



HIPPIE BABY SDN BHD

INTERNSHIP REPORT

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TABLE OF CONTENTS

1.	2.	3.	4.
EXECUTIVE SUMMARY	STUDENT PROFILE	COMPANY PROFILE	TRAINING REFLECTION
01	02-03	04-10	11-15
5.	6.	7.	8.
SWOT & PESTEL THEORETICAL	SWOT ANALYSIS	PESTEL ANALYSIS	RECOMMENDATION
16-21	22-26	27-33	34-39
9.	10.	11.	
CONCLUSIONS	REFERENCES	APPENDIX	
40	41	42-43	



01 EXECUTIVE SUMMARY

This internship report stresses the work experience I have gathered as an Intern in Management Department of Hippie Baby Sdn Bhd from 2 September 2023, until February 7, 2023. Hippie Baby is a company that sells baby products from various brands including its own brand. I explain the responsibilities assigned to me throughout almost six months of my internship. Although I am placed in the management department under Human Resources, the tasks I need to do are not fixed and can include all departments, namely Operation, Production and Marketing. For daily routine work, I am required to update daily cash sales, daily TikTok fees, daily sales analysis and many more. Furthermore, I am required to make a filing for all invoices whether invoices from suppliers or purchases from Shopee. Every time there is an interview session, I will also attend together with Hr executive and director. Next, I also need to study the EAppraisal system at Info Tech software and explain to Hr executive how to use it. For other side tasks, I am required to help the production team to prepare product stock if they lack manpower from their own team. For the marketing part, I was required to be a talent for the company's TikTok content for marketing purposes. For the operation department, if the company holds a promotional event, I am required to also help to assist customers and help with what is necessary. Finally, I was also given a task by the director to conduct a knowledge test for the staff and make a report on the results obtained. In addition, SWOT and PESTEL analysis of the company is also discussed. Some discussion and recommendations for the success of Hippie Baby are also included.



03 COMPANY PROFILE

2016

Mr. Fahim Mubin bin Mansor, the manager of Hippie Baby House, founded the business independently. He actively participates in entrepreneurship classes and seminars to gain knowledge before entering the business arena. Applying the acquired knowledge, the company has implemented various marketing strategies. Initially, Hippie Baby House operated on a small scale online, sourcing baby items from China using their own savings. They began selling products like baby blankets, mattresses, towels, and clothes.

In response to a positive reception, Hippie Baby House expanded to offline sales, participating in Baby Expos in Kuala Terengganu and Kelantan.

2017

In September 2017, Hippie Baby House became officially registered under the Business Registration Act of 1956. Following the registration, they rented a shop lot in Durian Burung, Kuala Terengganu, specifically for their boutique.

Furthermore, Hippie Baby House has expanded its offerings by creating baby clothes and balm products under its own brand.



2021

As of March 2021, Hippie Baby House transitioned its legal status from an enterprise company to Sdn. Bhd. Under the new name Hippie Baby Sdn. Bhd., the company not only expanded its boutique operation center by renting a three-story building at the Commercial Center of Cabang Tiga, Kuala Terengganu but also extended to seven lots within a year.

To ensure the effective growth of Hippie Baby House, the boutique's operations have been divided into three departments: Management, Operations, and Production.

In the same year, Hippie Baby House successfully introduced its own brand products, including baby mattresses, pillows, blankets, nursing pillows, maternity pillows, and more.

2023

So far, Hippie Baby House has been experiencing significant growth and actively participating in online sales across different platforms like Shopee, Facebook, Instagram, and TikTok.

Additionally, Hippie Baby House has successfully garnered the attention of suppliers of well-known baby products such as Fify, Pigeon, Nuna, and others. These suppliers are now promoting their products at Hippie Baby House, including the promotion of Hippie Baby House's own brand.

It is hoped that in the future, Hippie Baby House will continue to progress and compete effectively with other baby goods boutiques. The aspiration is for the business to expand into overseas markets as well.

