

INDUSTRIAL TRAINING



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Perlis
Kampus Arau

REPORT AT

MH MILK SDN.BHD |
FARM FRESH PENANG



**1 MARCH 2023 -
15 AUGUST 2023**

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EXECUTIVE SUMMARY

I HAVE

prepared my internship report based on the six months long internship program that I had completed in Mh Milk Sdn. Bhd or Farm Fresh Penang (FFP) from 1 March 2023 to 15 August 2023 as a requirement of my Bachelor of Business Administrative (Hons.) Marketing Program in Faculty of Business and Management, Universiti Teknologi MARA.

This internship report covers many important aspects which are related to the sales and marketing aspects of the Farm Fresh Penang (FFP) company. Thus, an overview of Farm Fresh Penang will be illustrated.

Along with the internship program, I mainly worked in Sales and Marketing department. Therefore, this report also has been included with my reflection on my experience working.

Moreover, in this report, you will find the detail regarding Farm Fresh Penang SWOT Analysis, PESTLE Analysis and also SWOT Analysis Matrix (Matching Stage). All the Internal strengths and weaknesses, External opportunities, and threats of the organization have been discussed along with some strategies/recommendations for the business's improvement.

IN THE END this training program is a good learning opportunity for me to gain valuable experience getting involved directly in the task relating to this field. Besides, it gives me a lot of exposure to the Sales and Marketing field, also in the dairy market industry to apply the theoretical knowledge that I obtained in UiTM. Therefore, I found that this industrial training is extremely helpful for the student.



COMPANY PROFILE

OF FARM FRESH PENANG

Company Background
Vision
Mission
Product Offer
Organizational Structure
Organizational Layout

Farm Fresh Penang BACKGROUND

The Penang stockiest specializes in supplying farm-fresh products.

Eventually, I have been going on an internship under MH MILK SDN. BHD. which is also known as Farm Fresh Penang. This company carries the name Farm Fresh Bhd for the Penang region which company is located at No. 2a, Lorong Perda Timur 6, Bandar Baru Perda, Bukit Mertajam, Pulau Pinang. In short, Farm Fresh Bhd is one of the leading Companies for an integrated dairy group engaged in the business of farming, manufacturing and distributing dairy and plant-based products in Malaysia.

Back to Farm Fresh Penang, this company is one of 55 farm fresh's stockists around Malaysia and also a warehouse & Distribution Centre for the Penang region. This company was founded by Encik Helmi Adnan, 41 years old and established in 2019, and it was the first largest stockist in Penang. Its business is open every day from 9 P.M. to 6 P.M. except closing on Sunday. In 2016, Farm Fresh Penang a small enterprise (SME) business registered under the MH Al-Hijrah Resources Enterprise by allocating a budget of RM40,000. During this period, Farm Fresh Penang had much encouraging support, especially from the Home Dealers and customers around Pulau Pinang. As the company's business grew, Mr Helmi decided to rent a

warehouse in Bandar Perda, Bukit Mertajam. The company changed from (SME) to MH Milk. Sdn. Bhd. and it was the biggest success of Farm Fresh Penang's achievement.

In addition, Farm Fresh Penang as the stockiest specializes in supplying farm-fresh products especially milk to more than 600 Convenience Stores, 250 Gas Stations, 339 Cafés and Restaurants, and 290 Kindergartens throughout Pulau Pinang. Finally, since 2020 Farm Fresh Penang has succeeded in becoming a government program supplier for supplementary food plans (RNT) until now in all primary schools in Penang Island. But not least, Farm Fresh Penang was successfully awarded the achievement of Top 1 Milk Sales, Top 1 Home Dealer and Second Stockist in Malaysia. This proves that Farm Fresh Penang is one of the strongest pioneers in Farm Fresh Bhd supply products.



Figure 5.1 Farm Fresh Milk Stock at FFP warehouse



Figure 6.1 Free distribution of Lambuk Porridge and Farm Fresh drinks in collaboration with MBPP

FARM FRESH PENANG

VISION

The vision of Farm Fresh Penang is to become the largest and fastest distributor and supplier of all types of fresh dairy products to the people of Penang, as fresh as drinking milk from the farm.

MISSION

The mission of Farm fresh set a mission to produce fresh and healthy dairy and plant-based products as well as give customers what they want and truly deserved. In addition to spreading the goodness of milk to everyone.

PRODUCTS

of Farm Fresh Penang

Farm Fresh Penang offers a variety of products for almost 100 types of Farm Fresh products such as Fresh milk, Flavoured milk, Farm Fresh Grow, plant-based milk, Yogurt drink, and others. However, the main products sold are 17 types of Fresh Milk, 13 types of flavoured, and various flavours of yoghurt drink milk.

Pure Fresh Milk

Fresh milk is the sole ingredient of this product, which is available in 2000g, 1000g, 568g, and 200g.



Skinny Milk

Less fat than Pure Fresh Milk. Additional sizes were 2000g, 1000g, 568g, and 200g.

UHT Milk

It UHT version of Chocolate flavor and Kurma flavor to make it last longer for flavored milk.



PRODUCTS

of Farm Fresh Penang

Yarra Full Cream & Low Fat

Farm Fresh in Austria owns Yarra Farm, which is where the farming fresh product from Yarra Farm originated.



Yarra Master Barista

Another name for yarra specially crafted fresh milk for baristas and kopi drinkers. It has undergone study to make it appropriate for producing coffee.

UHT Yarra Milk

It UHT Yarra version to make it last longer for Yarra flavoured milk. Comes with Pure, Chocolate and Strawberry flavors.



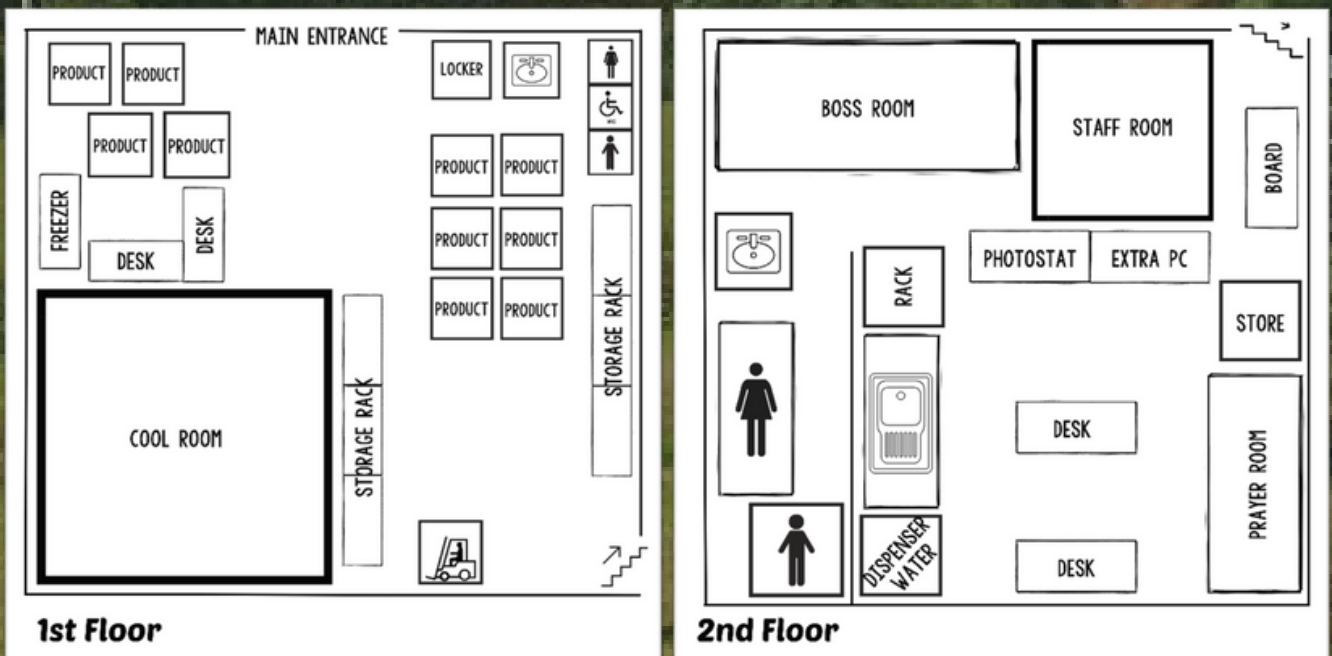
Organisation Chart

MH MILK SDN. BHD | FARM FRESH PENANG



Organizational Layout

Figure 9.1 Farm Fresh Warehouse Layout



TRAINING REFLECTION

- Experiences
 - Roles and Responsibilities
 - Skills
 - Salary
-



TRAINING REFLECTION

Training reflection including my experiences, roles and responsibilities, skills and also salary.



EXPERIENCES

Eventually, my internship at Farm Fresh provided me with significant job experience and allowed me to move forward in my intended career in Sales and Marketing. Throughout this period, I got the incredible chance to work as a Sales & Marketing Intern at Farm Fresh Penang. My internship has been filled with hands-on learning opportunities, obstacles, and lessons on how to improve my marketing scope. All of these aspects combined to provide a really useful and important experience for me to use in the future.

During my first month with this company, I learnt about how it runs. How does this business make income, and how does it keep making money? How does Farm Fresh Penang strategically employ home dealers and commission agents to guarantee that their products reach consumers throughout Penang? I obtained information regarding the dairy industry's general outlook.

As a result, I obtained experience interacting with FFP Home Dealers about the commissio, the wholesale pricing of each wholesale item, their marketing plan, and, most significantly, the profit that Farm Fresh can make via strategic marketing

Furthermore, I have acquired a better understanding of the products and services offered by Farm Fresh Penang. This firm eventually had over 100 dairy, yoghurt, meat, and other items. So, in these six months, I've learned to recognise, memorise, and taste practically all of the goods provided by my firm, particularly those that are preferred among customers, such as Banana Milk, Date Milk, Almond Milk, and many more. Furthermore, when I participated in a corporate event to offer farm fresh items, I gained experience to become a skilled promoter and salesperson since I was able to state the pricing, ingredients, and advantages for each product when consumers approached. As a result, I have obtained valuable expertise in directly selling Farm Fresh items to consumers (B2C), as well as handling payments and providing consumers with change.

Next, during my work with Farm Fresh, I also gained knowledge of developing soft and hard sell strategies. As I have been assigned to managing Facebook Farm Fresh Penang as the main media platform for marketing this company's products, I have gained valuable experience to make soft and hard sales effective through marketing content such as videos and pictures. Every week I have to edit marketing content through Canva, Cupcat, Adobe Photoshop, Envato, After Effects, and Premiere Pro platforms.

Finally, I have generated valuable experience by participating in various events organized by my own company and through Farm Fresh

For example, an event to collaborate between kindergartens throughout Penang for me to deal directly with the kindergarten to hold subsidy-free sales there in addition to holding various game activities for the students. Eventually, this event gave me a good experience to improve my continuous communication with customers and how to manage and gain sales through this event. In addition, because this company sometimes participates in various programs under the cooperation of the Penang City Council (MBPP) and Farm Fresh Malaysia (HQ), therefore I gained experience working with different teams since they motivated and made me feel valued as a marketing intern student throughout the entire collaboration.



ROLES & RESPONSIBILITIES

My primary roles and responsibilities in Farm Fresh Penang included collaborating with sales whereby I have responsible for selling products (dairy milk, yoghurt and others) by joining as as many events. For example, usually, I have joined more than 5 events every week including Kindergarten events and School events. For this role, I have been working together with a sales team to make sales roundly RM2000 to Rm3000 every week. Indeed, I must also collaborate to boost profitability and create and maintain connections with our consumers or clients to stimulate repeat purchases and brand loyalty.

My next roles and responsibilities are social media coordinator to promote Farm Fresh Penang company. Therefore, I have been assigned to control my company's social media platforms such as Facebook and TikTok to promote Farm Fresh Penang's business, products, and services to generate brand awareness and sales. I have to schedule a Facebook page and TikTok with poster and video ads and write copywriting for each posting. In addition, I also need to reply to the comments made by my followers. As a result of this, I've been forced to gather information about the interests and habits of the individuals who see and engage with our page to better it in the future. Also, to set up methods to obtain more followers and enhance consumer interaction, I must investigate current trends and generate compelling social media postings.

Moreover, my responsibilities include creating content, in which I design and generate digital material for social media posts, photos, videos, and sales copy for landing pages for our company's products. Farm Fresh Penang provides me with software platforms like Canva Pro, Cupcat, Freepik, Adobe Photoshop, Envato, After Effects, and Premiere Pro, which I can use to produce posters and videos for our company's social media content. Mostly, I am required to find and planning least 1 relevant idea content each

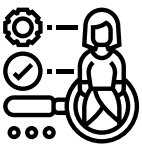
week based on my creativity and trend in media social. From here, I must plan the shooting or editing of a poster depending on colour, font style, and size to generate digital content.

Another significant duty is to plan an event, whereby I need to plan a kindergarten event by communicating first with a kindergarten teacher to get a confirmation date and time via calls and chats on programmes, initiatives, and events. It is vital for me to effectively interact with a wide range of clients to provide good customer service to them. I routinely coordinate virtual events and meetings for kindergartens, which necessitates strong time management abilities to guarantee that everything works properly. Moreover, before the event, I was responsible for managing inventory and ensuring that all products were properly stocked and packed. This required me to not only prioritise activities but also communicate effectively with my team members to assign duties and optimise procedures.

Finally, it is also crucial to me to plan and also produce a product such as Giftbox in conjunction with Hari Raya Aidilfitri, Teacher's Day and Mother's Day. Therefore, it is very important for me to find ideas and plans to market the products before selling them. In addition, I also need to produce something like a greeting card with creativity using the software provided by the company. All of this requires planning before proceeding with the project to complete it and market it.



By considering undergoing an internship at Farm Fresh Penang, the main skill I have been improving as long as this duration is product knowledge. This is because this business uses its items as a primary source of earnings. Looking at the circumstances, I need to guarantee that my product knowledge is at the greatest level as a worker in the sales and marketing department. This is because it assists me in understanding the ingredients, pricing, and advantages of each Farm Fresh product, as well as the target demographic for that product. As a result, I can explain to customers "why they should buy our brand more than the other brand" and discuss any potential concerns that customers may have before and after using our product. According to my supervisor, if I lack product expertise, I won't be able to provide the greatest customer service to our consumers when performing business.



The next skill that has gained and improved during my internship is digital marketing skill, whereby Farm Fresh has used their websites and social media platforms such as Facebook, Instagram, and TikTok to engage with customers and market our goods. Therefore, during the time, I have been assigned to handle copywriting and posting on Farm Fresh Penang Facebook and TikTok, I have honed my skills in managing social media to market Farm Fresh products through soft and hard sales. From there, I was taught about video and photo shooting and editing skills using various platforms and my creativity skill to work better. Finally, I additionally gained and learned how to schedule and place social posts on this platform to successfully enhance social media engagement.

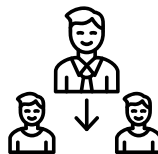
WHAT SKILLS I HAVE BEEN IMPROVED?

From here, I was able to read reviews and gain suggestions from another farm fresh follower, as well as enhance my customer service skills to contact followers about any purchase concerns or problems.



Furthermore, Farm Fresh Penang prioritises every employee to have very good Interpersonal skills, especially in the sales and marketing department. This is since in many sales tasks, this department must interact effectively, listen carefully, and have an optimistic outlook with individuals both inside and outside the organisation. As a result, I have learned and developed these skills to guarantee that I can create rapport, trust, and loyalty with our consumers. As usual, I used this expertise throughout my sales discussion calls and messages with kindergarten teachers,

as well as another event with possible customers and clients that involved the purchasing and selling process. In the end, I've established some long-term relationships with kindergarten teachers to increase sales for my department.



Finally, the next skill I have obtained is organisational skills, which have taught me more about managing many events and projects, allocating time and duties, and preparing file documentation and reports after the event. As I work at Farm Fresh Penang, I must work in both offices and outside the office. So, sometimes, I struggle with organising my schedule and being self-driven. As a result, by learning this ability, I will be able to stay focused and efficiently prioritise my job scope and duties.

SALARY

Before I started the internship, my company had settled an amount of Rm500 per month as my practical allowance. This payment is not borne and paid by Farm Fresh Penang but is under the responsibility of Farm Fresh Malaysia (HQ).

However, on the 20th day of starting the practical which is the middle of month 3, this amount was later changed to RM800 by the HQ because this value was said to be more suitable and worthy for all intern students. Meanwhile, my company also pays an OT allowance of RM7.5 at night and a bonus allowance of RM100/RM150 every month.

The value of my salary varies according to how many events I participate in and the value of OT I take. My fixed salary (RM800) is paid every 8th of the month by the HQ through an Islamic bank, while my bonus and OT allowance are paid every 25th of the month by my company through cash or bank.



Figure 14.1 Penang City Council (MBPP) collaboration with FARM FRESH Penang

SWOT ANALYSIS

OF FARM FRESH PENANG

Strength
Weakness
Opportunity
Threat

After 6 months of working in this company, I have seen some strengths, weaknesses, opportunities and threats. All these aspects cover the entire company which is closely related to the sales and marketing department. Which, how is this company able to maximize its ability to grow and generate profit.

Strength

Farm Fresh Penang, which was founded only 5 years ago,

today specialises in selling farm-fresh items, particularly fresh milk in the state of Pulau Pinang. These are some of my company's strengths: First, Farm Fresh Penang provides the natural ingredient for the product. Indeed, Farm Fresh milk is manufactured from "100% Fresh Cow's Milk." Farm Fresh milk contains no preservatives because it is sourced directly from a local farm. Aside from that, the milk has no growth hormones. Farm Fresh also does not employ rBGH or any other growth hormones in its operations. Recombinant Bovine Growth Hormone (rBGH), a genetically engineered artificial hormone used by many dairy companies to increase milk production in cows, has also been related to numerous forms of tumours and malignancies. To be clear, this firm does not sell milk like this, but rather goods made with safe organic ingredients.

Moreover, Farm Fresh Penang also have a fast delivery distribution. This is because Farm Fresh Malaysia only takes 48 hours to produce. Farm Fresh milk, on the other hand, moves from farm to shelf in just 48 hours, which means that it is refrigerated and ready to be sent to the processing facility as soon as it is milked. Also, it is then pasteurised and homogenised on the same day and distributed to Farm Fresh Penang and other local stockists around Malaysia. Other than that, Farm Fresh has around 50 home dealers in each state and area. As a result of this aspect, Farm Fresh Penang can promptly produce and provide high-quality products, particularly fresh milk, to consumers. Moreover, Farm Fresh Penang will ensure that the milk product is kept and maintained at a temperature of 4°C before delivery. It is expected that Farm Fresh milk would be available in all neighbouring retailers no later than two days after it is produced.

Eventually, Farm Fresh Malaysia is the market leader, accounting for 40% of the Malaysian dairy market. As a result, Farm Fresh Penang is one of the go-to brands for dairy goods. This can be proven when Farm Fresh Penang has been the achievement of Top 1 Milk Sales, Top 1 Home Dealer and Second Stockist in Malaysia in 2022 and 2023. As Farm Fresh product be the main choice when choosing dairy products, my company have been a delivery supply for big brand coffee brands such as Tealive, and Gigi Coffee, and another viral café such as Paddy Café, Kopi Stall, and Manatee. This is some reason why Farm Fresh Penang is a major player in the dairy market in Penang.



Figure 16.1 Official Maskot of FFP "Mr Mamoo"

Weakness



Figure 17.1 Department of Sales and Marketing

The significant weakness of Farm Fresh Penang is the high price product.

This is because, Farm Fresh products are slightly higher than their competitors such as Marigold, Dutch Lady, and Goodday. This is due to the farm's expenses being greater in terms of results due to Farm Fresh cattle daily feed and the high cost of cattle care. Besides, the Malaysian Ringgit's daily depreciation has made it the primary driver of the rise in goods prices. Farm Fresh's profit before tax (PBT) for the fiscal year ended March 31, 2022, declined by 16% due to its activities in Malaysia. So, Farm Fresh's costs increased due to general increases in raw material, labour, overhead, and daily animal feed prices. Farm Fresh had to double the price of its best-selling goods to keep its margins. Additionally, This is a vulnerability for Farm Fresh Penang, since customers would hunt for a cheaper alternative product that is more comparable to Farm Fresh dairy goods.

Ultimately, Farm Fresh Penang also has a low-profit margin causes the company to pursue a large sales volume to make a profit. This issue culminates when the company has to bear a large sum of money before being able to join any big event to sell and promote Farm Fresh products. For example, this company has to pay almost RM4,000 to open a booth at TLM Baby Expo in May. This amount is estimated to be very high compared to the profit collected within 3 days. In addition, the company also needs to bear some debts borrowed by the Home Dealers (HD) before making a profit in a certain period. To some extent, this financial issue affects the performance of Farm Fresh Penang to expand this company.



Figure 17.2 Sunway Carnival Mall event

Next, the lack of staff.

I found that staff work performance will be affected when staff cannot catch up with too many work commitments with dealing events. The staff of this department has to manage almost 2/3 events simultaneously at one time, making the hectic environment. Cause, they need to split the team into two or three and even need to hire part-time workers. Due to this, the performance of the employees be disrupted due to having to work twice, while marketing activities will be neglected due to not having enough time to manage them. This issue lasted for almost a year, resulting in employees in the sales and marketing department feeling stressed and lowering the quality of their work. In addition, by hiring part-time workers, the quality of work by the Farm Fresh Penang company becomes low since they are not knowledgeable about the company's product information.



Figure 18.1 Farm Fresh Penang's Recipe

Finally, shorter shelf life products.

Farm Fresh product is pure milk with no preservatives added, hence the product has a shorter shelf life than other brands. Customers, for example, must consume milk within three days of opening to provide the best and creamiest dairy flavour. Furthermore, Farm Fresh is a sensitive product that is teeming with bacteria and can respond quickly even to variations in ambient temperature. Because of that, this firm must take extremely excellent care of this product before it reaches the hands of consumers, or else the milk spoils before the expiration date and the quality of the milk degrades. Therefore, to extend the life of dairy products, Farm Fresh Penang must constantly keep the goods at or below 4°C or below. Furthermore, how the product is processed and treated after being squeezed has a big impact on how long it will last. This therefore makes it difficult for the Farm Fresh Penang company, when there are still cases of spoiled milk and in the end the company has to bear losses as a result of this.

Opportunity

One of the opportunities gained by Farm Fresh Penang is Malaysia saw a surge in dairy product demand.

Whereby, Malaysians' demand for dairy products is rising. According to a CGS-CIMB study, Farm Fresh Berhad would expect a major rise in demand for its fresh dairy products in the coming year owing to strong economic development. According to Farm Fresh's three-year core net profit (CAGR), net profit increased by 22.6%. This firm is expected to be able to fulfil very high consumer demand and grow into new geographic areas due to its enormous supply of fresh milk and daily rapid manufacturing. Also recently, on March 22, the owner of the farm Fresh began trading on the Bursa Malaysia Main Market for RM1.35 per share. As a result of this overall demand, the Farm Fresh Penang firm has a significant chance to continue to expand and sell this dairy product.



Figure 18.2 Beneficial and healthier milk

Moreover, regarding our previous point, Farm Fresh milk is beneficial and healthier for kids. Parents might consider Farm Fresh milk because they are responsible for their child's healthy growth. So, Farm Fresh milk is a better alternative to formula milk for their children's continuous growth. And it all starts with solid nourishment, straight from the carton. Hence, People, particularly adults, are becoming increasingly engulfed in unhealthy behaviours. Furthermore, with the emergence of Covid-19, individuals have been more aware of and concerned about their health, particularly via eating habits. As a result, Farm Fresh's chance to serve this market arises. This is because Farm Fresh milk is healthier and cleaner than other reportedly fresh milk.

Finally, the good relationship between Farm Fresh Malaysia and the government provides a golden opportunity for Farm Fresh Penang to go further. This is because, since 2018, the business has joined the Ministry of Education's additional food programme for students in elementary schools from rural regions and low-income households. Therefore, this company is also allowed to hold subsidized milk sales in schools and kindergartens throughout Penang. Besides that, having a close relationship with Penang Island City Council (MBPP) also provides many good opportunities for Farm Fresh Penang to hold sales at every event organized by this party without spending capital to open a booth.



Figure 19.1 Farm Fresh Penang's product posting

Threat

The first threat of Farm Fresh Penang is high competition.

This issue doesn't just happen in Penang, it happens all over Malaysian stockists. This is due to the company's competition in the dairy market with other significant companies, whether domestic or international. Nestle, Good Days, and Dutch Lady are some of Farm Fresh's main rivals. Because there is a lot of competition, then of course there are a lot of substitute products in the market. From here, Farm Fresh users can switch brands to choose cheaper and more affordable products. It is negative for this company since it is unable to compete with other competitors. And it is for this reason that Farm Fresh distinguishes itself from the other players by being a brand that provides fresh milk and dairy products.

Besides, upon Farm Fresh Penang's success stories as a stockist in Penang, many players are competing to open a second stockist in Penang by tapping Farm Fresh Malaysia (HQ) to the joint venture in store, delivery and sell fresh milk.

This issue, therefore, poses a threat to the MhMilk company because they also must compete with stockists in the same place and state. On the other hand, this has the potential of taking away our clients and customers. Further affecting the company's profit collection.

In addition, Mh Milk company still has financial issues in terms of operation costs.

Which, the company has to bear a relatively large amount of money to spend every month such as product supplier, electricity and water, maintenance fees, warehouse rent, employees' salary, etc. The amount spent reaches dozens of thousands. However, the overall amount of company income and revenue produced is not proportionate to what is spent. This is proven by the company having to bear losses last year in 2022. However, this issue is not bad because the loss is not too high. But over time, if this issue continues, the operation of this company may impress and fail, and companies have to bear more losses than profits.

PESTLE ANALYSIS

OF FARM FRESH PENANG

Political
Economic
Social/Demographic
Technology
Environment
Legal

Farm Fresh Malaysia may utilise PESTEL Analysis as a strategic management tool to make better decisions. Thus, it also affects Mh Milk Sdn. Bhd or Farm Fresh Penang (FFP) as their stockist for Farm Fresh products. PESTEL stands for Political, Social, Economic, Technological, Environmental, and Legal factors that influence the firm's macroenvironment.

Political

Malaysia eventually has an established stable government.

Malaysia has an excellent governmental structure and institutions that facilitate Farm Fresh Malaysia's entry into the dairy product industry. Malaysia has no critical threats from disruptions in the business environment caused by military policies, terrorist threats, or other fluctuations in politics. As a result, strong government stability can draw resources for the general growth of this industry, which will raise player performance and improve Farm Fresh Malaysia's overall competitive stance.

The new government will then implement policy changes. There has been a change of government since the previous general election. As a result of the existing trends, it appears that the Malaysian government may change hands in the next election. Farm Fresh Malaysia must prepare for this possibility since it will result in a shift in consumer/non-cyclical sector governance targets.

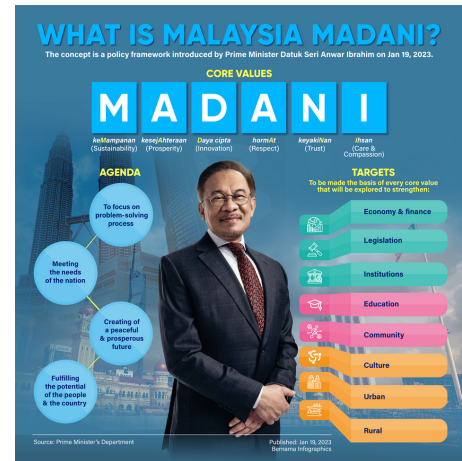


Figure 21.1 Malaysia Madani

Also, Farm Fresh has been given a tax advantage (Agricultural Tax advantage) under MOA and an East Coast Economic Region Incentive for income earned. Lower rates of taxation have benefited Farm Fresh corporations. It has led to increased revenues and spending on research and development.



Figure 21.2 Ringgit Malaysia



Figure 21.3 Kuala Lumpur Malaysia

Economic

Malaysia's economic performance is expected in the next 5-10 years will be stable due to government spending, consistent demand due to disposable income, and increased investment in new industries.

Moreover, Malaysia's annual inflation rate dropped to 3.3% in April 2023 from 3.44% in March, reflecting market forecasts. It was the lowest inflation rate since May, due to a drop in food prices. These effects are beneficial to Farm Fresh since lower inflation would lead to a higher disposable income and higher overall expansion, which would benefit Farm Fresh firms as well as higher customer confidence.

Following that, customer spending trends are vital for Farm Fresh firms and their performance. Even while consumer disposable income in Malaysia has been steady, rising social inequality would have a detrimental influence on consumers' psychological state and consequently their purchasing habits. Customers in the B40 and M40 segments, for example, who earn less than RM5,000-RM11,000 per month, may choose a more affordable brand. Thus, Farm Fresh's product quality and marketing techniques may harm customer purchasing trends.

Demographic

A higher percentage of the younger population is advantageous for Farm Fresh since it provides the firm with a wider consumer population base

According to research, over 90% of teenagers did not reach the recommended daily calcium consumption. As a result, as a nutritional concern, Farm Fresh is supplying goods to meet this need. Furthermore, a better level of education in the population encourages Farm Fresh. These people are conscious of their purchasing and consuming habits, as well as their level of knowledge. As a result, those will prioritise positive consumption, giving Farm Fresh an edge due to its product promises and deliveries. This comparison will serve as a base for future purchases.

Furthermore, after Covid-19, there has been an increase in health consciousness in Malaysia. Farm Fresh is aimed at individuals who desire to drink fresh milk every day for a healthy lifestyle. Thus, an increasing number of consumers are embracing health and wellness trends, which could influence high consumption decisions and patterns to purchase Farm Fresh. Furthermore, Farm Fresh prioritises its current customers and advocates from the middle to upper classes. This group serves as Farm Fresh brand ambassadors, encouraging these different segments of the population to become loyal customers as well.



Figure 22.1 Children in Dataran Merdeka



Figure 22.2 Milk processes

Technology

Malaysia has an excellent infrastructure for technology.

Farm Fresh has been extending technology from its production site in Australia to boost company efficiency and effectiveness. As a result, Farm Fresh has a particular competitive edge in terms of technical improvements, and the company continues to employ and engage in innovation processes to improve business cycles and reduce production costs.

Following that, a greater proportion of the population's young and Middle Ages utilize social media for interaction, enhancing Farm Fresh. This is because Farm Fresh is increasingly using social media to obtain customer data, connect with, get feedback from, and convey promotions as business trends change. From here, Farm Fresh may be able to give valuable insight into what competitors are thinking and where the Food Processing business model's future.



Figure 23.1 Farm Fresh stock delivery at FFP warehouse

Environment

Malaysia has tight waste management and control rules.

The government has imposed demanding waste management regulations in cities, including the dairy industry. As a result, disposal of waste, particularly for units near metropolitan areas, has become increasingly essential for Farm Fresh. Farm Fresh is obligated to ensure that it associates with and participates with waste management authorities and institutions to meet legislation, maintain inspections, and avoid future issues. Farm Fresh, on the other hand, already has a controlled and authorised mechanism for managing waste and disposing of material in an environmentally-friendly approach.

Furthermore, growing environmental sustainability consciousness has resulted in a growth in the green lifestyle. As a result, recycling has swiftly become the standard in Malaysia's economy. Consumers in Malaysia are increasingly selecting ecologically friendly and sustainable products and services. As a result, Farm Fresh is creating a green product line made of recyclable paper to appeal to consumers and improve its role in environmental sustainability.

Legal



Figure 23.2 FFP Internship student

The Malaysian Constitution Governs the legislative framework for workplace safety and health.

There are severe standards managing employee health and safety on the job, which include both physical and emotional and mental well-being. Farm Fresh Penang prioritises employee safety and health by providing required safety equipment, medical and first aid, an Emergency Action Plan (EAP), safety nets, drills, and preventative measures in the workplace, among other things.

Next, Malaysian legislation requires companies to create formal employment contracts. These contracts are authorised by reputable governmental agencies and include all areas of work to promote a good relationship between all parties involved. Eventually, Farm Fresh Penang follows employment regulations and informs its staff about them during the hiring process. Farm Fresh Penang's HR department also holds training sessions for staff regularly to engage them and make them aware of employment rules.

SWOT ANALYSIS MATRIX

OF FARM FRESH PENANG

MATCHING STAGE / RECOMMENDATIONS

S2, O1 STRATEGIES

S3, T1 STRATEGIES

W3, O3 STRATEGIES

W4, O1 STRATEGIES

W2, T3 STRATEGIES

After constructing SWOT Analysis Matrix (Matching Stage), there are several strategies are predicted that Mh Milk company can be using to overcome and reduce their weakness and threat by taking opportunities and strengths while maximising these two points from the Farm Fresh Penang SWOT analysis.

Internal Environment	Strength S1 - Natural ingredient of product S2 - Fast distribution S3 - Major player in dairy market in Malaysia	Weakness W1 - High price product W2 - Short product lifespan of milk's freshness W3 - Low profit margins W4 - Lack of staff
External Environment	SO Strategies S2, O1 - Maximizing Home Dealer (HD) network	WO Strategies W3, O3 - Join many events in schools and kindergartens. W4, O1 - New Hiring
Opportunities O1 - Dairy product demand O2 - Health-conscious people O3 - Close relationship with government	ST Strategies S3, T1 - Imply Farm Fresh's Brand Value	WT Strategies W2, T3 - Research & Development to extend the milk's shelf life.
Threats T1 - High competition T2 - Competing to open second stockist T3 - Operation cost.		

Figure 25.1 Matching Table

S2, O1 STRATEGIES

Maximizing as much as possible Home Dealer (HD) network.

First, from the Matrix, seeing as the Farm Fresh Penang position as the Farm Fresh fast distribution in Penang state, they may make higher profit margins based on how rapidly they turn over their goods, in addition to how this brand has been riding the largest, fastest growing, and strongest dairy product demand growth in Malaysia on the Bursa Malaysia as of March 2022.

Therefore, the best strategies Farm Fresh Penang might use to take advantage of these strengths is by maximizing as much as possible Home Dealer (HD) network to meet market demand by offering, dealing, and selling directly to customers. In addition, Farm Fresh Penang can acquire comparable enterprises by delivering straight to them in order to satisfy the need for other businesses such as hipper cafés.



Figure 25.2 FFP Home Dealers

These strategies help Farm Fresh Penang supply as much as possible to the product demand of Penang users who on average have a very high demand in Malaysia as Penang's economy achieved the highest growth rate among other states in 2022. Using the potential of dairy product demand, Farm Fresh Penang may optimise its Home Dealer Network, time, and cost to supply goods to end-users.

S3, T1 STRATEGIES

Indicating Farm Fresh Brand Value.

As Farm Fresh Penang has a high external threat of high competition in their business with other brands in similar dairy products, therefore Farm Fresh customers could switch to these brands by comparing its price and quality of product.

However, the Farm Fresh brand, as an influential player in the dairy sector and Malaysia's largest domestic dairy firm as of 30 June 2022, might eventually lessen threats by indicating Farm Fresh brand value efforts.



Figure 26.1 Farm Fresh's Product

By ensuring Farm Fresh clients continue purchasing this brand or attracting additional potential consumers to explore and purchase this product. The Farm Fresh brand value of the "Brand of the Year" award in 2022-2023 plays a critical role in ensuring customers can perceive the net worth and value of the Farm Fresh product in the market above other dairy brands. By achieving this brand value, Farm Fresh Penang may generate more money when consumers decide to acquire their offering, as well as reduce their highly competitive environment in Penang by maximising potential customer demand from competitors.

W3, O3 STRATEGIES

Join as many as many events in schools and kindergartens around Penang

Since Farm Fresh Penang has been going through difficult times during the previous tight Movement Control Order (MCO) in 2020 to 2021, As a result of the high cost of running expenditures, this firm is not efficiently transforming income into profit. Even now the company still has a low profit margin issue. However, today, Farm Fresh Penang gained more opportunities to join more events around Penang state. What makes this opportunity more valuable is that Farm Fresh Malaysia (HQ) and Penang itself have had a good relationship with the government and the education minister's aid in schools throughout Malaysia since 2018.

Therefore, the best strategies to imply to overcome these weaknesses by taking advantage of this relationship is to join and enter as many as many events in schools and kindergartens around Penang, especially in Chinese schools with approval from the



Figure 26.2 Mr Mamoo on Kindergarten event

Ministry of Education. Farm Fresh Penang has a good history with Chinese schools, and they can generate sales of up to 10k in this school. This result is because, their parents are also very concerned about the nutrition and health of their children, in addition to being able to buy Farm Fresh products at a subsidized price, much cheaper than outside sales. Therefore, the strategy to enter kindergartens and schools around Penang can help increase the company's profit growth without having to spend a lot of expenses for site rent and other expenses.



Figure 27.1 Mr Mamoo with staff dance

W4, O1 STRATEGIES

Hiring new workers

The sales and marketing department plays an important role in the promotion and selling of goods and services. Therefore, if there is poor work performance among the staff, it will certainly be bad for the department and the company as a whole. However, realizing the opportunity of the company where there is a high demand for dairy products over the past few years, surely the amount of profit to meet this demand will be higher. Many events for sales activities will be increasingly conducted by Farm Fresh Penang to meet this demand.

Therefore, the strategy for the company to minimize the weakness of this department is by hiring new workers. Farm Fresh Penang must decide to hire workers quickly for this department. The human resource of FFP needs to ensure that their new employee is given a training period so that they can be provided with complete skills before deciding to make a permanent offer. Throughout the training period, they will be paid a project fee or hourly rate instead of an annual salary before being absorbed as a permanent employee. In this way, the company can save costs, before really feeling that the choice to hire the employee is the best for this department. With the increase in employees, this department can work more regularly and maximize the quality of the work, without having a workload and stressful environment.

W2, T3 STRATEGIES

Farm Fresh Malaysia could undertake efforts in Research and Revelopment

Freshness and taste play an important role in determining the quality of dairy products. Since most Farm Fresh products have a short lifespan of milk's freshness, and are easily damaged due to temperature, it is one of the reasons why customers switch to products brand that last longer and are fresher. In addition, if this issue persists, Farm Fresh Penang could bear the loss due to the milk being spoiled before being sold.

Therefore, the best strategy could be implied to reduce and minimize these weaknesses and threats by the R&D of Farm Fresh Malaysia could undertake efforts in research and development to extend the milk's shelf life. Although now, Farm Fresh Malaysia has produced UHT products, which milk from Farm Fresh could last for almost 6 months without having to be refrigerated, however, this UHT product is still sensitive to the surrounding temperature and does not taste fresh as a short shelf-life product.



Figure 27.2 Farm Fresh Malaysia farm

Farm Fresh Malaysia itself needs to study further the temperature of the milk and the pasteurization technique they are using now. Additionally, the latest technology can maintain a long product life, without affecting the freshness and taste of this product. Thus, Research and development are critical in this business for coming up with innovative ideas and tactics that may improve existing products and produce new products that provide value to Farm Fresh. Through this strategy, F Fresh Penang may provide excellent products to clients while lowering the expense of milk spoiling and enjoying earnings that lead to a larger profit margin.

CONCLUSION

OF FARM FRESH PENANG

My internship in Mh Milk Sdn. Bhd or Farm Fresh Penang was not the first instance of me, working in the marketing professional field, especially in the dairy products industry. However, I consider myself fortunate to have had this firm as my first professional job experience. The job was challenging, but I tried my best to provide value to Farm Fresh Penang as well as to myself. It was an incredible delight for me to improve and expand my sales and marketing skills, abilities, and knowledge.

Besides, I've gained not just valuable experience, but also new friends in a really positive and pleasant environment. Having this internship at Farm Fresh Penang allowed me to be immersed in various ways and meet several delightful individuals in and out of my department, such as the Media team, the Operations team, Farm Fresh HQ staff, Farm Fresh Home Dealers throughout Penang, and staff from Penang Island City Council (MBPP). Moreover, I am grateful to Encik Adam Helmi, my supervisor, and my department for the opportunities and tutoring. They assist me in dealing with some of my challenges and provide guidance whenever I require it. I believe that the six-month duration of the internship was not enough for me to learn more in thoroughness about the job; however, it provided an extensive amount of new knowledge, experience, and perspectives on marketing in comparison to what I had been learning in class by assisting me in identifying my strengths, abilities, weaknesses, and more in this area.

Moreover, I was given an excellent opportunity to expose myself to a variety of events with different needs. I've learnt about the process and stages of a project, as well as the tasks that are taking place. It's wonderful to be able to participate in the process. All details in the plan must be taken into consideration, just as they are in the actual situation. As a result, I sincerely appreciate the effort that goes into each and every project and event.

In last, concluding the 25 weeks of internship, I've learned about professionalism, technical abilities, discipline, and devotion, as well as how a marketer may offer the most to the company's success. Signing off and stepping out - I hope this experience will be beneficial to me in the future and in establishing my career.

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APPENDICES
OF FARM FRESH PENANG



Staff of MH MILK SDB. BHD @ FARM FRESH PENANG



FFP event at Spice Arena, Penang.



Farm Fresh's Kindergarten event.

APPENDICES
OF FARM FRESH PENANG



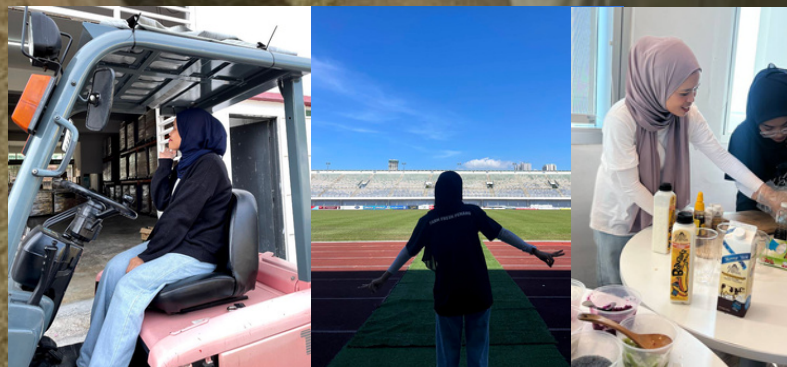
Marketing content poster on Facebook.



Farm Fresh Fenang's office at the warehouse.



Tadika Menara Ilmu event at Kulim, Kedah.



Marketing activities experiences including KWSP Food Demo and Penang Island City Council (MBPP) event

A herd of water buffaloes is gathered around a wooden trough in a field, eating yellow feed. The background shows a vast green landscape under a blue sky with scattered clouds. A semi-transparent green vertical bar is on the left side of the image.

END OF REPORT









OF FARM FRESH PENANG

Thank you.

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FACULTY OF BUSINESS AND MANAGEMENT BACHELOR OF BUSINESS ADMINISTRATIVE (HONS.) MARKETING MAC
2023 – AUGUST 2023 MARKETING INTERNSHIP MGT666 INDUSTRIAL TRAINING REPORT RBA2406A PREPARED BY
NAME STUDENT ID NUR SHAHZANANI IZZATY BINTI MOHD SABRI 2020489526 PREPARE FOR Dr. Farah Lina Binti
Azizan SUPERVISOR Muhammad Adam Helmi bin Abdul Mukti SUBMIT DATE 24 July 2023

1 EXECUTIVE SUMMARY I have prepared my internship report based on the six months long internship program that I had completed in Mh Milk Sdn. Bhd or Farm Fresh Penang (FFP) from 1 March 2023 to 15 August 2023 as a requirement of my Bachelor of Business Administrative (Hons.) Marketing Program in Faculty of Business and Management, Universiti Teknologi MARA. This internship report covers many important aspects which are related to the sales and marketing aspects of the Farm Fresh Penang (FFP) company. Thus, this report includes my profile and Farm Fresh Penang profile. An overview of Farm Fresh Penang will be illustrated regarding their background, Vision, Mission, Product, Organizational Structure and Organizational Layout. I have discussed and explained in detail to describe Farm Fresh Penang as one of the best Farm Fresh stockists in Malaysia comprehensively throughout the training here. Along with the internship program, I mainly worked in Sales and Marketing department. Therefore, this report also has been included with my reflection on my experience working here. All my own experiences, roles and salary detail have been described thoroughly. Moreover, in this report, you will find the detail regarding Farm Fresh Penang SWOT Analysis, PESTLE Analysis and also SWOT Analysis Matrix (Matching Stage). All the Internal strengths and weaknesses, External opportunities, and threats of the organization have been discussed along with some strategies/recommendations for the business's short- and long-term improvement. Also, it contains my perceptions and observation about how does Farm Fresh Penang's operation work over the years and the working environment of the organization. In the end, this training program is a good learning opportunity for me to gain valuable experience getting involved directly in the task relating to this field. Besides, it gives me a lot of exposure to the Sales and Marketing field, also in the dairy market industry to apply the theoretical knowledge that I obtained in UiTM. Therefore, I found that this industrial training is extremely helpful for the student.

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3 ACKNOWLEDGMENT In the name of Allah, the Most Gracious and the Most Merciful. First and foremost, I am expressing my thankfulness and praise to Allah for His guidance and blessings throughout my entire Industrial training. I'd further like to express my gratitude to Mh Milk Sdn. Bhd or Farm Fresh Penang (FFP) for providing me with the incredible opportunity to participate as an intern in their organisations for a total of 6 months. My sincere gratitude and admiration go to Dr Farah Lina Binti Azizan, my Business & Administration (Marketing) lecturer and Advisor, for her guidance, generosity in sharing her vast knowledge, and for providing continuous and limitless motivation from the start of the internship to the end of the training programme. My next gratitude will be to all of the staff's Farm Fresh Penang, Miss Nurdeana, Mrs Atilia Amanina and Encik Afiq for their warm welcome and assistance during my internship. They were eager to share their knowledge and abilities from the minute I arrived, and they were patient in answering my questions and supporting me in learning about the firm and industry. Furthermore, I am grateful for the opportunity to collaborate with such a dedicated and brilliant team. Then, I would like to express my gratitude to Encik Helmi, Managing Director of Farm Fresh Penang and Encik Adam Helmi, Supervisor for their help, support, and pieces of advice during my time at Farm Fresh Penang. They set clear expectations for me and were always there to answer any questions I had and provide good feedback. Without their caring leadership and proper instruction, my 6-month internship trip might have been a bit less successful. This appreciation would be inadequate if I did not acknowledge my parents' constant support, both financially and emotionally, and encouragement during the process of completing my journey. Last but not least, I'd want to express my gratitude to all of my colleagues at UiTM Arau, particularly Ammar Sakhawi and Siti Aisyah, who helped me through the internship. This effort would not have been achievable without them all. Thank you sincerely.

4 2.0 STUDENT PROFILE

5 COMPANY PROFILE 3.1 COMPANY BACKGROUND Eventually, I have been going on an internship under MH MILK SDN. BHD. which is also known as Farm Fresh Penang. This company carries the name Farm Fresh Bhd for the Penang region which company is located at

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No. 2a, Lorong Perda Timur 6, Bandar Baru Perda, Bukit Mertajam, Pulau Pinang.

In short, Farm Fresh Bhd is one of the leading Companies for an integrated dairy group engaged in the business of farming, manufacturing and distributing dairy and plant-based products in Malaysia. The Company was duly established in 2009 and has a regional presence in Malaysia, Australia, Singapore and Brunei. Moreover, Farm Fresh Bhd is based on Suite 1301, 13th Floor, City Plaza, Jalan Tebrau, 80300 Johor Bahru, Johor and was founded by Loi Tuan Eee. Back to Farm Fresh Penang, this company is one of 55 farm fresh's stockists around Malaysia and also a warehouse & Distribution Centre for the Penang region. This company was founded by Encik Helmi Adnan, 41 years old and established in 2019, and it was the first largest stockist in Penang. Its business is open every day from 9 P.M. to 6 P.M. except closing on Sunday. In 2016, Farm Fresh Penang a small enterprise (SME) business registered under the MH Al-Hijrah Resources Enterprise by allocating a budget of RM40,000. During this period, Farm Fresh Penang had much encouraging support, especially from the Home Dealers and customers around Pulau Pinang. As the company's business grew, Mr Helmi decided to rent a warehouse in Bandar Perda, Bukit Mertajam. The company changed from (SME) to MH Milk. Sdn. Bhd. and it was the biggest success of Farm Fresh Penang's achievement. In addition, Farm Fresh Penang as the stockiest specializes in supplying farm-fresh products especially milk to more than 600 Convenience Stores, 250 Gas Stations, 339 Cafés and Restaurants, and 290 Kindergartens throughout Pulau Pinang. Finally, since 2020 Farm Fresh Penang has succeeded in becoming a government program supplier for supplementary food plans (RNT) until now in all primary schools in Penang Island. But not least, Farm Fresh Penang was successfully awarded the achievement of Top 1 Milk Sales, Top 1 Home Dealer and Second Stockist in Malaysia. This proves that Farm Fresh Penang is one of the strongest pioneers in Farm Fresh Bhd supply products.

6 3.1 Vision The vision of Farm Fresh Penang is to become the largest and fastest distributor and supplier of all types of fresh dairy products to the people of Penang, as fresh as drinking milk from the farm. 3.2 Mission The mission of Farm fresh set a mission to produce fresh and healthy dairy and plant-based products as well as give customers what they want and truly deserved. In addition to spreading the goodness of milk to everyone. 3.3 Product offer Farm Fresh Penang offers a variety of products for almost 100 types of Farm Fresh products such as

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Fresh milk, Flavoured milk, Farm Fresh Grow, plant-based milk, Yogurt drink, Yogurt		

and others. However, the main products sold are 17 types of Fresh Milk, 13 types of flavoured, and various flavours of yoghurt drink milk. Fresh milk Pure Fresh Milk Fresh milk is the sole ingredient of this product, which is available in the following sizes to suit customer needs: 2000g, 1000g, 568g, and 200g. The product did not last very long, especially after it was opened, because preservatives were not an ingredient. Skinny Milk Since it had less fat than Pure Fresh Milk, the ingredient is the same and the flavor is somewhat different, but other than that, nothing has changed. Still excellent in flavor. Additional sizes were 2000g, 1000g, 568g, and 200g.

7 Farm Fresh Full Cream Milk This full-cream milk is the uht version, which denotes that it was heated to an ultra-high temperature during processing to extend its shelf life. It was available in two sizes: 1L and 200mL. Henry Jones Fresh Milk and UHT Henry Jones Organic A2 Protein Fresh Milk It was made with Australian Organic A2 Protein Fresh Milk, which had more protein and calcium. It is a farm-fresh form of fresh milk, although it is difficult to get in stores. It has a distinctive flavour that is also pleasant. Lactose free milk and lactose free skinny milk It is a version for customers who enjoy drinking milk but are lactose intolerant. Yarra Farm Full Cream Milk and Yarra Farm Low Fat Milk Farm Fresh in Austria owns Yarra Farm, which is where the farming fresh product from Yarra Farm originated. Yarra Farm Master Barista Milk Another name for yarra Specially crafted fresh milk for baristas and kopi drinkers. It has undergone study to make it appropriate for producing coffee.

8 UHT Yarra Milk Type of milk • Full Cream Milk • Professional Low-Fat Milk • Master Barista Milk • Farm Fresh UHT Full Cream Milk Flavoured milk Chocolate Milk Freshly prepared milk with cocoa powder added. Kurma Milk Made with fresh milk and palm dates. Café latte A fresh milk that contains Arabica coffee powder and some sugar. Banana Milk & Strawberry Milk Brown sugar and banana puree combined with fresh cow milk. Brown sugar and Strawberry Puree are also essential, as is Fresh Milk.

9 UHT flavored Milk It UHT version to make it last longer for flavoured milk Come with: Chocolate flavor Kurma Flavor Banana Flavor Café Latte Tongkat ali Yarra Strawberry Yarra Chocolate Usually come in 1000ml and 20ml Yogurt drinks Fresh Yogurt Drink Type: • Original Natural • Mixed Berries • Strawberry • Mango • Fruit Punch • Lychee

10 UHT Yogurt Drink Type: • Original Natural • Mixed Berries • Strawberry • Mango 3.4 ORGANIZATIONAL STRUCTURE Figure 3.4 Farm Fresh Penang Organizational Structure

11 3.5 ORGANIZATIONAL LAYOUT 3.5 Figure of Farm Fresh Warehouse Layout

12 4.0 TRAINING REFLECTION 4.1 EXPERIENCE Eventually, my internship at Farm Fresh provided me with significant job experience and allowed me to move forward in my intended career in Sales and Marketing. Throughout this period, I got the incredible chance to work as a Sales & Marketing Intern at Farm Fresh Penang. My internship has been filled with hands-on learning opportunities, obstacles, and lessons on how to improve my marketing scope. All of these aspects combined to provide a really useful and important experience for me to use in the future. During my first month with this company, I learnt about how it runs. How does this business make income, and how does it keep making money? How does Farm Fresh Penang strategically employ home dealers and commission agents to guarantee that their products reach consumers throughout Penang? I obtained information regarding the dairy industry's general outlook. As a result, I obtained experience interacting with Farm Fresh Penang Home Dealers about the commission amount, the wholesale pricing of each wholesale item, their marketing plan, and, most significantly, the profit that Farm Fresh can make via strategic marketing. Furthermore, I have acquired a better understanding of the products and services offered by Farm Fresh Penang. This firm eventually had over 100 dairy, yoghurt, meat, and other items. So, in these six months, I've learned to recognise, memorise, and taste practically all of the goods provided by my firm, particularly those that are preferred among customers, such as Banana Milk, Date Milk, Almond Milk, and many more. Furthermore, when I participated in a corporate event to offer farm fresh items, I gained experience to become a skilled promoter and salesperson since I was able to state the pricing, ingredients, and advantages for each product when consumers approached. As a result, I have obtained valuable expertise in directly selling Farm Fresh items to consumers (B2C), as well as handling payments and providing consumers with change. Next, during my work with Farm Fresh, I also gained knowledge of developing soft and hard sell strategies. As I have been assigned to managing Facebook Farm Fresh Penang as the main media platform for marketing this company's products, I have gained valuable experience to make soft and hard sales effective through marketing content such as videos and pictures. Every week I have to edit marketing content through Canva, Cupcat, Adobe Photoshop, Envato, After Effects, and Premiere Pro platforms.

13 Finally, as a sales and marketing intern, I have generated valuable experience by participating in various events organized by my own company and through Farm Fresh Home Dealer. For example, an event to collaborate between kindergartens throughout Penang for me to deal directly with the kindergarten to hold subsidy-free sales there in addition to holding various game activities for the students. Eventually, this event gave me a good experience to improve my continuous communication with customers and how to manage and gain sales through this event. In addition, because this company sometimes participates in various programs under the cooperation of the Penang City Council (MBPP) and Farm Fresh Malaysia (HQ), therefore I gained experience working with different teams since they motivated and made me feel valued as a marketing intern student throughout the entire collaboration.

4.2 ROLES AND RESPONSIBILITIES

My primary roles and responsibilities in Farm Fresh Penang included collaborating with sales whereby I have responsible for selling products (dairy milk, yoghurt and others) by joining as as many events. For example, usually, I have joined more than 5 events every week including Kindergarten events and School events. For this role, I have been working together with a sales team to make sales roundly RM2000 to Rm3000 every week. Indeed, I must also collaborate to boost profitability and create and maintain connections with our consumers or clients to stimulate repeat purchases and brand loyalty. My next roles and responsibilities are social media coordinator to promote Farm Fresh Penang company. Therefore, I have been assigned to control my company's social media platforms such as Facebook and TikTok to promote Farm Fresh Penang's business, products, and services to generate brand awareness and sales. I have to schedule a Facebook page and TikTok with poster and video ads and write copywriting for each posting. In addition, I also need to reply to the comments made by my followers. As a result of this, I've been forced to gather information about the interests and habits of the individuals who see and engage with our page to better it in the future. Also, to set up methods to obtain more followers and enhance consumer interaction, I must investigate current trends and generate compelling social media postings. Moreover, my responsibilities include creating content, in which I design and generate digital material for social media posts, photos, videos, and sales copy for landing pages for our company's products. Farm Fresh Penang provides me with software platforms like Canva Pro, Cupcat, Freepik, Adobe Photoshop, Envato, After Effects, and Premiere Pro, which I can use to produce posters and

14 videos for our company's social media content. Mostly, I am required to find and planning least 1 relevant idea content each week based on my creativity and trend in media social. From here, I must plan the shooting or editing of a poster depending on colour, font style, and size to generate digital content. Another significant duty is to plan an event, whereby I need to plan a kindergarten event by communicating first with a kindergarten teacher to get a confirmation date and time via calls and chats on programmes, initiatives, and events. It is vital for me to effectively interact with a wide range of clients to provide good customer service to them. I routinely coordinate virtual events and meetings for kindergartens, which necessitates strong time management abilities to guarantee that everything works properly. Moreover, before the event, I was responsible for managing inventory and ensuring that all products were properly stocked and packed. This required me to not only prioritise activities but also communicate effectively with my team members to assign duties and optimise procedures. Finally, it is also crucial to me to plan and also produce a product such as Giftbox in conjunction with Hari Raya Aidilfitri, Teacher's Day and Mother's Day. Therefore, it is very important for me to find ideas and plans to market the products before selling them. In addition, I also need to produce something like a greeting card with creativity using the software provided by the company. All of this requires planning before proceeding with the project to complete it and market it.

4.3 BENEFIT

4.3.1 SKILLS

By considering undergoing an internship at Farm Fresh Penang, the main skill I have been improving as long as this duration is product knowledge. This is because this business uses its items as a primary source of earnings. Looking at the circumstances, I need to guarantee that my product knowledge is at the greatest level as a worker in the sales and marketing department. This is because it assists me in understanding the ingredients, pricing, and advantages of each Farm Fresh product, as well as the target demographic for that product. As a result, I can explain to customers "why they should buy our brand more than the other brand" and discuss any potential concerns that customers may have before and after using our product. According to my supervisor, if I lack product expertise, I won't be able to provide the greatest customer service to our consumers when performing business. The next skill that has gained and improved during my internship is digital marketing skill, whereby Farm Fresh has used their websites and social media platforms such as Facebook, Instagram,

15 and TikTok to engage with customers and market our goods. Therefore, during the time, I have been assigned to handle copywriting and posting on Farm Fresh Penang Facebook and TikTok, I have honed my skills in managing social media to market Farm Fresh products through soft and hard sales. From there, I was taught about video and photo shooting and editing skills using various platforms and my creativity skill to work better. Finally, I additionally gained and learned how to schedule and place social posts on this platform to successfully enhance social media engagement. From here, I was able to read reviews and gain suggestions from another farm fresh follower, as well as enhance my customer service skills to contact followers about any purchase concerns or problems. Furthermore, Farm Fresh Penang prioritises every employee to have very good Interpersonal skills, especially in the sales and marketing department. This is since in many sales tasks, this department must interact effectively, listen carefully, and have an optimistic outlook with individuals both inside and outside the organisation. As a result, I have learned and developed these skills to guarantee that I can create rapport, trust, and loyalty with our consumers. As usual, I used this expertise throughout my sales discussion calls and messages with kindergarten teachers, as well as another event with possible customers and clients that involved the purchasing and selling process. In the end, I've established some long-term relationships with kindergarten teachers to increase sales for my department. Finally, the next skill I have obtained is organisational skills, which have taught me more about managing many events and projects, allocating time and duties, and preparing file documentation and reports after the event. As I work at Farm Fresh Penang, I must work in both offices and outside the office. So, sometimes, I struggle with organising my schedule and being self-driven. As a result, by learning this ability, I will be able to stay focused and efficiently prioritise my job scope and duties.

4.3.2 SALARY

Before I started the internship, my company had settled an amount of Rm500 per month as my practical allowance. This payment is not borne and paid by Farm Fresh Penang but is under the responsibility of Farm Fresh Malaysia (HQ). However, on the 20th day of starting the practical which is the middle of month 3, this amount was later changed to RM800 by the HQ because this value was said to be more suitable and worthy for all intern students. Meanwhile, my company also pays an OT allowance of RM7.5 at night and a bonus allowance of RM100/RM150 every month. The value of my salary varies according to how many events I participate in and the value of OT I take. My fixed salary 16 (RM800) is paid every 8th of the month by the HQ through an Islamic bank, while my bonus and OT allowance are paid every 25th of the month by my company through cash or bank.

17 5.0 SWOT ANALYSIS Figure 5.0 SWOT Analysis of Farm Fresh Penang After 6 months of working in this company, I have seen some strengths, weaknesses, opportunities and threats. All these aspects cover the entire company which is closely related to the sales and marketing department. Which, how is this company able to maximize its ability to grow and generate profit. 6.0 DISCUSSION 6.1 Strength Farm Fresh Penang, which was founded only 5 years ago, today specialises in selling farm- fresh items, particularly fresh milk in the state of Pulau Pinang. These are some of my company's strengths: first, Farm Fresh Penang provides the natural ingredient for the product. Indeed, Farm Fresh milk is manufactured from '100% Fresh Cow's Milk." Farm Fresh milk contains no preservatives because it is sourced directly from a local farm. Aside from that, the milk has no growth hormones. Farm Fresh also does not employ rBGH or any other growth hormones in its operations. Recombinant Bovine Growth Hormone (rBGH), a genetically engineered artificial hormone used by many dairy companies to increase milk production in cows, has also been related to numerous forms of tumours and malignancies. To be clear, this firm does not sell milk like this, but rather goods made with safe organic ingredients. Moreover, Farm Fresh Penang also have a fast delivery distribution. This is because Farm Fresh Malaysia only takes 48 hours to produce. Farm Fresh milk, on the other hand, moves from farm to

18 shelf in just 48 hours, which means that it is refrigerated and ready to be sent to the processing facility as soon as it is milked. Also, it is then pasteurised and homogenised on the same day and distributed to Farm Fresh Penang and other local stockists around Malaysia. Other than that, Farm Fresh has around 50 home dealers in each state and area. As a result of this aspect, Farm Fresh Penang can promptly produce and provide high-quality products, particularly fresh milk, to consumers. Moreover, Farm Fresh Penang will ensure that the milk product is kept and maintained at a temperature of 4°C before delivery. It is expected that Farm Fresh milk would be available in all neighbouring retailers no later than two days after it is produced. Eventually, Farm Fresh Malaysia is the market leader, accounting for 40% of the Malaysian dairy market. As a result, Farm Fresh Penang is one of the go-to brands for dairy goods. This can be proven when Farm Fresh Penang has been the achievement of Top 1 Milk Sales, Top 1 Home Dealer and Second Stockist in Malaysia in 2022 and 2023. As Farm Fresh product be the main choice when choosing dairy products, my company have been a delivery supply for big brand coffee brands such as Tealive, and Gigi Coffee, and another viral café such as Paddy Café, Kopi Stall, and Manatee. This is some reason why Farm Fresh Penang is a major player in the dairy market in Penang.

6.2 Weakness

The significant weakness of Farm Fresh Penang is the high price product. This is because, Farm Fresh products are slightly higher than their competitors such as Marigold, Dutch Lady, and Goodday. This is due to the farm's expenses being greater in terms of results due to Farm Fresh cattle daily feed and the high cost of cattle care. Besides, the Malaysian Ringgit's daily depreciation has made it the primary driver of the rise in goods prices. Farm Fresh's profit before tax (PBT) for the fiscal year ended March 31, 2022, declined by 16% due to its activities in Malaysia. So, Farm Fresh's costs increased due to general increases in raw material, labour, overhead, and daily animal feed prices. Farm Fresh had to double the price of its best-selling goods to keep its margins. Additionally, This is a vulnerability for Farm Fresh Penang, since customers would hunt for a cheaper alternative product that is more comparable to Farm Fresh dairy goods. Furthermore, Farm Fresh product is pure milk with no preservatives added, hence the product has a shorter shelf life than other brands. Customers, for example, must consume milk within three days of opening to provide the best and creamiest dairy flavour. Furthermore, Farm Fresh is a sensitive product that is teeming with bacteria and can respond quickly even to variations in ambient temperature. Because of that, this firm must take extremely excellent care of this product before it reaches the hands of consumers, or else the milk spoils before the expiration date and the quality of the milk degrades. Therefore, to extend the life of dairy products, Farm Fresh Penang must constantly keep the goods at or below 4°C or below. Furthermore, how the product is processed and treated after being squeezed has a big impact on how long it will last. This therefore makes it difficult for the Farm Fresh Penang company, when there are still cases of spoiled milk and in the end the company has to bear losses as a result of this. Ultimately, Farm Fresh Penang also has a low-profit margin causes the company to pursue a large sales volume to make a profit. This issue culminates when the company has to bear a large sum of money before being able to join any big event to sell and promote Farm Fresh products. For example, this company has to pay almost RM4,000 to open a booth at TLM Baby Expo in May. This amount is estimated to be very high compared to the profit collected within 3 days. In addition, the company also

19 needs to bear some debts borrowed by the Home Dealers (HD) before making a profit in a certain period. To some extent, this financial issue affects the performance of Farm Fresh Penang to expand this company. Finally, the weakness that I have noticed since working in Sales and Marketing department is the lack of staff. which, I found that staff work performance will be affected when staff cannot catch up with too many work commitments when dealing with events. This happens when the staff of this department has to manage almost 2 to 3 events simultaneously at one time, making the hectic environment. Because of this, we need to split the team into two or three and even need to hire part- time workers. Due to this, the performance of the employees will be disrupted due to having to work twice as much as a normal day, while marketing activities will be neglected due to not having enough time to manage them. This issue lasted for almost a year, resulting in employees in the sales and marketing department feeling stressed and lowering the quality of their work. In addition, by hiring part-time workers, the quality of work by the Farm Fresh Penang company becomes low since they are not knowledgeable about the company's product information.

6.4 Opportunity

One of the opportunities gained by Farm Fresh Penang is Malaysia saw a surge in dairy product demand. Whereby, Malaysians' demand for dairy products is rising. According to a CGS-CIMB study, Farm Fresh Berhad would expect a major rise in demand for its fresh dairy products in the coming year owing to strong economic development. According to Farm Fresh's three-year core net profit (CAGR), net profit increased by 22.6%. This firm is expected to be able to fulfil very high consumer demand and grow into new geographic areas due to its enormous supply of fresh milk and daily rapid manufacturing. Also recently, on March 22, the owner of the farm Fresh began trading on the Bursa Malaysia Main Market for RM1.35 per share. As a result of this overall demand, the Farm Fresh Penang firm has a significant chance to continue to expand and sell this dairy product. Moreover, regarding our previous point, Farm Fresh milk is beneficial and healthier for kids. Parents might consider Farm Fresh milk because they are responsible for their child's healthy growth. So, Farm Fresh milk is a better alternative to formula milk for their children's continuous growth. And it all starts with solid nourishment, straight from the carton. Hence, People, particularly adults, are becoming increasingly engulfed in unhealthy behaviours. Furthermore, with the emergence of Covid- 19, individuals have been more aware of and concerned about their health, particularly via eating habits. As a result, Farm Fresh's chance to serve this market arises. This is because Farm Fresh milk is healthier and cleaner than other reportedly fresh milk. Finally, the good relationship between Farm Fresh Malaysia and the government provides a golden opportunity for Farm Fresh Penang to go further. This is because, since 2018, the business has joined the Ministry of Education's additional food programme for students in elementary schools from rural regions and low-income households. Therefore, this company is also allowed to hold subsidized milk sales in schools and kindergartens throughout Penang. Besides that, having a close relationship with Penang Island City Council (MBPP) also provides many good opportunities for Farm Fresh Penang to hold sales at every event organized by this party without spending capital to open a booth.

20 6.3 Threat The first threat of Farm Fresh Penang is high competition. This issue doesn't just happen in Penang, it happens all over Malaysian stockists. This is due to the company's competition in the dairy market with other significant companies, whether domestic or international. Nestle, Good Days, and Dutch Lady are some of Farm Fresh's main rivals. Because there is a lot of competition, then of course there are a lot of substitute products in the market. From here, Farm Fresh users can switch brands to choose cheaper and more affordable products. It is negative for this company since it is unable to compete with other competitors. And it is for this reason that Farm Fresh distinguishes itself from the other players by being a brand that provides fresh milk and dairy products. Besides, upon Farm Fresh Penang's success stories as a stockist in Penang, many players are competing to open a second stockist in Penang by tapping Farm Fresh Malaysia (HQ) to the joint venture in store, delivery and sell fresh milk. This issue, therefore, poses a threat to the MhMilk company because they also must compete with stockists in the same place and state. On the other hand, this has the potential of taking away our clients and customers. Further affecting the company's profit collection. In addition, Mh Milk company still has financial issues in terms of operation costs. Which, the company has to bear a relatively large amount of money to spend every month such as product supplier, electricity and water, maintenance fees, warehouse rent, employees' salary, etc. The amount spent reaches dozens of thousands. However, the overall amount of company income and revenue produced is not proportionate to what is spent. This is proven by the company having to bear losses last year in 2022. However, this issue is not bad because the loss is not too high. But over time, if this issue continues, the operation of this company may impress and fail, and companies have to bear more losses than profits.

21 7.0 PESTLE ANALYSIS Farm Fresh Malaysia may utilise PESTEL Analysis as a strategic management tool to make better decisions. Thus, it also affects Mh Milk Sdn. Bhd or Farm Fresh Penang (FFP) as their stockist for Farm Fresh products.

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MATCHING BLOCK 3/4

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PESTEL stands for Political, Social, Economic, Technological, Environmental, and Legal factors that influence the

firm's macroenvironment. 7.1 Political Malaysia eventually has an established stable government. Malaysia has an excellent governmental structure and institutions that facilitate Farm Fresh Malaysia's entry into the dairy product industry. Malaysia has no critical threats from disruptions in the business environment caused by military policies, terrorist threats, or other fluctuations in politics. As a result, strong government stability can draw resources for the general growth of this industry, which will raise player performance and improve Farm Fresh Malaysia's overall competitive stance. The new government will then implement policy changes. There has been a change of government since the previous general election. As a result of the existing trends, it appears that the Malaysian government may change hands in the next election. Farm Fresh Malaysia must prepare for this possibility since it will result in a shift in consumer/non-cyclical sector governance targets. Also, Farm Fresh has been given a tax advantage (Agricultural Tax advantage) under MOA and an East Coast Economic Region Incentive for income earned. Lower rates of taxation have benefited Farm Fresh corporations. It has led to increased revenues and spending on research and development. 7.2 Economic Malaysia's economic performance is expected in the next 5-10 years will be stable due to government spending, consistent demand due to disposable income, and increased investment in new industries. Moreover, Malaysia's annual inflation rate dropped to 3.3% in April 2023 from 3.44% in March, reflecting market forecasts. It was the lowest inflation rate since May, due to a drop in food prices. These effects are beneficial to Farm Fresh since lower inflation would lead to a higher disposable income and higher overall expansion, which would benefit Farm Fresh firms as well as higher customer confidence. Following that, customer spending trends are vital for Farm Fresh firms and their performance. Even while consumer disposable income in Malaysia has been steady, rising social inequality would have a detrimental influence on consumers' psychological state and consequently their purchasing habits. Customers in the B40 and M40 segments, for example, who earn less than RM5,000-RM11,000 per month, may choose a more affordable brand. Thus, Farm Fresh's product quality and marketing techniques may harm customer purchasing trends.

22 7.3 Social/Demographic A higher percentage of the younger population is advantageous for Farm Fresh since it provides the firm with a wider consumer population base. According to research, over 90% of teenagers did not reach the recommended daily calcium consumption. As a result, as a nutritional concern, Farm Fresh is supplying goods to meet this need. Furthermore, a better level of education in the population encourages Farm Fresh. These people are conscious of their purchasing and consuming habits, as well as their level of knowledge. As a result, those will prioritise positive consumption, giving Farm Fresh an edge due to its product promises and deliveries. This comparison will serve as a base for future purchases. Furthermore, after Covid-19, there has been an increase in health consciousness in Malaysia. Farm Fresh is aimed at individuals who desire to drink fresh milk every day for a healthy lifestyle. Thus, an increasing number of consumers are embracing health and wellness trends, which could influence high consumption decisions and patterns to purchase Farm Fresh. Furthermore, Farm Fresh prioritises its current customers and advocates from the middle to upper classes. This group serves as Farm Fresh brand ambassadors, encouraging these different segments of the population to become loyal customers as well.

7.4 Technology Malaysia has an excellent infrastructure for technology. In truth, technical development and advancement are accelerating. As a result, there is a high pace of innovation across all industries, making organisations like Farm Fresh both competitive and progressive. Since 2021, Farm Fresh has been extending technology from its production site in Australia to boost company efficiency and effectiveness. As a result, Farm Fresh has a particular competitive edge in terms of technical improvements, and the company continues to employ and engage in innovation processes to improve business cycles and reduce production costs. Following that, a greater proportion of the population's young and Middle Ages people utilise social media for interaction, enhancing Farm Fresh. This is because Farm Fresh is increasingly using social media to obtain customer data and insights. Furthermore, Farm Fresh might connect with, get feedback from, and convey promotions to people via official social media channels as business trends change. From here, Farm Fresh may be able to give valuable insight into what competitors are thinking and where the Food Processing business model's future. Farm Fresh is also aggressively investing in research and development. Additionally, Malaysia has added R&D at both the macro and local levels. As a result, these contribute to the advancement of dairy industries and provide Farm Fresh with new, more flexible, and effective methods for company operation and other business activities. Thus, if there is a new disruptive environment and both government and commercial entities are investing in developing innovative solutions.

7.5 Environment Malaysia has tight waste management and control rules. The government has imposed demanding waste management regulations in cities, including the dairy industry. As a result, disposal of waste, particularly for units near metropolitan areas, has become increasingly essential for Farm

23 Fresh. Farm Fresh is obligated to ensure that it associates with and participates with waste management authorities and institutions to meet legislation, maintain inspections, and avoid future issues. Farm Fresh, on the other hand, already has a controlled and authorised mechanism for managing waste and disposing of material in an environmentally-friendly approach. Furthermore, growing environmental sustainability consciousness has resulted in a growth in the green lifestyle. As a result, recycling has swiftly become the standard in Malaysia's economy. Consumers in Malaysia are increasingly selecting ecologically friendly and sustainable products and services. As a result, Farm Fresh is creating a green product line made of recyclable paper to appeal to consumers and improve its role in environmental sustainability.

7.6 Legal The Malaysian Constitution Governs the legislative framework for workplace safety and health. There are severe standards managing employee health and safety on the job, which include both physical and emotional and mental well-being. Farm Fresh Penang prioritises employee safety and health by providing required safety equipment, medical and first aid, an Emergency Action Plan (EAP), safety nets, drills, and preventative measures in the workplace, among other things. Malaysian labour law has also influenced the business model. Malaysian legislation requires companies to create formal employment contracts. These contracts are authorised by reputable governmental agencies and include all areas of work to promote a good relationship between all parties involved, as well as avoid misunderstanding or fraud. Eventually, Farm Fresh Penang follows employment regulations and informs its staff about them during the hiring process. Farm Fresh Penang's HR department also holds training sessions for staff regularly to engage them and make them aware of employment rules, as well as other legal requirements.

24 8.0 SWOT Analysis Matrix (MATCHING STAGE) / RECOMMENDATIONS Figure 8.0 Matching Stage of Farm Fresh Penang After constructing SWOT Analysis Matrix (Matching Stage), there are several strategies are predicted that Mh Milk company can be using to overcome and reduce their weakness and threat by taking opportunities and strengths while maximising these two points from the Farm Fresh Penang SWOT analysis. 8.1 S2, O1 STRATEGIES First, from the Matrix, seeing as the Farm Fresh Penang position as the Farm Fresh fast distribution in Penang state, they may make higher profit margins based on how rapidly they turn over their goods, in addition to how this brand has been riding the largest, fastest growing, and strongest dairy product demand growth in Malaysia on the Bursa Malaysia as of March 2022. Therefore, the best strategies Farm Fresh Penang might use to take advantage of these strengths is by maximizing as much as possible Home Dealer (HD) network to meet market demand by offering, dealing, and selling directly to customers. In addition, Farm Fresh Penang can acquire comparable enterprises by delivering straight to them in order to satisfy the need for other businesses such as hipper cafés.

25 These strategies help Farm Fresh Penang supply as much as possible to the product demand of Penang users who on average have a very high demand in Malaysia as Penang's economy achieved the highest growth rate among other states in 2022. Using the potential of dairy product demand, Farm Fresh Penang may optimise its Home Dealer Network, time, and cost to supply goods to end-users. 8.1 S3, T1 STRATEGIES As Farm Fresh Penang has a high external threat of high competition in their business with other brands in similar dairy products, therefore Farm Fresh customers could switch to these brands by comparing its price and quality of product. However, the Farm Fresh brand, as an influential player in the dairy sector and Malaysia's largest domestic dairy firm as of 30 June 2022, might eventually lessen threats by indicating Farm Fresh brand value efforts. By ensuring Farm Fresh clients continue purchasing this brand or attracting additional potential consumers to explore and purchase this product. The Farm Fresh brand value of the "Brand of the Year" award in 2022-2023 plays a critical role in ensuring customers can perceive the net worth and value of the Farm Fresh product in the market above other dairy brands. By achieving this brand value, Farm Fresh Penang may generate more money when consumers decide to acquire their offering, as well as reduce their highly competitive environment in Penang by maximising potential customer demand from competitors. 8.3 W3, O3 STRATEGIES Since Farm Fresh Penang has been going through difficult times during the previous tight Movement Control Order (MCO) in 2020 to 2021, As a result of the high cost of running expenditures, this firm is not efficiently transforming income into profit. Even now the company still has a low profit margin issue. However, today, Farm Fresh Penang gained more opportunities to join more events around Penang state. What makes this opportunity more valuable is that Farm Fresh Malaysia (HQ) and Penang itself have had a good relationship with the government and the education minister's aid in schools throughout Malaysia since 2018. Therefore, the best strategies to imply to overcome these weaknesses by taking advantage of this relationship is to join and enter as many as many events in schools and kindergartens around Penang, especially in Chinese schools with approval from the government and the Ministry of Education. Farm Fresh Penang has a good history with Chinese schools, and they can generate sales of up to 10k in this school. This result is because, their parents are also very concerned about the nutrition and health of their children, in addition to being able to buy Farm Fresh products at a subsidized price, much cheaper than outside sales. Therefore, the strategy to enter kindergartens and schools around Penang can help increase the company's profit growth without having to spend a lot of expenses for site rent and other expenses. W4, O1 STRATEGIES The sales and marketing department plays an important role in the promotion and selling of goods and services. Therefore, if there is poor work performance among the staff, it will certainly be

26 bad for the department and the company as a whole. However, realizing the opportunity of the company where there is a high demand for dairy products over the past few years, surely the amount of profit to meet this demand will be higher. Many events for sales activities will be increasingly conducted by Farm Fresh Penang to meet this demand. Therefore, the strategy for the company to minimize the weakness of this department is by hiring new workers. Farm Fresh Penang must decide to hire workers quickly for this department on any necessary particular needs. The human resource (HR) of Farm Fresh Penang needs to ensure that their new employee is given a training period so that they can be provided with complete skills before deciding to make a permanent offer. Throughout the training period, they will be paid a project fee or hourly rate instead of an annual salary before being absorbed as a permanent employee. In this way, the company can save costs, before really feeling that the choice to hire the employee is the best for this department. With the increase in employees, this department can work more regularly and maximize the quality of the work, without having a workload and stressful environment. 8.4 W2, T3 STRATEGIES Freshness and taste play an important role in determining the quality of dairy products. Since most Farm Fresh products have a short lifespan of milk's freshness, and are easily damaged due to temperature, it is one of the reasons why customers switch to products brand that last longer and are fresher. In addition, if this issue persists, Farm Fresh Penang could bear the loss due to the milk being spoiled before being sold. Therefore, the best strategy could be implied to reduce and minimize these weaknesses and threats by the R&D of Farm Fresh Malaysia could undertake efforts in research and development to extend the milk's shelf life. Although now, Farm Fresh Malaysia has produced UHT products, which milk from Farm Fresh could last for almost 6 months without having to be refrigerated, however, this UHT product is still sensitive to the surrounding temperature and does not taste fresh as a short shelf- life product. Farm Fresh Malaysia itself needs to study further the temperature of the milk and the pasteurization technique they are using now. Additionally, the latest technology can maintain a long product life, without affecting the freshness and taste of this product. Thus, Research and development are critical in this business for coming up with innovative ideas and tactics that may improve existing products and produce new products that provide value to Farm Fresh. Through this strategy, F Fresh Penang may provide excellent products to clients while lowering the expense of milk spoiling and enjoying earnings that lead to a larger profit margin.

27 9.0 CONCLUSION My internship in Mh Milk Sdn. Bhd or Farm Fresh Penang was not the first instance of me, working in the marketing professional field, especially in the dairy products industry. However, I consider myself fortunate to have had this firm as my first professional job experience. The job was challenging, but I tried my best to provide value to Farm Fresh Penang as well as to myself. It was an incredible delight for me to improve and expand my sales and marketing skills, abilities, and knowledge. Besides, I've gained not just valuable experience, but also new friends in a really positive and pleasant environment. Having this internship at Farm Fresh Penang allowed me to be immersed in various ways and meet several delightful individuals in and out of my department, such as the Media team, the Operations team, Farm Fresh HQ staff, Farm Fresh Home Dealers throughout Penang, and staff from Penang Island City Council (MBPP). Moreover, I am grateful to Encik Adam Helmi, my supervisor, and my department for the opportunities and tutoring. They assist me in dealing with some of my challenges and provide guidance whenever I require it. I believe that the six-month duration of the internship was not enough for me to learn more in thoroughness about the job; however, it provided an extensive amount of new knowledge, experience, and perspectives on marketing in comparison to what I had been learning in class by assisting me in identifying my strengths, abilities, weaknesses, and more in this area. Moreover, I was given an excellent opportunity to expose myself to a variety of events with different needs. I've learnt about the process and stages of a project, as well as the tasks that are taking place. It's wonderful to be able to participate in the process. All details in the plan must be taken into consideration, just as they are in the actual situation. As a result, I sincerely appreciate the effort that goes into each and every project and event. In last, concluding the 25 weeks of internship, I've learned about professionalism, technical abilities, discipline, and devotion, as well as how a marketer may offer the most to the company's success. Signing off and stepping out– I hope this experience will be beneficial to me in the future and in establishing my career.

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29 11.0 APPENDICES

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	W https://www.farmfreshpenang.com/			
2/4	SUBMITTED TEXT	13 WORDS	92% MATCHING TEXT	13 WORDS
	Fresh milk, Flavoured milk, Farm Fresh Grow, plant-based milk, Yogurt drink, Yogurt		Fresh Milk Products • Flavoured Milk • Farm Fresh Grow Products • Plant-Based Milk • Yogurt Drink • Yogurt •	
	W https://www.farmfresh.com.my/			
3/4	SUBMITTED TEXT	15 WORDS	89% MATCHING TEXT	15 WORDS
	PESTEL stands for Political, Social, Economic, Technological, Environmental, and Legal factors that influence the		PESTEL stands for – Political, Social, Economic, Technological, Environmental and Legal factors that impact the	
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