given to employees to motivate them to increase their productivity at work. Two further strategies for motivating employees are to set goals and have a clear vision. Workers perform better in an environment free of barriers that is made possible via communication. Therefore, by following this advice, employees will do their best to uphold the company's reputation and demonstrate Aziatex Global's ability to provide the greatest service to customers.

### **- Access Online Resources**

Next, the recommendation for the second strength is access to online resources because the internet is a free source of information and one of the unlimited sources of education. Staff can attend educational webinars held on blogs or social media accounts because online resources are excellent for reviewing the latest industry news sites and following the latest trends.

## **6.2 WEAKNESSES**

### **6.2.1 UNSTRATEGIC OFFICE LOCATION**

The quantity of work and the calibre of the outcomes produced in your business can be greatly improved by investing in high-quality office supplies and dependable support services.

Aziatex Global Sdn Bhd has made the wrong choice for this office location in Kuantan because they only rent shop lots and the place is not strategic. The area chosen which is Mahkota Valley is a new area and not known to many. So, because we only rent shop lots, the space available for each employee is very limited. Moreover, male, and female workers have to share the surau, causing them to have no privacy to perform obligatory worship such as prayer and others. Additionally with the equipment provided in the office. As an example, that can be emphasized here is the pantry office section. The company does not provide enough equipment and materials in the pantry such as sources for making drinks and others. This makes it difficult for workers to rest. So, because of the lack of space and equipment in the office, it will somewhat disturb the focus of the employees and make the employees not happy in the office.

### **6.2.2 LACK OF STAFF / EMPLOYEES**

Aziatex Global has taken the wrong step by dismissing sales department employees in June recently, this happened because the company changed the work system to an Artificial Intelligence (AI) system that uses robots to serve customers to each of their clients. The company does not make any experiments before fully using the system. The company dismisses an employee directly causing inconvenience to other employees which causes other unrelated employees in the department to have to replace and do more work. Because of this, the sales and marketing department was understaffed and a bit of a mess after the incident.

## **RECOMMENDATION OF WEAKNESSES**

### **- Strategic Workplace**

Aziatex Global should find or rent a more strategic place to use as an office in the Kuantan branch. The designated place for the office must be a place that has developed such as in the city or close to the city. The rented office must be larger than the current office in order to provide full comfort to every available staff, especially the place where separate prayers can be performed. When the office environment is comfortable, employees are also easier to complete their work and the company will also progress further in the future. For this, finding a site that complements the goals and objectives of the business is essential. The geographical strategy of your organisation should be considered when creating any overarching corporate structures or plans (Paul Darghi, 2021).

### **- Do Some Trial First**

For this recommendation point, Aziatex Global should have tried first before deciding to fire employees to reduce the difficulties that occur. When the experiment is done, every work that will be done will be more organized and easier to carry out. Because of this, the company should make a plan that should be carried out in a long period of time before making or carrying out a decision. Giving employees valuable feedback on their performance is crucial, say Ashford & Cummings (1983), because it informs them of how well they perform, how their supervisors see them, and what has to be altered to achieve goals and objectives.

## **6.3 OPPORTUNITIES**

### **6.3.1 COLLABORATE WITH OTHER CLIENT**

Collaboration allows for two-way project engagement and opens the door for communication with your clients. As a result, you can provide your clients with the crucial openness they require for each assignment.

Aziatex Global Sdn Bhd can find new clients who produce products to further develop their company or network. This is because, before until now they only offer service services, so for the expansion of the company, Aziatex Global can change their strategy from service services to product offering services. This will add such a great opportunity because every client who uses their service may also use the product. This is said because the management of product offerings is easier and easier to do than with today's service. They expected us to give them more because, according to the press, the client is king in the business. Additionally, when we provide services, employees are frequently counted on to remain at their jobs to handle any problems. Unlike the product, which can be offered on our own because a link is all that is required for a customer to purchase it (The Time of India, 2022). Once we present a proposal, there is no doubt that there will not be a delay. Ramkumar Ganesan, a Principal Consultant and DevOps expert who has worked in both contexts, asserts that there would be an escalation even if the delay is only a few hours.



### **6.3.2 TRAINING SESSION**

A training session is a 'chunk' of learning that enables you to go over a self-contained block of knowledge without saturating the learner with information.

For this opportunity, Aziatex Global can participate in all leadership programs organized by the relevant parties. This program can also be organized by Aziatex management to their staff. This will bring meaningful input to the staff as well as get time for them to bond together. This is also so that every service by marketing has new ideas for every content that is run. For example, the leader from the marketing team will go to the leadership program organized by "Annems Leadership". So there, the leader will probably learn more about marketing and will bring that knowledge and pass it on to other members of the marketing team.

## **RECOMMENDATION OF OPPORTUNITIES**

### **- Define And Communicate Team's Goal**

The recommendation that can be made for the first opportunity is to let all the teams know the company's goals. This should be done periodically like once a week. But to get a better effect, it needs to be done every day but according to the tight time every day, Aziatex Global can share this discussion once every week. So, this will indirectly foster new ideas from the members of the marketing team to work towards the intended direction, especially together. Each team member will also take their own steps to determine their achievement goals every day in order to succeed in the goals set by the company.

### **- Invest on Quality Training**

As for the second recommendation, invest on quality training. This is the best tip. Companies cannot just ask the marketing team to attend a webinar, because it will only waste employees' time. Companies should invest in quality training such as face-to-face training programs and find the best instructors in the field of marketing. For example, companies do not necessarily have to outsource and overspend for the best instructors, but they can simply hire their most experienced and talented employees and ask them to share their knowledge with their entire marketing team. According to Heathfield (2012), the organization will benefit much from the correct staff training, development, and education given at the right time in terms of increased productivity, knowledge, loyalty, and contribution.

## **6.4 THREATS**

### **6.4.1 COMPETITOR FROM OTHER COMPANY**

Businesses that offer equivalent goods and services engage in competitor to boost sales, earnings, and market share. Organizations are driven to increase sales volume in order to compete in the market by utilizing the four components of the marketing mix, also referred to as the “four Ps”. The four Ps stand for Product, Place, Promotion, and Price. Understanding and being aware of your competitors is necessary for designing a successful marketing strategy. If you are uninformed of the rival and are aware of their advantages and disadvantages, another company may enter the market and provide a competitive advantage, such as product offers at discounted prices or value-added benefits.

When doing this practical training at Aziatex Global Sdn Bhd, we can see that there is huge competition for the company. Aziatex Global has many competitors out there. This is because there are many companies that do the same service, which is offering service. For example, Dooh Company. It is the same as their client too. Their client also gets many competitors out there. As the biggest example that can be seen is the Seri Wajah Muslimah Aesthetic Spa, Aziatex Global Sdn Bhd's first client. This Seri Wajah Muslimah Aesthetic Spa is a spa that provides facial beauty and facial care services. So, the closest or rival to this Seri Wajah Muslimah Aesthetic Spa is Hannan Medispa. This is related because Hannan Medispa makes a service that is almost the same with Seri Wajah. So, to some extent, this will affect Seri Wajah on the results regardless of the aspect of product, place, promotion, or price.

#### **6.4.2 JOINT VENTURE RISKS**

An agreement between two or more parties to pool their resources to accomplish a specific goal is known as a joint venture (JV). This task could be a project or any other kind of business activity. In a JV, each partner is responsible for the venture's profits, losses, and costs. However, the project does not depend on the members' current economic endeavors. Joint ventures may come with a lot of responsibilities as well as the potential for partner disputes. A joint venture is an example of a situation where there is risk since the participants' communication can be poor and the venture's goals can occasionally be unclear.

Aziatex Global has specific goals for each client. So, when the set standards do not meet the client's taste and wishes, then the client will start looking for new methods and resources to further develop his business. For example, here, there is an issue with the client to use another company to do marketing service for them. The client Makcik Urut Muslimah Spa has started using marketing services from other companies to manage the social media and other related parts that can give awareness to customers out there. With this happening, other clients will also change directions to find other methods to continue to get results in the industry they are successful in. So here in fact, it is very important for Aziatex Global to be responsible in the ventures of the profits, losses and all the costs that the clients issue.

## **RECOMMENDATION FOR THREATS**

- **Improve Marketing Skills**

As a company that offers services like Aziatex, companies need to improve their marketing skills according to the way and the times. The marketing skills used should not be old-fashioned or too outdated because they will not attract interest and give awareness to customers. They must focus more on the Instagram, Facebook, Tiktok and another platform that are going with the trend right now.

- **Hire Another Professional Staff**

Aziatex Global should have or hire a very professional staff regarding marketing for every aspect under it. The staff will be the main backbone of the marketing team to allow them to further develop ideas to get results for social media and others in a better way. The staff will also know more in detail about how to handle marketing, especially in advertising, content management, and copywriting. Each of these three parts is a key aspect to move forward in the field of marketing.

## **7.0 CONCLUSION**

As a conclusion here, Aziatex Global is a company that stands firm based on the strengths they hold. Overall, during this practical training at Aziatex Global Sdn Bhd, I was able to adapt and do my job, which is to handle all their official social media for their clients. I can feel how to work in sales and marketing. In addition to that, by undergoing this Practical Training, I was able to increase my knowledge and skills in the field of marketing according to what I had learned while at Uitm before.

To conclude, let me express my hope and prayer for Aziatex Global's continued development, survival, and capacity for commercial collaboration. This company's goal is to expand its success and financial gains. Thankyou.

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