



BACHELOR OF BUSINESS ADMINISTRATION HONS MARKETING

# INDUSTRIAL TRAINING REPORT

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2020819004





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# EXECUTIVE SUMMARY

The internship lasted 24 weeks, beginning on March 15, 2023 and ending on August 29, 2023. I began my internship at As Shams Travel & Tours Sdn. Bhd. in Ampang, Selangor, at No.12, Jalan Excella 2, Taman Putra Sulaiman, 68000. As usual, As Shams Travel & Tours Sdn. Bhd.'s office is open Monday through Friday from 8.30 a.m. to 5.30 p.m., while on Saturday the office is open from 8:30 a.m. to 1:30 p.m.

Industrial Training is a required essential course for Bachelor of Business Administration (Hons) in Marketing students to graduate. The training has exposed trainees to the working environment and equipped them with fundamental professional skills and knowledge.

This report aims to provide an overview of AsShams's professional experiences at his company. My primary responsibility is to develop effective marketing strategies for the company, provide excellent customer service, maintain a friendly rapport with customers, and be concerned with their charitable contributions.

In conclusion, the internship has taught me how to become more mature, responsible, and professional in the future, as well as how to become a better marketing trainee.



# STUDENT PROFILE

## **Chocotub by syas (Part-timer)**

March 2022 – August 2022

Share partner "Chocotub by syas"

- Handled and managed the product launch, promotion for "Chocotub by syas".
- Do the packaging and postage of the product.
- Listened to customer feedbacks and tried to make an improvement for the business.

## **Internship at As Shams Travel Agency**

March 2023 – August 2023

Marketing Internship

- Learn how to create video content for social media blasting regarding umrah, haji, aqiqah, qurban and badal haji.
- Learn how to create ads for promotion campaign umrah, haji, aqiqah, qurban and badal haji for social media blasting.
- Creating live at TikTok and Shopee to promote cloth for umrah and haji.
- Join booth program twice a week at Putrajaya to promote As Shams and introduce who is As Shams to community.
- Creating content for new product, nuha sambal.
- Handling content for posting at Facebook and Tiktok.
- Prepare marketing kits and sales kit for As Shams Travel.

## EXTRACURRICULAR ACTIVITIES

### **"Jalanan Kasih Ramadhan" Program**

2021

Food Committee Member

- Managed to collect RM500 from members, family and society for this programmed.
- Independently prepared the food and donation for surau committee after tarawikh.
- In-charged of ordering, packing and distribute the food for the guest after performing tarawikh.

### **"Webinar Pertolongan Cemas" Program**

2021

Presenter/ Committee member

- Presenter for one of the modules regarding wound dressing.
- Answer questions from participant during Q&A sessions.
- Successfully present without any technical issues on the day of the event.

### **Malaysia-Indonesia Students Ubiquitous Colloquium**

2021

Participant

- Gained meaningful information about marketing strategy from professional educators from Indonesia.
- Try to relate and identify the marketing strategy that company used in their businesses.
- Increased knowledge on the best marketing strategy should be used in businesses to success.

### **Creating a Small Business Financial Plan Program**

2022

Participant

- A program hosted by Faculty of Business Administration (FPP), Malaysia Academy of SME and Entrepreneurship Development in UiTM Perlis branch to develop financial skills among future entrepreneur.
- This program teaches on how to develop production, organization and financial plan for the company using Excel.
- Actively participated during the program and gained a lot of things regarding financial plan for future business.

### **INTERNATIONAL WEBINAR "MARKETING LANDSCAPE CHALLENGES AND FUTURE TRENDS"**

2022

Moderator and Multimedia Committee member

- Prepared the slides for International webinar such as slide contain bio of the speakers, itinerary of the program and insert videos.
- Lead the session with speakers in the webinar by asking each speakers the current issue about digital marketing and trends.
- Conclude each speaker's speech in simple form for more understanding.

## INDUSTRIAL SKILLS & LANGUAGES

**Skills:** Microsoft Office 365, SPSS IBM Statistics, Adobe Photoshop, Canva

**Languages:** Malay (Advance), English (Intermediate) and Mandarin (Beginner).

## REFERENCES

### **Dr. Farah Lina Azizan**

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Faculty of Business Management,  
Universiti Teknologi MARA Perlis Branch.  
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### **Dr. Noraini Nasirun @ Hirun**

(Academic Advisor)  
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# COMPANY PROFILE

First and foremost, AsShams Travel & Tours Sdn. Bhd. was founded on April 14, 2008, as a private limited company. The company had been run by the previous management, and Mr. Muhammad Hafiz Samsudin has been its leader since 2016. AsShams Travel handles Umrah, Hajj, cruises, and vacations. Since 2016, this company had successfully flown over 20,000 Umrah and Hajj travelers.

AsShams Travel & Tours Sdn Bhd was a vibrant and highly competitive Bumiputra firm that was founded to give easy, comfortable travel and tourism alternatives while also leaving consumers with lovely memories. This company's management team was made up of new and seasoned competent labor, trained and experienced individuals in the industry of tourism, and they all have a common objective of giving the finest service possible to everyone. The logo of this company had its own personal meaning such as the Kaabah was symbolic of the place where Umrah was accomplished, the aeroplane was symbolic of tourism, the crescent was symbolic of Islamic, and the sun was symbolic of energy and the major source of life. AsShams Travel & Tours Sdn. Bhd. began operations at Taman Dagang and has now relocated to its own buildings in Taman Putra Sulaiman. AsShams Travel's main office was located at No.12, Jalan Excella 12, Taman Putra Sulaiman, Ampang, Selangor.

# VISSION

Their vision is to become Malaysia's premier travel agency by 2025. Introducing a new era in Umrah administration services by utilizing technology, internet applications, and social media as the primary business medium.



# MISSION

The mission of the business is to be a market leader in social media by targeting a young, working, and professional workforce. Additionally, those who are physically and financially capable of performing Umrah.





## PRODUCT/ SERVICE OFFER

AsShams Travel & Tours cares deeply about the well-being of their consumers and ensures that its employees provide superior service. In terms of performing Umrah and other activities, the majority of this company's activities entail providing the highest quality customer service. This company, for instance, caters to Umrah and Hajj pilgrims, guiding and assisting them through all required procedures. As Shams Travel employees assist clients with all of their issues, beginning with the registration process in Malaysia and extending through payment, flight tickets, and hotels.

AsShams was a travel agency that provides both services and merchandise to its clients. Excellent customer service was provided for Umrah by the company's employees, beginning with the registration process and continuing through the payment process, VISA, passport, and other required documentations. In addition, this company offers Umrah products, including Ihram clothing for men, Telekung for women, luggage, a sling bag, a neck pillow, and a bucket cap, among others.

AsShams offers three services which were Hajj packages that available once a year, Umrah packages that available every month, also cruise and holiday packages that only available during school breaks. Currently, the only available package was for Umrah, not Hajj, and cruises were not yet in season. So, listed below were some examples of Umrah packages from AsShams that begin at RM8,290 per person. There were essentially three Umrah packages available which were Bronze, Silver, and Silver Plus. This trio differs in terms of price, hotel distance, and flight duration.



The lowered price package that offered by AsShams.

NO. LESAN  
KILAN  
IU0269

**Pakej Bronze<sup>+</sup>**  
12 HARI 10 MALAM

Harga dari **RM 8,290** /jemaah

**Diskaun RM 300**  
Sehingga 30 Jun 2023

PERCUMA!  
Masa Tunggu & Paksi Air Bebas di AsShams

**TRANSIT & CONFIRM FLIGHT**

**100% JEMAAH TAKAH BERJAYA TERBANG**

AsShams

A woman in a blue hijab and a man in a white AsShams uniform stand next to the advertisement.

NO. LESAN  
KILAN  
IU0269

**Pakej Silver**  
12 HARI 10 MALAM  
13 HARI 11 MALAM

Harga dari **RM 8,590** /jemaah

**Diskaun RM 300**  
Sehingga 30 Jun 2023

PERCUMA!  
Masa Tunggu & Paksi Air Bebas di AsShams

**DIRECT & CONFIRM FLIGHT**

**100% JEMAAH TAKAH BERJAYA TERBANG**

AsShams

A woman in a purple hijab and a man in a blue AsShams uniform stand next to the advertisement.

The middle price of package offered by AsShams.

The premium price of package offered by AsShams.

NO. LESAN  
KILAN  
IU0269

**Pakej Silver<sup>+</sup>**  
12 HARI 10 MALAM  
13 HARI 11 MALAM

Harga dari **RM 9,290** /jemaah

**Diskaun RM 300**  
Sehingga 30 Jun 2023

PERCUMA!  
Masa Tunggu & Paksi Air Bebas di AsShams

**DIRECT & CONFIRM FLIGHT**

**100% JEMAAH TAKAH BERJAYA TERBANG**

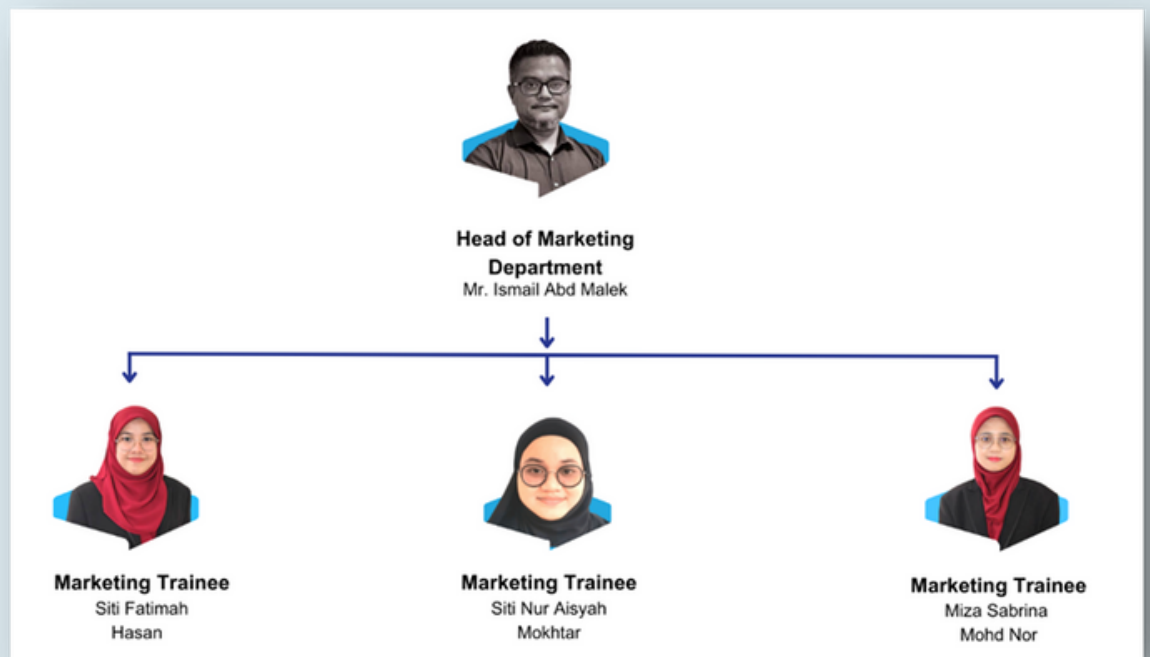
AsShams

A woman in a white AsShams uniform and a man in a blue AsShams uniform stand next to the advertisement.

# ORGANIZATIONAL STRUCTURE

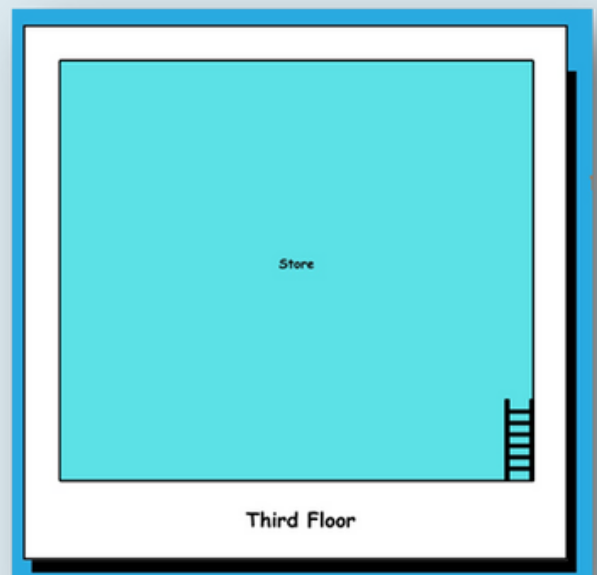
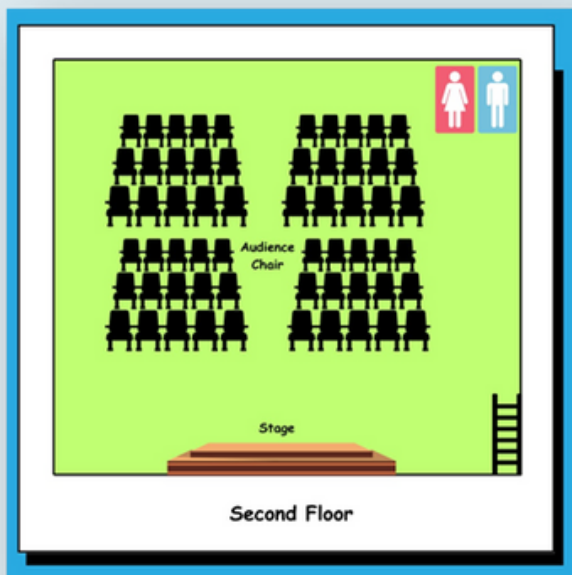
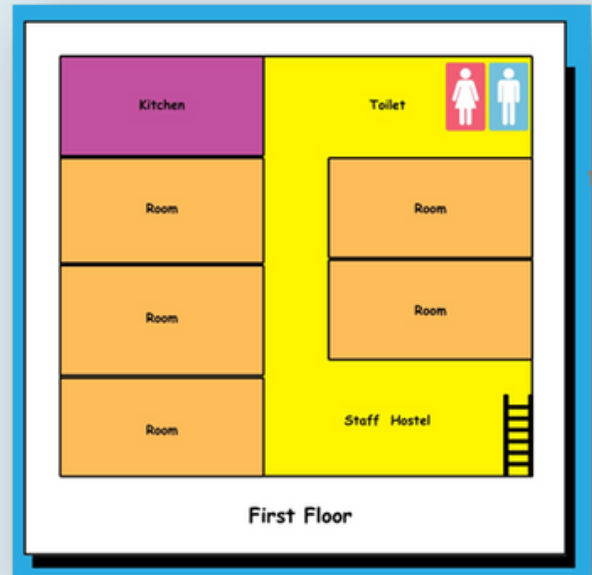
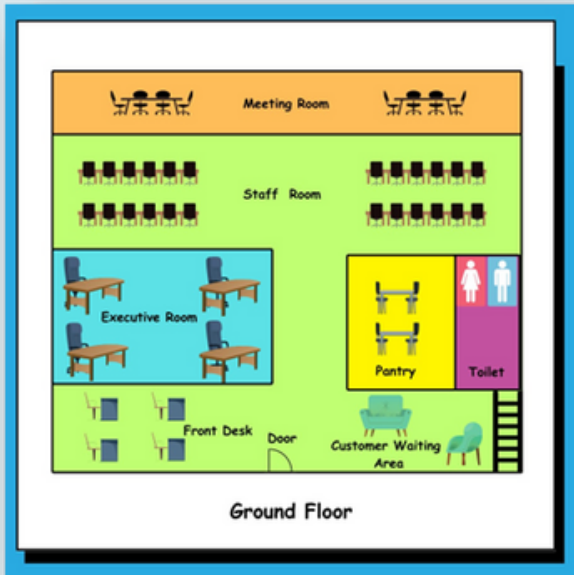


Organizational chart of upper level management



The organizational chart of marketing department

# ORGANIZATIONAL LAYOUT







# TRAINING REFLECTION

## EXPERIENCE

Experience is knowledge or expertise in a specific job or activity that you have acquired through doing that job or activity for a certain period of time.

During my internship, I acquired a number of experiences, such as airport duty, where I had to greet Hajj and Umrah pilgrims arriving and departing. I also needed to capture images and video of the moment pilgrims arrived at the airport. This was a great experience, as I was able to see the happy faces of the majority of pilgrims as they returned from performing Hajj and Umrah, as well as how satisfied they were with the service provided by AsShams.

In addition, I gained expertise in designing advertisements for AsShams flyers, banners, and posters. This experience has given me an opportunity to explore Islamic design and use my creativity to design advertisements for a travel agency. Afterwards, I gained experience in editing video testimonies of previous pilgrims. This experience had taught me that video editing was not simple, as we must concentrate on each and every of details, from the font selection to the background music that will determine the video's impact.

In addition, I was given experience managing websites and social media, in which I have to handle customer feedback also update websites and social media. Not just that, I need to upload daily content for engagement on all social media platforms, which drives me to maintain self-discipline so that I stay on track to post daily content. Lastly, I was provided with booth exposure. During this, I learn how to share information about the AsShams package with people. When going to booth, I also acquire product knowledge, as I must remember all the package specifications.

# ROLES & RESPONSIBILITY

A person's position or location on a team is their role. Responsibilities are the assigned duties and responsibilities for a role. During the internship period, trainees were responsible for completing a variety of course-related tasks. During my time at AsShams, I was assigned to the Marketing Department as a marketing trainee.

First, I was tasked with performing airport duty once a month at Kuala Lumpur International Airport (KLIA), where I represented marketing teams in order to take photographs and video of pilgrims before and after they performed Umrah and Hajj. Next, I was tasked with designing a poster, flyers, and banner for the AsShams package and promotion for social media and advertisement, including posters for Umrah, Haji, Aqiqah Qurban, Badal Umrah, Hajj, vacation, and cruise.

Next, I was tasked with creating a video containing testimonies from past Hajj and Umrah pilgrims. Essentially, this video will be utilized for social media advertisements. I was then tasked with managing social media and a website. This task requires me to post one content per day on each social media platform, update AsSham's website once a week with their latest package, and respond to all customer feedback on social media and websites.

Finally, I was given the responsibility to enter the booth at Putrajaya every month during weeks 3 and 4. During go to booth, I was assigned the task of promoting AsShams. The purpose of visiting the booth is to introduce AsShams and the services it provides to the people and to highlight the package.



# BENEFIT

## SKILLS

A skill is an acquired capacity to act with predetermined outcomes and excellent execution, frequently within a specified amount of time, effort, or both.

When I was an intern at AsShams, I acquired numerous skills. Communication abilities are first. This refers to the capacity to effectively convey or share ideas and emotions. During my internship, I learned to communicate more effectively with customers who come to inspect our packages also during airport and booth greeting sessions. I learn how to communicate more effectively with the pilgrims and make them feel at ease with our interactions. In addition, I am able to persuade individuals to attempt AsSham's package by utilizing effective communication skills. When I was an intern, I was required to apply teamwork skills. It refers to a group's collaborative effort to attain a common objective or complete a task in the most effective and efficient manner possible. This skill teaches me how to work in a group, or more specifically, how to work with my marketing team. Working in a team requires that you always consider each team member's opinion and always engage in a discussion to arrive at the optimal decision. When working in a team, I learn how to collaborate in order to increase efficiency.







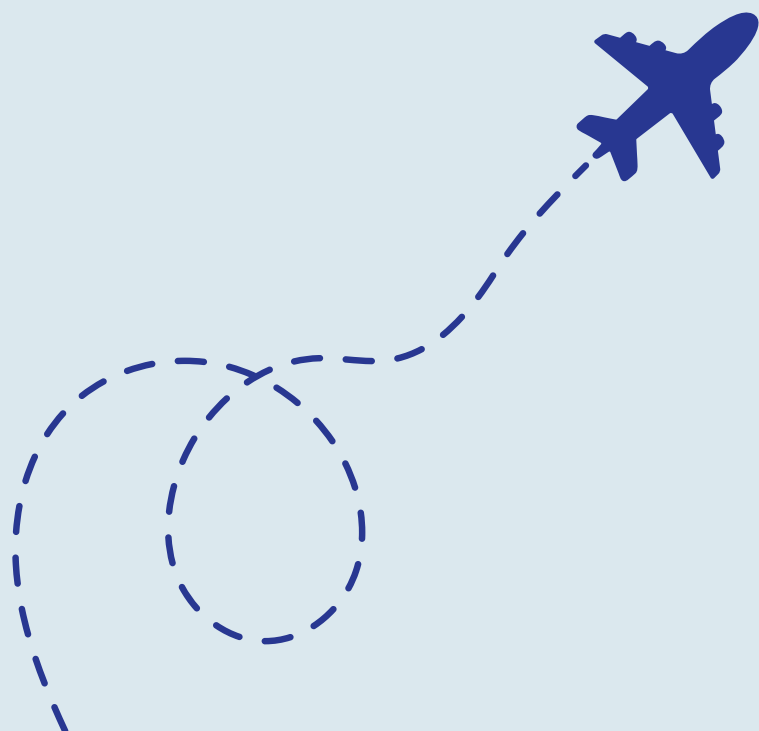
# BENEFIT

## SKILLS

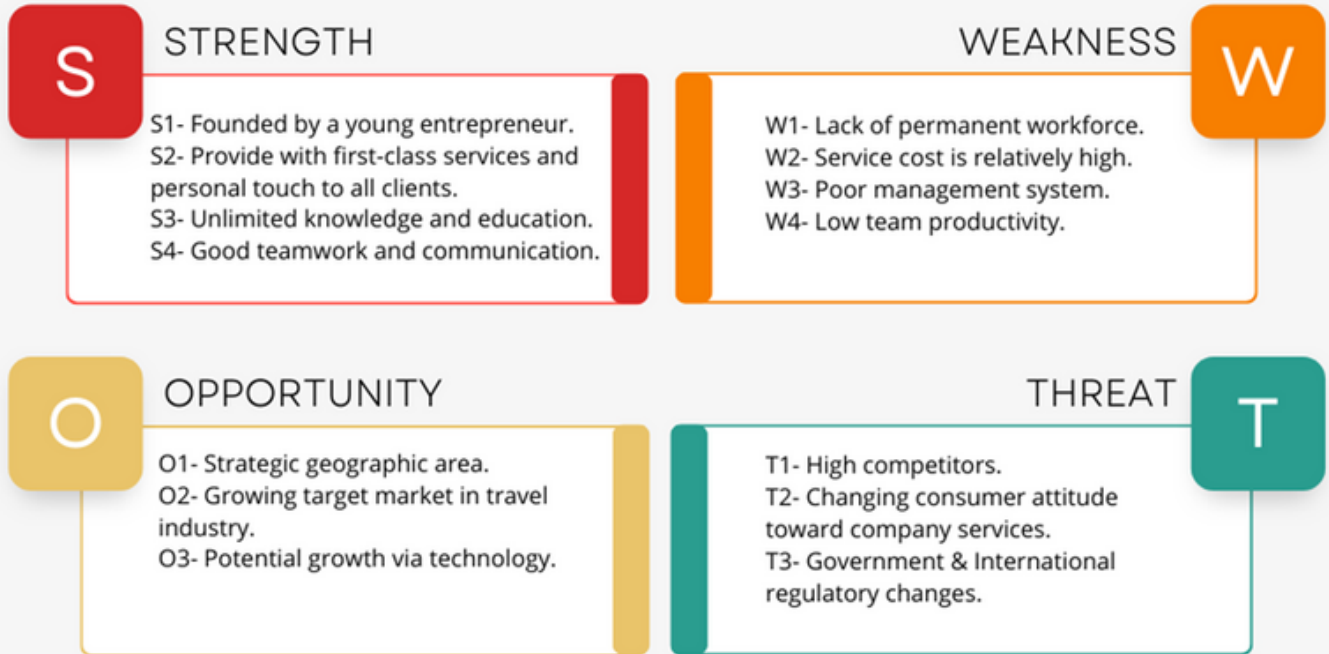
In addition, I learned how to solve problems. Problem-solving ability was the process of achieving an objective by overcoming obstacles, which was a common occurrence in the majority of activities. When I was in marketing team, everyone was required to settle down and discuss how to solve problems involving posters, flyers, or advertisements. For instance, when people did not respond to an advertisement, we must devise a solution to surmount this issue and prevent it from occurring again. In addition, I am taught time management skills. Time management was the process of planning and exercising conscious control over time spent on specific activities - particularly for the purpose of maximizing effectiveness, efficiency, and productivity. When I was given a task to complete some work, there was a time limit for the work to be completed, so I must be disciplined and punctual in completing the work within the allotted time frame and avoiding the pending work.

## SALARY

A salary was a fixed amount of money given to an employee for the labor performed. During my internship, I received an allowance every month of RM300, in addition to commissions up to RM1,000 if I was successful in generating sales at the booth. This allowance will be administered by the financial department and deposited into my account on the 15th of each month. During Eid Adha and Eid Fitri, the company will also provide a bonus up to RM150 to every employee and trainee.



# SWOT ANALYSIS



## SWOT ANALYSIS

A SWOT analysis is a framework used for analyzing a business, initiative, or situation's strengths, weaknesses, opportunities, and threats. It assists in identifying internal factors that are beneficial or detrimental to attaining objectives, and also external factors which could bring opportunities or threats.

# DISCUSSION & RECOMMENDATIONS

## STRENGTH

Strengths are internal that continuously pursued because they produce a competitive and sustainable entity.

So, the first company strength that I can identify it was founded by a young entrepreneur and was entirely managed by a young workforce that had knowledgeable and experienced in the Islamic field. AsShams hired youthful people because they possess unique skills, ideas, and energy to manage more customers and clients. Youth were also more likely to question the present situation quo and advocate for change. They were goal-oriented and focused on achieving their objectives. This can create a positive environment and contribute to the success of the company.

AsShams travel provides first-class services with a personal touch to all clients and provides the finest accommodation and transportation packages. This was the second strength I can identify because AsShams genuinely cares about their clients' welfare and ensures that they receive excellent service before, during, and after the Hajj, Umrah, and holiday processes. There will always be AsShams employees available to assist each client so that they can perform Umrah and Hajj without encountering any technical difficulties.

This company's third strength was that trainees will receive unlimited access to the knowledge and education shared by other employees and upper management. In the working environment of AsShams Travel, they treat one another equally while still maintaining mutual respect. Sharing knowledge had advantages for both the sharer and the recipient. It can foster comprehension, a sense of significance, and the development of leadership skills in each employee. In addition to becoming more agile and adaptable, the AsShams staff will had a wealth of knowledge and problem-solving skills if they facilitate knowledge sharing.

The fourth strength was effective teamwork and communication. The marketing department at AsShams had excellent teamwork and communication because every task assigned by upper management was discussed in team, and each member of the marketing team was very productive in providing ideas and solutions to every problem and in enhancing the company's performance. For instance, every morning, marketing teams will conduct a kaizen with the marketing manager to list the tasks that need to be completed that day, and they will sit down together to solve problems whenever one of the team members was stuck in their work, such as helping each other and providing ideas when one of the members was stuck designing a poster. Marketing teams are also highly productive because they are always in contact with each other, from upper to lower management, whenever they need footage, tools, or ideas for marketing content and advertisements.



# WEAKNESSES

A company's weakness is anything internal that threatens its success, prosperity, or well-being. This is due to the fact that each company wishes to avoid business weaknesses.

So the initial weakness that I can identify at AsShams is their lack of a permanent workforce, as shams is still considered to be relatively fresh in this industry. Since they only have three departments—sales, marketing, and operations—their workforce was quite limited. Therefore, this will limit AsShams' ability to complete a task in a short period of time. Not only that, yet when this company lacks employees, it may struggle to build and sustain strong relationships between employees. Lacking employees also prevents businesses from completing duties. Lastly, it will result in a decline profits and revenue, which in some instances will render the company inoperable.

Second, AsSham's service fees were relatively expensive. This cost depends on a number of aspects, including the prices of services and products, compliance with regulations, as well as tax and loan interest rates. The lower a company's overall costs, the simpler it will be to operate, pay taxes, and, if necessary, hire employees. As the company was relatively new to the market, AsShams were still in the maintenance phase. This was because they had to spend more to pay the government's interest rate on taxes, employee salaries, mutawwif, buildings, hotels, and flight ticket reservations, among other services.

Third AsShams's management system was considered inadequate due to the fact that superiors typically delegate unclear duties to subordinates. In addition, AsSham's upper level administration combines tasks that were sometimes unrelated to the department. For instance, marketing was sometimes assigned operation tasks while the sales department was responsible for marketing. This ineffective management will reduce productivity. Effective executives guide their teams to success. Less competent executives allow their employees to fail. Consequently, they fall short of their goals.

The weakness was the limited team output. This was due to the fact that the marketing team took longer than anticipated to complete certain tasks. For instance, when the marketing manager gives the marketing team one day to film and edit video content of AsShams, the marketing team requires an additional day because one day was insufficient to complete everything. This was due to the fact that marketing teams must deal with talent, props, and other factors when creating content. Since most talent was always busy, it will take longer for the marketing team to film the content and complete the video. In addition, some of the content and posters must be reshot and redesigned because they were not approved by the senior management. This also means that marketing teams will need more time to complete certain tasks.

# OPPORTUNITIES

Opportunities is an external that can be used to improve existing strengths, develop new ones, and limit weaknesses by minimizing their impact rather than eliminating them entirely.

Strategic geographic area represents the first opportunity I can identify at AsShams. Due to the high demand for Umrah and Hajj in Northern states, AsShams may attempt to enter that market. Since AsShams were already well-known in the Southern state of Malaysia, the time had come for them to be recognized in the Northern state. Since the northern state was also classified as a state with a large population, this was an excellent opportunity for AsShams, as they can attract a larger crowd to attempt their Umrah and Hajj package.

The growing target market in travel industry's was a second opportunity. Target markets for growth provide businesses with opportunities to expand into new geographies or product categories. These opportunities enhance the potential for rapid financial growth and benefit a company's current operations by expanding its market share. As the demand for Umrah and Hajj has increased in recent years, and Saudi Arabia has added a quota for Malaysian pilgrims to perform Hajj, travel agencies including AsShams will get the benefit. AsShams can take advantage of this opportunity to expand the new Umrah and Hajj package at a reasonable and more affordable price. By providing the lowest price, AsShams was able to attract individuals who are physically and financially able to perform Umrah.

The third opportunity was potential growth via technology. As a result of the technological advancements in advertising, sales, and other fields, AsShams can take advantage of the opportunity to increase their sales through social media. By providing proof and testimonials from previous pilgrims, AsShams can encourage people to try their package. Not only that, the current technology in marketing, such as Ai, prompter, Adobe, 3D, and many others, will give AsShams the opportunity to grow larger and stay ahead of the competition if they were able to implement and adapt to all of these technologies. This was because, with the current technology, the design will be more marketable and engaging.

# THREATS

Next, threats is an external that must be prevented, either by leveraging existing assets to minimize their impact or by seizing opportunities to provide the organization or business with more benefits than drawbacks.

First threats was the presence of high competitors. Competition in business reduces a company's market share and customer base, particularly when demand had constrained. A competitive market can also necessitate price reductions in order to remain competitive and reducing profit margins on each transaction or service. AsShams must compete with many other travel companies that were well-known and had more experience in terms of pricing, service, quality, and trustworthiness, including Andalusia Travel and Tours, Irkaz Travel and Tours, Alrohmah Tours and Services, and many others.

Second was changing consumer attitudes toward the company's services. This consumer behavior refers to the actions and choices consumers make when utilizing the services. Consumer behavior toward a service encompasses every aspect, from the initial decision to purchase to the service's perceived value and future usage. Due to the present economic recession in Malaysia, the majority of customers will demand a lower-priced package in order to save money for necessities and other essentials of their daily life. This poses a threat to AsShams, as they will need to adapt in order to meet customer demand and reduce costs.

Government and international regulatory changes were the final factor. Governments create a variety of laws and regulations that every individual and company must comply by or adapt to. As a result, company were frequently required to change the way they operate, incurring significant costs in the process. If they fail to comply with the rules, they may face legal action. This was a risk that AsShams must face due to the frequently changing regulations in Malaysia and Saudi Arabia. Because of this AsShams product will always change as a result of government and international regulations. Not just that, airlines regulatory that always changes makes AsShams need always to be prepared and concern about the booking ticket and so on.





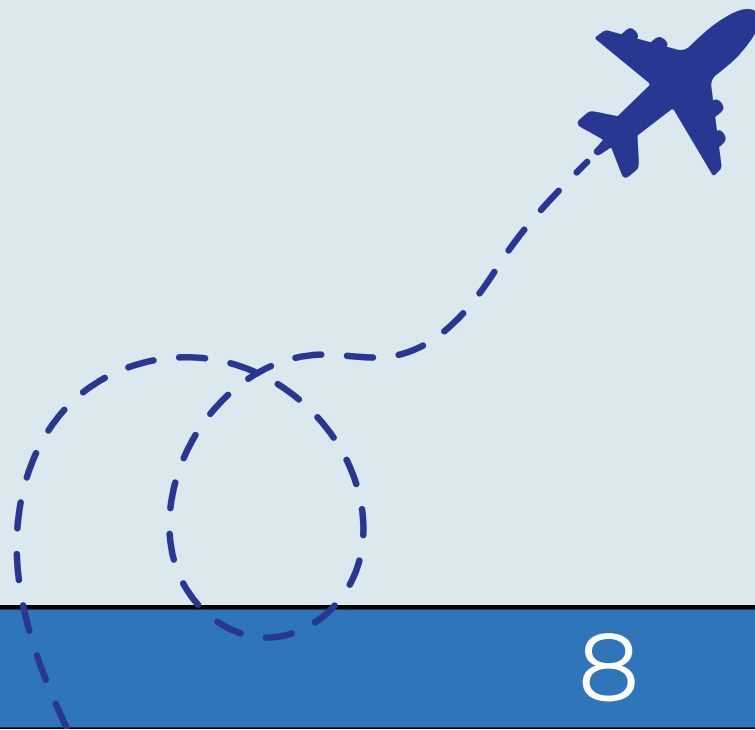
# PESTLE ANALYSIS

## POLITICAL FACTORS

Political factors are the numerous aspects of the political environment that can have an effect on businesses, economies, and societies. Political elements refer to the manner and degree of government involvement in economies or industries.

A government can influence an economy through its legislation and policies, as well as its political stability and international relations. For instance, a company was required to comply with government-made tax policies and regulations. In the travel sector, the government will impose taxes for the transportation of pilgrims, from their arrival in the Holy Land to their departure. Because of this, a pilgrim who wishes to visit Al-Madinah Al-Munawwarah must pay 594 Saudi Riyals in service fees allocated to the National Establishments for Hajj Affairs and to lodging at the Holy Sites. So AsShams need to alert regarding this tax as they need to put in their service cost.

The second factor is International relations. A nation's relations with other nations can have a direct impact on a company's ability to export and import products and services. For instance, due to the positive relationship between Malaysia and Saudi Arabia, Malaysia received the additional quota for Malaysian pilgrims to perform Hajj. This gives AsShams an advantage because they can increase the company's revenue.



# ECONOMIC FACTORS

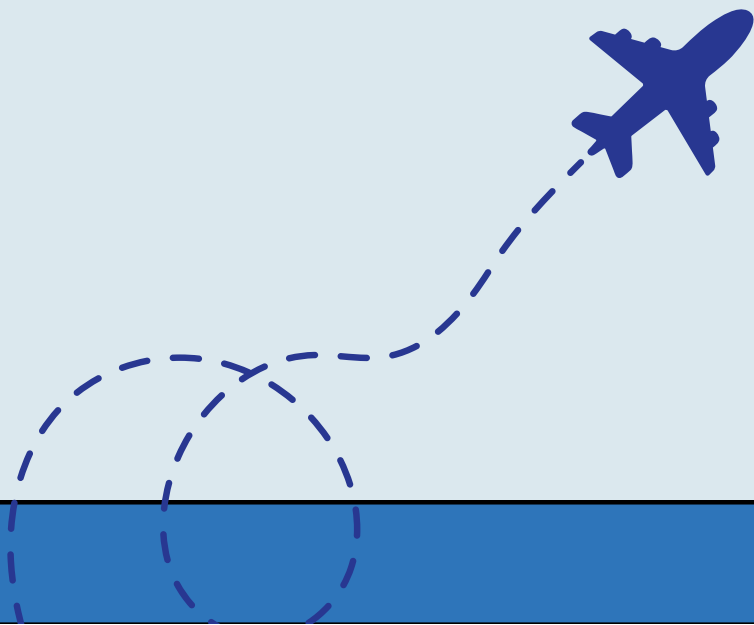
Economic factors have a substantial impact on how a company conducts business and on its profitability. These variables include economic growth, interest rates, exchange rates, inflation, disposable income of consumers, enterprises and many more.

The current condition of the economy can be determined by analyzing macroeconomic variables such as interest rates, economic growth, currency rates, and inflation rates. These factors contribute to the product's price, growth, expansion, and availability. Since Bank Negara Malaysia (BNM) increased the Overnight Policy Rate (OPR) by 25 basis points from 2% to 2.25 % on July 6, 2022, AsShams were also impacted with the interest rate because this will result in a significant price increase for changing packages, hotel services, and airline reservations. In addition, as a result of the deflation of the Malaysian ringgit, the cost of performing Hajj and Umrah will rise, which will have a negative effect on the economy.

# SOCIAL FACTORS

Also known as socio-cultural factors, these are the aspects of a population's common beliefs and attitudes. These include population growth, age distribution, health awareness, career attitudes and many more. These characteristics are of particular interest because they have a direct bearing on how marketers comprehend customers and their motivations.

In AsShams, they was popular with new and youthful employees, but it can also lead to biased issues among coworkers. This was due to the fact that each employee had a unique skill set, age, gender, and level of productivity, which may help the company develop by providing good ideas, and also might assistance in its demise if the attitude of the employees was poor.



# TECHNOLOGY FACTORS

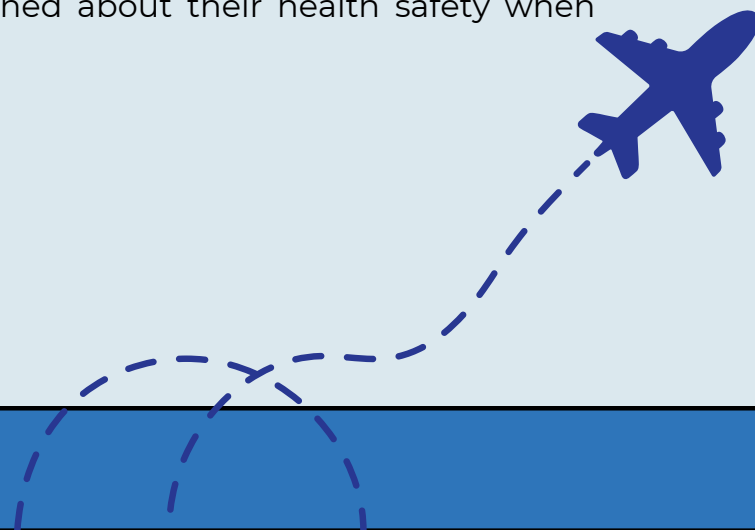
Technology evolves continuously. The use of technology in modern travel agencies has a significant impact. Social media marketing, website platforms, advertisements, and other technological elements may have an effect on travel agency operations.

For instance, having technological expertise in marketing and operations can help in the development of a stable business. People will be attracted to the marketing and attend to discover more about the services offered by AsShams if it employs current and advanced technology. This could also increase the demand for the AsShams Umrah and Hajj Package. Good operations technology will also result in a more systematic organization of work, which will increase efficiency and reduce time spent.

# ENVIROMENTAL FACTORS

These factors have only become prominent within the past fifteen years or so. They have become significant due to the increasing scarcity of raw materials, pollution targets, doing business as an ethical and sustainable company, and government-set carbon footprint. These are some of the challenges faced by marketers in this factor. Increasing numbers of consumers demand that the products they purchase are sourced ethically and, if possible effectively.

For instance, the Covid-19 pandemic had a significant impact on the travel agency because it involved nature changes that were highly risk for the majority of customers. Same as AsShams, where the company was forced to close in about two years due to covid, so this was a challenge for AsShams as they must start all over again in the travel agency business and build the new trust from people, to try their package as people may still be concerned about their health safety when traveling to Umrah and Hajj.

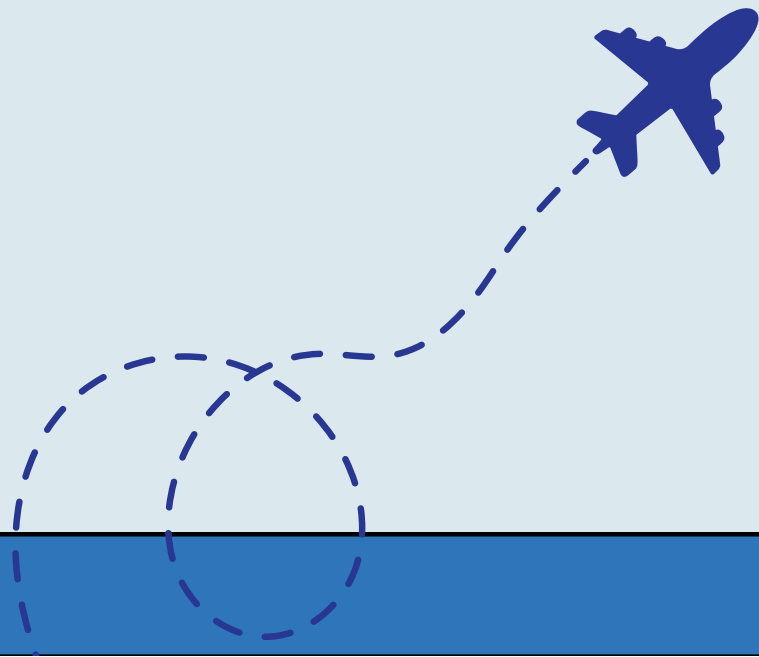




# LEGAL FACTORS

Health and safety, equal opportunity, advertising standards, consumer rights and laws, product labeling, and product safety are all legal factors. Companies need to be aware of what is and is not lawful in order to trade successfully. Due to the fact that each country has its own set of rules and regulations, this becomes a very difficult area for a global business to master.

Legal considerations such as labor laws, Saudi Arabian laws, and employment laws may impact the company. As an example, AsShams faced a significant obstacle when their license from the Ministry of Tourism, Arts, and Culture (MOTAC) expired and it took several months for MOTAC to issue a new license. Without a valid MOTAC license, it was difficult for this company to earn the trust of its customers. In order to avoid being sued for not adhering to the act, AsShams must also comply with the rules and regulations established by the government, such as the minimum salary for employees.



# MATCHING STAGE (SWOT)

## STRENGTH

- S1- Founded by a young entrepreneur.
- S2- Provide with first-class services and personal touch to all clients.
- S3- Unlimited knowledge and education.
- S4- Good teamwork and communication

## WEAKNESSES

- W1- Lack of permanent workforce.
- W2- Service cost is relatively high.
- W3- Poor management system.
- W4- Low team productivity.

## OPPORTUNITIES

- O1- Strategic geographic area.
- O2- Growing target market in travel industry.
- O3- Potential growth via technology.

## SO STRATEGIES

- S3,O2- Trained staff with a good public relations.

## WO STRATEGIES

- W3,O3- Create a new systematic of management system via technology.

## THREATS

- T1- High competitors.
- T2- Changing consumer behavior toward company services.
- T3- Government & International regulatory changes.

## ST STRATEGIES

- S2,T2- Come out with the best offer to attract current market.

## WT STRATEGIES

- W1,T3- Hire more workforce and follow the government rules and regulations in terms of minimum salary.

# SWOT ANALYSIS MATRIX (MATCHING STAGE)



## S3, O2 STRATEGIES

I had developed a single strategy to address the third strength and second opportunities. AsShams can train their employees with a good public relations in order to match the unlimited knowledge and education with expanding market opportunities of the travel industry's target market. Good public relations, particularly in terms of communication skills, enables employees to create impressive content, interact with clients, and more. Communication skills can also help employees function more effectively within a team and express their ideas more effectively. They may also use these skills to enhance their interpersonal abilities, thereby enhancing their ability to relate to and interact with clients. AsShams can provide its employees with regular training, such as monthly training, to ensure that their client-attraction skills were continually improved. Such as holding a sales training by inviting an experienced sales trainer and motivator to train the company's employees to speak with confidence, comprehend clients better, also react and treat clients appropriately.

## W3, O3 STRATEGIES

Next, I devised a single strategy to address the third weaknesses and third opportunities, which were poor management system weaknesses and potential growth via technology opportunities. Therefore, the strategy was to create a new systematic management system through the use of technology, such as creating a daily, weekly, and monthly reporting system using Excel or Google Form, so that the company can easily recognize and track the current performance of each department and make improvements for the long term. Today's communication tools and software allow companies to communicate and collaborate on projects in real-time, regardless of their location. As a result of this technology, team members can rapidly share information and coordinate their efforts, saving time and increasing productivity. As an example, AsShams can use video conferencing and various project management software to manage and track employee progress in real time also making it simpler to keep everyone on the same page.



## S2, T2 STRATEGIES

Then, I developed one strategy to match the second strength and second threats, which were the strength of providing first class service and a personal touch to all clients and the threat of changing consumer behaviour toward company services. Therefore, the strategy was to come out with the best offer to attract the current market. AsShams should be able to create a package with a lower price than usual. Such as offering a new Umrah package that was B40-friendly. AsShams can construct a more affordable Rahmah package. In this package, they may offer alternatives to not include food, luggage, and hotels with low prices replacement that were still close to Makkah and Madinah. Thus, their company's service costs can be reduced, allowing them to provide a better deal to those who want to perform Umrah and Hajj but have a limited budget. This was due to the fact that AsShams presently only targets the M40 and T20 demographics. Therefore, by creating a new package that caters to the B40 demographic, they can expand their target market and meet current customer demand. In addition, they can attract customers with the best features of the Umrah package, such as flight, hotel rates, places to visit, cuisine, and more.

## W1,T3 STRATEGIES

Lastly, I develop a strategy to address the first weaknesses and third threats, which were a lack of permanent workforce also Government and International regulatory changes, respectively. Therefore, the strategy was to hire more employees and comply to government regulations regarding minimum wage. Since AsShams lacks of permanent employees, it would be advantageous for the company to recruit more workers, particularly in departments such as sales, operations, and marketing. New employees bring with them fresh ideas skills, knowledge, experiences, attitudes, and personal characteristics. A new employee was expected to bring a lot to the company and be able to help in develop the business in new directions. For instance, a new employee with strong communication skills can assist the company in increasing its profit because the client will feel at ease when using AsSham's services.





# CONCLUSION

SWOT analysis was carried out as part of the overall company planning process, in which financial and operational objectives for the forthcoming year were established and strategies to achieve these objectives were developed. It was a method for evaluating a threats, weaknesses, opportunities, and threats.

As a result of this analysis, it can be concluded that AsShams needs to develop on several of aspects. AsShams was a growing travel industry agency alongside other travel agencies, but it requires additional effort to remain on track with other extant travel agencies. Based on the SWOT analysis matrix, AsShams can now formulate an effective marketing and management strategy.

Based on the SWOT analysis, AsShams Travel was able to highlight their strengths, which were managed by younger entrepreneurs and younger employees, in order to encourage other younger employees to join the company. Employing a younger workforce can provide growth opportunities for a company by providing it with new ideas and information. It can be thought that the travel industry was still competitive in the present day. As for the Umrah travel industry, it may experience economic ups and downs, and the airlines' and hotels' fees have fluctuated over time due to Saudi Arabian government action. To prevent the company from being blacklisted in the travel industry, the requirement or modifications made must be adhered to. For instance, the Zam-Zam water cannot be sure that all customers that perform Umrah will get to bring back the water to Malaysia. It depends on Saudi Arabia government permissions whether can bring back or cannot.

Lastly, the PESTLE, which stands for political, economic, social, technological, environmental, and legal factors, was discussed. As for AsShams Travel, it possessed all of the previously mention qualities, and all of them were slightly present in this company. For instance, license renewal issues, covid-19 issues that have a financial, social, and legal impact on the company. The analysis provides a framework for comprehending the entity's external environment in its entirety.

By evaluating these factors, company can gain insight into the potential opportunities, threats, and obstacles that may impact their operations, decision-making processes, and overall strategic planning. The PESTLE analysis enables organizations to anticipate and adapt to changes in the external environment, enabling them to make well-informed decisions and formulate strategies in accordance with the prevailing conditions.



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# APPENDICES



SHOOT FOR EIDFITRI CONTENT



SHOOT FOR ASSHAMS NEW PACKAGE



AIRPORT DUTY



DISCUSSION WITH UPPER MANAGEMENT



# APPENDICES



AIRPORT DUTY



IN FRONT OF ASSHAMS HQ



UNLOADED ASSHAMS LUGGAGE



BOOTH AT PUTRAJAYA



# APPENDICES



BOOTH AT PUTRAJAYA



LIVE AT TIKTOK

# END OF REPORT

