



EMAS ANUAR

Igauan Setiap Wanita



SWOT ANALYSIS

Emas Anuar Sdn Bhd

1 March - 15 August 2023



اَللّٰهُمَّ صَلِّ وَسَلِّمْ وَبَارِكْ وَسَلِّمْ عَلٰى سَيِّدِنَا مُحَمَّدٍ
UNIVERSITI
TEKNOLOGI
MARA

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Executive Summary

As a final milestone of my degree journey in Universiti Teknologi MARA, I chose to pursue my industrial training at Emas Anuar Sdn Bhd. This report purposely disclosed to discover about company profile, SWOT analysis of the company and how the industrial training has been held there. The company has their internal and external environment that effect the performance. The internal environment include strengths and weaknesses. Sustainability of the company is one of the major strength and they should use this advantage to tackle more customers in the future. However, having gold jewellery business commonly have competitors that may provide comparable design quickly. This rivalry lead to lower chances to get even few customers. Emas Anuar Sdn Bhd should come out with new invention in marketing in order to attract more people coming to their physical and online store. External environment factor in the other hand can be controlled by strengthen quality of products and improve trust between brand and customer to ensure repetition of purchase occur. Social media range should be enlarged as well to draw more online customers. With that, online sales could be expanded. As the insurance premium for business organisations keep increasing, company should tackle the threat by asking the insurance company what they can do to prevent losses and since the company is consider as a big company, they are able to implement top-down safety risk management and mitigation measures to bring down costs.



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History of Organization



Emas Anuar was founded in 2002 by Mr. Mohd Khurulanuar Bin Mhamad Noor and Puan Zalina Binti Shahrir. They make their first move towards their goal with tremendous confidence and an insatiable desire to raise their standard of living.

The success of Emas Anuar Sdn Bhd has encouraged its owners' relatives to join in this endeavor. On that occasion, Emas Anuar has become a family business.



The headquarters of Emas Anuar is located in Bandar Perda, Pulau Pinang. There are two main branches that act as headquarters. The first headquarters known as HQ 1, located at Lorong Perda Utama 1 while the second is known as HQ 2, located at Jalan Perda Utama 3. Additionally, it has the other 16 branches to backup the operation and sales.

Business Nature

The company offers a variety of jewellery, including rings, necklaces, bangles, gold bars, and many other items. It is the first 100% Bumiputera jewellery factory that offers free artistry with good grade 916 (22 karats) and 375 (9 karats) gold.

They do provide value added services such as goldsmith, polishing and repairs. Beside that, Emas Anuar Sdn Bhd also purchase second hand gold and resell the preloved gold at special price after it has been regroom.



Vision & Mission

VISION

- To compete in globalization as a leading and skilled jewelry manufacturer.



MISSION

- Have branches throughout Malaysia and around the world.
- Be the finest organization in terms of employee welfare.
- Provide customers with a reasonable pricing.
- Show appreciation to clients by giving a pleasant, secure, and attractive souvenir infrastructure.

Training Reflection



Duration *10*

Department *11*
& Roles

Gains *13*

INTERNSHIP PERIOD

- 24 weeks (1 March 2023 - 15 August 2023)

WORKING DAYS

- Monday- Saturday
 1. A day of Saturday - compulsory attend.
 2. A day of next Saturday - compulsory absent.
 3. Next two days of Saturday - option for overtime (OT)

WORKING HOURS

- 9:30AM - 6:30PM
- 9:30AM - 5:45PM (During Ramadan)

LOCATION (Headquarters 2)

- Uptown Bandar Perda
Gep Street, Lorong Perda Utama 3,
Bandar Baru Perda,
14000 Bukit Mertajam,
Pulau Pinang

Department & Roles

Account Department

- Mainly I was assigned in account department and specifically work on sales section of several branches that have been assigned.
- I assisted account payable section to have a proper documentation such as filing and documents printing that required for company's filing process.
- As the company was in the audit stage during my internship period, I was assigned to prepare sales report for all Emas Anuar branches. The reports were then submitted to auditor for audit purpose.
- Analyze report for auditor is also part of my responsibilities. I looked over the report to double check and ensure there is no miscalculation occur.

Department & Roles

Sales Section

- I have been assigned to handle three branches of Emas Anuar in northern region of Malaysia. They are Kangar, Alor Setar & Jitra.
- My daily routine was to logged in to RHB Bank and Ambank's websites to check the bank transactions of previous day.
- I need to go to HQ 1 collect daily settlement receipts and vouchers issued by each branch for further action by accounts payable team.
- There was a form needed to be updated daily. It can be done once the daily settlement collected.

Gains

Knowledges, Skills & Experience


Starting from the first day of my internship, I discovered new experience being in an organizational office as I only have part time job that require more physical contributions before. From there, I could see how the working culture been apply.

I obtained a better understanding on how accounting process been use in real business when I have been assigned into department of account at the headquarters. Senior coworker demonstrated the step by step to complete my task as an account clerk. I was assigned to handle three outlet altogether. As it is compulsory for me to use Microsoft Excel to complete daily settlement report, indirectly it improved my Excel skills to utilize more of the features.

There was a time unbalance final total in current sales report found, which require the whole report to be analyzed. If that the case, I need to contact the branch clerk to reconsult further. This activity acquired good communication skills and it also help me enhance my analytical skills.

SWOT Analysis

Strengths (Internal)



1. The business has a little risk at start up.
2. Sustainable since 2002.
3. 16 branches around Malaysia.

Weaknesses (Internal)



1. Competitors may easily provide comparable design.
2. Limited price flexibility.
3. High costs of delivery.

SWOT Analysis

Opportunities (External)



1. Online purchase expansion.
2. The annual growth in gold could be the highest in ten years.

Threats (External)



1. Insurance premium costs are continually increasing.
2. Theft and burglary risk at the physical store.

<p style="text-align: center;">Internal Factors</p> <p style="text-align: center;">External Factors</p>	<p>STRENGTHS (S)</p> <p>S1 Company has a little risk at start up.</p> <p>S2 Sustainable since 2002.</p> <p>S3 16 branches around Malaysia.</p>	<p>WEAKNESSES (W)</p> <p>W1 Competitors may easily provide comparable goods.</p> <p>W2 Limited price flexibility.</p> <p>W3 High costs of delivery.</p>
<p>OPPORTUNITIES (O)</p> <p>O1 Online purchase expansion.</p> <p>O2 The annual growth in gold could be the highest in ten years.</p>	<p>SO STRATEGIES</p> <ul style="list-style-type: none"> • Advance advertisement to cater customers from different backgrounds to gain future profit. (S1,S3, O1) • Widely promoting about advantages buying gold today and sell later. (S2, O2) 	<p>WO STRATEGIES</p> <ul style="list-style-type: none"> • Enlarge the social media range with upstanding marketing and make use of online advertisement to draw more attention from future customers. (W1, W2, O1)
<p>THREATS (T)</p> <p>T1 Insurance premium costs are continually increasing.</p> <p>T2 Theft and burglary risk at the physical.</p>	<p>ST STRATEGY</p> <ul style="list-style-type: none"> • Invest more in enhancing the security part of employees and stores and do research about good insurance company that offer better coverages and more advantages. (S3, T1, T2) 	<p>WT STRATEGY</p> <ul style="list-style-type: none"> • Strengthen quality of products and the physical store to build up trust between brand and customers and ensure repetition purchase from customers (W1, W3, T1)

Discussion

Strengths (S1)(S2)(S3)

Every business faces some level of risk such as lack of preparation, insufficient resources and unclear product and service goals. It is crucial for the entrepreneur to be aware of these risks and to prioritize them effectively. Unlike the other type of business, the startup phase of gold business are not that difficult. Founder already know the goods they will serve to customers and the services they can provide. This factor could be a significant advantage to business owner of gold store.

Within 21 years, Emas Anuar Sdn Bhd has created an appealing brand identity for the company. Incorporating sustainability into their core business strategy, the company makes it obvious how investments with a sustainability focus relate to business risk, opportunity, and growth. They also realized the fact that business of production and procurement contain KPIs for sustainability and social responsibility.

Besides, Emas Anuar Sdn Bhd is one of the most famous jewellery store. Bringing its local name around Malaysia was not an easy job to be done. However with their strong faith and effort, the company now have 16 outlets in Malaysia. They are easy to be recognized because their stores all have the same layout, signboard and interior design. This makes it quite simple to identify them. This make their brand is well-known throughout Malaysia.

Discussion

Weaknesses (W1)(W2)(W3)

Despite the popularity of its brand, Emas Anuar faces significant rivalry from other gold manufacturers, which could affect its market share. Competitors might offer comparable goods easily (*SWOT jewelry store, 2016*). When customer dealing with this situation, they tend to buy from the most persuasive salesperson and this depends more on employees to have good persuasive skills.

Flexible pricing is a business technique in which a product's final cost is changeable. To put it another way, buyers and sellers may communicate to try and alter the price, drive it up or down. Pricing that is flexible includes both the price of goods and services. However, Emas Anuar Sdn Bhd is dealing with limited flexibility of price which mean they can not simply reducing the price of gold to attract more customer and that is the shortcoming for this business.

Meanwhile, the costing for transportation of gold is high because they need better security to guarantee all the product safely landed to their destination. Due to the high value of gold, there are very strict security procedures that must be followed while moving gold between miners, refiners, and wholesalers (*Henderson, 2023*). The company also in charge for the insurance part of the gold delivery.

Discussion

Opportunities (O1)(O2)

Numerous firms, both big and small, have increased internet sales as their main objective to gain more customers and Emas Anuar Sdn Bhd should not be an exception. There is a value of online purchasing and e-commerce, as well as the reasons to sell online. Currently, an increasing number of consumers claim they like internet purchasing over traditional shopping. The decision-making process of the buyer has seen a significant transformation in recent years. Before ever speaking to a salesperson, buyers have done research online. In addition, more customers are making direct purchases online and through their smartphones, never setting foot in conventional brick-and-mortar stores. The internet greatly simplifies and accelerates business transactions. As an outcome, there have been changes in how people do business, with e-commerce or online purchasing experiencing significant global growth (*Nyxone*, 2018).

Next is when we talk about gold will have its annual growth in ten years, there is a mind crossing "has not gold been a good investment over the long term?" It actually depends on the time period being analysed when analysing the performance of gold as an investment over a lengthy period of time. For instance, equities have occasionally outperformed gold and bonds over 30-year intervals, and gold has occasionally outperformed both stocks and bonds over 15-year periods. The price of gold climbed by over 360% from 1990 and 2020 (*Gazi*, 2023).

Discussion

Threats (T1)(T2)

One of the threat for this business is that insurance costs are continually increasing. Business insurance premiums typically rise for a number of reasons, such as additional coverage or claims experience. In spite of the fact that their coverage or claims history has not altered, many business owners are witnessing premium increases in these out of the ordinary times. Insurance businesses are experiencing the effects of inflation just like everyone else. Although insurance is an intangible good, it covers the costs that we can all see rising: construction prices, labour costs brought on by a lack of workers, supply chain problems, and higher-priced automobiles and parts owing to technological advancements. The fact is that many factors contributing to rising business insurance prices are beyond the control of any business (*business insurance cost, 2021*).

At the moment, there is type of theft known as "distraction theft" which is a sort of theft that frequently occurs in waves in response to the activity of criminal organizations where several persons collaborate. They are less frequent and more difficult to carry out, though. These thieves will go to some extremely spectacular lengths. They have been known to act ill or act upset over bad customer service and create a commotion and to make matters worse, kids have been utilized as pawns to divert attention from these robberies (*Moore, n.d.*).

Recommendation

SO STRATEGY (S1, S3, O1)

The company should not ignore the upper hand to widen the business since the business has little risk of start up. Make it known within various ages and around the world. An active online posting will help the company boost their sales. As we all know, by the time of our era, technology have become priority for most of people nowadays. They use their smartphones almost every single hours in a day. That is why the company should take this chance to increase online advertisement to book a place in customer's minds. They can also find a new partnership to ensure their brand known well through different level of people. The organisations that establish the partnership gain exposure to each other's consumer marketplaces as a result of this company growth strategy, which ultimately boosts sales and revenue (*Shewan, 2023*).

SO STRATEGY (S2, O2)

Emas Anuar Sdn Bhd should also promote more about gold as a good investment and it is supposed to act as a haven when markets are in decline, because the price of gold typically does not move with market prices. These could be a small step to tackle customers attention to buy gold as accessories or even for investment. To be precise, gold has long been considered a durable store of value and a hedge against inflation. Gold also tends to rise during periods of high inflation and geopolitical uncertainty.

Recommendation

WO STRATEGY (W1, O1)

The company can enlarge their online connection with customers. Starts creating more social media account such as Tiktok, Twitter, Instagram and Facebook to cater customers from all different ages. Gain their trust and interest by regularly update about various content but still stick to the major content of the company products.

There are also few ways to grow online sales. Firstly, the company could make use of advertisement extensions to increase advertisement clicks. Advertisement extensions are an obvious choice when selling goods online. This feature (available in both AdWords and Bing) enables business owners to increase the size of their advertisement and the number of clickable areas. It does not cost any more and raises the click-through rate of the advertisement. Customer feedback also could never been more crucial than it is in today's social media landscape. Fortunately, this means that one of the most effective tools in testimonials come from satisfied consumers. Add gushing testimonials and reviews from enthusiastic brand ambassadors who brag about how fantastic the products are since they are far more persuasive than even the best-written sales copy. These should be put on pricing page, product pages, landing sites, or even home page.

Recommendation

ST STRATEGY (S3, T1, T2)

It is possible to stop distraction theft. Greeting each customer as they enter the premise is an excellent place to start because it lets potential thieves know the salesman is paying attention. After that, offer to assist them one-on-one and be attentive to the client until they have left. Inform people politely that person in charge is now helping someone and will be there for them as soon as she or he can. A salesman can ask a coworker for assistance to manage a crowd. If the company struggles to manage crowds, they might need to think about more significant alternatives like hiring more staff, moving or remodelling for better customer flow, and installing an access control system (*Moore, n.d.*).

Although there are frequently trade-offs, it is possible to lower the cost of the business insurance. A lower deductible means the company will pay more for small business insurance premiums, but less if they ever need it, much like with health or vehicle insurance. Although it comes with a risk, raising the deductible will lower your insurance costs. Just be certain that the deductible is a sum organization would be ready and able to pay, should the need arise (business insurance cost, 2021). On top of that, research about good company that offer better coverages and price could also be a good practice to overcome the threat.

Recommendation

WT STRATEGY (W1, W3, T1)

According to Nyxone, there is a technique that has been called try-promote-repeat and also known as affiliate program. The company should support this technique because people have greater influence with their family and friends. The person that joined the affiliate program will buy the product first, try them on and persuade their closest people to buy it as well. Then the affiliate will gain small profit by promoting the products and company will benefit more customers and sales. Along with the effective technique, company should also strengthen quality of their products to win the rivalry.

For the cost of transportation, business owner could try to reduce the frequency of restocking. In other way, they may come up with the idea to order in greater amount once in a while to save the costs. Shipping insurance can be required, especially if company process numerous orders each day or market expensive goods like golds. Purchase insurance from a third-party company rather than the shipping courier, who is infamous for overcharging could also be a help.



Conclusion

In summary, the founder of Emas Anuar Sdn Bhd made the right decision to start his business of gold, because some of potential business owners struggle with hazy product or service objectives but the founder is already aware of the products and services they can provide clients which is gold jewellery and the proprietor of a gold store may find this to be a big advantage. Major technique to attract more customer is by doing an affiliate program. This tactic helps them gain more new consumers who will test their goods and services and, in turn, makes them the talk of the surrounding netizen.

For customers perspective nowadays, they want more offer from their preferred businesses than just making the same purchases. Business owner should come up with more creative ideas and contents as a new developing method. This business method gives the organizations clear path way which eventually increases sales and revenue. A lively internet presence will aid the business in increasing sales. Hence, the company ought to take this chance to ensure their business keep updating with latest trends and customers need. Finally all of effort to sustain the business will be worth it.

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Industrial Training Report Industrial Training Report UNIVERSITI TEKNOLOGI MARA UNIVERSITI TEKNOLOGI MARA

PAGE 1 As a final milestone of my degree journey in Universiti Teknologi MARA, I chose to pursue my industrial training at Emas Anuar Sdn Bhd. This report purposely disclosed to discover about company profile, SWOT analysis of the company and how the industrial training has been held there. The company has their internal and external environment that effect the performance. The internal environment include strengths and weaknesses. Sustainability of the company is one of the major strength and they should use this advantage to tackle more customers in the future. However, having gold jewellery business commonly have competitors that may provide comparable design quickly. This rivalry lead to lower chances to get even few customers. Emas Anuar Sdn Bhd should come out with new invention in marketing in order to attract more people coming to their physical and online store. External environment factor in the other hand

can be controlled by strengthen quality of products and improve trust between brand and customer to ensure repetition of purchase occur. Social media range should be enlarged as well to draw more online customers. With that, online sales could be expanded. As the insurance premium for business organisations keep increasing, company should tackle the threat by asking the insurance company what they can do to prevent losses and since the company is consider as a big company, they are able to implement top-down safety risk management and mitigation measures to bring down costs. To begin with, I am grateful to Allah S.W.T for granting me to fulfil the last academic requirement for my degree and for letting me to further my knowledges and abilities through this industrial training. Definitely, I cannot attain this level of achievement alone. To ensure that I reach the finish line, there are many people involved in the process either directly or through indirect means. I am grateful to have my family and close friends to always been there to give me unwavering supports and help me improve my confident and strength to keep going till the end. I would like to express my gratitude to Puan Norshamshina Binti Mat Isa for continuing to monitor the academic progress of her mentee students in spite of her busy schedule. She helped me finish my internship report, thus I owe her. I appreciate her complete trust in me to handle the harder, more demanding duties I'm about to take on. I appreciate Encik Muhammad Amin Bin Zulkifli as my supervisor and all my colleagues, for all of their guidance, teaching, and support during my time as an intern and for giving me tasks that improved my knowledges and skills. Thank you for fostering my personal development, accepting me under your wing, and integrating me with traits for which I could never be sufficiently appreciative. PAGE 2

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PAGE 6 History of Organization

Emas Anuar was founded in 2002 by Mr. Mohd Khurulanuar