

UNIVERSITI TEKNOLOGI MARA SARAWAK

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES



AM228

BACHELOR IN ADMINISTRATIVE SCIENCE (Hons)

PRACTICAL TRAINING REPORT

SIERRA MAYA HOLDINGS SDN BHD

NOOR ASHIKIN BT ZAMRI

2013507215

SEPTEMBER 2015 - JANUARY 2016

THE DECLARATION

Declaration

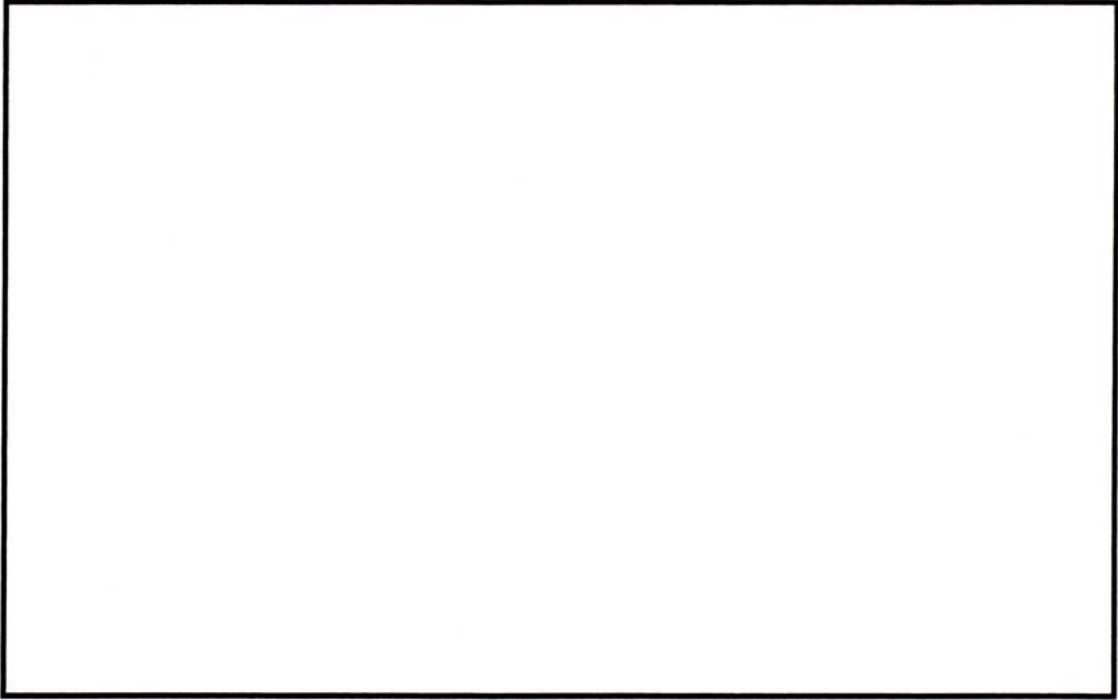
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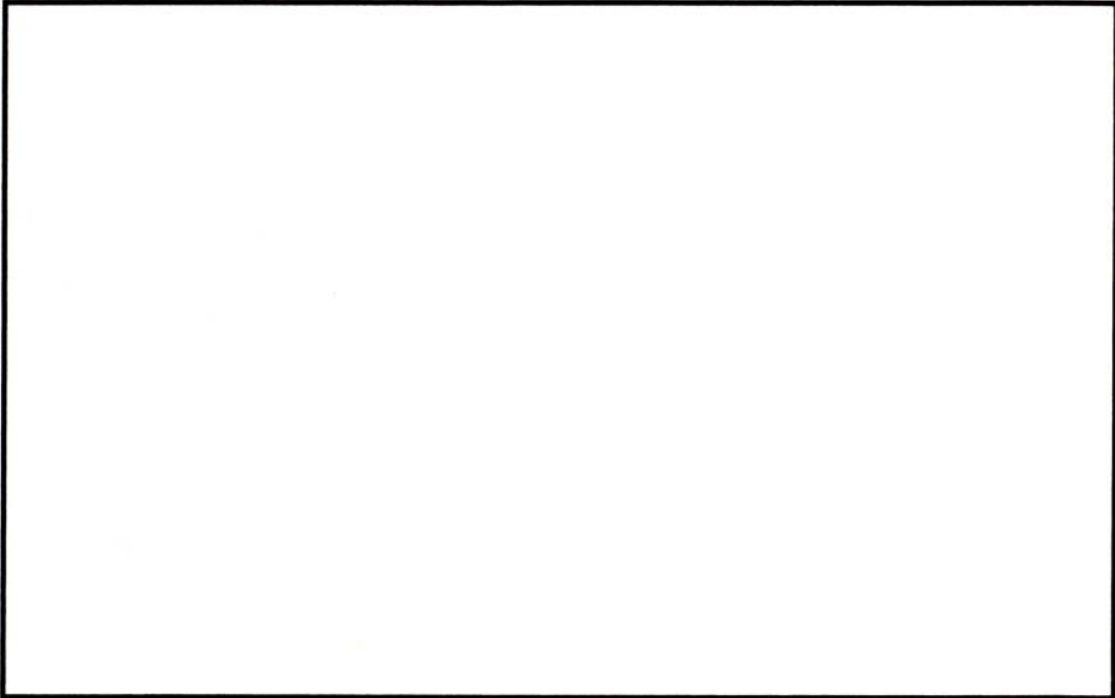
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NOOR ASHIKIN BT ZAMRI

Supervisor 's comment

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Moderator's comment

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CLEARANCE FOR SUBMISSION OF THE PRACTICAL TRAINING

REPORT BY THE SUPERVISOR

Name of Supervisor : Madam Nur Aida Binti Kipli

Organization : Sierra Maya Holdings Sdn Bhd

Name of Student : Noor Ashikin bt Zamri

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

.....

(signature)

ACKNOWLEDGEMENT

Praise to Allah for eight weeks I undergo my Practical Training that began on 20th July 2015 until 15th September 2015, and I finally managed to complete my report Practical Training. I also wish to express my gratitude to the people most precious in my life, my father and mother for all the moral, financially supports and also to my colleagues for reminding me to always be honest and trustworthy during my Practical Training.

For my supervisor at MARA University of Technology, Madam Nur Aida bt Kipli, thank you for all the comments and guidance because it really helped me in preparing my report. Her support and encouragements had indirectly cultivated perseverance and dedication in my mind to be a better man tomorrow. Her advice and patience also really makes me appreciate on any sacrifices that she had made for us.

Finally, I want to express my appreciation to my Practical Training's supervisor, Encik Nor Ali Akmar b Mahadi and Nuradah Paraja on the advice and patience guided me during my work in Sierra Maya Holdings Sdn Bhd. Do not forget to all staff working in Sierra Maya Holdings Sdn Bhd, I really appreciate all their help and kindness taught me when I was working there.

Noor Ashikin bt Zamri

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CHAPTER 1

INTRODUCTION OF THE COMPANY

1.0 Introduction

This chapter will be briefly explained regarding the place of practical training by the trainee. The organization that the trainee went for practical training is Sierra Maya Holdings Sdn Bhd. Mainly, in this chapter, the trainee will clarify on the company background, the objective, the vision, mission and motto, the function and the organization chart. In addition, the organizational policy, the core business of the organization, rule and regulation tied with as well as culture practicing in Sierra Maya Holdings Sdn Bhd.

1.1 Background of Sierra Maya Holdings Sdn Bhd

Sierra Maya Holdings Sdn Bhd is a private company that involve in various scope of businesses. Its major business is to provide services as well as involve in business which related to cleaning, food, sport, hobby, training, transportation, stationeries, tailoring, and piping and construction materials. Sierra Maya headquarters is in Kota Samarahan which is located at Taman Desa Ilmu. This company has been established since 22nd March 2011 and has several branches such in Perak and Sabah. In Perak, the branch is located at Ipoh while in Sabah, there has two branches which is located at Kota Kinabalu and Sandakan.

This company has been registered by Companies Commission of Malaysia under the Company Act 1965 which starting by 22 Mac 2011, this company is a company limited by shares and a private company. Every types of business will be registered by field and there has their own field code as well as the status of the business. For example, for car, the date registered was 20th June 2014 and the code number is 110103, and the status is active. This show that this company always up-to-date with various business are provided. Sierra Maya Holdings Sdn Bhd has been recognized as Bumiputera Company by Ministry of Finance. The approval is subjected to the terms and conditions as stated in Certificate of Registration of Bumiputera Company (Appendix C).

1.2 Company Objectives

- I) To increase the number of entrepreneurs among Malay people,
- II) To create job opportunities especially for Malay people
- III) To create more joint ventures in the entrepreneurship.
- IV) To increase the standard of living

As we can see, this company emphasizes on the importance of Malay and Bumiputera revival. This company also hired many graduates in order to give them an experience in involving in real working life. This company always gives priority to Malay and Bumiputera class in order to ensure their privileges been reserved. This company also aspires to have more joint ventures to expand the business and have branches in all country within Malaysia as well as to neighboring countries if possible.

1.3 Company Mission, Vision and Motto

1.3.1 Mission

To produce and increase more competitive and advance Bumiputera entrepreneurs

1.3.2 Vision

To achieve the 50% equity of Bumiputera under the Bumiputera economic empowerment (Memperkasa Ekonomi Bumiputera) by the year 2020

1.3.3 Motto

"Hygiene, Exquisite and Sophisticated"

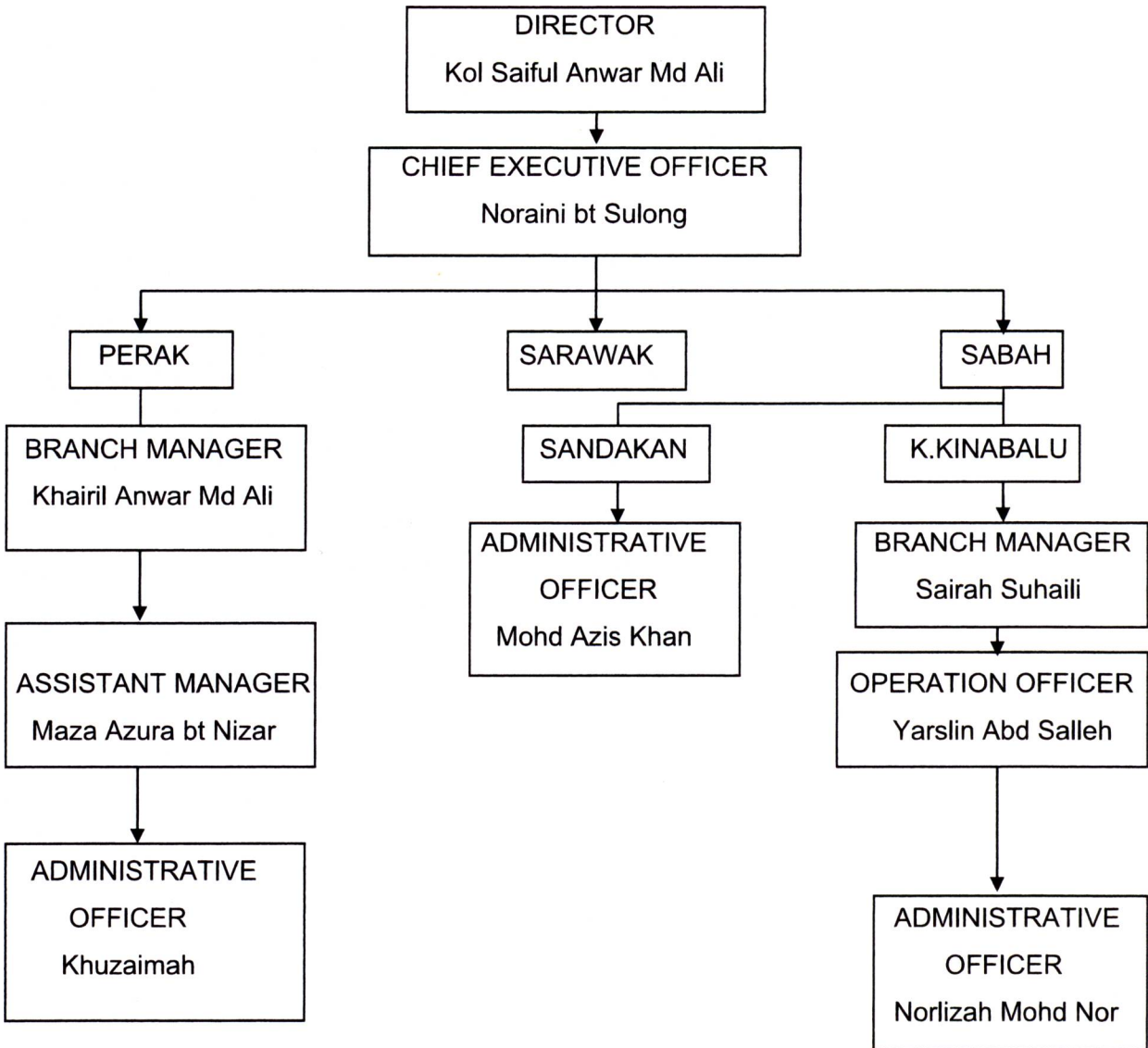
1.4 Logo of the Company

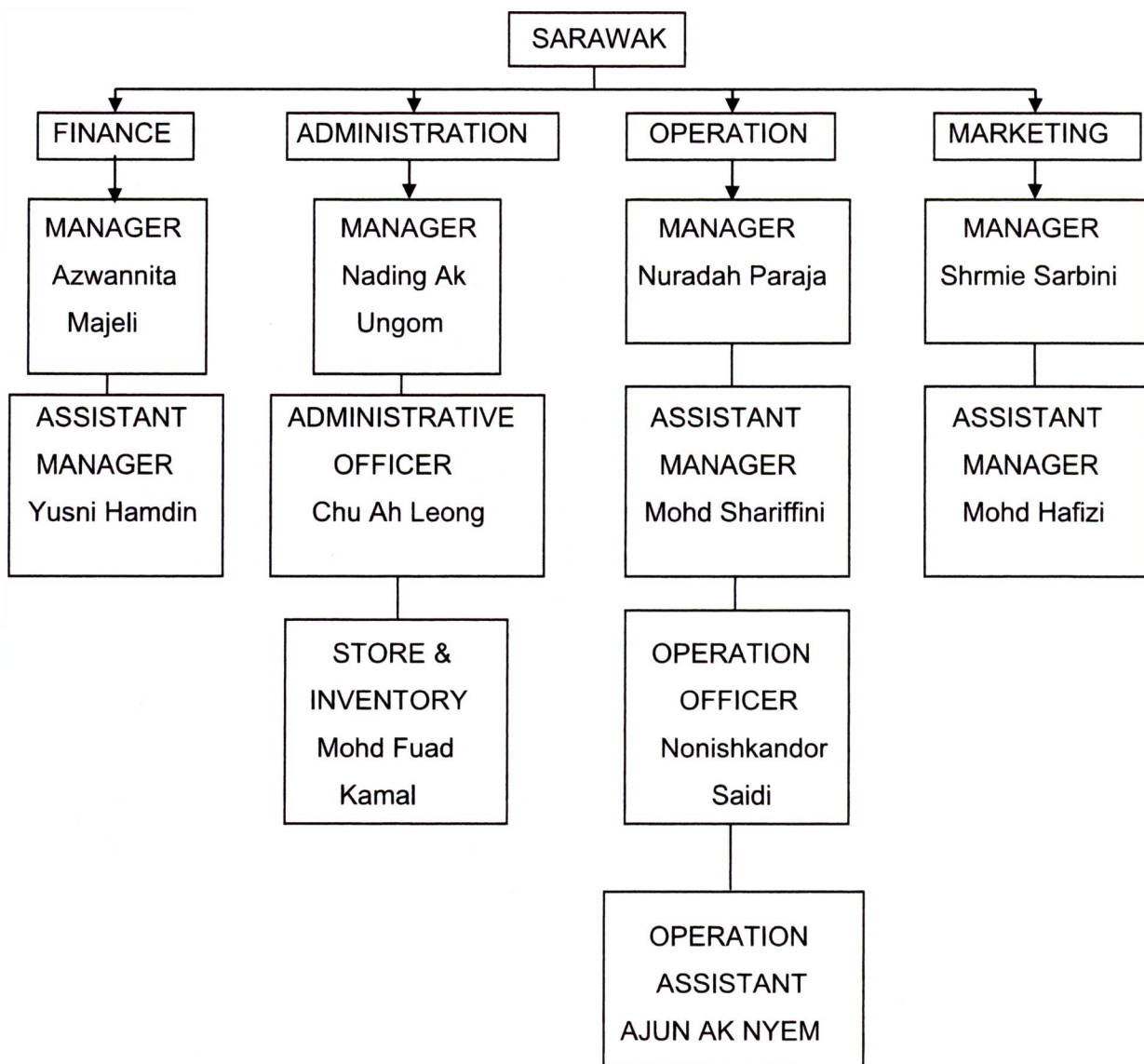


The picture above is the logo of Sierra Maya Holdings Sdn Bhd. the word "S" symbolize "Sierra", the word "M" symbolize "Maya" and the word "H" symbolize "Holdings". Besides the words, the colours of the logo also influence the company ethics and organization culture. Red colour symbolize constant and continuous strive and struggling in accomplishing company's objectives. The blue colour symbolize high morality spirit of the members in pursuing dreams which is to uphold Malay and Bumiputera rights. The background of the logo which is white colour symbolize sincere and pure, clean and trust in performing the management of business.

1.5 Organizational Chart

Table 1.0 : Organizational chart of Sierra Maya Holdings Sdn Bhd





The Director, Colonel Saiful Anwar Md Ali (Rtd), 51, has been with the Armed Forces for the past 29 years. He joined military service as a cadet officer in 1984 and was granted a royal commission to the Royal Malay Regiment in 1985. In 2000, he was accepted by Universiti Kebangsaan Malaysia (UKM) to do his master's degree in Policy Studies and Security Analysis and was awarded Master of Art in Policy Studies and Security Analysis and prior to this, he obtained his Diploma and Advance Diploma in Strategy and Security Studies at UKM in 1995 and 1997 and also obtained his Advanced Diploma in Strategy

and Defence Studies from Universiti Malaya in 1999. Once he retired in Ministry of Defense, he began to familiarize himself to the business and entrepreneurship management. He offered his students who just finished graduating their degree or diploma to fill in the vacancy in his new company since he is working as a lecturer in Universiti Teknologi Mara.

The administration of Sierra Maya Holdings Sdn Bhd in Sarawak is led Encik Nading Ak Ungom who is assisted by Administrative Officer hired by the top management which the director himself through interview session. To make the management efficiency and effectiveness, the organization divided the tasks into its functions or department which are finance department, administration department, operation department, and marketing department. All departments have their own manager and all the matters related to the field and scope of tasks will be revised by the manager themselves.

The chart has represented on top management as well as the middle management in Sierra Maya Holdings Sdn Bhd. there is more employees that operate the business in lower management. The top management and middle management play important roles in engaging with business environment such as building harmonious relationship with suppliers, bidding tender, create strategies and other else and the lower management help in terms of operating the business till succeed, create more productivity and better services and so on.

1.6 Conclusion

For the conclusion, my role in Sierra Maya Holdings Sdn Bhd was manager in training to manage several businesses in Sierra Maya Holdings Sdn Bhd. The position that been assigned to me during my industrial training was manager-to-be. Among the business that been handled by me were accommodation (rental room/motel), textiles, transportation and café. The tasks that been assigned were to manage all the business begin from the low management until the top management. For example, the tasks for the lower management are such as housekeeping, reception, sales person and so on. For the top management, the tasks are such as financial management for the four business, administration for the four businesses, marketing for the four businesses and so on. Thus, these kinds of job made me learn on how to manage business from A to Z.

CHAPTER 2

SCHEDULE OF PRACTICAL TRAINING

2.0 Introduction

In this chapter, the trainee provided the process of job working in which the trainee present the job of the organization. The trainee explained the tasks given in each week from Week 1 until Week 9.

2.1 Week 1 (20/7/2015 - 25/7/2015)

At the beginning of the practical, the supervisor took into a tour of the offices and branches located in Samarahan area. At the first day, it was just an introduction or a bit of orientation about the company background and introduced to the members of the organization. In the main office, she briefing about the rules and regulation as well as the culture that they are engage with. She told about the office hour that is from 8.30 am to 5.00 pm. She also told to wear casual attire during office hours. The position that been given to the trainee was manager.

In this week, the supervisor introduced to the trainee the very new businesses which only a few weeks had just been operated. There was no person in charge to handle and manage those businesses so that the tasks were given to trainee. The trainee has handled as many as four type of business which are accommodation (budget rental room), textiles shop, transportation and restaurant. Basically, in this week, the trainee did arrangement on the receipts of payment of Maya Inn and Maya Textiles. The receipts are such as rental payment since March 2015, expenses on piping, expenses on utilities, the spending and other else.

Trainee was also kept in record the document of the expenses and the revenues. The expenses were such as the expenditures such rental fee, utilities spending and other else and the revenues were such as the rental payment from the customers either monthly or daily. The range of monthly payment imposed to customer is from RM 180 to RM 350 and the range of daily payment imposed is from RM 50 to RM 75. Besides, I also did a data entry of previous customers into a log book. This is because there was no formal system since there is no person in-charge before this.

Besides, trainee also created checklist inventory and to-buy list for Maya Inn as well as Maya Textiles which it was to complete the necessary things. Among the items in the list were such as bedroom sets, additional tables, chairs and others. After making the double check of the list inventory, it was time to go out to find the things. The destination to find the things was at Giant Tabuan. On the last day of the week which was Saturday, trainee just arranged the items and stocks of textiles which all came from Vietnam.

2.2 Week 2 (27/7/2015 - 1/8/2015)

In this week, trainee began career with establishing online medium of the business through Facebook and Instagram. This is because most people like to buy online especially for textiles and thus, it was a marketing strategy to promote the products and services through online where it covered wide area of country. The Instagram name is "Mayalegacy" and for Facebook is "Maya Inn and Textiles". Besides using online medium in promoting the business products and services, trainee also designed brochures, flyers, and pamphlets for marketing purpose. The software or medium that been used was from Microsoft Publisher 2013 which it recommended many latest designs with various sizes provided. So that it was easier for the trainee to design in a simple manner. In the brochures, flyers and pamphlets, the trainee put four types of business which are accommodations (rental room), restaurants, textiles as well as the transportation services. The location, person in-charge, email and phone number also not be forgettable.

For the accommodations which is rental room, in that brochures, for Maya Inn, the trainee displayed the pictures of the rooms, the facilities provided, and the rate for daily or monthly rental. Plus, for the restaurant which is Maya Café, the trainee displayed several hot menu and attract them with the tagline of "Thailand Cuisine". In addition, for Maya Textiles, the trainee displayed the various clothes available and display affordable and competitive price that would attract customer attention. Furthermore, for Maya Transportation, the trainee displayed the types of transport available to be rented with the affordable price per hour or daily.

For the next day, the trainee attended appointment with the suppliers. The location was so informal and relaxing where we were decided to meet at Maya Café. This meeting was for the equipment and facilities to complete the necessary things that required for Maya Textiles. Among the contents of the appointment was to negotiate the best price for the

items. The items are such as glass door, stocks racks, rod hanger, cashier table, air-conditioner, lamps and fans. At the end, we were able to get reasonable price which they offered affordable price which included the cost of installation.

The next day which on Thursday, the trainee had been informed by the supervisor, Encik Nor Ali Akmar about the upcoming national event which was Hari Koperasi Negara 2015 which will be organized at Kuching Waterfront within three days on 14th August 2015 until 16th August 2015. So that, on that day we had discuss some business strategy in order for marketing and sales. Thus, the trainee had been requested to design and prepare the bunting and provided list of items that were needed to decorate the booth on that day. Thus, the trainee use the same way of designing the bunting by using Microsoft Publisher. Plus, the buntings designed were catchy, attractive and interesting which all these requirements were for marketing purpose. Done with Hari Koperasi Negara 2015 planning, the last day in this week, the trainee just doing housekeeping in Maya Inn. Among the tasks are cleaning the rooms, washed the bed sheets, washed the toilets, cleaned the shop (Maya Textiles).

2.3 Week 3 (3/8/2015 - 8/8/2015)

In this week, the trainee did was to take the car at workshop. This is because the cars been sent to the workshop for fixing process. The place was at Perodua Samarahan. The trainee paid the cost imposed and brought back to the branch. Plus, the trainee also made a contract of agreement for car rental so that every customer who would like to rent is required to sign the contract. The agreement is such a compilation of printed form which the content required the full name of customer, identification number, license number, address, phone number, and signature. Besides, the trainee also wrote a statement of car rental systems which every accident happened or summon imposed is under customers' responsibility.

Besides, the trainee also needed to update the revenues and expenses of Maya Café for the previous month. There was a log book which all the receipts of expenditures were pasted in that log book. Thus, the trainee need to reorganize by following the date and counted the actual amount that been spent day by day. Thus, at the end of every month sales, the trainee was required to prepare the ledger and record all the transactions. Plus, the trainee went out to settle the bills which were water and electricity bills at post office. The bills were for Maya Café, Maya Inn and Maya Textiles.

In addition, in order to make it easier for data entry, the trainee created a new system for data entry for Maya Inn whereas before this, all the information, details, and transactions were recorded in a log book. Thus, the trainee created a new system by using Microsoft Excel 2013 where it readily provided software of receipt payment and transactions sheets. Right after that, the trainee transferred all the details into Microsoft Excel 2013. The trainee arranged the receipts into a file month by month and at the end of the month, the trainee provided the transactions of cash flow in and flow out. Plus, after updating and transferring the data, the trainee was required to bank in at RHB Bank the amount of sales that been collected. Besides, the trainee monitored the task that been given by supervisor such as to take care the shop and manage the business.

2.4 Week 4 (10/8/2015 - 15/8/2015)

In this week, the trainee went to Wisma Sarawak Energy (Wisma SESCO) in order to register electricity. At first, trainee went to SESCO Samarahan branch. However, we had been informed that Taman Unicentral is under Kuching control area. The officer there detailed out the requirement and explained on the progress. Then the trainee went to Wisma SESCO Kuching. We are required to give a copy of tenancy agreement, B Form, a copy of identity card of the business owner as well as the fee of registration which includes the installation fee.

Besides, the trainee also went to print out the buntings that had been designed last week for Hari Koperasi Negara 2015. The trainee also required to check and update on list name of current staff and new staff as well as the practical students in Sierra Maya Holdings Sdn Bhd Sarawak branch. This is because when Hari Koperasi Negara 2015 that will be held next week, the booth required more person in-charge. Thus, the trainee decided to take practical students since they were comes from business management course and it was easier to cooperate and communicate to each other since we were in the same age.

The trainee also went to main office in Desa Ilmu to make copies of the brochures, pamphlets, and flyers. The trainee made about more than 400 copies of those for the three days of the event. At there the trainee took opportunity on handling the photocopy machine and laminate machine. With only one time of quick supervise on how to handle the machine, the trainee now know how to use it and no need help from the others. Plus, the trainee also went to Petronas petrol station where there has a small post office by Pos

Malaysia to post the order from customer who had bought our products in Instagram in the way to go back to the branch office.

The next day, the trainee and colleagues made an arrangement of textiles stocks. We were required to list out each sets of item that will be brought to the booth, setting the price of each item, counted the stocks, as well as drafted the decoration of the booth. The next day the trainee went to Kuching Waterfront to register and confirm the booth. The trainee deal with the event secretariats of Suruhanjaya Koperasi Malaysia (SMM). The event secretariats gave the number of booth which was booth 105 and we were registered under Koperasi Kasih Anana Kuala Lumpur Berhad.

At the end of the week, the trainee and colleagues were involved in the event of Hari Koperasi Negara 2015. There were so many customers came visited and bought at our booth since we put affordable and competitive price. Thus, we got competitive advantages since we put lower price than the others. The event was held from Friday, 14th August 2015 until Sunday, 16th August 2015. During the event, the trainee took opportunity to promote

2.5 Week 5 (17/8/2015 - 22/8/2015)

In this week, since the Hari Koperasi had ended and we got many sales, it was the time to update the sales which to calculate the profit. It can be said as a big win because the profit was unexpected. Besides, the trainee had to rearrange back the remaining stocks and record the stocks that successfully sold. In addition, trainee also acted as receptionist of Maya Inn. The trainee answered the phone calls for room booking. Besides, the trainee also gave explanation about the rate and condition in Maya Inn as well as answered all the questions by the customers until the confirmation on booking had been done.

The trainee also answered the call regarding the booking table for Maya Café which the customers chose to make early booking on the table for their lunch time. Some of the customers also booked the tables for some functions. For example, birthday function, farewell party of retirement, Eid Day celebration, and other else. The trainee jot down the full name, identification number, phone number, as well as deposit money to confirm the booking. The trainee had been requested by the supervisor to make a discount voucher or coupon for Maya Café special for Maya Inn's customers. This means that the Maya

Inn's customers will get discount per eat once they had their breakfast, lunch or dinner at Maya Café. This is to ensure that we give better services with special offers that can attract and motivate more customers to rent in Maya Inn.

The trainee also followed the employer@boss to Kuala Lumpur to take more stocks for Maya Textiles. The duration was two days. The venue of getting the stocks was at GM Plaza Klang and Kenanga Wholesale City. In there, the trainee made a survey to the latest design at any boutiques around the area and through online boutique in Instagram and at there we already had regular suppliers that offered affordable price. Among the stocks that we bought were robes, scarves, skirts, blouses and so on.

2.6 Week 6 (24/8/2015 - 29/8/2015)

In this week, the trainee updated the customer data entry which needed to be printed out and kept in Maya Inn Files. Trainee also updated sales of Maya Textiles since there was a person asked for leasing the textiles stocks for three days at Politeknik Kuching for Young Entrepreneurs Day. Trainee also updated sales for Maya Café since there had cash flow out to buy raw materials daily. The raw materials included chicken, fishes, vegetables, ice cubes, and many more. The cash given need to be recorded to make sure all the revenues were tally with the expenditures which means there has no cash short.

The trainee also went out to buy warehouse utilities to decorate Maya Textiles since Maya Textiles was formally open. The trainee decorated Maya Textiles based on simple and catchy concept with lower costs of spending. the venue in finding the decoration items were at Supersave, MR D.I.Y, and also Giant Tabuan. The trainee also did housekeeping in Maya Inn this week because there will be many customers that would like to rent since there was university intake by Universiti Malaysia Sarawak and Universiti Teknologi Mara as well as Hari Kemerdekaan celebration. The trainee tidied up all the rooms from single rooms to double rooms as well as the toilets for the whole day.

On 28th August 2015, the trainee managed Maya Inn for customers to check in. The trainee gave a warm welcoming and served them in a best manner. The customers also rented the car from Maya Transportation for them to move easily. The trainee also explained all the terms and conditions such as no unmarried couples are allowed to rent. Besides, trainee also explained Maya Inn special offer when the customers would like to have a

breakfast, lunch or dinner at Maya Café which is they will get 20% off from the real price. Trainee also monitored the tasks given by the supervisor and treated the customer well.

2.7 Week 7 (1/9/2015 - 5/9/2015)

In this week, the trainee had been given an accused to work because the trainee was involved in Konferensi Antarabangsa Islam Borneo VIII (KAIB VII) 2015 which was held in Brunei under the university initiative from 1st September (Tuesday) 2015 until 5th September 2015 (Saturday). The trainee had informed the supervisor and he supervisor gave permission. Trainee went there to present research paper on Hubungan Keselamatan antara Sarawak dan Jagoi Babang. Since the trainee went to Brunei, there were some practical students replaced for a week to manage the business. The trainee provided a list of tasks that need to be done in that week. The content of the list included to send car for maintenance services, manage customers' check out, cleaned the toilets, make sales on Maya Textiles, and other else.

2.8 Week 8 (7/9/2015- 12/9/2015)

In this week, the trainee managed the customer's influx into Maya Inn. This is because there were so many customers which were students from Universiti Malaysia Sarawak and Universiti Teknologi Mara. Most of them were attracted to stay monthly in Maya Inn since Maya Inn provides comfortable rooms and suitable for student life which the location is very near to the university. The process was still the same which they had to pay deposit money and one month rental fee as well as sign the agreement. Trainee also went out to pay the water and electricity bills for previous month and close account for August sales for Maya Inn, Maya Textiles, Maya Transportation Services, and Maya Café. The trainee prepared the ledger in separate types of business. Trainee also went out to bank in the money at RHB Bank for the sales of Maya Textiles and Maya Inn.

The next day, the trainee had been asked to go to any store, mall, or supermarket in order to promote these four businesses. This is because there was lack of marketing and promoting since the location of the premises is difficult to find. Thus, the trainee chose Summer Mall as the target strategy and picked two more practical students in helping to distribute the brochures and pamphlets. Besides distributing the brochures, the trainee also gave explanation on the businesses products and service as well as the destination. On that day, about 400 sheets had been distributed by 1.00 pm until 5.00 p.m.

Plus, the trainee also had been requested to make business card. The trainee used Microsoft Publisher 2013 since it provides various designs. The content of the business card were the name of the company, the name of employer, email, the contact number, and brief information about the business services and products. The trainee finished to design in two hours and sent it to printing shop which is "SMART" at Taman Unigarden, Kota Samarahan. The supplier offered low price as we were his regular customer. Once the business card been printed, the business card will be displayed at the office, in Maya Textiles shop and also some to the employer. This is for the customer to easily contact with the employer for any inquiries.

2.9 Week 9 (14/9/2015 - 15/9/2015)

In the last week of practical, the trainee just monitored the tasks that been given by the supervisor such as be salesperson in Maya Textiles, manage transport such as send to the customer who wanted to rent it, took care of Maya Inn and so on. As this week was the last week of working, the members of the organization would like to celebrate us as appreciation and recognition to be their employees and chose the organization for industrial training. The trainee got a sum of allowance and also recognition certificate.

2.10 Conclusion

As for conclusion, the trainee major task during eight week of internship in PTP was business management. Even though at first week there was zero knowledge regarding on how to handle the business, but with the encouragement from supervisor as well as the spirit to dig of the knowledge of business and entrepreneurship, the trainee then managed in doing the tasks successfully.

CHAPTER 3

ANALYSIS

3.0 Introduction

In this chapter, the trainee will further discuss regarding one task that the trainee performed during the practical training which are Marketing, Advertising and Sales. Hence trainee will first explain about the theory and concepts of Marketing, Advertising and Sales. Then trainee will focus on the comparison of that task and the theory that trainee has learnt during the internship.

3.1 Definition of Marketing, Advertising and Sales

Marketing as defined by American Marketing Association (2013) is a set of activities, a set of institution, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, partners, clients, and society at large. Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about the products, services or ideas by identified sponsors through the various media (Bovee, 1992 as cited in Taflinger, 1996). As defined by Investopedia, sale has two meanings which the first is a transaction between two parties where the buyer receives goods (tangible or intangible), services and/or assets in term of exchange for money, and the second is an agreement between a buyer and seller on the price of a security. A product is an item offered for sale while service is an action performed to serve someone.

3.2 Understanding the Marketplace and Customers' Needs

Market offerings are some combinations of products, information, services, or experience which offered to a market in order to satisfy a need or want it means that it must be balanced among the marketers and customers in order to create customer value and satisfaction which the marketers set the right level of expectations, not too low and not too high.

3.2.1 Exchange

Exchange is the act of obtaining desired object from someone by offering something in return where the marketing actions try to create, maintain, and grow exchange relationships.

3.3 Designing a Customer-Driven Marketing Strategy

Marketing management is the art and science of choosing target markets and building profitable relationships with them. It means that we as a marketer is required to identify on what customers will we serve and how can we serve them the best.

3.3.1 Market Segmentation

Market segmentation refers to dividing the markets into segments of customers

3.3.2 Target Marketing

Target marketing refers to which segments to go after.

3.3.3 Products Concept

Product concept which consumers favour products that offer the most quality, performance and features. It focuses on continuous product improvements.

3.3.4 Selling Concept

Selling concept refers to which consumers will not buy enough of the firm's products unless it undertakes a large scale selling and promotion effort

3.4 Strategic Planning

Strategic planning is the process of developing and maintaining a strategic fit between the organization's goals and capabilities and its changing marketing opportunities

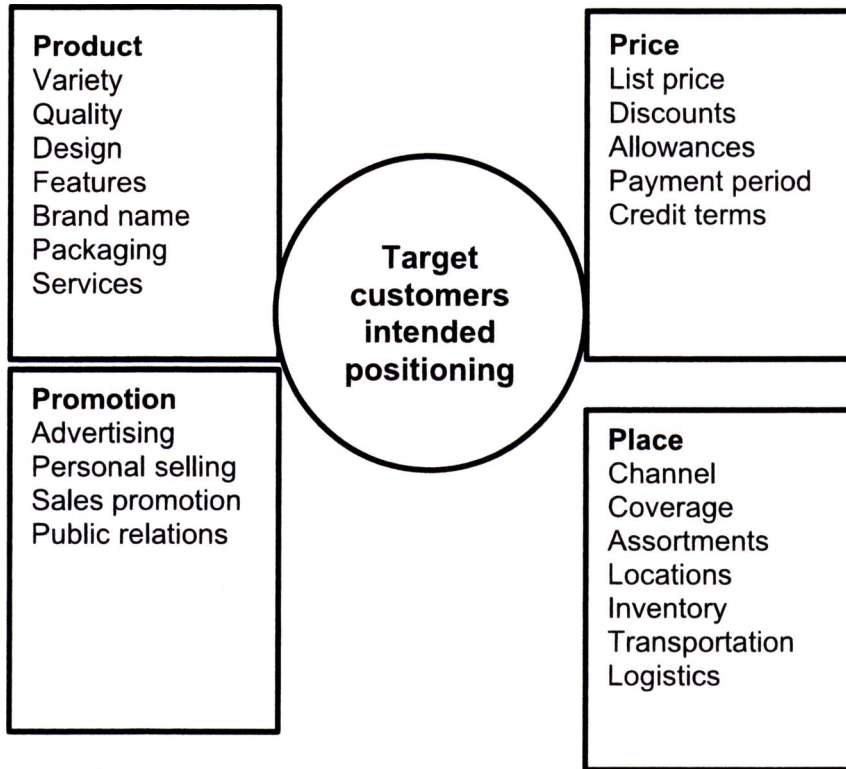
3.4.1 Setting Company Objectives and Goals

Table 3.0 : Presenting the business and marketing objectives chart

Business Objectives	Marketing Objectives
<ul style="list-style-type: none">• Build profitable customer relationships• Invest in research• Improve profits	<ul style="list-style-type: none">• Increase market share• Create local partnerships• Increase promotion

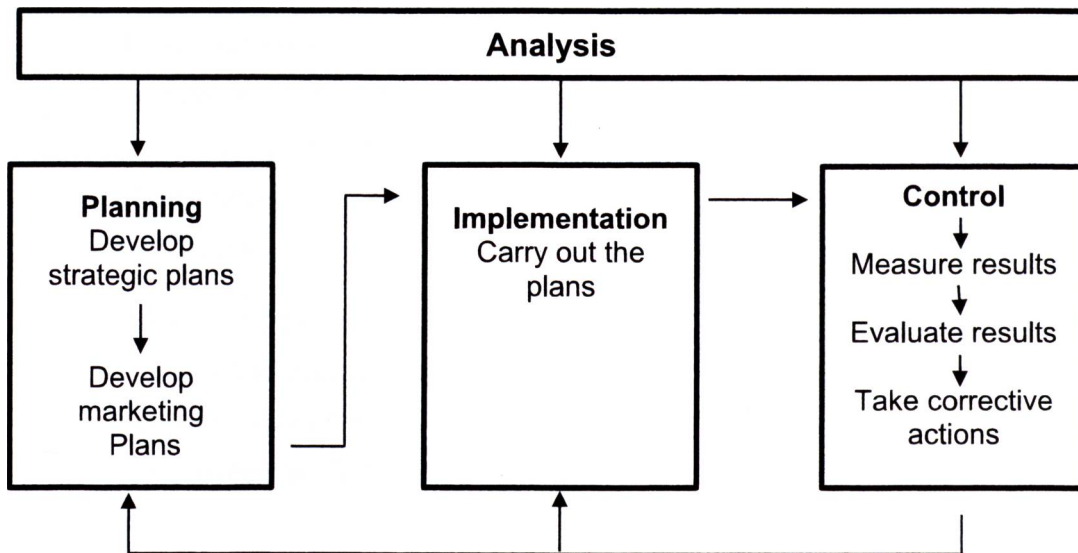
3.4.2 Developing an Integrated Marketing Mix

Table 3.1 : Presenting 4 P's chart on target customers intended positioning



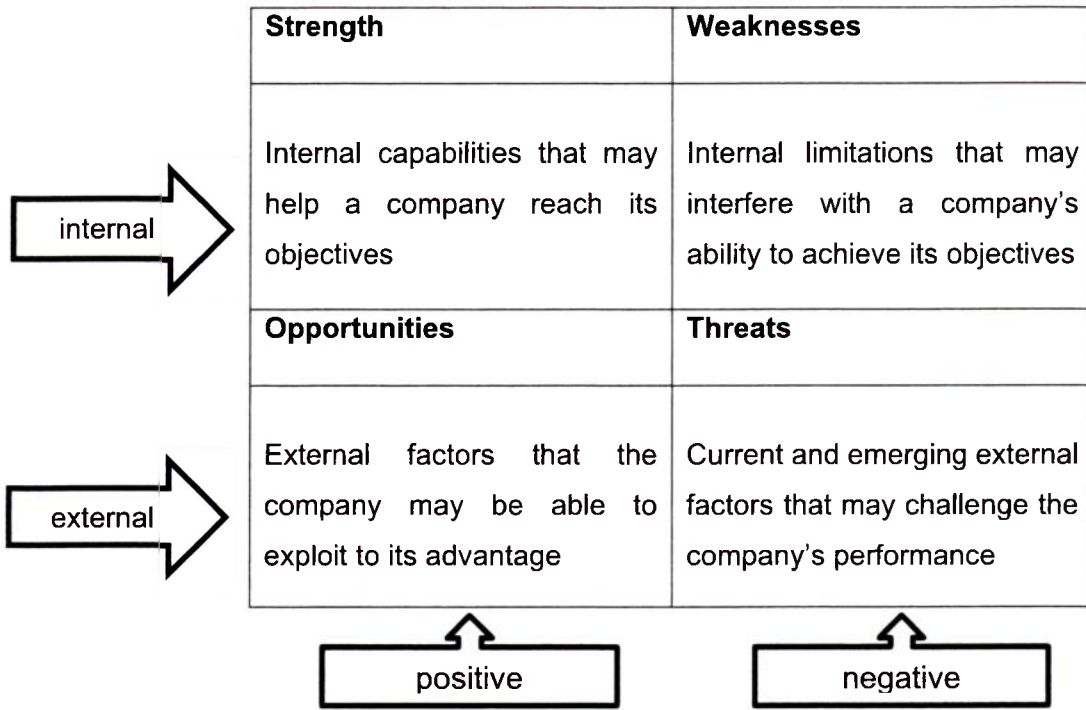
3.5 Managing Marketing Effort

Table 3.2 : Presenting table of analysis on managing marketing effort



3.5.1 SWOT Analysis

Table 3.3 : Presenting the table of SWOT Analysis of marketing



3.5.2 Marketing Planning

Some parts of a marketing plan includes:

- a) Executive summary
- b) Marketing situation
- c) Threats and opportunities
- d) Objectives and issues
- e) Marketing strategy
- f) Actions program
- g) Budgets
- h) Controls

3.5.3 Marketing Implementation

Marketing implementation is a set of actions which turns the marketing plans into marketing actions in order to achieve strategic marketing objectives. It is to answer the question on '5W' which is what, where, when, who, and how.

3.6 Individual Product and Service Decisions

3.6.1 Total Quality Management (TQM)

Total Quality Management is an approach in which all the company's people are involved in constantly improving the quality of products, services and business processes.

3.6.2 Product Level Quality

Product Level Quality is the level of quality that supports the product's positioning. It means that it emphasize on performance quality which the product's ability to perform its functions.

3.6.3 Product Conformance Quality

Product Conformance Quality is the product's freedom from defects and consistency in delivering a targeted level of performance.

3.7 Marketing Strategies for Services Firms

In addition to traditional marketing strategies, services firms often require additional strategies.

3.7.1 Service-profit Chain

Service-profit chain links service firm profits with employee and customer satisfaction, which it emphasizes on:

- a) Internal service quality
- b) Satisfied and productive service employees
- c) Greater service value
- d) Satisfied and loyal customers
- e) Healthy service profits and growth

3.7.2 Internal Marketing

Internal marketing means that the service firm must orient and motivate its customer contact employees and supporting service people to work as a team to provide customer satisfaction. It also must precede external marketing.

3.7.3 Interactive Marketing

Interactive marketing means that the service quality depends heavily on the quality of the buyer-seller interaction during the service encounter. It has three types of interactive media which are service differentiation, service quality, and service productivity

3.7.4 Managing Service Quality

Managing service quality provides a competitive advantage by delivering consistently higher quality than its competitors. The service quality always varies depending on the interactions between employees and customers.

3.8 Price

Price is the amount of money charged for a product or service. It is the sum of all the values that consumers give up in order to gain the benefits of having or using a product or service.

3.8.1 Customer Value-Based Pricing

Customer value-based pricing need to be understanding on how much value consumers place on the benefits they receive from the product and setting a price that captures that value. It uses the buyers' perceptions of value, not the sellers cost as the key to pricing. It is a pricing of customer driven.

3.8.2 Cost-Based Pricing

Cost-based pricing is setting prices based on the costs for producing, distributing, and selling the product plus a fair rate of return for effort and risk. It adds the standard mark up to the cost of the product

3.8.3 Cost-Plus Pricing

Cost-plus pricing adds a standard markup to the cost of the products.its means that the sellers are certain about the costs as well as the prices are similar in industry and price competition is minimized.

3.8.4 Competition-Based Pricing

Competition-based pricing is a prices setting based on competitors' strategies, costs, prices, and market offerings. Consumers will base their judgment of a product's value on the prices that competitors charge for similar products.

3.9 Advertising

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified person.

3.9.1 Developing Advertising Strategy

Advertising strategy is the strategy by which the company accomplishes its advertising objectives and consists of creating advertising messages and selecting advertising media.

3.9.1.1 Creating Advertising Messages

Advertisements need to break through the clutter which is gain attention and communicate well. It must be to be better planned, more imaginative, more entertaining, and more rewarding to consumers. Plus, creative concept will bring the message strategy to life and guide specific appeals to be used in an advertising campaign.

3.9.1.2 Selecting Advertising Media

The major steps in selecting advertising media include deciding on reach-frequency-impact, selecting media vehicles, and deciding on media timing. Selecting media vehicles involve decisions presenting the media effectively and efficiently to the target customer and must consider the message's impact, effectiveness, and cost.

3.10 Sales

As defined by Investopedia, sale has two meanings which the first is a transaction between two parties where the buyer receives goods (tangible or intangible), services and/or assets in term of exchange for money, and the second is an agreement between a buyer and seller on the price of a security.

3.10.1 The 7 Stages of the Sales Cycle

There is 7 stages of the sales cycle that need to be emphasized in order to have a good sales management.

1) Prospect for leads

Finding the ideal prospect is defining who that mythical person might be. Even for the same products for been sold, an organization need to have an idea of what to look for based on their successful sales in the past.

2) Set an appointment

It is a kind of the way of communication used. There are many salespeople that preferred to cold call over the phone, and also call in person, send an email, or personal messages on the social media networking such as Whatsapp Messenger, Facebook, Twitter, Instagram and other else.

3) Qualify the Prospect

The qualification stage takes place at the appointment itself as well as qualify briefly during the initial contact in order to confirm that the prospect is both able and potentially willing to buy the product.

4) Make presentation

Presentation is the core of every sales cycle and every presentation made represent the organization. A clear explanation will have a better understanding among the customers.

5) Address the prospect's objection

There are several ways to handle objections which are:

- a) Listen to the objection
- b) Say it back to the prospect
- c) Explore the reasoning
- d) Answer the objection
- e) Check back with the prospect
- f) Redirect the conversation

6) Close the sale

The closing sale includes answered the prospect's question and objections, and ask for the sale.

7) Ask for referral

The way to get a referral is through existing customers and new customers.

3.11 Marketing, Advertising and Sales in Sierra Maya Holdings Sdn Bhd

Sierra Maya Holdings Sdn Bhd has four newly established business. Thus, all these four business needed are marketing, advertising and sales. The premises for the all new four business is located at only one building which two shop lots at Taman Unicentral Kota Samarahan. This is because it is easier for the businesses to operate where the customers will be able to know and get the information as well as make buying process at once. It means we are able to make the customer to understand that the businesses diversification of Sierra Maya Holdings Sdn Bhd. As for the café, we make the menu based on the needs and demands from the customers where mostly people are searching for different cuisine. Thus, it includes the process of scanning the environment and we found that people are interested to have it in this area.

Besides, in the concept of designing a customer-driven marketing strategy, this company target market for the café and textiles is working people and family, while for the transportation and accommodations which is the rent room is targeting to the university

students and also a family. For the café and textiles, this is because it involve a sum of money or transactions where as we know the working people are able to spend more. For the transportation and accommodations, we target the students as for monthly rental because the location is located near to university.

As stated in the theory above, there are four 'P's that been the target by customer which are Product, Price, Place, and Promotion. These elements also been emphasized to the four businesses in Sierra Maya Holdings Sdn Bhd where we focus on the product variation, quality, design and services, such as the variety of menu for the café from the individual set to family set, the quality of the clothing sold at the textiles shop with various design, and good services for the accommodation which we provided a comfortable place to stay for. While for price, we provided affordable price to each business, and also often make discounts based on current trend and so on. For the place, the location is strategic where the business premise is near to public agencies, universities, and commercial area. For the promotion, we always do advertising, mostly through social media networking, direct sales, and also promotion.

If we go through the SWOT Analysis for the company, the strength is the company has business diversification, the weaknesses is less sale on certain part of the business, the opportunity is the company welcoming to whom like to make joint-venture, and the threat is too many competitors. For the marketing implementation, we were doing it successfully through actions program, which we were involved in Hari Koperasi Negara 2015 located at Kuching Waterfront. At there, we provided many brochures to be given to the people. The contents in the brochure were equipped with the information for the four new business as well as the location of the premises. Every one of us explain one by one to the people through the five 'W' which is what, where, when, who and how. This is for the basic information for the people to know our existence.

The company also is trying to implement Total Quality Management (TQM) where we always open to customers' complaints in order to make continuous improvements regarding the quality of the products, services, and business process. We also keep trying to exercise Product Conformance Quality where all the products we serve and sell are free from defects and target for performance level.

Plus, for the price setting up, the company is using customer value-based pricing and competition-based pricing. The café and accommodation service are using customer value-based pricing because we stress on the value that customer receive. As for example, in Kota Samarahan, there is no restaurant that serve Thailand Cuisine on their cooking, so that we served the customers until they feel the satisfaction. For the accommodation services, the price is balance towards the comfortableness with fully equipped rooms. For the textiles and transportation, we are using competition-based pricing where we scanned the competitors' prices offering for the similar products, then we start deciding on our price too.

In addition, the advertising method we used is more towards social media networking. This is because people are using social media networking to find information worldwide and the online shopping become their routine habits. Thus, we make Facebook and Instagram account in order to advertise and promote our business as well as to gain customers. In there, we put the price, pattern, design, and many more. We put attractive picture and complete caption to attract more customer to buy with us.

For the sales, we are much depending on our marketing strategy which it all result to sales or transactions. We received order booking of the business through the call, messages and also email, and after the payment made, we will continue to the process of delivering or servicing. We are also have the target for monthly sales that need to be achieved.

3.12 Conclusion

As for conclusion, Sierra Maya Holdings Sdn Bhd is applying the concept of marketing. This means that from the theory, the trainee practically make it. As the business I newly established, it is difficult to enter into the market since people is zero knowledge about the business. Hence, with the existence of marketing concept, organization can plan the strategy and make benchmarking from the other business that had been developed well. The organization need to be competitive advantage in order to challenge the competitors and must always beware of the environmental opportunities and threats.

CHAPTER 4

RECOMMENDATIONS

4.0 Introduction

In this chapter, the trainee provides the strengths and weaknesses of job or tasks that been assigned during training by highlighting some examples and solution for the improvement. Strengths are the factors that are going to help the organization to have good results. Strengths will help the company to do their best based on the strategy planned and it can be control. This is because strength is internal factor. For example, the existence of resources, investment, and skilled labor are considered as strength. Meanwhile, the weaknesses also considered as internal factor. The weaknesses will make the company strategy look weak and unconvincing.

4.1 Strengths

The first strength of the job in marketing purposes is introducing something new. The better way to capture the market is the organization could come up with the new ideas, which the marketing strategy will be based on the innovation and novelty. For the organization that the trainee had been worked on, the organization is trying to establish new businesses where it combines the four types of operation in a period of time which are the restaurant, accommodation, transportation as well as textiles and clothing. So that, this company takes a big risk by providing this four in a time through different type of business which it helps better for the customers to see and know about the business development. Thus, it would enhance the rapid knowledge and information that the company is actually has another business besides only one type. For example, if we said about Hasani Group Sdn Bhd which now is well known through the nation, we all know that it is providing a various types of business such as management and consultancy, bookshop, tuition centre, travel and tours, and so on, so that, the trainee would like

to say that this company is trying to like Hasani Group. It is a beginning step by introducing the simple and easier businesses first.

The second strength of the job in marketing purposes is the location of the business. This means that if a company or shop is located in the city centre, it will lead to the good business operation where it makes it convenient for the customers to be able to visit the shop. It also can be said as a big strength that the company may have over the competitor. The four types of business then are located at the same premises. The location of the businesses is strategic because it is located near to universities which are comprised from three universities which is UNIMAS, UiTM 1, and UiTM 2, government agencies such as RISDA, SALCRA, INTAN, and many more. Plus, the customers will be among the students, universities' staff, lecturers, government personnel and officers, and so on. All of them will attracted to the restaurant first, and apart of it, they will know about the other three business to. It is because the accommodation as well as textiles and clothing are at above and beside the restaurant. From that, more or less it helps in information dissemination among the customers.

The third strength of the job in marketing purposes is innovative product or service. The innovative product or services can act as a strength for the marketing strategy. For this company, that four types of business are newly established, thus, that's why the marketing become very important. As for example, the restaurant provides food from Thailand cuisine, it is very rare to have such cuisine in Kota Samarahan area and it becomes an attractive for the customer to have different taste. Besides, the existence of accommodation more or less help the customers who are in urgency. For example, the rooms provided will help the people who are really need it for rental in short time of period with cheaper price at comfortable condition. It becomes an attention especially when there has a festival or convocation or university's registration. Plus, the strategic location which near to universities help a lot to the students who are need rental room. Therefore, in this strength, in can be concluded that these four business are complement to each other. For example, if people rent in its accommodation, they will get less (discount) if having lunch or

dinner at the restaurants, and the restaurant's customers and tenants of accommodation also will lead or have the feelings to visit the textiles shop especially ladies, and the transportation services will become known as most of the tenants are among the students where we know that most of them really like to rent a car especially during weekend. So, the existence of these four businesses provide a satisfaction towards the customers as they have many choices at one time.

4.2 Weaknesses

The first weakness of the job in marketing purposes is not distinguishable feature. It means that a business will not stand out in the market if the product have no different from the rest of the competition. This means that the company will look the same like other business. As for example, in the organization that the trainee had been worked on, the business present is same like others. So that, people have other opportunities to make a choice. Like the restaurant, there has people with different cuisine, some may like village cuisine, Asian cuisine, and other else, and thus, there is many choice they can demand. The others, such as transportation, accommodation as well as textiles, there are too many people do that businesses since there are also many choices for the customers. In Samarahan area, there have Summer Mall where people can get various clothing design and styles, in Desa Ilmu there has many room for rented, and also many students themselves make a business on transportation. Thus, if the company make a marketing on the business product and service, people will look it the same like the others.

The second weakness of the job in marketing purposes is lack of online presence. As all people do, the online marketing is a key way to grab the customers' attention because the globalization move the way of thinking and lifestyle. More people like to use online medium for shopping because it becomes easier way without facing traffic congestion, children security, busy at work, and other else. Thus, it is important the online business towards the society nowadays. However, the

business that run by this company is lacking in online presence. This is because there is no expertise that can run through the online medium through web based. If the company is able to provide it, it make it easier for the customers to access information through the nation. As for example, the web based can give information basically about the copany background, about the various types of business, the contact, and so on. However, the company is only able to provide basic online medium which is Facebook, Instagram as well as Blog. Thus, it is difficult to go further as the basic online business medium has limit information about the business.

4.3 Solution for Improvement

Every problem has its solution. The solution that can be proposed is strengthen the online business medium through the use of information and communication technology (ICT). This is because the era of the globalization is more active nowadays. The information right now is only at people's fingertips. By a right clicking, every information throughout the world is easier to get it. This would lead to speedy dissemination of information which people nowadays are willing to pay more for it. The organization need to hire someone that really can help in terms of the use of information and communication technology (ICT) in this rapidly growing technology development. With the right qualification as well as knowledge, skills and experience employee, he or she can form a better strategy and competition towards the organization. There are many company that use ICT to develop their business from local market to national and global market. For example, with the use of ICT, buy and sell management can be organized easier and faster as well as cost-savings. Plus, it improve competitiveness in business and economy in the world. Besides, it save the cost of advertising, and it is easier to know the information of the other competitors easily. If the organization is not affordable in hiring expertise in ICT, the company just have to send for ICT training which it can enhance the knowledge itself towards the employees.

CHAPTER 5

CONCLUSION

As for the conclusion, the industrial training is a good method process which it can help students in terms of practical method, because it helps student to practically feel and do the activities and task of a personnel and directly hold the responsibility and roles during industrial training. Besides, industrial training is very effective because it gives exposure to the students to learn working lifestyle and be sensitive to the tasks given is good for the students to open their mind and thinking style in order to be creative, innovative, and knowledgeable as well as could face and overcome the problems properly and ethically in future position in working life. This industrial training also help the trainee to improve and enhance communication skills with the external customers. The teamwork and cooperation within the organization had given benefits and knowledge on the meaning of teamwork which it gives big impacts in working life. In the period of practical training also it is an alternative for the trainee to be independent, high self-confident as well as experience in terms of personal development in the real working life in future. To recap the industrial training as a whole, the trainee is exposed to working life in terms of theory and practical as well as it gives many benefits and knowledge. Thus, with the experience of eight weeks been in an organization with the responsibility, tasks and trustworthy that been given, the trainee likely to be comfortable and easily adapt to working condition in future. Plus, the trainee hope that this industrial trainee will be continued in future for a long period of time for the next generation.

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APPENDIXES

Picture 1.0



Bunting that had been designed by the trainee for Hari Koperasi Negara 2015

Picture 2.0



Banners that had been designed by the trainee for the business