

**UNIVERSITI TEKNOLOGI MARA, SARAWAK
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY
STUDIES
BACHELOR OF ADMINISTRATIVE SCIENCE (HONOURS)**

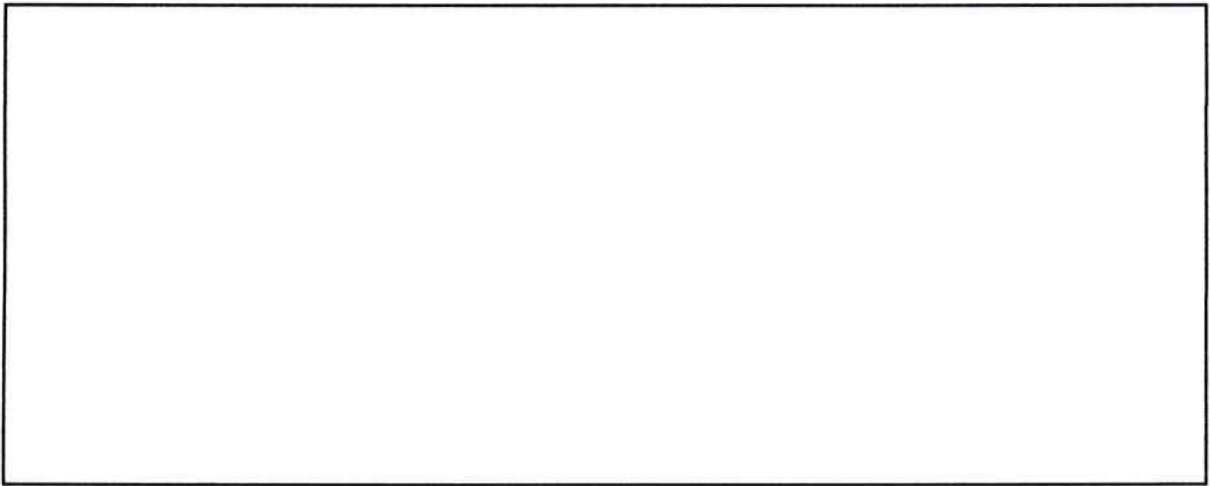


**PRACTICAL TRAINING REPORT (ADS667)
MAZ RESOURCES SDN BHD**

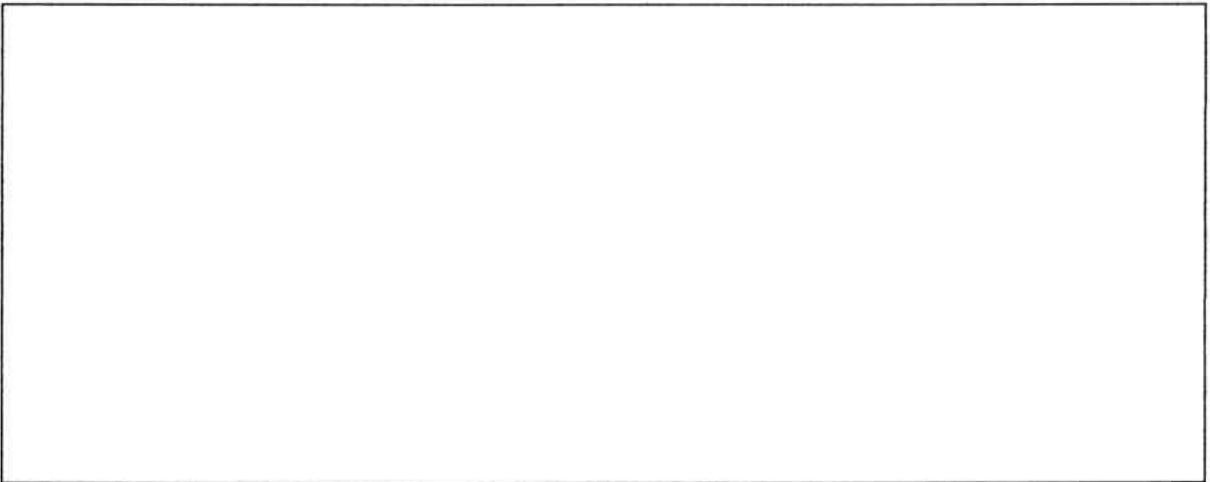
**PREPARED BY:
SITI NUUR RAFIDAH BINTI ISMAIL 2013605934**

JUNE 2016

SUPERVISOR'S COMMENTS

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MODERATOR'S COMMENTS

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**CLEARANCE FOR SUBMISSION OF THE PRACTICAL REPORT BY THE
SUPERVISOR**

Name of Supervisor : MADAM SHARON PEARL ANAK HENRY SERUB

Name of Organization : MAZ RESOURCES SDN BHD

Name of Student : SITI NUUR RAFIDAH BINTI ISMAIL (2013605934)

I have reviewed the final and complete practical report and approve the submission of the practical report for evaluation.

Signed.



MADAM SHARON PEARL ANAK HENRY SERUB

DATE:

ACKNOWLEDGEMENT

Praise to Allah for eight weeks I undergo my Practical Training that begins on 20 January this year until 16 March, and I finally managed to complete my report for Practical Training. I also wish to express my gratitude to the people most precious in my life, my parents for all the moral and financially supports and also to my colleagues for reminding me to always be honest and trustworthy during my Practical Training.

For my supervisor at University Technology MARA, Madam Sharon Pearl anak Henry Serub, thank you for all the comments and guidance because it has really helped me in preparing my report. Her support and encouragements had indirectly cultivated perseverance and dedication in my mind to be better tomorrow. Her advice and patience also really makes me appreciate on any sacrifices that she had made for me.

Finally, I want to express my appreciation to my Practical Training's supervisor, Madam Wan Musliha Binti Wan Mustafa on her advice and patience in guiding me during my work in MAZ RESOURCES SDN BHD. Also do not forgotten to all staff working in MAZ RESOURCES SDN BHD, I really appreciate all their help and kindness to me when I was working there.

SITI NUUR RAFIDAH BINTI ISMAIL (2013605934)

Bachelor of Administration Science (Honours)

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THE DECLARATION

Declaration

I hereby declare that the work contained in this report is original and my own except those duly identified and recognized. If I am later found to have committed plagiarism or acts of academic dishonesty, action can be taken in accordance with UiTM's rules and academic regulations.

Signed.

A handwritten signature in black ink, appearing to read 'Rafidah', is written over a horizontal line. The signature is cursive and stylized.

SITI NUUR RAFIDAH BINTI ISMAIL

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CHAPTER 1

INTRODUCTION OF THE ORGANIZATION

1.0 Introduction

This chapter explain about the background of the organisation, vision and mission of the organisation, values of the organisation, the organisation chart, the occupational safety and health management structure, core business and services of the organisation. This also includes the functions of the organisation.

1.1 Background of organisation

MAZ Resources Sdn. Bhd (640468) is a Sirim Berhad incubator which is wholly owned by Bumiputra. It was incorporated in Malaysia on January 21st 2004 with a paid up capital of RM500,000.00. MAZ Resources Sdn Bhd is led by the Board of Director namely Wan Muslim Wan Mustafa and Wan Musliha Wan Mustafa and the share holders of the company is Wan Muslim Wan Mustafa, Wan Musliha Wan Mustafa, and Zulkifli Idris. MAZ Resources Sdn Bhd is a local entrepreneur that maximizes the talents of experienced and professional local practitioner under the supervision by Sirim Berhad who work together purposely to fulfil the need for Malaysia to develop its own capabilities in the cleaning industries for various sectors. MAZ Resources Sdn Bhd is fully operated at their registered address at SIRIM BERHAD Cawangan Terengganu, Lot PT 1929P, Kawasan Perindustrian Chendering, 21080 Kuala Terengganu, Terengganu Darul Iman.

1.2 Vision of the organization

“To be the top leader manufacturing specialty cleaning product to serve various sectors of industrial cleaning needs locally and globally”

1.3 Mission of the organization

- To develop a team of experienced experts in producing cleaning product to serve our customers' need in all area of cleaning industries including oil and gas, commercial, laundry, food, hospital, and automotive industries.
- Maz Resources Sdn Bhd will be actively pursuing research and product development to produce the high quality product which is environmental and user friendly product with the most competitive cost.

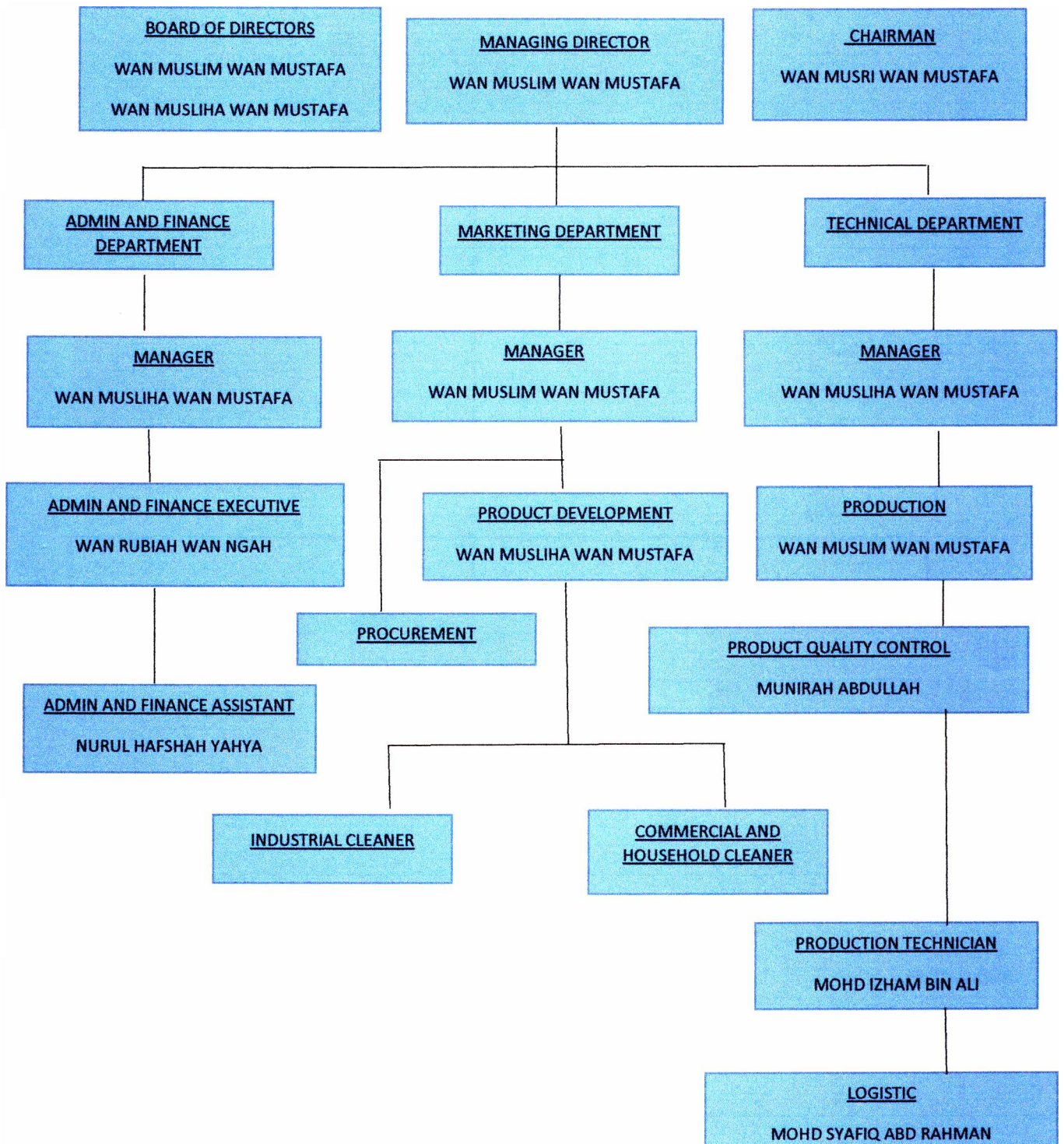
1.4 Values of the organization

To our share holders, customers, fellow employees, suppliers, partners and other people of the communities we serve, we commit ourselves to the following:

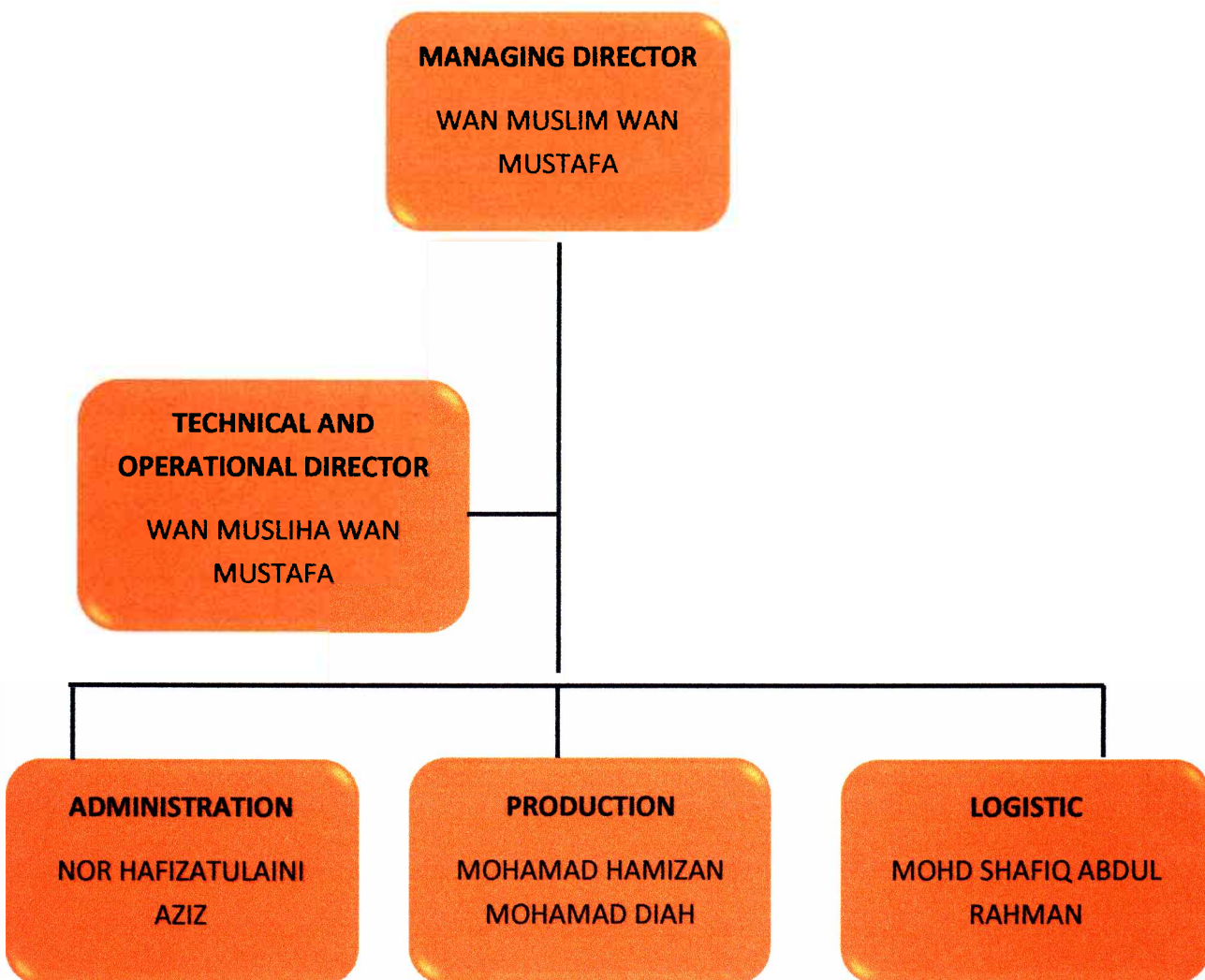
- Courtesy and respect for customers
- Trust and respect for the individual
- Open and understanding relationships between all people
- Training and development of employees
- Professional and efficient conduct
- Protection of company assets, be it hardware, software and information.
- Continual improvement in business performance
- Environmental awareness and concern.

1.5 Organisation Chart

MAZ RESOURCES SDN BHD ORGANIZATION CHART



1.6 OCCUPATIONAL SAFETY AND HEALTH MANAGEMENT STRUCTURE



1.7 Core Business and Services

Maz Resources Sdn. Bhd is a registered SDN. BHD based in Kuala Terengganu, Terengganu. Its main business is chemical petrochemical products and its main product is chemical.

1.8 Functions of the Organisation

Business type of Maz Resources Sdn. Bhd is a registered SDN. BHD based in Kuala Terengganu, Terengganu. Its main business is chemical petrochemical products.

1.9 Conclusion

This chapter explain and give on overview on the background of the organisation, vision, and mission, values of organisation, organisation chart, occupational safety and health management structure, core business and services of the organisation. This also includes the functions of the organisation.

CHAPTER 2

SCHEDULE OF PRATICAL TRAINING

2.0 Introduction

This chapter explains on the report and summarizing the daily training extracted from the log book. It will explains under first week of training based on the date until the end of the training.

2.1 Schedule

Week	1	2	3	4	5	6	7	8
Activity	(24/1 to 28/1)	(31/1 to 4/2)	(7/2 to 11/22)	(14/2 to 18/2)	(21/2 to 25/2)	(28/2 to 3/3)	(6/3 to 10/3)	(14/3 to 18/3)
<ul style="list-style-type: none"> ▪ Briefed on scope of work ▪ Briefed on the equipment used in the company ▪ Research on MSDS information on raw materials used 								
Introduction of other task <ul style="list-style-type: none"> ▪ Search for supplier ▪ Send request for quotation 								

<p>Filing and operate the company machine</p> <ul style="list-style-type: none"> ▪ Photocopiers ▪ Scanners 								
<ul style="list-style-type: none"> • Involve meeting with DOSH workers. • Study about Chemical Health Risk Assessment (CHRA) • Contact the suppliers for waste schedule • Contact the suppliers for solvent naphtha • Contact the suppliers for Noise assessment 								
<p>Delivering product</p> <ul style="list-style-type: none"> ▪ University Malaysia Terengganu ▪ Laundry 								
<p>Production of liquid detergent</p> <ul style="list-style-type: none"> ▪ Colour making (blue, pink, purple) ▪ Test pH of sample 								
<p>Packing and labelling products</p>								

2.2 Summary of Weekly Activities.

2.2.1 WEEK 1 (20th January 2016- 28th January 2016)

On the first day of practical training, the supervisor in charge gave some briefing about the background of the MAZ Resources Sdn Bhd and introduced all of the staff in the office. Delegation of task given by the supervisor for every week throughout the practical training. For instance, on the first day of practical, I have been briefed regarding the machines and other equipment at the office including photocopy machine and the raw material for the detergent production.

On the second day, I had been given the task for asking the item's price from the suppliers. I have been taught to send the request for quotation to the suppliers through email and follow up by calling the supplier in order to know the item's information and latest price as soon as possible. I have been asked to package and label the products before it is sent to Kemaman Supply Base (KSB). I also been asked to print out the direction paper in order to distribute to the suppliers of the company. I was given the task to maintain and update filing, inventory by manually and using computer as well. I also made the photocopy for the documents that the staff ask for. I have been asked to operate the office machines such as photocopiers and scanners to make duplicate file and use the facsimile machine to send the letters to other organization especially the suppliers because our company always sent request for quotation to the suppliers to get the raw material's price and information and I was the person who been in charge to send the request or do the task. I have compiled, copies, and made file records of the office activities, business transaction and other activities that the staff ask me to do. I also checked the mail bills and tax invoices and put the hardcopy in the file respectively. On this day also, I have sent request for quotation through email to supplier to get the item's price. Furthermore, I have to complete work schedules, manage

calendars and check the mails from suppliers. I have also been asked to find the name of organization that supply the items that our company need and the email them the request for quotation. I also learned how to make a proper letter for a request for quotation.

2.2.2 WEEK 2 (31st January 2016- 4th February 2016)

I continued to send the request for quotation to supplier through email and been asked to arrange the items sent by the supplier and make labelling to those items. I had been given the task for typing and updating the suppliers name and files in which fill in the existing name into new file and system. I continued calling the suppliers in order to know how they can supply the items that we need and how much it will cost. I have been asked to make a list of suppliers' name and find the cheapest price of items offered by those suppliers and then make order. I have been asked to make list about the items that need to be renewed including files and receipt book. I checked the 'first aid' box and remove the items that have expired and informed the employer which of the items that has reached the expired date and need to be restocked in the box. The list of the item was typed in a files for record keeping.

2.2.3 WEEK 3 (7th February 2016 – 11th February 2016)

Search for supplier through internet and sent them a request for quotation through email. Helping the staff finished their work including make photocopy and fax. I followed my employer to send the product (detergent) to the laundry which was located near the workplace. Then, I was asked to count the inventory. I have also asked to arrange the product (detergent) in a proper way and place. Then, count the quantity of the product based on their colour respectively (the colour of the detergent including pink, blue, purple). I have been asked to stamp the form that the company wanted to distribute to the suppliers later on. The form was arranged according to the company

name. Done some sample testing on turco 5884 and degreaser. Tested degreaser with additional of water and oil. The sample testing was repeated for 20ml, 40ml and 50ml of water and oil respectively.

2.2.4 WEEK 4 (14th February 2016 – 18th February 2016)

Observed the previous result of sample testing. Took some photos of the results and analysed the data. Finalize the report to submit to the supervisor. Done some sample testing on turco 5884 and degreaser. Tested turco 5884, degreaser and oil with different amount of solvent (BC). I have been asked to help the chemist for sample testing. The mixture of solution was stirred. The sample testing was repeated for 20ml, 40ml and 50ml solvent (BC) and oil respectively. Briefing, training and preparation on material safety data sheet (M508) for clearing agencies. Preparation of M508 of organization's producer. Continue on preparing the material safety data sheet (M508) of organization's detergent products. Finalized the internship weekly report. Packing and labelling products.

2.2.5 WEEK 5 (21st February 2016- 25th February 2016)

Done some sample testing of perfume for liquid detergent. Tested sample of perfume with solvent and water for Mega blue (perfume), Polysorbate (20) (solvent), and prepare for ratios of 1:1.2, 1:1.5, 1:2, 1:3, 1:4 and 1:5.

Next day, I was asked to make production of liquid detergent of liquid detergent (15drums)-2801 which is Pink (2drums), Purple (2drums), and Blue (1drum). The next day, I have been given task for packaging and labelling product. Done production of liquid detergent (3drums) -2801 based on colour which Pink (1drum), Purple (1drum), and Blue (1drum). Then, packaging and labelling product. Office arranging and cleaning. Inspection on equipment and facilities in

organization by DOSH. Preparation of standard operating procedure (SOP) for detergent blending and maxing liquid machine.

2.2.6 WEEK 6 (28th February 2016-3th March 2016)

During this week, I have done some sample testing of perfume for liquid for detergent, then tested sample of perfumes with solvent and water. On the next day, I was required to reply the notice given by DOSH regarding fire extinguisher inspection and noise assessment searched departs on noise assessor. Then, I contacted noise assessor for price quotation. Next day, I studied on chemical Health Risk Assessment (HRA) and also replied the notice given on HRA. During this week also, I made the production on softener (25kg). I was also asked to check the email, sent request for quotation to supplier, search for supplier, done photocopies for MDS, packaging and labelling products, and I also rearranged the files.

2.2.7 WEEK 7 (6th March 2016- 10th March 2016)

During this week, I continued with sending the request for quotation to supplier in order to know the price of raw materials and other items that the company needed for detergent production. Packaging and labelling products before it been sent to Kemaman Supply Base (KSB). I have been asked to search for suppliers, sent them request for quotation and follow up by calling them to get the latest price of the raw materials and other items. Then, keep checking the emails and print out the respond for request for quotation from supplier. I also “Double check” the PO number. I also updated supplier companies name and sent them request for quotation. The next day, my manager at the practical training place and I went to UMT in order to send sample of product (as promotion and marketing strategy) to the kiosk. I have been asked to call the supplier in order to get information about the product and the price of the product.

2.2.8 WEEK 8 (13th March 2016-17th March 2016)

On the first day this week, the customer from Jerantut came to buy our product (detergent) totalling 50 packets and I been asked to help loading the product onto the transport. I also been asked to contact supplier and ask for goods' prices. Then, I have checked the PO numbers and also called the supplier and asked them to reply to our request for quotation that been sent earlier. Labelling and packaging product have been done during this week. The next day, I continued filing and typing the file name. Then, I done my regular task which is emailing the suppliers and keep following up with them in order to get the latest information of the product and also the price quotation. The next day, I have to type the list of material before sending email to suppliers. On the last day of my practical training, I did the filing in the morning and attended the farewell party during lunch hour. The employers gave some rewards to the practical training students during the event before the end of the ceremony and thank us for the cooperation given during our 8 weeks practical training.

2.3 Conclusion

I have summarize the daily training tasks and jobs given to me. I also analysed the jobs and tasks during my practical training.

CHAPTER 3

ANALYSIS

3.0 Introduction

This chapter clearly defines the concept, theory and circular in job description. In that report the trainee should analyse and focuses on the task that trainee had done. Besides that, this chapter also should reflect definition of concept. Demonstration of practical and theoretical aspects how students relates all concepts learned in classroom at work place and how students transforms knowledge gained to reinforce understanding on the concept learned in classroom. Thus, the trainee should relate the task and the theory that they had learn in class room. From the analysis of internship, it is specifically focuses on the one of area and scope that mostly related and in charged by me at MAZ Resources SDN BHD. Therefore, I will relate most of the works done during the internship with the subject that I have been studied, which is related to the marketing strategy. Through this experience, I am able to expand and raise the level of the basic skills as a preparation for me to face the real workplace world later. Besides that, this internship allowed me to apply the theories and concepts learned at the university to the workplace.

3.1 Definition or concept of Marketing

Marketing can be defined as the process by which companies create customer interest in goods or services. The companies which involved with marketing basically build strong customer relationships and creates value for their customers and for themselves. Marketing and promotional strategies can provide businesses with a number of benefits, ranging from upticks in sales to brand building and increased market share. There are many different marketing mediums and working

out which is best for business is essential, both to keep costs down and to get the most back from marketing campaigns.

The management process includes the coordination of four elements called the 4 P's of marketing such as the identification, selection and development of a product, determination of its price, selection of a distribution channel to reach the customer's place, and development and implementation of a promotional strategy (McCarthy). For example, new Apple products are developed to include improved applications and systems, are set at different prices depending on how much capability the customer desires, and are sold in places where other Apple products are sold. Marketing is based on thinking about the business in terms of customer needs and their satisfaction. Marketing differs from selling because selling concerns itself with the tricks and techniques of getting people to exchange their cash for your product. It is not concerned with the values that the exchange is all about. In other words, marketing has less to do with getting customers to pay for product as it does developing a demand for that product and fulfilling the customer's needs.

There are five different concepts of marketing, each of which vary in the function that they deal with. Each of the concept was developed as per the need of the market. As the market changed, so did the concepts of marketing. The first concept of marketing is Production Concept which the consumers prefer products that are widely available and inexpensive. The production concept is more operations oriented than any other concept. Secondly, the Product Concept is consumers favor products that offer the most quality, performance, or innovative features. The product concept believes in the consumer and it says the consumers are more likely to be loyal if they have more options of products or they get more benefits from the product of the company. Thirdly, the

Selling Concept is consumers will buy products only if the company aggressively promotes or sells these products. Fourthly, Marketing Concept is to focuses on needs or wants of target markets and delivering value better than competitors. The marketing concept believes in the pull strategy and convince the customers about the brand so that the customer prefer the product instead of competitor's product. Lastly, the concepts of marketing is Societal Marketing concept which focuses on needs or wants of target markets and delivering value better than competitors that preserves the consumer's and society's well-being (Saritha Pajuri).

3.2 Important of Marketing

3.2.1 Make More Sales

When people know the business exists, they are much more likely to become the customers if the marketing campaigns are doing their job properly and the increase in sales will be seen shortly after business get started. This depends on the type of products or service the company sell and the type of marketing they are engaging in.

3.2.2 Increase Awareness

Sometimes the best customers might see the advertisements hundreds of times before they buy anything. A lot of people see an ad or online recommendation and, instead of buying straight away, remember the brand name for future reference. Raising awareness plants a business's brand, its product, and its benefits in the mind of the company's target audience. By raising awareness through marketing, the company will build a huge audience of potential customers who know the company, know what the company can offer, and know exactly where

to find the company. The company that sell goods or services should feel bad if the marketing campaigns do not drive increased sales right away, as raising awareness is often just as important.

3.2.3 Convince or make the consumers trust

The more well-known of a company and more people trust it, the more likely they are to buy the products and services offered by the company. Building trust is not something that can be done easily. The earlier the company start marketing of business, the longer target audience will have known the company and build a relationship with the target market that forms an image of sturdiness, reliability, and honesty and people will respond by trusting the business to live up to its image.

3.2.4 Build a social asset

By marketing the business early, a company can build a powerful social asset that they can sell products to tomorrow. Whether they using email list or a Facebook Page, giving the audience a way to connect with them will gives the company a powerful platform for selling products and asking the audience important questions. No matter what business sells, the seller can develop a powerful social asset to use for promotions and outreach in the future. Every great business has a social asset that it can marketing to, be in the form of an online database or an offline address book. For those who are interested in business should start building social asset today so that in a few years they could have a powerful list for promoting their products and increasing sales.

3.3 Implement a marketing plan

3.3.1 Communicate with staff

When a company staff in the marketing plan, they will invest themselves in it. The team needs to have total confidence in the information and actions outlined in its marketing plan. The management should communicate the plan to the team as much as possible, and make sure they have an opportunity to contribute to it. In particular, make sure they understand how the marketing plan fits within the business's goals, objectives, priorities and policies. Then, discuss whether the staff have the skills and aptitude to implement the marketing plan. Next, give them opportunities to develop their marketing skills and monitoring the staff.

3.3.2 Monitor progress

The organization should treat marketing plan as a living document that they continually revise and revisit marketing plan at least once every quarter, then develop a set of questions that help the review process such as whether they on target or not, tactics been too ambitious or not, the budget on track or not and are any of the tactics not working on customers.

3.3.3 Make adjustments

Make adjustments on marketing plan wherever and whenever they are necessary. Stay aware of changes in technology, market, competition, customers, suppliers and any other external factors.

3.3.4 Seek expert advice

Developing and measuring marketing activities is a specialist field. It is a good idea to seek advice from professional marketing consultants if you are concerned that you do not have enough skills or experience.

3.4 Application or Task Regarding the Marketing

During the internship, most of the task that I have done is how to deal with the customers and how to attract them which is a marketing strategy. The cleaning products that the company produce is various and need to be marketed at the big area in order to promote the brand and image of the company. In this situation, the role of marketing is very important to ensure that the customers know and get information about the product so that they can make their choice properly.

In the company, Puan Musliha as the technical director also play the role to market the products and convince the customer about the product and the marketing is done in the MAZ Resources SDN BHD mostly like the direct mail marketing where the technical director of the company is prefer to make a campaign by sending adverts to the regular customers or new customers and also meet the customers personally in order to introduce the product or new products to the customers. As the practical trainee in the company, I was taught in the ways on how to deal with the customers and how they made the advertisements by Puan Musliha in order to introduce our products to the customers.

The method of strategic marketing or marketing plan is very important in order to introduce the product and put it in the market. The organization also using the print advertising in order to target the customers. The organization apply this kind of method in order to promote the product to the bigger area and introduce the brand product to global.

3.5 Conclusion

This chapter discusses the concept of the marketing, the important of marketing, and how to implement a marketing plan. I also mentioned about the task regarding the marketing during my practical training and how the organization applied the marketing method in order to promote their products.

CHAPTER 4

RECOMMENDATIONS

4.0 Introduction

Every organisation has its own strengths and weaknesses in performing their activities. By referring to my period of practical training at MAZ Resources Sdn Bhd, I have identified the strengths and weaknesses on tasks performed and also some recommendations to overcome those weaknesses in the organisation regarding the topic I have discussed in chapter 3. This chapter will provide the recommendations to the organisation towards the weaknesses that have been observed by the trainee. In this chapter the recommendations come from chapter 3 which I have analysed. Therefore, I made some suggestions and recommendations especially regarding the marketing to the organisation in order to increase and upgrade the organization's skills and performance then also to lessen the bad reputation of the organisation.

4.1 Advantages and Disadvantages of Marketing

4.1.1 General

In general, the advantage of marketing is the promotion of business is getting the recognition and attention of target audience across a wide ranging or specific market. Going hand-in-hand with this is the enhanced brand recognition. Over time potential customers and members of the public will begin to associate the logo and company's brand with the business. The most important advantage of marketing is therefore quite simply improving the businesses profits by boosting sales. The other advantages including the market gives producers an incentive to produce goods that consumers want, the market provides an incentive to acquire useful skills, the price

system encourages producers and consumers to conserve scarce resources. Competition pushes businesses to be efficient by keeping costs down and production high and the market system involves a high degree of economic freedom.

The first disadvantage of marketing in general is the cost. Advertising and marketing costs money. Wasting marketing efforts by targeting the wrong audience using an inappropriate medium would be a serious and costly mistake. So it is important to do research beforehand and keep the costs to a minimum. As well as the financial cost, marketing business will require investment of time. Researching the appropriate marketing strategy, designing and writing the adverts, getting them published, dealing with any response. It is important to spend time keeping track of how successful or not the marketing campaign is. A potential disadvantage of marketing here is the risk of time wasted for an unsuccessful campaign. Other disadvantages including the business may simply satisfy the wants they have created through advertising and prices may give false or inadequate signals to producers and consumers.

4.1.2 Specifics

The advantages and disadvantages can be distinguished based on the type of marketing respectively. For specific types of media there may be other advantages and disadvantages of marketing. Each will obviously vary depending on the business, market and chosen marketing techniques.

Print Advertising

Print advertising can be defined as the advertisements created by copywriters that appear in print format in newspapers, magazines and other medium. Print media advertising is a form of

advertising that uses physically printed media, such as magazines and newspapers, to reach consumers, business customers and prospects. Advertisers also use digital media, such as banner ads, mobile advertising, and advertising in social media, to reach the same target audiences. For MAZ Resources SDN BHD, they had used the print advertising by put the advertisement on newspaper in order to promote their products.

Advantages

The advantages of print marketing including choosing the appropriate magazine or newspaper to advertise and market business allows the organization to appeal to a specific audience and demographic. The organization shall targeting adverts at the right audience to maximize its effectiveness. Secondly, often an advantage of marketing via print media is the flexibility. The size, placement and type of advert can be adopted and changed according to the needs. Thirdly, when the organization done marketing this way, they actually repeated display of their advert over time. Multiple appearances in various issues of the paper or magazine will improve chances of the brand sticking with the customers and also the results they will see in terms of sales leads.

Disadvantages:

The disadvantages of this kind of marketing including the firstly is cost can be prohibitive. The bigger the advert the more the cost. Magazines and newspapers with a wider audience generally cost more to advertise in and marketing over time in this manner may be too expensive for some businesses. Competition in the marketing space may be another disadvantage. When the company want the advert to stand out, but unless they can afford to pay for a full page spread they will be competing with the other businesses scrambling for attention. Magazines are often released

on a monthly basis, meaning it can take longer for the advert to take hold in a potential customers mind. Since the advert is quit costly to be done regularly, the company had also used other medium to promote their products and do not only rely on the print advertising.

Television & Radio Marketing

Radio and TV are five of the media that form what are commonly referred to as the traditional media. The others are newspaper, magazines and the Internet. Companies typically build ad campaigns that rely on one or more of these media along with other support media.

Advantages

The advantages and disadvantages of marketing via radio or television will clearly be considerably different to those of print. The advantages including there are many radio and television stations out there. The organization can appeal to the local audience by using a local radio or television station. They may also run an advert on a specific station with a genre which would suit the business. The variety of radio and television stations makes it easy to appeal to a specific audience. The advert may well be repeated throughout the day at specific times, which would allow the organization to reach the best audience for your marketing as well as the radio and television marketing allows for regular repetition of advert.

Disadvantages

The disadvantages including the organization might have to push the advert across a number of radio and television stations to reach everyone that need to unless they are targeting a specific audience. An obvious disadvantage of radio and television marketing is the temporary

nature of the advert. Unlike print, potential customers cannot go back to look for contact information. So the organization will need to run the advert many times to get the best effect. Other disadvantages is listeners or viewers may stop paying attention during advert breaks, which are essentially a disturbance to their enjoyment of the show.

Direct Mail Marketing

Chosen market might benefit from a direct marketing campaign by sending adverts, catalogues or product samples straight through customer's letterbox. Advertisers use direct mail to reach smaller target audiences or selected prospects. Direct mail often take the form of a letter, brochure or flyer sent via the postal service. Advertisers can compile their own list of prospects and customers for the mailing, or rent a mailing list from a specialist firm.

Advantages

Firstly, direct mail marketing will allow the organization to target to the specific customer. The organization need to personalize message to have the best possible impact on them. Secondly, unlike other forms of advertising, the marketing will not need to stand out on a page full of other adverts. It will just need to stand out from the pile on the doormat. A brightly coloured, appealing envelope may be all it takes. This type of marketing also allows to target a specific area or locality. Especially important if the business is local.

Disadvantages

Direct mail is often seen as “junk” mail. So if the marketing does not stand out and appeal in just the right way it might find its way straight from the letterbox to the bin. The organization also risk annoying the customers by plaguing them with regular “junk” mail campaigns.

4.2 Recommendations

The reason I choose to complete my practical training at MAZ Resources Sdn Bhd is because I know I will learn so much. As I have trained for 8 weeks, there a few of suggestions and recommendations regarding the marketing that come through my mind.

Firstly, I would like to recommend that the organization should document the strategies. It does not have to be anything fancy. Even a three-page document that lays out the content marketing goals and plans is better than nothing. According to the Content Marketing Institute, 53 percent of the most effective B2B content marketers have a documented strategy. In order to get the best result from the efforts, I suggest that the organization should take the time to write down the strategy. If they are not sure where to start, the resources that they can use including The Moz Content Strategy, Hubspot's Content Planning Template, Buffer's Content Marketing Strategy Template, and My personal Content Marketing Guide.

Second recommendation is meet with the team more often since I see that the organization is less of meeting with the member regarding the task. Whether the organization have a dedicated content marketing team or not, it's important to meet regularly with those responsible for the content creation and promotion as we know most effective marketers meet either daily or weekly. If meeting with team less often, there's a good chance that important tasks are falling through the cracks.

Thirdly, I would like to recommend the organization to focus on Top Customers. Rather than spending an abundance of time trying to please everyone, the organization should strive to build lasting relationships with the top customers. The organization might send out periodic newsletters to keep these customers updated on their latest products and services. The organization may also periodically email or send direct mail to thank them for their business.

Fourthly, the recommendation that I would like to give is regarding the consistent and persistent. The organization need to put a solid and sustained effort into the techniques. They should not give up because they do not see an immediate response from customers. It takes time to see tangible results, so they should keep trudging forward. If they are trying to establish a presence on a social media site, maintain a consistent posting schedule, post quality content, and interact with audience on a regular basis. If they are trying to build a list of email subscribers, send out newsletters at certain intervals so readers would not forget about the organization and taking the proper steps to correct inefficiencies should prevent the organization from repeating the same mistakes. By getting the message to the right demographic through the right marketing channels, they will likely see good results.

4.3 Conclusion

In this chapter, I have analysed and recognized the advantages and disadvantages of marketing both in general and specific. Some of recommendations and suggestions stated are based on the statement analyse in the previous chapters in order to improve the organisation effectiveness and efficiency.

CHAPTER 5

CONCLUSIONS

5.0 Introduction

This chapter will conclude about each of the chapter that I have been explained before this by highlighting the main points. Besides that, on the conclusion part, I will conclude what are the benefits that I have been gained from the practical training in MAZ Resources Sdn Bhd.

5.1 Summarize of chapters.

5.1.1 Summary of Chapter 1

In chapter 1, I have been explained about the organisational background of MAZ Resources Sdn Bhd. Besides that, I also identified vision, and mission, values of organisation, organisation chart, occupational safety and health management structure, core business and services of the organisation. This also includes the functions of the organisation and the organisational structures or hierarchy from the lower management until the upper level or top management. So, it can give me some ideas and knowledge on the background of MAZ Resources Sdn Bhd.

5.1.2 Summary of Chapter 2

In chapter 2, I have explained about the tasks and jobs that I did during my 8 weeks practical training. The tasks given to me were consistent to the guidance provided by the faculty. The task mainly related to the scope of quality of a product. I am able to apply what I had learnt in the classroom and to relate to the theory into practice. Therefore, it is a valuable experience that I can get through my practical training.

5.1.3 Summary of Chapter 3

In this chapter, I explained about the most important task that I did during my practical training. I was instructed to do many tasks, but the main focus in this chapter is to analyse about the task. It was such an interesting experience since I was involved in many tasks and had a lot of opportunities and working with other people.

5.1.4 Summary of Chapter 4

In this chapter, I have analysed and recognized the advantages and disadvantages of marketing both in general and specific. Some of recommendations and suggestions also stated based on the statement analyse in the previous chapter in order to improve the organisation effectiveness and efficiency. In addition, there are some recommendations or suggestions as referring to the weaknesses of the tasks. This is to identify the mistakes and some corrective actions that can be taken in order to have a better organisation in the future. I can improved on my knowledge on ways to evaluate every tasks or jobs that have been given to me.

5.2 Summary of Report

Within the period of eight weeks of my practical training in MAZ Resources Sdn Bhd, I gained a lot of benefits. There are some benefits I would like to discuss further. The first benefit I gain is to improve my self-confidence. Like before, I never have the opportunity to work in large organisation structure or staffs in the office. For example, I introduced myself to every of the staffs in the office and also make the phone call with the customers and supplier, then deal with them. Thus, I can improve my confidence level day by days as I talked to the customers and supplier mostly every day during my practical training. This is a good way to reduce shyness to face people and also can emphasize my strengths as well.

Moreover, the second benefit I can gain is can improve my interpersonal skills. Interpersonal skills here consists of my communication skills and also problem solving skills. For instance, as one can see at MAZ Resources Sdn Bhd, while delivering the products to the customers that means, we interact and communicate to the customers regarding the product. In addition, on the problem solving skills I did experienced it when the supplier asked the questions on the raw materials.

5.3 Conclusion

Therefore, this chapter explain the summary of every chapters that have been discussed on every chapter on highlighting the main points and some benefits I gained from my practical training.

APPENDIXES



FIGURE 1: It shows the finished product (liquid detergent)

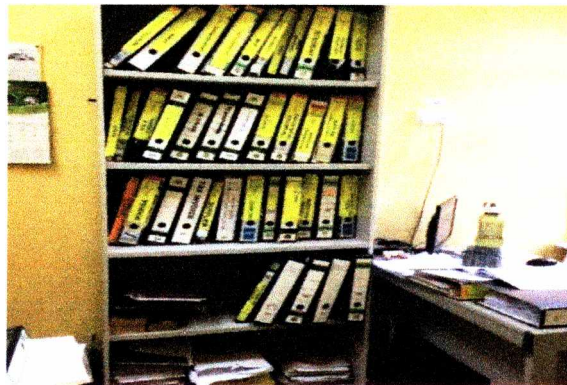


FIGURE 2: The file before the process of filing done.



FIGURE 3: It shows the finished product (powder detergent)



FIGURE 4-7: Activity during production.

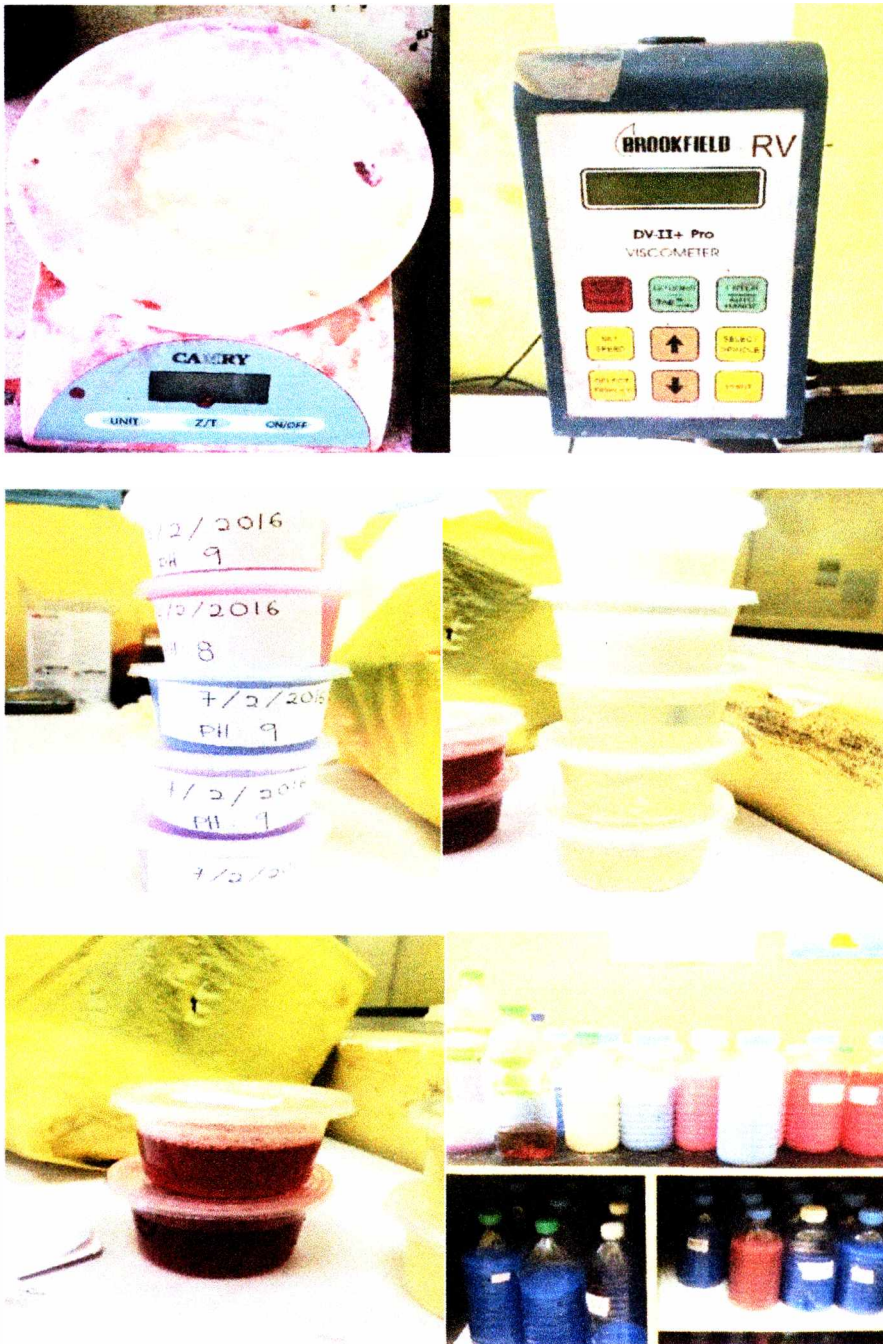


FIGURE 8-13: the apparatus and the raw material used for production.

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