

FACULTY OF BUSINESS ADMINISTRATION
MARA UNIVERSITY OF TECHNOLOGY
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING
(BA240)

INDUSTRIAL REPORT MGT666



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DURATION DATE:

01.03.2023 - 15.08.2023

Executive Summary

This Industrial Training Report is a thorough essence of my journey as an intern within 25 weeks, from March 1 until August 15 2023, in Three O Enterprise to complete my 6th semester. This report aims to show my industrial training process throughout these 25 weeks, including industrial experience such as engaging with many people, adaptations to working in a natural industry environment, and knowledge and skills gained related to work and personal development. I attended the first day of my industrial training on March 1 2023 and was assigned under Mr. Muhammad Ilham bin Abd Latiff, the head of the logistics department.

During these 25 weeks, I have been working as an intern for a marketing team responsible for handling the marketing plan on social media and managing the e-commerce platform. This Industrial Training Report includes my profile, company profile, training experience, SWOT analysis, discussion, recommendations, and conclusion. SWOT analysis will be used to evaluate the company's competitive position, which includes its strength, weakness, opportunity, and threat. This report will overview my performance during my industrial training while observing the company by doing the SWOT analysis, evaluating the performance of Three O, and giving concrete recommendations for further improvement. The strengths of Three O are providing medical scrubs at affordable prices and having a low cost of manufacturing products. As a new company in the market, Three O Enterprise still needs to improve its marketing skills, which is its weakness. In addition, changing customer behaviours and a significant shift to online shopping are the opportunity factors for Three O. The threats would be local competition and established local brands would challenge Three O.





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ACHIEVEMENT

Universiti Teknologi MARA (UiTM) Cawangan Perlis

- Dean's List throughout the semesters (semester 1-4).

LANGUAGES

Malay :Expert
 English :Expert

COMPUTER SKILLS

Microsoft Word 365 :Expert
 Microsoft Excel 365 :Expert
 Microsoft PowerPoint 365 :Expert
 CanvaPro :Intermediate
 SPSS :Basic

WORK SKILLS

Willing to learn	Management skill
Team player	Computer literate
Organize and professional	Creative and problem-solving
Communication skill	Attention to detail

INTERNSHIP PERIOD

1st March – 15th August 2023



2.0 Company Profile

Introduction

Three O Enterprise is a direct-to-consumer medical apparel brand that celebrates, empowers and serves current and future generations of healthcare professionals. Three O is committed to providing comfort, durability, function and style apparel, all at an affordable price. This brand was established in 2020 and has grown since and founded by Mr Hazheem Syazwan Hussin at Shah Alam.

With the increase in healthcare workers, three O observe growth in medical apparel business opportunities. Especially during the Covid-19 pandemic, multiple medical apparel is necessary for every healthcare worker.

Three O is located at 29, Level 1, Jalan Tengku Ampuan Zabedah 9/B, Seksyen 9 in Shah Alam. Three O provide ready stock and customized medical scrubs for customer purchase. The showroom and office are open Monday through Friday from 11 am. to 5 pm. This company currently has eight office management members, two part-timers, and one intern student.

The medical clothing market is expected to experience significant growth in the coming years, driven by factors such as the growing ageing population and increasing demand for advanced medical technologies.



Figure 2. Google Map's Three O's Location

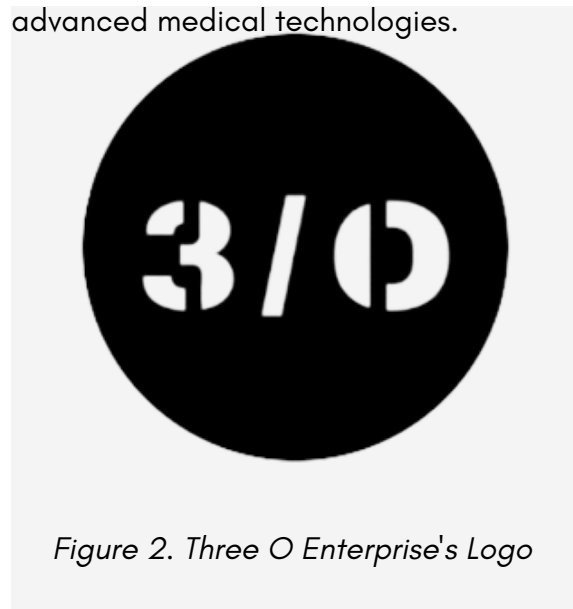


Figure 2. Three O Enterprise's Logo

Vision

Provide high-end quality of scrubs that are affordable, comfortable and long lasting

Mission

As a brand which focuses on making a comfortable yet stylish medical scrubs for all.

Objective

The main objective is to provide each group of health professionals with medical scrubs that are comfortable, fashionable, and have multiple functions.

Product/ Service Offer

Three O Enterprise is a brand that produces comfortable but fashionable medical scrubs for everyone. Three O strives to create high-quality scrubs that are inexpensive, comfortable, and durable.

Three O initially only offered ready-to-wear apparel, primarily medical scrubs, for doctors, surgeons, nurses, and other healthcare personnel to wear while on duty at hospitals and medical centres. Three O offers four lines based on gender and design. Three O offers top-only options that are also appropriate for medical scrubs. Following several requests for embroidery services, Three O now accepts embroidered orders in medical scrubs. Because embroidery is not the primary goal, Three O must outsource embroidered services. It makes medical scrub orders with embroidery a pre-order, and it takes up to two weeks to deliver the order to customers.

Organizational Structure

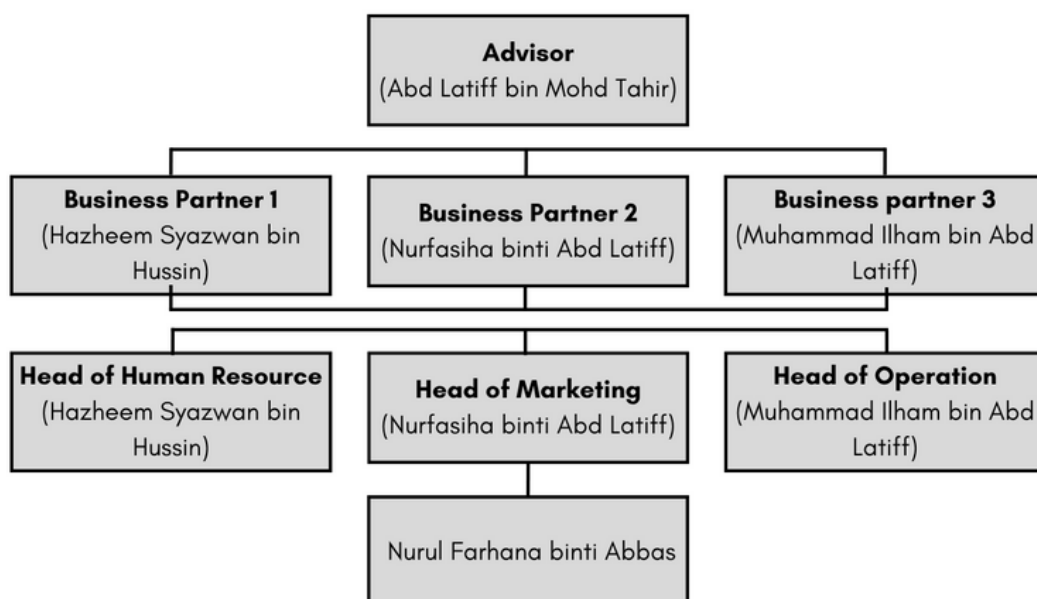


Figure 3. Organizational Three O



3.0 Training Reflection

3.1 Duration

Three O's business hours are from 10 am to 5 pm. At 1 pm, employees are also given an hour to break lunch and to pray. The office and showroom area are open Monday through Friday.

3.2 Details

As an intern at Three O Enterprise, the department responsible for this company is the marketing department. As a marketer, one of his responsibilities is identifying customers by understanding their wants and needs through inquiries and improving products according to customer preferences. Also, identify their needs and wants. In addition, marketers are also tasked with helping to improve the satisfaction of consumers who visit showrooms or e-commerce platforms in the virtual world. Assisting consumers in choosing appropriate available and suitable products for their gender.

Among the ways To retain customers is by convincing customers to come to the showroom to try on sizes and make future purchases on the e-commerce platform. In addition, stall operations in hospitals are done to attract consumers creatively.

3.3 Gains

As an intern at Three O Enterprise, there are both intrinsic and extrinsic benefits to working for the medical scrub company. Engaging in challenging and exciting work that maximizes one's skills and abilities is intrinsic. For example, facing and dealing with niche consumers at hospital booth openings. In addition, it empowers the way to contrive new methods of working based on their unique differences and perspectives by making stock arrangements and organizing inventory according to current requirements for the mutual convenience of the team. When assisting consumers, the majority are medical line individuals. There is extensive knowledge about how to outfit them as medical personnel. Additionally, communication abilities can be enhanced over time. A work order that assists consumers is also more comprehensive, from product preparation to sale.

During one's internship at Three O Enterprise, extrinsic factors also contribute to one's development. The allowance is the amount of RM500 per month, and it is a reasonable financial compensation based on the tasks agreed upon by the employer and trainee. In addition to publicly recognizing and appreciating trainees' exceptional performance, employers also publicly acknowledge and commend trainees' exceptional contributions. Three O Enterprise also provides trainees a comfortable space and room to complete their daily work and duties. For instance, the room and equipment necessary for capturing and photographing content for marketing purposes are provided, assisted, and instructed. In addition, all work processes are described and explained in detail.

4.0 PESTEL ANALYSIS

A PESTEL study is a method or framework marketers use to examine and track the aspects of the external marketing environment that influence a company, organisation, or sector. It looks at the outside world's Political, Economic, Social, Technological, Environmental, and Legal aspects. Threats and vulnerabilities are found via a PESTEL study employed in a SWOT analysis.

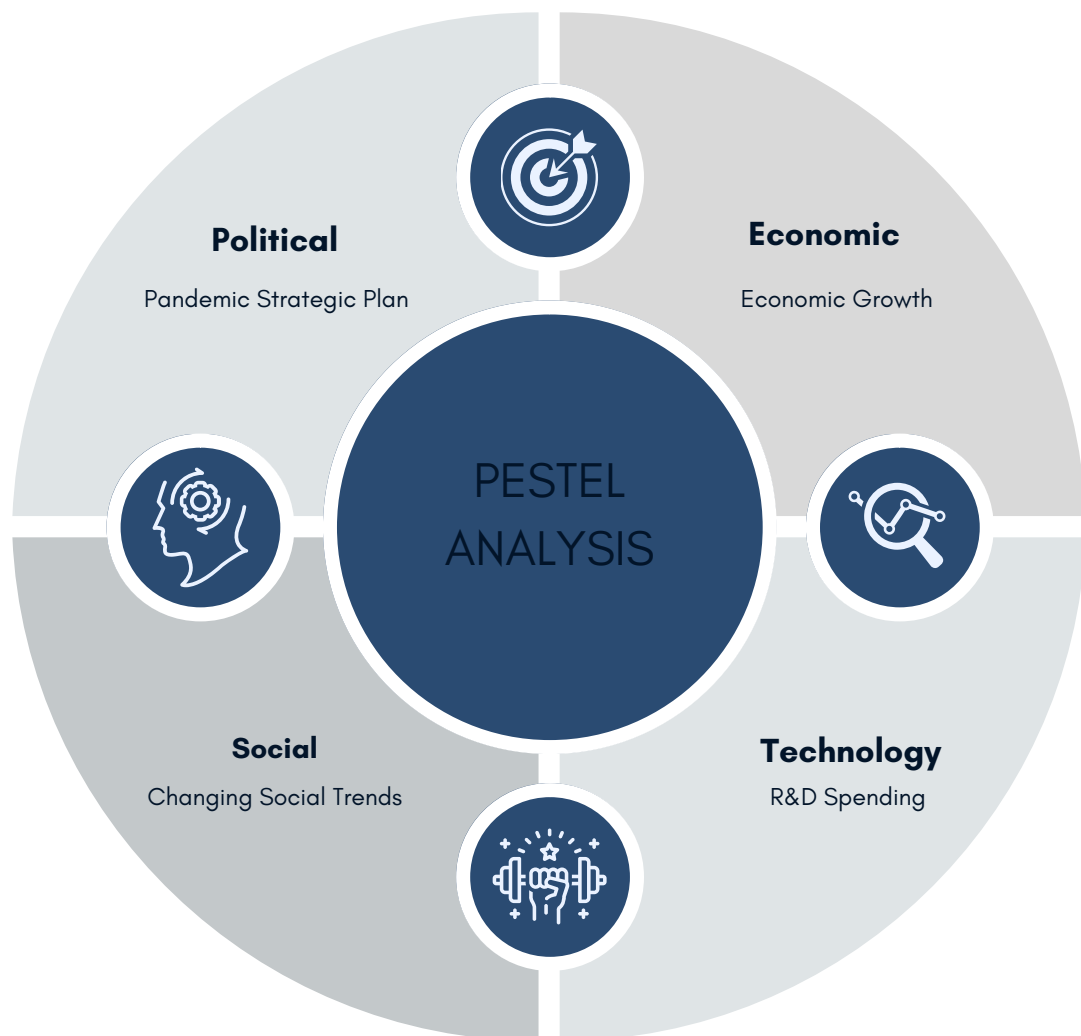


Figure 5. PESTEL Analysis

POLITICAL

PANDEMIC STRATEGIC PLAN

Hygiene and cleanliness are top priorities for practitioners in the medical and healthcare fields. The market opportunity for medical scrubs is rising due to the Covid-19 epidemic. The epidemic gives Three O a sufficient chance to offer medical scrubs to physicians, surgeons, nurses, students, and other healthcare personnel. Although numerous industries were hit, such as lodging and food services, retail and manufacturing, were the proportionately most hit by job losses since the pandemic's inception, healthcare was the least affected. Making possibilities in healthcare is a strength that this firm requires.



ECONOMIC

ECONOMIC GROWTH

When Covid-19 struck, many forms of relief and subsidies were distributed to the population through money, products, and services. Similarly, different programmes, such as Bantuan Keluarga Malaysia (BKM) and E-Belia, are provided to each family and student to help the country's economy thrive. This leads to larger incomes, encouraging consumers to open their wallets and spend more, resulting in a higher material quality of life and living. Three O saw great potential to promote medical scrubs.

SOCIAL

CHANGING SOCIAL TRENDS

The online store provides a variety of approaches to communicating online using a variety of instruments for communicating online, all of which require a more informed determination of their impact on customer communications. Since Covid-19, shopping has been growing in popularity due to the expansion of e-commerce. When physical shops were forced to close, and customers stayed home to escape the virus, consumers turned to the convenience of shopping online. Three O positively capitalizes on this situation by incorporating It on e-commerce platforms like Shopee, Lazada, and TikTok Shop. As a result, the company attracts a wider variety of clients who can shop at their physical locations.



TECHNOLOGY

R&D SPENDING

Research and development, often known as R&D, refers to businesses' actions to innovate and launch new goods and services. In most cases, this comes at the beginning of the development phase. In most cases, the objective is to bring new goods and services to market while simultaneously increasing the organisation's bottom line. The production of Three O's already established items continues unabated, with outstanding results for sales. Developing new items comes at a significant financial expense. In order to create a quality item and cater to its customer's needs and wants, the company needs a sizeable allocation.

5.0 SWOT ANALYSIS

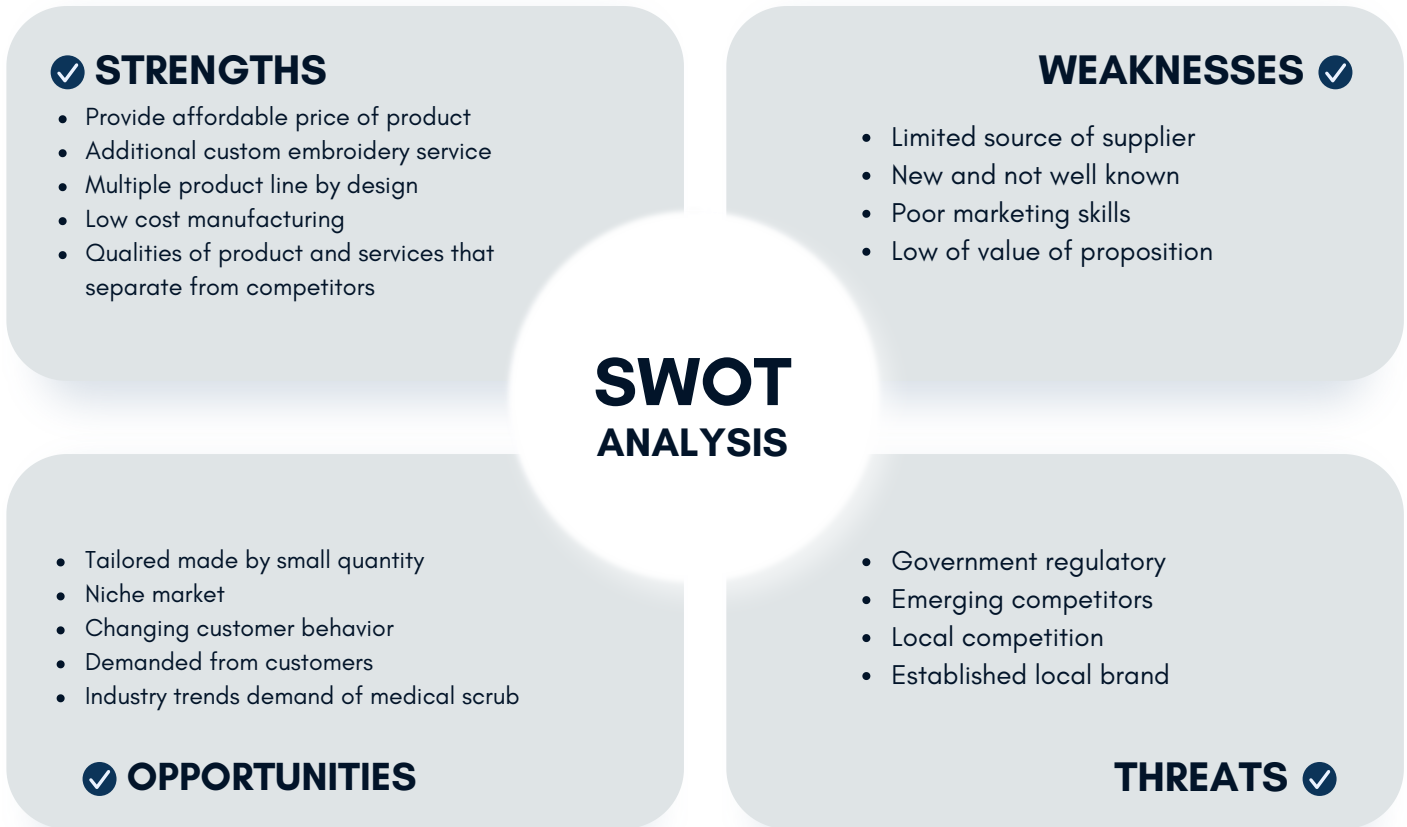


Figure 4. Three O's SWOT

The SWOT analysis is a framework for identifying and analyzing a company's strengths, vulnerabilities, opportunities, and threats. The company's strengths and weaknesses should not be analyzed as straightforward characteristics but rather as how they compare to their competitors or impact customers' experiences. As for opportunities and threats, they typically refer to alterations in the company's market or the broader environment that may pose a positive or negative risk to the business.

6.0 Discussion & Recommendation

Strength

Strength represents an organization's quality and what differentiates it from the competition in marketing and offering products or services. Compared to its competitors, Three O has a competitive advantage in supplying reasonably priced items. It addresses customer needs and wants by providing extra service for name embroidery on medical scrubs. Three O is a company that offers many product lines by emphasizing different styles and colours of medical scrubs based on gender. Customers may choose from four selections at Three O. Two collections (Basic and Element) are for men and women, while the other two (Ice Cream and Essential) are exclusively for women. Low-cost manufacturing is a method of lowering the costs of producing things. Lower raw material, labour, inventory, manufacturing, transportation, and other production expenses are all part of this. Three O also excels at providing products and services to clients. It grew to be a significant rival in the medical scrubs industry. Each product and service will be going through a quality control inspection. These constraints help standardize production as well as responses to quality issues.

Weaknesses

One of the Three O's areas for development is the restricted supply of providers. It makes it less dependent on providers that provide network resources. When unforeseen circumstances disrupt manufacturing capacity, the organisation will require greater flexibility. Three O has the disadvantage of being a recently formed brand. Three O can increase customer brand recognition by asking for online feedback from pleased clients. Online reviews may swiftly transform into practical brand reputation management tools, expanding a company's review footprint. Also, to improve Three O's insufficient advertising approach, focusing more on top clients is necessary. It is worth noting Pareto's principle or the rule of 80/20. Three O's may be specifically advertised to medical institutions to satisfy the unique target demographic and assure pleased and engaged repeat clients.

Opportunity

Opportunities are appealing external factors that indicate the likelihood of business success. It is an opportunity to earn a more significant profit in the environment. Three O implemented a make-to-order strategy for volume orders, in which the product is produced when an order is placed. This is a good strategy for manufacturers who allow customers to customise their orders and for those who cannot afford to retain surplus inventory due to high holding costs. Additionally, Three O maintains a few reserve stocks for available commodities. Make-to-order is advantageous because it reduces waste in the manufacturing process.

In addition, Three O obtains opportunities when its target market is a medical institution-centric niche. Three O focuses all of its marketing efforts on a well-defined population segment to reach its audience. Profit margins are increased due to the presence of a niche market. Low-competitive pressure enables companies to sell at high prices and earn high-profit margins by providing consumers with exclusive products willing to pay higher prices.

The pandemic caused a precipitous increase in online sales due to Covid-19. As visits to physical stores were restricted, and many consumers ran out of cash, consumers turned to online shopping, causing online purchases to increase steadily. Three O registered an e-commerce platform for customers to purchase online in response to the dissemination of trends indicating a shift in customer behaviour; this proved to be a profitable decision for the company, as the response was overwhelmingly positive.

It has received a significant response and demand since Three O manages volume orders with made-to-order precision. This is because when a consumer purchases more than 20 items, they will receive a purchase discount. Since Covid-19, the Medical Scrubs Market has been an industry with accelerated expansion. Several factors drive the market, including the rising demand for comfortable and functional medical apparel.

Threats

Threats are external elements and factors beyond the organization's environment that could cause trouble for the business. Government regulations prohibit Three O from indiscriminately implementing a design that does not comply with regulations. Every design must adhere to the wearer's safety specifications. For example, the measurement of the arm length of the medical scrub must comply with the established rules. It gets challenging when consumers want to alter the item to their satisfaction, and it limits Three O's ability to implement the new element of our unique design on the medical scrubs.

Emerging challengers also threaten Three O. Other competitors offer a distinct product or service that, in certain circumstances, may be perceived as a substitute solution by the consumer base. In contrast to Three O, whose only focus is on specialized medical scrubs for use in the operating room, other competitors offer various designs and additional designs.

No exception, Three O also has local competitors. Local competitor refers to a business that competes with other businesses in the same industry on the local market. The products are typically similar. Business leaders must be aware of their local competitors and how businesses function. Three O can extend the consumer lifecycle beyond a couple of purchases by establishing a customer relationship. Data can assist businesses in understanding their consumers. For instance, social activity frequently aids marketers in discovering crucial information regarding the timing of purchases and related searches.

7.0 SWOT ANALYSIS MATRIX

<p>INTERNAL ENVIRONMENTAL</p> <p>EXTERNAL ENVIRONMENTAL</p>	<p>STRENGTHS</p> <p>S1: PROVIDE AFFORDABLE PRICE OF PRODUCT</p> <p>S2: MULTIPLE PRODUCT LINE BY DESIGN</p> <p>S3: LOW COST OF MANUFACTURING</p>	<p>WEAKNESSES</p> <p>W1: LIMITED SOURCE OF SUPPLIER</p> <p>W2: NEW AND NOT WELL KNOWN</p> <p>W3: POOR MARKETING SKILLS</p>
<p>OPPORTUNITIES</p> <p>O1: TAILORED MADE BY SMALL QUANTITY</p> <p>O2: NICHE MARKET</p> <p>O3: CHANGING OF CUSTOMER BEHAVIOR</p>	<p>SO STRATEGIES</p> <p>S1, O3:</p> <p>Create good relationship with customers</p>	<p>WO STRATEGIES</p> <p>W3, O2:</p> <p>Build brand loyalty</p>
<p>THREATS</p> <p>T1: GOVERNMENT REPULATORY</p> <p>T2: LOCAL COMPETITION</p> <p>T3: ESTABLISH LOCAL BRAND</p>	<p>ST STRATEGIES</p> <p>S3, T3:</p> <p>Cater quality of product in market</p>	<p>W2 STRATEGIES</p> <p>W2, T2:</p> <p>Recruit brand ambassadors</p>

Figure 6. SWOT Analysis Matrix

SO STRATEGIES (LEVERAGE)

- **S1, O3: CREATE GOOD RELATIONSHIP WITH CUSTOMERS**

There is an opportunity in the environment and a matching strength within the organization to take advantage of that opportunity. These are apparent directions that the organization should pursue. Become the customer's choice to buy online instead of physically walking into the store. This is because people can compare price that suitable with their wants. They will also see reviews from previous customers about a product. The organization's responsible for always serving and assisting customers. For example, Three O's e-commerce admin needs to assist customers in more detail about place additional orders for embroidery compared to customers placing orders for ready stock medical scrubs. This is important to strengthen good relationships between customers.

ST STRATEGIES (CONSTRAINTS)

- **S3, T3: Cater quality of product in market**

Building brand loyalty is one of the most powerful strategies of niche marketing, where customers become brand ambassadors and promote the brand, leaving the company with tons of leads and conversions. The marketing group can get in touch with current customers to inform them about new items, specials, and any other pertinent information that might impact the goods or services a consumer typically looks for from that company. Building an online community for customers to communicate with the company and one another helps to increase customer loyalty. Take Q&A sessions on digital platforms as an example.

WO STRATEGIES (VULNERABILITIES)

- **W3, O2: Build brand loyalty**

Quality is the product's performance by the producer's promise to the consumer. A product is considered high quality only if it satisfies multiple criteria for its functionality for the consumer. Three O's ability to produce products in small amounts is advantageous. Therefore, Three O can better commit to maintaining its products' quality in specific detail. Small amounts cut down on wasted inventory and storing costs, and they also cut down on waste. They can help with arranging and make things better.

WT STRATEGIES (PROBLEMS)

- **W2, T2: Recruit brand ambassadors**

A brand ambassador is a person who represents and advertises a company, supports its products and services and represents the company's corporate identity through their words and actions. Brand ambassadors are experts in online and offline brand promotion. Three O is a manufacturer of medical apparel. Therefore, organizations can employ influencers or ambassadors to promote the clothing offline or online through social media platforms. Their content positions the brand in the discourse so that consumers learn about it without feeling like they are being pitched.

8.0 Conclusion

In conclusion, as an internship student in the marketing team at Three O gave a lot of experience and skills for the future. Not only learning to relate between business to the customer but also learning to relate between business to business. Various knowledge can be obtained directly and indirectly in business that is more specialized in healthcare. A variety of valuable knowledge can be seen and studied widely and clearly.

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Appendices



The entrance of the Three O's



The area in the Three O's showroom



Opening booth



Three O team



Product by Three O