



اُونِيُوَرْسِيْتِي تِي كُونُوَلُو كِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA



**KOBIS BUNGA HOLDINGS SDN. BHD.**

---

**1ST MARCH - 15TH AUGUST**

# **INDUSTRIAL TRAINING REPORT**

**PREPARED BY**

**NURUL NADIA BINTI**

**SHAHIZAN**

**2020819126**

## **EXECUTIVE SUMMARY**

This report emphasizes my experience as a marketing intern in Kobis Bunga Holding Sdn. Bhd., a company that produces and sells cakes and dessert products. I went on my industrial training in this company for 24 weeks, starting from 1st March 2023 to 15th August 2023.

In this report, I provided my reflection on my overall experience working as an intern in the company. Apart from that, I also analysed the company with SWOT analysis and SWOT matrix. Working in the company for 24 weeks, I can see that the company has its own strengths, weaknesses, opportunities that they can take and threats that they need to face. In the analysis, I provided with some recommendations that might be useful for the company to make improvement so that it can sustain or bring its business further in the future.

## TABLE OF CONTENTS

CONTENTS	PAGE NUMBER
Executive summary	i
Table of contents	ii
Acknowledgement	iii
Student's profile	1 - 2
Company's profile <ul style="list-style-type: none"><li>• Name</li><li>• Location</li><li>• Company's background</li><li>• Vision</li><li>• Mission</li><li>• Organizational structure</li></ul>	3 – 7
Training's reflection <ul style="list-style-type: none"><li>• Duration</li><li>• Details</li><li>• Gains</li></ul>	8 - 11
SWOT analysis <ul style="list-style-type: none"><li>• Strengths</li><li>• Weaknesses</li><li>• Opportunities</li><li>• Threats</li></ul>	12 - 17
SWOT matrix <ul style="list-style-type: none"><li>• SO</li><li>• ST</li><li>• WO</li><li>• WT</li></ul>	18 - 21
Conclusion	22
References	23 – 24
Appendices	25 – 26



**STUDENT'S  
PROFILE**



# **COMPANY'S PROFILE**



## **KOBIS BUNGA HOLDINGS SDN. BHD.**



### **HEADQUARTER'S OFFICE AND PRODUCTION**



NO. 12, JALAN SYARIKAT 1, PUSAT PERNIAGAAN  
PARIT BUNTAR, PERAK



#### **KOBIS BUNGA BAKERY PARIT BUNTAR BRANCH**

B5 - B6, Jalan Taiping, Arked Mara,  
34200 Parit Buntar, Perak



#### **KOBIS BUNGA BAKERY TAIPING BRANCH**

No. 13 Tingat Bawah, Susur ILBP/4,  
Istana Larut Business Park, 34000  
Taiping, Perak

## **COMPANY'S BACKGROUND**

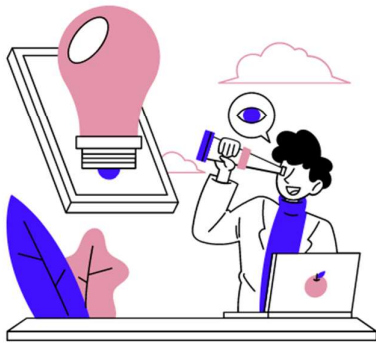
KOBIS BUNGA HOLDING SDN. BHD. which was known as BREAD TO EAT FOOD ENTERPRISE is an organization that sells bakery and dessert products. In their business, they also applied agent and dropship system, in addition to direct selling to customers.

Kobis Bunga Bakery was established in the early 2013. That was when the founder; Madam Norul Syafinas binti Dato' Abu Bakar started to build her own small business from home. After a few years, Madam Syafinas started making strides in business by trying to sell her products at places such as night market, Bazar Ramadan, expo and many more.

After getting enough confidence with her business, she was determined to expand and grow her business bigger so that more people will know about Kobis Bunga Bakery. To do so, Madam Syafinas began with the opening of the first Kobis Bunga Bakery outlet, which was placed at the MARA Building Parit Buntar, Perak in 2015. During that time, the bakery started with only one work desk, an oven, a chiller and 3 staffs. In 2022, the business has grown bigger with the opening of the second outlet in Taiping, located at Istana Larut Business Park. Now, in 2023, the third outlet in Jawi will be opened soon.



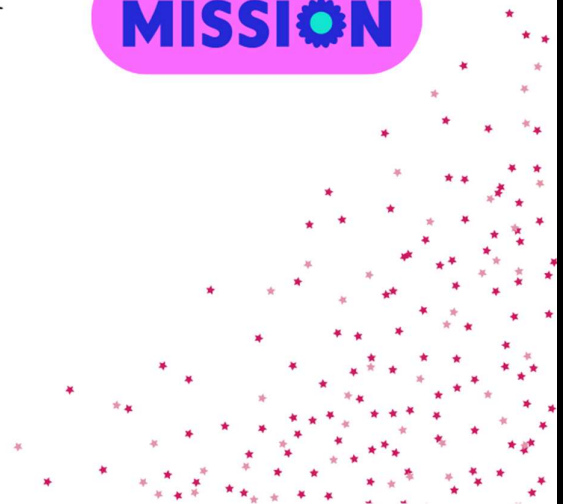
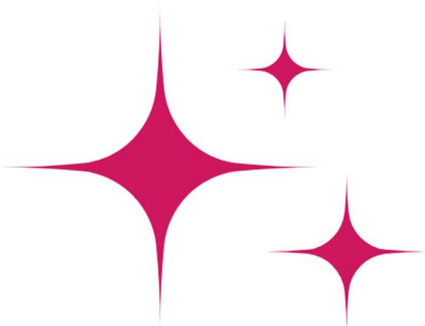
**KOBIS BUNGA**  
Bakery



**VISION**

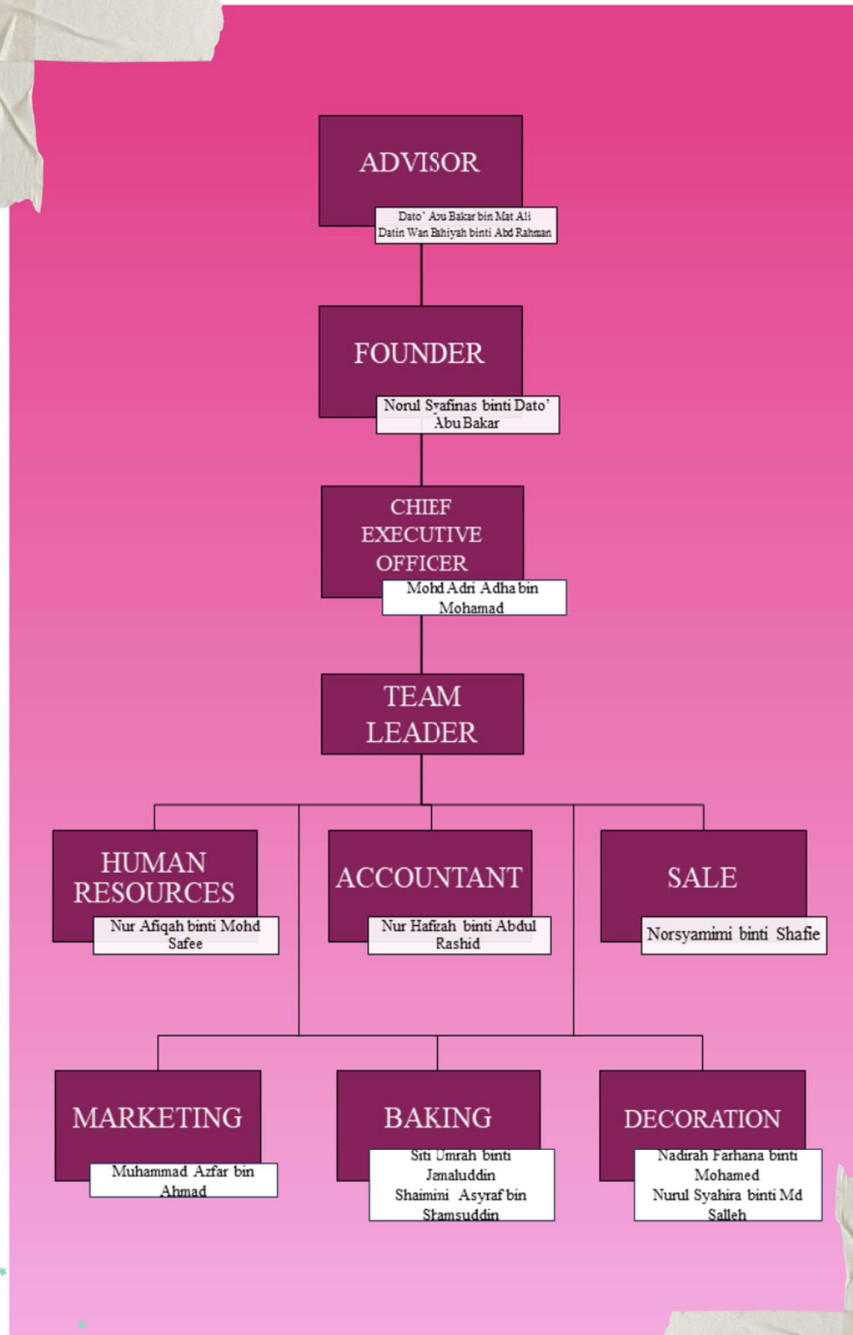
**KOBIS BUNGA BAKERY** has 25  
**OUTLETS** across Malaysia &  
create 50 **KOBIS BUNGA**  
**BAKERY MILLONNAIRE**  
**RESELLERS** & **RM100,000,000**  
sales annually.

- Build Kobis Bunga Bakery outlets in every state.
- Produce 5,000 aggressive and active dropships.
- Produce potential leader in the team.





# ORGANIZATIONAL STRUCTURE





# **TRAINING'S REFLECTION**

**DURATION**

**DETAILS**

**GAIN**

# DURATION

## SPECIFIC DATE

1st March 2023 until 15th August 2023  
(24 Weeks)

## WORKING DAYS

6 days / week  
(1 day off)

## WORKING HOURS

Headquarter's office (Parit Buntar):

7:30 a.m. - 4:30 p.m. (9 hours exclude over-time)

Bakery outlet (Taiping) :

- Morning shift --> 8:30 a.m. - 5:30 p.m. (9 hours)
- Evening shift --> 2:00 p.m. - 10:00 p.m. (8 hours)

# DETAILS

## DEPARTMENT

Marketing

## ROLE AND RESPONSIBILITY

Be involved in all marketing activities planned by the company, indoor and outdoor.

## ASSIGNMENTS AND TASKS

- Social media marketing (Facebook and Instagram postings)
- Live on social media (TikTok and Facebook).
- Copywriting.
- Make contents for social media marketing.
- Distributing flyers and testers.



- Production.
- Customer service.
- Outlet management.
- Sales.

# GAINS

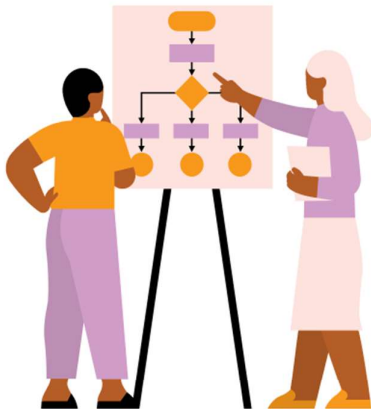


## EXTRINSIC BENEFITS

The tangible benefits that I gained from my training at Kobis Bunga Holding Sdn. Bhd. is that I got paid RM250 of monthly allowance and extra RM6/hour for any overtime jobs.



## INTRINSIC BENEFITS



From my entire training period, I've got to :

- Discover how a marketing department actually works in the industry.
- Learn ways to communicate products to customers.
- Do something that I've never thought I'm capable in such as going live on social media.
- Know the nature of a bakery business that I was not familiar with.

# SWOT ANALYSIS

# SWOT ANALYSIS



**S**

Strengths

- Offers affordable prices
- Use of intermediaries

**W**

Weaknesses

- Limited products offered
- Not well known by the community

**O**

Opportunities

- Evolving social media technology
- Social - attitude towards products

**T**

Threats/Risk

- Social - health consciousness
- Economic - inflation

## **STRENGTHS**

### **S1 – Offers affordable prices.**

Price plays a key important role in affecting purchase decisions process of the consumers (Jalal et al., 2021). When purchasing a product, customers will look for product that offers good quality at a reasonable price. Working at the outlet of Kobis Bunga Bakery, I can tell that most of the products offered by the company are priced reasonably. The price of a whole cake starts from only RM35 until RM77, excluding custom and huge sized cakes. Targeting the low and middle income groups as the target customers, it is the strength of Kobis Bunga Holding Sdn. Bhd. By offering products at affordable prices, the company is able to attract more customers to purchase its products. Even though the prices are relatively low, the company ensures that the quality the serve is the best. Throughout my training period, there has never been any negative feedbacks received from the customers. Most of the customers are satisfied with the quality and price of the products they purchased.

### **S2 - Use of intermediaries.**

Intermediaries provide the firms with valuable resources such as market knowledge and recognition and reduce foreign operations' costs (Kalanite & Stine, 2021). Kobis Bunga Holdings Sdn. Bhd. is a company that use intermediaries in its business process. As mentioned in the company's background, Kobis Bunga Holdings Sdn. Bhd. also applied agent and dropship system, in addition to direct selling to customers. Through the application of agent and dropship system, it has benefited the company, especially in marketing. Intermediaries add value to the buyer-supplier exchange by facilitating sustainability-related information transfer, knowledge development, risk management and improved capabilities (Rosanna & James, 2020). In the other word, intermediaries like agent and dropship could help the company to communicate its products and offerings to the public, wider than the company can reach by itself. As result, more potential customers can be attracted.



## **WEAKNESSES**

### **W1 – Limited products offered.**

Throughout my training, I can see that Kobis Bunga Holdings Sdn. Bhd. is offering limited products for customers. Basically, the company is only providing, whole cakes, packed cakes and some types of cookies. Most of the time, customers walked into the store looking for something they want but turns out it is not available. For example, customers look for fruit cocktail, pavlova, cheese tart and so on. However, the company do not provide these items. This shows that the product offering of the company is very limited. Limited product can hardly attract customers to make purchases. Product diversity has a significant effect on purchase intention (M. Habib & Yusuf, 2022). The more product being offered by a company, the higher possibility of meeting customers' needs and wants. As a result, more customers will have the intention to make purchases.

### **W2 – Not well known by the community.**

Kobis Bunga Holding Sdn. Bhd. can be said lacking brand awareness since many people are not aware of the company. It is the consumers' ability to detect and recall a brand by spotting something distinctive in the brand identity of a company. During my training, one of my tasks is that I was assigned to meet the public, distribute flyers and introduce the company to them. Unfortunately, more than half of the community that I have reached are not aware of the company. Most of them said that it was their first time knowing the existence of Kobis Bunga. This is not good for the company, especially in positioning its brand in the market. Brand awareness is very important as a first step in positioning a company's brand in the market (Doni Purnama Alamsyah et al., 2021). Without a strong brand awareness, it will negatively affect the company's marketing.

## **OPPORTUNITIES**

### **O1 – Evolving social media technology.**

Social media is a technology that makes it easier for people to form communities, engage in online interaction, and share information. 60% of the world's population, or equal to 4.7 billion people are using social media in their daily lives. This is a huge opportunity to market a particular business or product. Electronic word of mouth (E-WOM), social media advertisement and online ordering system significantly determined consumers' purchasing behaviour (Jeetesh Kumar et al., 2020). Kobis Bunga Holdings Sdn. Bhd. as a business should take the opportunity to widen its target market. The company should utilize as many social media platforms as it could so that more people will get the information. The more people viewed the company, the more potential customers can be attracted.

### **O2 – Social (attitude towards products).**

It is known that consumers frequently turn to relatives, close friends, and other people as preferred sources of information when attempting to buy a new good or service. As a result, for many consumers, information about products, brands, and retailers comes through word-of-mouth or information they acquire from others. A survey was made to identify the ways customers know about Kobis Bunga Bakery. Most of the customers said that they know this bakery from their contact who was a previous customer (word-of-mouth). From there, we can see that favourable experience customer had with a business can be one of the marketing strategies. Customers who are satisfied with their purchase will tend to share about their experience to others, and more potential customers can be attracted.

## **THREATS**

### **T1 – Social (health consciousness).**

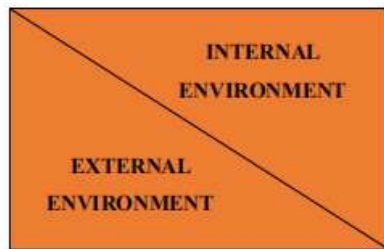
Since Covid-19 affected our country, Malaysians are becoming more aware of their health and making an effort to exercise and consume a balanced, healthy diet. As a bakery that sells cakes and dessert products, health is always an issue that might affect the company. Through my experience tasting the products from Kobis Bunga, most of them are sweet, in which is not good if being over consumed. Many consumers take note of their health wellbeing before making any purchase of food products, especially cakes and desserts. They tend to choose healthy food products that will not be harmful for their health. Health consciousness, knowledge about healthy food, attitude toward healthy food, subjective norms, and perceived behavioural control had a significant positive effect on the intention to consume healthy food (Abdullah Al Mamun et al., 2020). Intention to consume healthy food has a significant positive effect on the consumption of healthy food among Malaysian (Abdullah Al Mamun et al., 2020).

### **T2 – Economic (inflation).**

Nowadays, we can see that the price of many essential goods keeps on rising day by day. That is when we can tell that inflation is happening in the economy. Many people feel burdened, and businesses like Kobis Bunga are no exception. The rise in prices has led to the rise in production cost as well. This has affected the profit and loss of the company. Not just the company, inflation has also affected the consumers as well. During inflation, consumers are having a lower purchasing power. Inflation has a negative and significant effect on people's purchasing power (Hartanto Halim et al., 2021). At this situation, they will opt to purchase only affordable items. As customers are being affected, the company needs to come out with strategies to ensure that customers will still make purchases from the company.

The background of the slide is a blurred photograph of a stadium. A prominent red sign with white text is visible in the middle ground, though the text is illegible due to the blur. The overall scene is dimly lit, suggesting an evening or night event.

# **SWOT ANALYSIS MATRIX**



**STRENGTH**

**S1** – Offers affordable prices

**S2** – Use of intermediaries

**WEAKNESSES**

**W1** – Limited products offered

**W2** – Not well known by the community

**OPPORTUNITIES**

**O1** – Evolving social media technology

**O2** – Social (attitude to products)

**SO**

**S1, O2** – Come out with more affordable products to promote more positive attitude (increase word-of-mouth marketing).

**WO**

**W2, O1** – Utilize as many social media platforms as possible to promote company's name and products.

**THREATS**

**T1** – Social (health consciousness)

**T2** – Economic (inflation)

**ST**

**S2, T2** – Attract more people to be an agent or dropship of the company.

**WT**

**W1, T1** – Produce new health-focused products.

## **SO**

### **S1, O2**

Having products that offer affordable prices is one of the strengths of Kobis Bunga Holding Sdn. Bhd. At the same time, many customers are showing positive attitude towards the products they purchased. With this strength and opportunity that they are having, coming out with more products offering affordable prices should be a good strategy. For consumers, price is the first element to be taken into account when purchasing something. When they feel that a product has a good quality with an affordable price, they will feel satisfied with their purchase. Their satisfaction will increase the tendency of sharing about their experience to people they know. The more affordable products the company produce, the more customers will be satisfied, and the more they will tend to share with others. From there, company can have the benefit of word-of-mouth marketing.

## **ST**

### **S2, T2**

Due to inflation, both company and consumers are affected financially. Company needs to sustain sales, while consumers need to purchase wisely. To help both parties in the situation of inflation, the strategy that could help is by attracting more people to become an agent or dropship of the company. For the consumers, when they become an agent of the company, they can have multiple benefits. Firstly, it can help them to earn extra income. Besides that, since agents can get a product from the company with a lower price, that means that they can spend less for products that they bought for themselves. And for the company, the agents can help them to sustain its sales by getting more customers, out of the outlets. From there, the company can at least ensure that it has continuous revenue made.

## **WO**

### **W2, O1**

One of the weaknesses of Kobis Bunga Holdings Sdn. Bhd. is that it is not well known by the community. Since people do not really know about the company, it is hard to earn sales. This situation could harm the company's future. However, with the rising technology of social media nowadays, the company can work on its brand awareness by being active in as many social media platforms as possible. Since most people now are being on social media, the possibility of the community knowing about the existence of the company can be increased. The more people know about the company, the more potential customers can be attracted, the higher sales can be achieved. Not just that, utilizing available social media platforms also helps in competition. By reviewing the social media posts of your competitors, you can learn where you need to improve and what not to do. This might assist you in getting an idea of the positioning of a product within the market or the trends they are focusing on.

## **WT**

### **W1, T1**

Since people are getting more aware of their health, Kobis Bunga Holdings Sdn. Bhd. that sells sweet products will feel hard to market its products and get more customers. However, since the company is providing limited products, the company can add more products that are health-focused, focusing on people who care about healthy food as the target market. The term health-focused food describes food products that have nutrient-rich components added to them so that the taste isn't greatly altered but the product becomes nutritious and satiating. Such recipes can be a wonderful approach to educate your customers about the nutritional value and flavour of baked goods. Kobis Bunga Holdings Sdn. Bhd. can come out with products like a light cake that has lower calories compared to existing cakes. In marketing this kind of product, company should highlight the specialty of the product to customers, especially to those who are calories-conscious.

## **CONCLUSION**

To conclude my overall 24 weeks of industrial training journey, I can say that I had a really great experience. Throughout the training, I got to learn many things that I might not get through the theories. I learned how the industry works, what the actual business process looks like and many more. As a marketing student, I was also taught on how a marketing department in a company acts. I was trained with the marketing activities that are used to communicate the company and products to people. Most importantly, the company has brought me out of my comfort zone by training me to do something that I was not familiar with, which I thought I can never do.

Not just that, my industrial training journey also gave me the experience of getting into a business that I have never been in. Through the training, I learned about the bakery and cakes business. I also got the chance to get involved with most of the processes. I am so thankful that I managed to get all these meaningful experiences.



## REFERENCES

- Choi, N., & Joo, S. (2018). Understanding public libraries' challenges, motivators, and perceptions toward the use of social media for marketing. *Library Hi Tech*, 39(2), 352–367. <https://doi.org/10.1108/lht-11-2017-0237>
- Cole, R., & Aitken, J. (2020). The role of intermediaries in establishing a sustainable supply chain. *Journal of Purchasing and Supply Management*, 26(2), 100533. <https://doi.org/10.1016/j.pursup.2019.04.001>
- Dollarhide, M. (2023). Social Media: definition, effects, and list of top apps. *Investopedia*. <https://www.investopedia.com/terms/s/social-media.asp#>
- Efrat, K., & Øyna, S. (2021). An interaction orientation approach to SME-Intermediaries relationships. *European Management Journal*, 39(4), 508–520. <https://doi.org/10.1016/j.emj.2020.10.004>
- Gildin, S. (2003). Understanding the power of Word-of-Mouth. *RAM. Revista De Administração Mackenzie*, 4(1), 92–106. <https://doi.org/10.1590/1678-69712003/administracao.v4n1p92-106>
- Hanaysha, J. R., Shaikh, M. E. A., & Alzoubi, H. M. (2021). Importance of marketing mix elements in determining consumer purchase decision in the retail market. *International Journal of Service Science, Management, Engineering, and Technology*, 12(6), 56–72. <https://doi.org/10.4018/ijssmet.2021110104>
- Mamun, A. A., Hayat, N., & Zainol, N. R. (2020). Healthy Eating Determinants: A Study among Malaysian Young Adults. *Foods*, 9(8), 974. <https://doi.org/10.3390/foods9080974>
- Online, S. (2022, February 7). Taking health matters to heart. *The Star*. <https://www.thestar.com.my/news/nation/2022/01/28/taking-health-matters-to-heart>

Saxena, S. (2022, October 11). *How To Boost Bakery Sales With Health-Focused Foods*. The Restaurant Times. <https://www.posist.com/restaurant-times/usa/boost-bakery-sales-health-focussed-foods.html>

Team, A. C. (n.d.). *15 benefits of social media marketing* | Adobe. <https://business.adobe.com/blog/basics/smm-benefits#:~:text=There%20are%20many%20advantages%20to,of%20their%20overall%20marketing%20strategy>.

Togar, M. H. A. (2022, February 10). *The effect of price perception, product diversity, service quality and store image on purchase intention in bread products*. Togar | Journal of Marketing and Business Research (MARK). <https://ejournal.metromedia.education/index.php/mark/article/view/42/52>

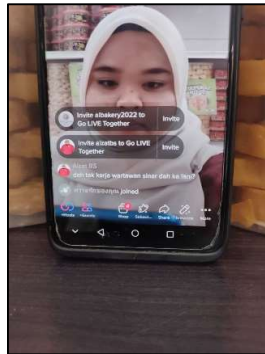
Tsai, F. M., & Bui, T. (2020). Impact of word of mouth via social media on consumer intention to purchase cruise travel products. *Maritime Policy & Management*, 48(2), 167–183. <https://doi.org/10.1080/03088839.2020.1735655>

*View of The Impact of Social Media on Consumers' Purchasing Behaviour in Malaysian Restaurants*. (n.d.). <https://www.jsod-cieo.net/journal/index.php/jsod/article/view/243/189>

## APPENDICES



Kobis Bunga Bakery outlets



Live on social media



Being part of the production

DAILY ROUTINE TASK		POSTED	WAITING	APPROVED	DELIVERED	REDUCED
DATE/TIME	01/04/2023 (14:00)					
LOCATION	WORKING AREA (KOBIS BUNGA BAKERY)					
PRICE	FACEBOOK   KOBIS BUNGA BAKERY   KOBIS BUNGA BAKERY TAMPAR					
READING POINT	CONTENT					
	Pastry Chocolate Cakes (Pastry)	12	3	0	0	1
	Premium cakes (Pastry)	11	3	0	0	0
	Chocolate Cakes (Pastry)	12	3	0	0	0
TOTAL COPYWRITING SUBMIT : 3						
REMARKS:						
Sent to supporting group (Telegram)						
		PREPARED BY: <i>[Signature]</i> 21/5/23				

Daily task report (copywriting & posting)



Making contents for social media

## Document Information

---

<b>Analyzed document</b>	MGT666_NURUL NADIA BINTI SHAHIZAN_2020819126_INDUSTRIAL TRAINING REPORT.pdf (D172456375)
<b>Submitted</b>	2023-07-30 08:27:00
<b>Submitted by</b>	
<b>Submitter email</b>	nnadiashahizan0@gmail.com
<b>Similarity</b>	7%
<b>Analysis address</b>	ilyani686.UiTM@analysis.ouriginal.com

## Sources included in the report

---

<b>W</b>	URL: <a href="https://doi.org/10.4018/ijssmet.2021110104">https://doi.org/10.4018/ijssmet.2021110104</a> Fetched: 2023-07-30 08:28:00	 <b>2</b>
<b>W</b>	URL: <a href="https://doi.org/10.3390/foods9080974">https://doi.org/10.3390/foods9080974</a> Fetched: 2023-07-30 08:28:00	 <b>2</b>
<b>W</b>	URL: <a href="https://business.adobe.com/blog/basics/smm-benefits">https://business.adobe.com/blog/basics/smm-benefits</a> Fetched: 2023-07-30 08:28:00	 <b>1</b>
<b>W</b>	URL: <a href="https://www.posist.com/restaurant-times/usa/boost-bakery-sales-health-focussed-foods.html">https://www.posist.com/restaurant-times/usa/boost-bakery-sales-health-focussed-foods.html</a> Fetched: 2023-07-30 08:28:00	 <b>1</b>
<b>W</b>	URL: <a href="https://doi.org/10.1108/lht-11-2017-0237">https://doi.org/10.1108/lht-11-2017-0237</a> Fetched: 2023-07-30 08:28:00	 <b>1</b>
<b>W</b>	URL: <a href="https://www.jsod-cieo.net/journal/index.php/jsod/article/view/243/189">https://www.jsod-cieo.net/journal/index.php/jsod/article/view/243/189</a> Fetched: 2023-07-30 08:28:00	 <b>1</b>

## Entire Document

---

1

i EXECUTIVE SUMMARY This report emphasizes experience as a marketing intern in Kobis Bunga Holding Sdn. Bhd., a company that produces and sells cakes and dessert products. I went on my industrial training in this company for 24 weeks, starting from 1st March 2023 to 15th August 2023. In this report, I provided my reflection on my overall experience working as an intern in the company. Apart from that, I also analysed the company with SWOT analysis and SWOT matrix. Working in the company for 24 weeks, I can see that the company has its own strengths, weaknesses, opportunities that they can take and threats that they need to face. In the analysis, I provided with some recommendations that might be useful for the company to make improvement so that it can sustain or bring its business further in the future.