



اوتورسيتي تكنولوجي مارا  
UNIVERSITI  
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MARA

# **INDUSTRIAL TRAINING REPORT (HRM666)**



**MATAF INDUSTRIES SDN.BHD.**

**12th AUGUST 2024 – 24th JANUARY 2025**

**PREPARED BY : NUR SYAHIRAH BINTI MOHD AJHI**

**STUDENT ID : 2022782797**

**PROGRAM : BA243 6C**

**PREPARED FOR : MADAM NORFAEZAH**

## SURAT KEBENARAN

Tarikh : 17. JANUARI.2023

Kepada :

**Penyelaras Latihan Praktikal**  
Fakulti Pengurusan Perniagaan  
UiTM Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196  
Email : praktikalfppmelaka@uitm.edu.my

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Nama Pegawai : NOR 'AIN SHAMSUDIN  
Jawatan : EKSEKUTIF AR  
No. Tel. :  
No. Faks :

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## **EXECUTIVE SUMMARY**

This internship report provides an overview of the work experience I gained during my 24-week internship at Mataf Industries Sdn. Bhd., which lasted from 12 August 2024 to 24 January 2025. For the information, this company is a capable food processing equipment supplier firm in Malaysia and a major manufacturer of premixed flours, such as waffle flour, chicken flour, pancake flour, etc. This company is situated in Senawang, Negeri Sembilan. Furthermore, this company is traders in Malaysia with their flour products.

The duties and assignments that I have been assigned throughout my nearly six-month internship are then also explained in this report. I gained knowledge about salary-related topics from company's Human Resources department, including employee attendance, tardiness, overtime, and leave. I also learnt how to evaluate email resumes, choose eligible applicants, and save their information.

Along with a SWOT analysis, discussion, and explanation of each SWOT component, I also include a thorough overview of the company in this report, along with recommendations for improvement. Basically, there are numerous ways to go past the problems encountered and improve this business while overcoming the obstacles that lie ahead.

In conclusion, my industrial training has given me a wealth of information and many advantages, and I have completed this job effectively.

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## ACKNOWLEDGEMENT

Greetings, Bismillahirrahmanirrahim, I begin by thanking Allah SWT for giving me excellent health throughout the Industrial Training and being able to complete my report successfully. I also greatly appreciate all parties because I would not have been able to complete this Industrial Training Report (HRM666) as well as possible without the advice and encouragement of various parties.

First of all, I would like to express my gratitude to the company and my supervisor, Mrs. Nor 'Ain Shamsudin from the Human Resources Department of Mataf Industries, for giving me the opportunity to participate in practical industrial training at Mataf Industries. Along with my supervisor, I would also like to express my deepest gratitude to all the staff who have helped me during the practical session, directly and indirectly. I appreciate their efforts and initiative throughout the session, which enabled me to graduate successfully. I had a great experience and fond memories during my industrial training because I was treated very well by supervisors and staff.

Furthermore, I would like to thank Mrs. Nor Faezah, my advisor lecturer for her readiness to provide me with guidance during this Industrial Training term. Actually, constantly reminds me to write reports, build relationships within the organization, and look after myself. I'm delighted to tell that after finishing this program and reading the industry report, I know a lot more about business and human resources. I want to express my gratitude to Mrs. Nor Faezah, my advisor, for her guidance and assistance.

Other than tha, I am appreciative of my parents' and my family's strong moral support. They inspired me greatly. Throughout this protracted and difficult path, the support has enabled me to achieve everything. And not to forget all of my friends, who helped with the preparation of this industry report and training with their patience and understanding. I'm incredibly grateful once more.

Last but not least, if I erred during the industrial training, I sincerely apologize to everyone concerned. Having the opportunity to learn a wide range of new things, particularly in the areas of business and human resources, makes me very happy. It inspired me to work hard and be committed to the organization as a great human resources employee.

## 1.0 STUDENT'S PROFILE

### 1.1 Resume

#### NUR SYAHIRAH BINTI MOHD AJHI



##### SUMMARY

Independent and efficient Bachelor of Business Administration (Honours) student from UiTM, Melaka City Campus with a **CGPA of 3.33**. I am interested in human resource planning as well as employee relations. I look forward to applying my theoretical knowledge and building critical abilities in the **field of HR** and am excited to explore more of my area of specialization. Punctuality and excellent time management are my strong core competencies, along with my deep interest in delving into employee relations.

##### EDUCATION

- |                   |  |
|-------------------|--|
| 03/2022 - Present | <b>Universiti Teknologi MARA (UiTM) Kampus Bandaraya Melaka</b><br><b>Bachelor in Business Administration (Hons.) Human Resource Management</b> <ul style="list-style-type: none"><li>• Current CGPA Semester 5: 3.33</li><li>• Malaysian University English Test (MUET) : 3.5</li></ul> |
| 07/2019 - 02/2022 | <b>Universiti Teknologi MARA (UiTM) Kampus Alor Gajah (Lendu), Melaka</b><br><b>Diploma in Office Management and Technology</b> <ul style="list-style-type: none"><li>• CGPA Total Semester : 3.57</li></ul>   |

##### WORK EXPERIENCE

- |                   |   |
|-------------------|---|
| 08/2024 - 01/2025 | <b>Internship at Mataf Industries Sdn. Bhd. (6months)</b> <ul style="list-style-type: none"><li>• Calculate the number of Attendance, Tardiness, All Leave, and Overtime of Employees</li><li>• Reply to job application emails, call candidates and update candidates' data</li><li>• Assist in updating documents related to the company's SOP and Employee Handbook &amp; Rules and Filing documents</li></ul> |
| 01/2024 - 03/2024 | <b>SMK Seri Pagi, Senawang, Negeri Sembilan</b><br><b>Volunteer Exam Prefect</b> <ul style="list-style-type: none"><li>• Supervising the Smoothness of Examinations</li><li>• Managing Exam Papers</li></ul>  |
| 03/2022 - 09/2022 | <b>KFC Giant Senawang, Negeri Sembilan</b><br><b>Cashier</b> <ul style="list-style-type: none"><li>• Responsible for opening and closing the counter at the cashier</li><li>• Ensure accuracy of all orders by reviewing order tickets</li><li>• Monitor inventory levels and report any discrepancies to management</li></ul>  |

##### ACTIVITIES AND PROGRAM INVOLVEMENT

- |         |  |
|---------|--|
| 01/2023 | <b>Myyatim Amal : Jalinan Kasih</b><br><b>Exco of Security and Emergency</b> <ul style="list-style-type: none"><li>• Ensure all students, participants are safe, and treating in case of accidents</li></ul> |
|---------|--|

06/2023	<b>International Teaching Aid Competition 2023 (iTAC)</b> <b>Participant</b> <ul style="list-style-type: none"> <li>Join and create project title "Spending Tracker Via Online Backing (Save4U)"</li> </ul>
06/2023	<b>Be Mentally Fit, Be Alert</b> <b>Exco of Multimedia</b> <ul style="list-style-type: none"> <li>Design a banner, poster and responsible for taking pictures throughout the event, raise awareness about the significant of mental health and safety in the community.</li> </ul>
06/2024	<b>Coffee Talk with Alumni (CTWA)</b> <b>Exco of Council and Protocol</b> <ul style="list-style-type: none"> <li>Prepare the layout in the Auditorium, the text of the host of the ceremony</li> <li>Prepare running order/runsheet and rearranging the official program schedule overall, control the movement of the program from the beginning until the end.</li> </ul>
06/2024	<b>Webinar Talent Management in Digital Era</b> <b>Exco of Publicity and Hype</b> <ul style="list-style-type: none"> <li>Make announcements in UiTM and blasts to all groups ws, telegram</li> <li>Post current activities on Instagram during the program day</li> </ul>
06/2024	<b>Poster Presentation on Human Resources Issues</b> <b>Program Manager</b> <ul style="list-style-type: none"> <li>Be a usher and keep time for the Jury, control and monitor during the program</li> <li>Assist the exco program during the opening and closing ceremonies</li> </ul>
12/2024	<b>Program Hasta La Vista</b> <b>Stage Marshal of Exco of Council and Protocol</b> <ul style="list-style-type: none"> <li>Make sure the program runs smoothly, stage and microphone in good condition</li> <li>Helping the MC during the program</li> <li>Leading the media bureau during the program</li> </ul>

## ACHIEVEMENTS AND AWARDS

- Dean's List Award for 2 Semester (UiTM Kampus Bandaraya Melaka, Session August 2022 to February 2024)
- Dean's List Award for 2 Semester (UiTM Kampus Alor Gajah, Melaka, Session August 2020 to February 2022)

## SKILLS

### Soft Skills

- Teamwork, Time Management, Punctuality, Good Communication, Adaptability

### Technical

- Microsoft Words, Excel, PowerPoint, Canva, Capcut, Powtoon, Apps MySyarikat and Typing 50 WPM

### Languages

- Native in Malay and Bilingual Proficiency English

## REFERENCES

Mrs Nor Ain Shamsudin

Executive Human Resources

Mataf Industries

180-G, Jalan Lavender Heights 5,

Lavender Heights Business Square Senawang,

70400 Seremban, Negeri Sembilan.

Dr Juan Rizal Bin Datuk Hj. Sa'ari

Pensyarah Kanan

UiTM Cawangan Melaka, Kampus Bandaraya Melaka,

110 Off Jalan Hang Tuah

75300, Melaka



## 2.0 COMPANY'S PROFILE

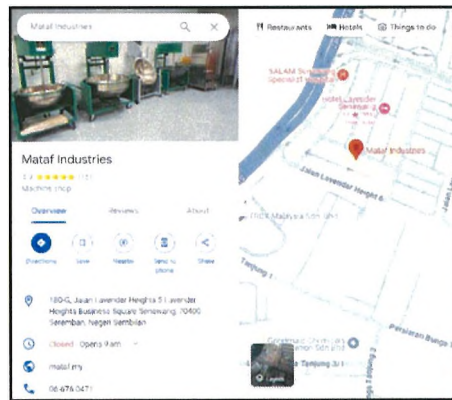
### 2.1 Background of the company



*Figure 1: Company's Logo*

Mataf Industries Sdn. Bhd. is a firm that manufactures premixed flour food and supplies various types of food and beverage machines. When the company was first established in April 2019, it employed only three people (Industries, 2022). However, this business has grown and now employs 21 people in 2024. In addition, this company has two locations which are the Food Processing Machine Premises and the Flour Product Manufacturing Factory in Senawang, Negeri Sembilan. Furthermore, this organization is a small to medium industrial company.

### 2.2 Location of company



*Figure 2: Location's Mataf Industries*

The corporation's corporate headquarters is located in Senawang, Seremban, Negeri Sembilan. The address of this company is 179 & 180-G, Jalan Lavender Heights 5, Perniagaan

Lavender Heights, Square Senawang, 70400 Seremban, Negeri Sembilan, Malaysia (Mataf Industries, n.d.). This business is close to the famous Salam Hospital and is instantly recognizable. In the meantime, the company's office is located not far from the premixed flour manufacturing unit factory that just moved in September 2024. Only fifteen minutes of travel time. Mataf Industries has different operating hours because it has 2 premises. So for the head office it is open Monday to Friday from 9:00 am to 6:00 pm and on Saturdays from 9:00 am to 2:00 pm. For factory and e-commerce employees, it is open Monday through Friday from 8:00 a.m. to 5:00 p.m. and on Saturdays from 8:00 a.m. to 1:00 p.m. Working days for operations managers and management department staff, including in the accounting and human resources departments are Monday to Friday only.

### **2.3 Company's vision, mission, objective and goals**

#### Vision

- Be a leader in the supply of food processing machines and instant flour that is recognized and trusted in Malaysia.

#### Mission

- Offers a wide selection of international standard instant flour and food processing machines at the best quality at very competitive prices in the market.

#### Objective

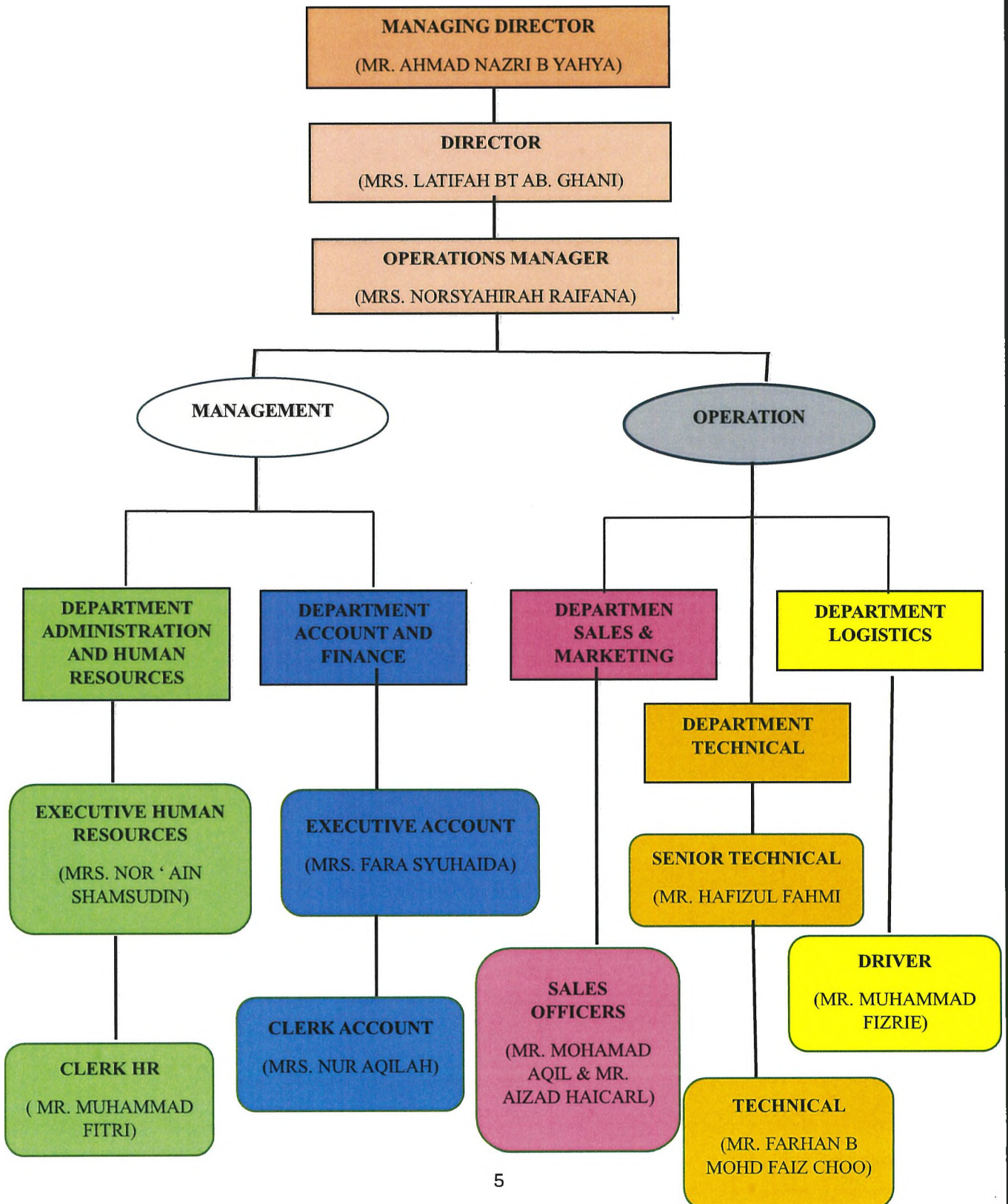
- To help customers with food and beverage processing machine problems
- To improve overall customer satisfaction
- To ensure customers are always satisfied with their purchases
- To create and nurture long-lasting customer relationships

#### Goals

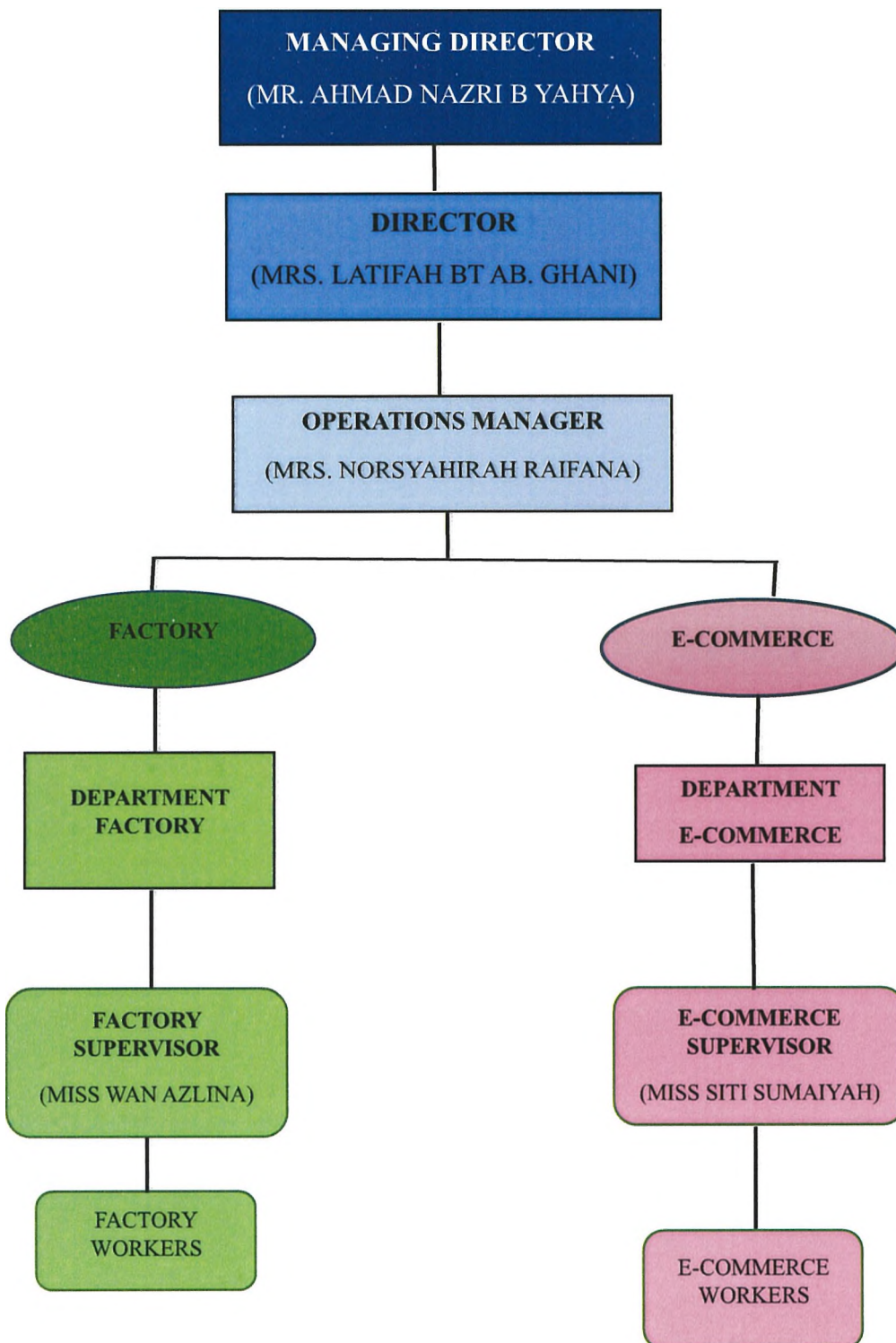
- To build a larger and new facility by 2025 for food processing and machine production, along with a warehouse for flour packing. Furthermore, presenting company on a global and international scale. In addition, monthly production targets such as 95 units of iks machines, 50,000 kg of instant flour and 10,000 packages.

## 2.4 Company's Organizational Structure Mataf Industries (M) Sdn.Bhd.

### MATAF INDUSTRIES (M) SDN. BHD.



## 2.5 Company's Organizational Structure Mataf Industries Entrepriise



The reason this company was split into two parts, namely Mataf Industries Sdn. Bhd and Mataf industries Enterprise, is because, on October 1, 2024, Mataf Industries registered the company as Mataf Industries Sdn. Bhd. There is no difference in terms of directors and managers because they are the same person. The only difference is that the departments have been split and all payments have also been separated to Bank for Sdn. Bhd and Bank for Enterprise. For Mataf Industries Sdn. Bhd. it have a Management Department and an Operations Department. While for Mataf Industries Enterprise it have a Factory Department and an E-Commerce Department.



## 2.6 Product

This company also provides customers with a wide range of items, including flour and machinery. With regard to machines, the company offers a range of items that customers may purchase in-store or via online retailers like Shopee and Tiktok. Other than that, there are many different kinds of machines, including drink makers, grills, blenders, and others. In addition, this company also offers a variety of house-made flour varieties, including waffle, chicken, takoyaki, pancake, jam-jam, and others. Furthermore, customers can make purchases online through a variety of platforms, including Tiktok, Lazada, and Shopee.

### Example Mataf Industries' Products

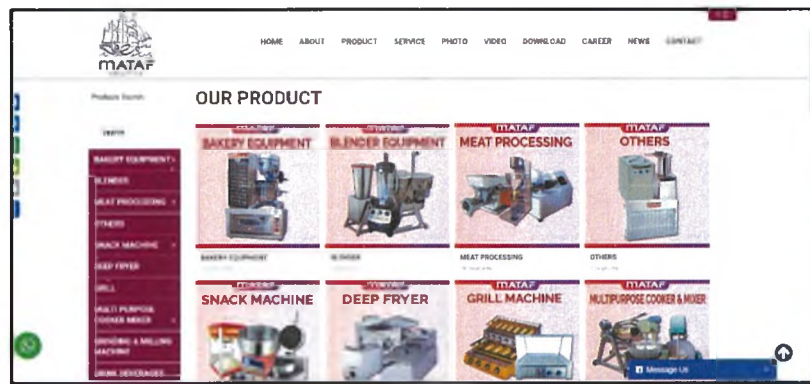


Figure 3: Website Mataf Industries



Figure 4: Waffle Flour



Figure 5: Chicken Flour

### **3.0 TRAINING REFLECTION**

#### **3.1 Duration**

Uitm Bandaraya Melaka has set the same period and time to undergo industrial training for all students despite different courses. So the industrial training period at Mataf Industries is for 24 weeks which starts on 12 August 2024 and ends on 24 January 2025. In the first week until mid September I am stationed at the company headquarters and working days are from Monday to Friday from 9.00 am to 6.00 pm which is for 8 hours and 2 days off. Other than that, only on Fridays are all employees expected to report early, beginning at 8:45 a.m., in order to begin the Friday morning prayers, including Selawat, Doa Dhua, and Doa Rabitah. There is an hour-long lunch break from 1:00 pm to 2:00 pm for meals and prayer. But at the beginning of late September, I have moved to a new office in the E-commerce building, and my working hours have changed to 8 am to 5 pm, with the same break period.

#### **3.2 Department, Roles and Responsibilities**

I was assigned the role of HR representative when I was selected to be an intern at Mataf Industries. But at the company, the administrative and human resources divisions are housed in the same building. I so work in administration and HR as well. I assist Encik Nazri in updating and creating the SOP Flow Charts for every department at company. Furthermore, I also manage and organize the company's filing system for every department, ensuring that all documents are correctly filed and easily accessible. These are just a few examples of the administrative tasks I handle there. Additionally, I have gotten training in HR-related subjects like pay, benefits, training, and employee engagement. For instance, I will update and gather pay data every 25 days of the month to provide to Pn Ain, HR Executives. This data will include overtime, claims, shift allowance, collect employee attendance data, track employees who arrive late by five or ten minutes. Then, after everything has been examined and authorized, I will arrange the papers in the appropriate files. In addition, I have to review resumes, contacting shortlisted candidates, respond to emails from applicants, compile a list of eligible applicants, and provide application forms for jobs. Every time, the company's employee participates in training, I will record the day, who the training is with, and the date of the session. I am pleased that I have been assigned a range of jobs to broaden my knowledge and skill set especially in Admin and Human Resources job scope.

### **3.3 Benefits that received and gained**

One of the benefits I receive as an industrial training student is a monthly allowance of RM750. Also, I have become more proficient in Word and Excel because of the various jobs I do. I was also given the opportunity to learn about the machines and flour sold here, and get to know some of the other team members. This advantage has made it easier for me to network at work, increase my confidence and get along with more people. The e-commerce crew packing wheat together gave me a chance to witness team building as well. I can also manage two things at once, like speaking with prospects over the phone and simultaneously entering the data they have provided. Furthermore, I have also gained new skills such as being proficient in using the MySyarikat application used by the company. In the MySyarikat application, I am proficient in using it to view employee data, employee attendance data, overtime, employee leave and others.



#### 4.0 SWOT ANALYSIS

# SWOT ANALYSIS



*Figure 6: SWOT ANALYSIS*

## **4.1 STRENGTHS**

### **4.1.1. Best Selling Waffle Flour on Online Shops**

The first strength that this company has is being the top-selling waffle flour manufacturer on online marketplaces like Shopee, Lazada, and even Tiktok. This is because, as is well known, internet shopping is currently the most popular activity. According to Puveandharan Vasudevan and Lawrence Arokiasamy (2021), online shopping is very convenient and time-efficient because of the ease with which online customers can browse the website and choose things without physically visiting a store to explore and buy them. Additionally, it can be linked to company's extremely low and inexpensive yet well-branded costs. This is due to the fact that price is one of the elements that enhances a product's brand image. Customers are drawn to this product as a result, and they would rather purchase goods at inexpensive prices than those that are expensive (Albari, 2020). The reason for this is that customers want to purchase more products with less money and less effort. Since they can check reviews from previous customers, many shoppers will actually be more inclined to make an online purchase. Satisfied customers will be more inclined to keep shopping online.

Furthermore, according to Nur Ainin Sofiya et al., 2023 it is well known that consumers have preconceived notions and basic assumptions about the goods before making a purchase because they have perused the company's website and read all of the evaluations and suggestions made by prior customers. Therefore, each of these factors will affect their propensity to purchase goods from the company. As a result of its strength in terms of customer satisfaction, the company's products are also among the best-selling items on Shopee. As is common knowledge, customer satisfaction typically refers to how a customer feels about a service or product. Additionally, it boosted this company's customer loyalty. Nur Ainin Sofiya claims that customer enjoyment and loyalty are positively correlated in 2023. This is because, a positive user experience has led to a large following of loyal customers and the company's flour products have been elevated to the top of social media charts. In fact, it has been shown that a product will perform best if it is well-made, reasonably priced and well-received by customers (Sofiya, et al., 2023).

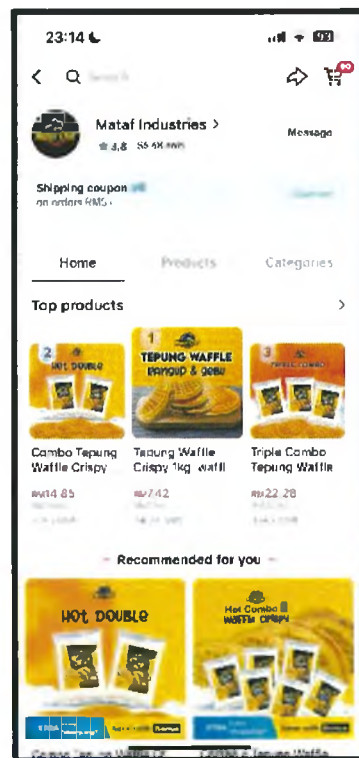
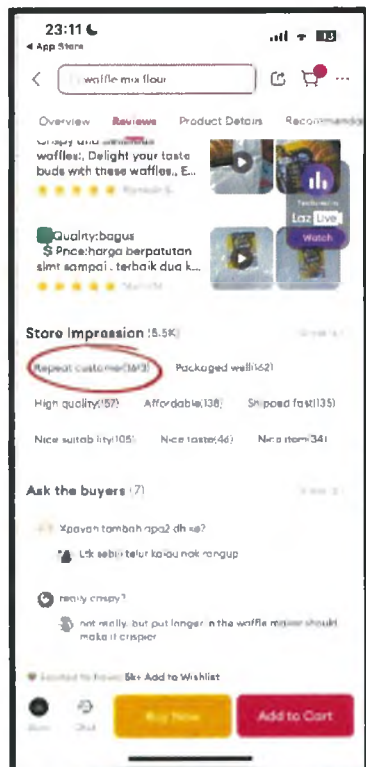
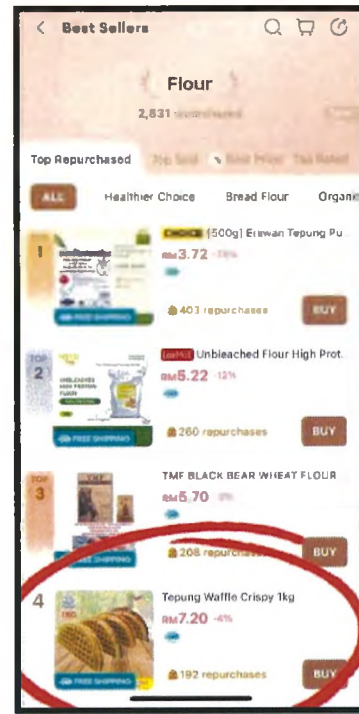


Figure 7: Online Shop's Mataf Industries (Shopee, Lazada & Tiktok)

#### **4.1.2. Variety of Flour Products**

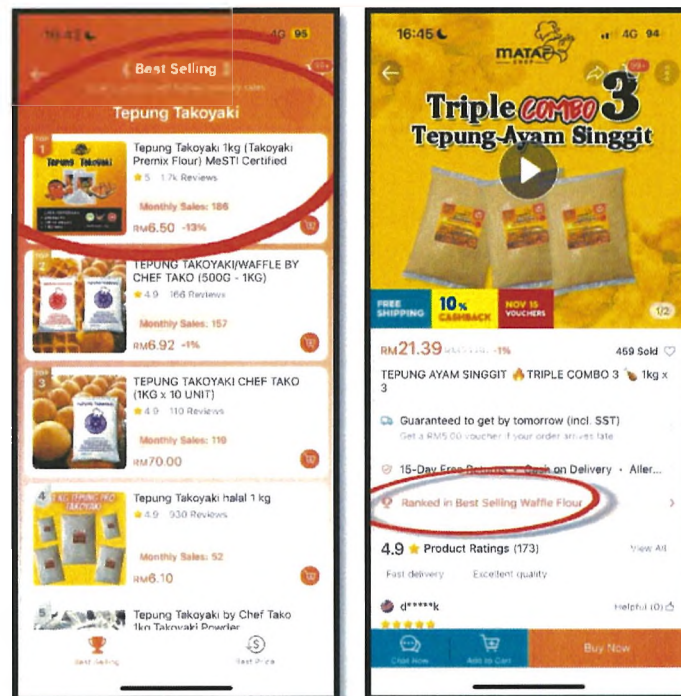
Based on the search for diversity and customer segmentation, a high diversity strategy has been proposed as a way to increase sales. To help meet the unique needs of different customer segments, a business may offer a variety of products. Furthermore, the company's strong potential for a variety of products indicates a higher likelihood that at least one of its offerings will meet the preferences of a particular customer (Santos, Sampaio, & Alliprandini, 2020). Thus, Mataf Flour dominates the flour production market because it supplies a variety of flours for daily, commercial, and industrial use. Their main premixed flour products include, waffle flour, takoyaki flour, chicken flour, pancake flour, and others. This is among the strengths of the company, because all of these types of flour bring profits to the company. Apart from waffle flour, takoyaki flour is also among the products that are in high demand in the market. In fact, it is also the first best-selling in takoyaki flour. This is because, the result of the manufacture of this flour is 100% company itself, and is a clean manufacturing and uses halal products.

In fact, customers are interested in buying various types of flour because they have had good experiences when trying other types of flour. In fact, when it comes to Eid, chicken flour sold from this company often gets high profits. Furthermore, this also attracts customers to buy easily because in one location there are various types of flour sold. This is due to the fact that consumers who want variety and a wide range of options are frequently more likely to select new products when they are offered (Santos, Sampaio, & Alliprandini, 2020). Therefore, the fact that this business offers a wide range of products to clients is a benefit and strength. In actuality, this benefit might boost sales and generate profits for the business. It has been proposed that product diversity directly affects three operational performance metrics fill rate, inventory, and sales (Santos, Sampaio, & Alliprandini, 2020). This advantage has also led to the hypothesis that sales are impacted by operational success. Also means that this business has the potential to make money from sales.

Additionally, providing a variety of products can assist companies in broadening their target market by serving a larger array of clients with varying preferences and passions. This is because the business does not concentrate on a single product and instead offers a range of things. Product diversity actually helps companies stand out from the competition by

developing distinctive products that appeal to consumers (The Oboloo Team, 2023). This is because it may release new items or changes on current ones, this could have an effect.

Furthermore, with this advantages also give customers have more options when the company increase the range of products offer. Customers won't feel the need to visit a competitor's website if they can find all they need on company sales channel (Wright, 2022). This is because it is typically less expensive than obtaining new customer, this strength can also help it cultivate a loyal customer base, which is a crucial tactic for increasing sales. Thus, convenience also plays a role. Having everything in one location is appreciated by customers, so company will enhance their whole experience. Therefore, it may guarantee repeat business and create better, more enduring relationships with current clients by satisfying the urge to sell additional things (Wright, 2022). In addition, the company can also increase its target market and customer base by diversifying its product line with this advantage. At this point, the business can also offer several price points and variations of a particular product. This eliminates the possibility of losing customers due to price selection.



**Figure 8: Takoyaki's Flour Top 1 & Chicken's Flour Best Selling**

## **4.2 WEAKNESS**

### **4.2.1. Lack of Skilled Labor**

The company's initial weakness was the lack of skilled workers. Labor shortages have emerged as a major problem in several industries around the world (StaffAny Team, 2023). This is because, in order to meet operational demands, this company also faces problems recruiting and retaining qualified personnel. Furthermore, skill mismatches are another significant cause of the labor shortage that company faces. Also, the company's ability to fulfill customer orders is hampered by a lack of qualified personnel in the packaging department. In fact, this is also due to the fact that their products are in high demand and receive many orders, but there is a labor shortage, and workers often quit their jobs because they do not want to continue working due to the large number of packages they must complete (StaffAny Team, 2023).

Employers currently face difficulties in locating qualified personnel to run manufacturing equipment. This issue is also connected to the fact that production is frequently delayed due to a shortage of workers to manage the workload and machine involvement (Curran, 2024). Without these knowledgeable employees, nobody can guarantee that the product can be produced. Production is actually delayed as a result of this shortfall, which hurts the business shows that a lack of qualified staff can hinder business expansion (Curran, 2024). In fact, hiring unqualified or inexperienced applicants for staff positions is one of the main consequences of a lack of employee skills. This is because company must first train employees according to the abilities required by the company, this can also slow down the production process. Other than that, production suffers when training procedures take a long time because they cannot keep up with high demand. To save money and increase profits, businesses take shortcuts elsewhere in their operations when growth slows (Insurance, n.d.). This may manifest as laxer quality control or maintenance procedures, which can lead to losses. In fact, this has resulted in company's production slowing down and declining due to a lack of skilled workers.



#### **4.2.2. Lack of Technological Machines**

Therefore, human labor plays a major role in the effective production and packaging of food products (Ajibade, et al., 2023). This will inevitably happen. Not all tasks, though, can be completed by humans alone without assistance. Therefore, the second weakness that this company has is the lack of technological machines. As discussed, the company has a high demand for products, but its production sometimes experiences problems such as not having enough time to package products or taking time to make their products. This often happens, when facing sales days held in online shops. This is also linked to the problem of insufficient workers, so production becomes a little slower than usual. So, the shortcomings of company are like not having an automatic packaging machine which can speed up the process from labor. In fact, company only has 2 flour making machines in its company. Although, this company sells various varieties of flour, but it takes time to take turns to make each flour.

In addition, having the disadvantage of not having enough quality machines can be detrimental to the business. This is due to mechanical failures in the current machines which have caused the production process to slow down (Martin Banks, Managing Editor at Modded, 2022). This is because the company only has two machines that are working. Furthermore, when a machine or asset malfunctions or does not operate as planned, it is referred to as equipment failure. So, schedules for production, customer satisfaction, and product quality can all be significantly impacted by unforeseen breakdowns (Eisner, 2024). As a result, when there are insufficient machines, work is delayed when the equipment that are in place malfunction. This is due to the fact that manufacturing machines maximize resource use, reduce manual labor, and streamline the production process, all of which result in notable gains in productivity and efficiency (Enterprise Wired, n.d.). With enough machines, they can run around the clock with no downtime, accelerating processes and cutting cycle times to boost output and lower unit costs.

Delays in product production might also result from a lack of equipment. In every firm, delays can have a big effect on expenses, customers, and revenues. Inadequate capacity is another frequent reason why manufacturing organizations experience delays. For instance, not having enough space to support the manufacturing process, not having enough competent staff to operate the machinery, or not having enough machinery to meet production demand (Hustle, 2022). Delivery delays and production bottlenecks may result from inadequate capacity. The company must carefully evaluate their production requirements and make sure they have the resources necessary to meet demand in order to prevent this. The foundation of contemporary manufacturing, machines promote productivity, creativity, and expansion in a variety of sectors (Enterprise Wired, n.d.). Company are at risk due to their vulnerability in not having these highly developed machines. Consequently, this organization must be incentivized to strengthen these areas of weakness.



## **4.3 OPPORTUNITY**

### **4.3.1. Customer Packaging Preferences**

Product marketability to satisfy consumer demands and desires has undoubtedly increased due to the intense competition in the corporate environment. In reality, packaging has become a crucial instrument in how businesses run their sales promotions in order to keep customers' intentions to purchase products intact. The strategic use of packaging can increase sales and market share of certain products and is attractive, and even finance and reduce the company's marketing and promotional costs because more and more customers are attracted to their products (Yeo, Tan, Lim, & Khoo, 2020). In light of this, company must take advantage of the chance to better satisfy consumer demands by packaging their flour packages. Xu Yuk Yung in 2023 claims that package strategy is the primary means by which businesses highlight the attributes of their products and plays a significant role in establishing their brand as the most cost-effective marketing tool available to competitors. This is because product packaging needs to be able to leave a lasting impression on customers and motivate them to make purchases in order to hold a place in the market where there are significant competitive differentiators (Yung, 2023).

Enhancing the packaging of their products is one of the incentives that the company must address. Product packaging has grown in importance within the marketing mix, as Xu Yuk Yung stated in 2023. As a matter of fact, it clearly influences the decisions that buyers make. According to several analysts, a good product gains color from its packaging. In order to guarantee that their products are always in good enough condition to be delivered to clients, This company can also benefit from incentives by negotiating a favorable contract with a courier service. Choosing a courier service that helps you and your customers can lead to repeat sales (Deane, 2024). This is because, some courier services do not ensure that the products are in good condition. Some couriers often throw away products without taking good care of them. In fact, as a result, the products that often reach the customers become bad or damaged. So, this matter needs to be emphasized by the company to ensure that their products are always in good condition.

Furthermore, to guarantee that the flour is not easily broken and reaches the consumer securely, this company often employs double boxes for flours containing four or more kilograms. However, they only utilize parcel bags and double bubble wrap when the flour weighs barely one to three kilograms. This approach frequently leads to issues because the delivery person does not handle it and simply discards the package, causing the flour to get broken and deficient when it gets to the consumer. Therefore, in order to prevent customer displeasure, company may need to use boxes to cover the package even if only 1-3 kg of flour is purchased. As a result, wrap the package boxes in a lovely, tidy, and clean manner. This is because, according to (Yeo, Tan, Lim, & Khoo, 2020), the use of packaging colors, materials, and images increases the likelihood that customers will make a purchase. So, company also needs to seize this opportunity to understand customer needs in order to meet them.

#### **4.3.2. Export Product to Global Markets**

Exporting goods overseas can help a business reach a larger audience and gain reputation and confidence from prospective customers. Additionally, it may create chances for alliances and joint ventures with foreign businesses, enabling company to keep growing its operations (All News Releases, 2023). Additionally, organization may be able to access new resources, technology, and expertise to enhance its goods and services when it has the chance to work with international partners. More clients, sales, and long-term company growth may result from this.

Since flour is used in the production of many dishes, it is a product that is significant to Malaysians. This is because different kinds of entrepreneurs utilize different kinds of flour, as we can see. In reality, in this company there are numerous types of flour sold such as waffle flour, pancake flour, takoyaki flour, chicken flour and others (Sublismaster.my, n.d.) So, organization needs to use this chance to further sell their flour goods to the global market. Furthermore, some of the food processing equipment that company sells is imported from China by the company. This company has visited the machines in that country. In actuality, Chinese producers are eager to work with this company on their flour goods (Sublismaster.my, n.d.). The Chinese producers also visited company's factory area and ecommerce's area. However, the organization had to put the matter on hold because of multiple delays. Actually, company's success can be further advanced with this possibility, and its products will get recognition outside of the market. The firm of company can grow and get greater market share by exporting its flour goods and services to the international market (Sublismaster.my, n.d.).

As a result, company has the chance to enter new markets and revolutionize the small business landscape. This is due to the fact that cooperation creates chances to reach unexplored clientele and investigate new regions. In actuality, organization can form alliances with other companies when it has the chance to export its products abroad. Small companies like this company can therefore more confidently join these new industries by utilizing their combined resources and experience (Barbosa, 2024).

## 4.4 THREATS

### 4.4.1. Strong Competition

Competition in the business sector is one of the most inevitable issues in the current corporate climate. Furthermore, according to Felix Orishede and Anthony Anyibuofu Kifordu, 2020, no matter the size of the organization, the strategies of its rivals also have an impact on the process of creating a strategic plan. Actually, one of the key elements influencing a company's success or failure is its competition (Orishede & Kifordu, 2020). Also, company does not shy away from having its own rivals. Despite having a thriving business, organization faces risks due to the shortcomings they often face. This is because, when they experience problems such as slow production, many customers will be late to get their products, So this makes customers have to buy from other stores. As seen in the picture, there are also other businesses that are the top 3 best-selling waffles on Shopee (Sublismaster.my, n.d.). If company shortcomings are not addressed quickly, the company will fail and its rivals will be motivated to take advantage of the situation. Actually, there is not much of a price difference between them, which may discourage people from purchasing from the company (Sublismaster.my, n.d.).

Felix Orishede and Anthony Anyibuofu Kifordu stated in 2020, asserts that in the absence of a competitive advantage, a business can only reap normal returns, or the amount of money that would be anticipated from other investments with an equivalent degree of risk. It is actually possible for company to improve its product development when it has its own competitors. Indeed, when rivalry arises, company can establish a long-lasting competitive edge by utilizing not just the company's advantages but also by attempting to develop a comprehensive plan.



**Figure 9: Competitor Ranking is number 3**

#### **4.4.2. Counterfeit Product**

Other than strong competitors, one of the things that is frequently brought up in the business sector is counterfeit products. This is due to the fact that some counterfeit goods are of lesser quality, are manufactured or marketed under different brand names without the owner's consent, or are an act of lawful imitation that is meant to be utilized in illicit transactions and deceive consumers in various ways. Actually, a replicated copy that closely resembles the original item in terms of packaging, trademarks, and labeling is also considered counterfeiting (Che Nur Asmani Amira Che Mohd Nawi, Puteri Fazleen Raja Yusup, Nurshahirah Zainurrashid, & Nurul Husna Mohd Pisol, 2022). Company also does not get away with counterfeit products, because there are several accounts that are user use the name and products of company. However, the company was able to overcome this before it became bigger. This is because flour is the main supplier to all small entrepreneurs who sell, so they take advantage by reselling company products at a cheaper price.

Customers attempting to purchase counterfeit items for reasons like cheaper pricing or as a replacement for the real are among the many reasons why counterfeit goods happen. This is a result of their desire to cut expenses. However, company will suffer from this since it may damage the company's products' stellar reputation (B. & Dr. R., 2019) Furthermore, another problem that company often faces is when a few customers resell company products by changing the packaging or name cards in the packaging. This happens when some customers take products from company in large quantities, and sell them to others at a cheaper price, better packaging to prove that the product is from their own production. This is to prove that the products they sell are of better quality than company itself. This is risky because counterfeit products are becoming more common, and it causes harm to businesses out there. In fact, with these counterfeit products, this company who sells genuine goods will lose revenue because there are buyers who do not care about quality but will buy counterfeit products because of the price.

In addition, counterfeit products can also affect the company. In fact, it can also damage the company's relationship with its customers and damage the long-term trust built with business partners. In addition, counterfeit products can cause significant damage to relationships with distributors, retailers and other partners, which can have long-term consequences for the company's operations and profits (BrandProtection, n.d.). This has posed

a great risk to this company if no action is taken. This is because an overabundance of fake goods can devalue the genuine product's value proposition and lower the perceived worth of the brand. It can therefore make it challenging for the business to keep up ties with partners who might be reluctant to invest in its products and brand (BrandProtection, n.d.). Furthermore, the sale of counterfeit goods through authorized distribution channels may cause partners to become confused and mistrustful of one another, which may result in disagreements and lost revenue.

In actuality, counterfeit items are now costing several brands sales. Among these, one in three have reported a 10% or more decline in revenue (FitzHugh & Annable, How does counterfeiting affect brands?, n.d.). As counterfeiters become more skilled and the cost of living problem pushes more customers to look for less expensive solutions, 58% of the companies surveyed by the MarkMonitor study predicted that the situation would only worsen over the next five years (FitzHugh & Annable, How does counterfeiting affect brands?, n.d.). Therefore, before these fake goods proliferate, businesses must exercise caution and take appropriate measures. This is because it can damage a business's brand, cause revenues to decline, and even cause partners and customers to lose faith in it.

## 5.0 DISCUSSION AND RECOMMENDATION

### 5.1. Recommendation for Strength : Best Selling Waffle Flour in Online Shopping

The best-selling wafer flour store in the online store is company first advantage. According to Nur Ainin Sofiya (2020), as was previously mentioned, new customers are influenced to purchase a product by the prior experiences of previous customers. Therefore, the primary argument and suggestion about this strength is that company should **keep studying how customers behave when using their products**. This is because company's products won't be able to sustain their position as top sellers in online shopping for very long if they don't understand consumer behavior (Getty, 2021). This is due to the fact that a sound marketing strategy requires an understanding of consumer behavior. It is crucial to the development of goods and services that satisfy customer demands. Knowing what customers think also helps company make judgments and determines what drives them to purchase products from the company, which is crucial for its expansion.

Furthermore, this company must therefore give its **clients' requirements first priority**. This is because this company needs to be able to provide excellent customer service in order to stay current and become a best seller (Getty, 2021). The reason for this is that clients value excellent service. Customer service is a major consideration for 84% of survey participants when making a purchase decision, according to a Zendesk analysis (Getty, 2021). This company can thus concentrate on their attention to customer care and consumer needs. Customer loyalty is demonstrated when customers are happy with the goods or services they receive.

Additionally, **consumer ratings and feedback** might teach company about user behavior. This is because reviews and comments are particularly useful sources of information regarding user behavior, according to Praveen Singh in 2025. This is due to the fact that this approach is also among the simplest to implement with the least amount of work on the part of the marketer (Singh, 2025). Customers' feedback can help the company business strengthen its areas of weakness. This is because customers value and prioritize the products and customer service, this strategy can also keep company as a top seller.

### 5.1.1. Recommendation for Strength : Variety of Flour Products

Due to the fact that all of their flour is made by Mataf, they are able to offer a large range of flour products, which works to their advantage. Therefore, company can use this strength to recommend and **enhance by concentrating on product management**. Bringing products to market strategically is the main focus of product management (Guthrie, 2023). From price, distribution, and continuing product support to market research and customer needs analysis, it covers it all. Based on consumer demands and market trends, this company can thus be in charge of choosing which goods to develop and making sure they fulfill corporate aims and objectives. With so many varieties of flour, company may concentrate on the items that are in high demand. So, it is able to manufacture more of a product than others when there is a significant demand for it. This is to strategically target the market with the goods.

The next recommendation is for the company is to continue to **offer a variety of flour portions**. This is because it can endure for a long period due of the huge demand for its products. Additionally, the company might concentrate on a specific flour based on the demand at the moment by selling a variety of flours. If there is less of a market for waffle flour at that time, company can sell chicken flour to make its product stronger. The company sector is therefore better able to endure in the market because to the availability of several kinds of flour (Paridehpour, 2023). This is because the company does not concentrate on a single product like other businesses do, it does not lose in this case.

In actuality, **product diversity** is a powerful tool for investigating new market conditions, even with the advantages of having a variety of flours. By increasing the variety of products it offers, company can provide customers more alternatives and choices (Paridehpour, 2023). This is due to the fact that seasonal variations in demand mean that a broader network can be established to cater to different customer segments by offering a greater variety of flour products. Since all of their options are in one location, they don't have to waste time searching for things in other locations, which can actually draw in more new clients. As a result, this may also boost the company's product sales. Actually, having a large selection of products can guarantee that a business can satisfy a variety of consumer tastes, which will boost sales (Paridehpour, 2023). This involves striking a careful balance between offering enough diversity to draw in a wide range of customers and keeping the brand's main offerings front and center.



## 5.2 Recommendations for Weakness: Lack of Skilled Labor

This company is having trouble finding workers with the necessary expertise. This is because workers cannot keep up with the task when there is an excessive demand and a shortage of personnel. Therefore, implementing an **Employee Probationary Period** is the best way to address this issue. A probationary basis is a useful strategy when hiring talented workers (Skillwork, 2022). Through this idea, company will be able to engage temporary workers and, if their performance is satisfactory, retain them for a longer length of time. Training new hires might be challenging at first, but a probationary period also gives company and staff members a chance to get to know these applicants (Skillwork, 2022). Furthermore, by having a probationary term, company can fill the position even if the proposal is not acceptable before searching for a more competent candidate. Actually, company may benefit from this procedure by delaying recruiting. Also it can give times to train staff members throughout this probationary term to help them develop the qualities that company requires.

Furthermore, company also is capable of **organizing staff development**. Company can create an employee development plan that identifies the skills, capabilities, and knowledge that workers require to progress in their careers (Veriforce, n.d.). This method can be used to pinpoint skill gaps and develop targeted training programs (Veriforce, n.d.). This company can save time by concentrating on the abilities that the worker needs to develop. Also company has the right to end the contract and hire a new worker if, at the start of the first month, the worker fails to show the acquired skills.

**Workers' compensation** is also a key component in luring and keeping talent, even though it isn't the best solution to the skilled labor problem. In addition, company can use bonuses and benefits like paid time off, retirement plans, and health insurance to attract talented workers and enhance their pay packages (Veriforce, n.d.). Additionally, company also can might provide prospects for promotion. Talented employees prefer to work for organizations that provide prospects for professional advancement. Therefore, in order to keep employees happy and encourage them to stay with the company, management should offer direction and possibilities for growth. To keep workers engaged, they should really be compensated and rewarded if they are required to put in extra hours (Veriforce, n.d.)

### 5.2.1. Recommendation for Weakness: Lack of Technological Machines

My recommendation is that this organization should **install new machinery with modern technologies** to address this problem. This is because there is a lot of high demand for this company's products, thus if new machines are added, the work process will be sped up. Additionally, a manufacturing system that can adapt to any changes in objectives and built-in features brought about by reframing products or shifting market demand (Phuyal, Bista, & Bista, 2020). This is due to the fact that it emphasizes cost-effectiveness and prompt reaction to swift system changes. New machinery can really improve routine flexibility and enable the manufacturing facility to create new product types on the same production line. Additionally, advanced manufacturing technology (AMT) has been adopted by numerous large companies to increase performance and efficiency (Sukathong, Suksawang, & Naenna, 2021). This is due to the intense competition and rigidity of the worldwide market, which have impacted all facets of the company. Consequently, company must also act by utilizing cutting-edge manufacturing technologies, such as the addition of flour and packaging machinery. Employee layoffs may also be decreased as a result.

Sakonphot Sukathong, Poonpong Suksawang and Thanakorn Naenna (2021) states that the technology that must be used is a type of technology that will be integrated into the enterprise system. Furthermore, the company needs to **purchase a packaging machine** to switch from conventional methods to technological methods, because currently it uses the old method where staff must individually wrap packages. This simplifies the task, saves time and organizes the process. Other than that, combining current technology with conventional methods in production operations can help businesses compete in the global market and meet their objectives (Sukathong, Suksawang, & Naenna, 2021). Therefore, the solution to this issue is to recommend that businesses use technology applications together with strategic management to achieve their objectives. Furthermore, technology includes a business's understanding of the global market, prices, consumer demand and product diversity. In fact, the technology used must be evaluated based on market demand, existing technology use, and future development plans.

### 5.3. Recommendation for Opportunity: Customer Packaging Preferences

As is well known, businesses must satisfy the needs and desires of their customers. Therefore, packaging **product development** is where proposals and recommendations for this possibility are made for customer packaging choices. The goal of product development is to either introduce new products to the market or enhance current ones in order to boost sales (Gomstyn & Jonker, 2023). Enhancing the packaging process itself is therefore the best approach to improve product packaging. Furthermore, product development involves the development and introduction of items to satisfy consumer demands.

Furthermore, studies have shown that several elements, including packaging, influence consumers' decisions to purchase products. By **enhancing company's product packaging** with eye-catching materials and colors is one of the things company can use to help product development. Color box packaging is the first. The most important packaging component is color, and a variety of colors will affect consumers' perceptions of packaging (Yeo, Tan, Lim, & Khoo, 2020). To attract customers, company can enhance box packaging by using eye-catching colors such as bright colors. To make a lasting impression, flour packaging should feature eye-catching stickers and happier designs.

Product development often involves enhancing packaging materials. This company used to use just any box and its wrapping. Therefore company can employ box materials that are tougher and less prone to softening or tearing in order to improve its packing. Actually, varying the sizes and types of materials. This is because packing materials have a significant influence on consumers' purchasing behavior, which in turn affects their intentions to make a purchase, according to Sook Fern Yeo, Cheng Ling Tan and Kah Boon Lim in 2020. So the company can therefore collaborate with any box-selling business to enhance their packaging.

### 5.3.1 Recommendations for Opportunity: Export Products to Global Markets

Exporting products to international markets is one of the options available to businesses. Since the global market has given businesses good prospects, it is the dream of all entrepreneurs. As a result, this business must also expand its exporting opportunities to the international market. This is due to the fact that this opportunity has the potential to boost competition. This is due to the fact that exporting enables businesses to be exposed to new concepts, management strategies, marketing tactics, and competitive strategies that can improve their company's positioning in both domestic and international markets and boost its competitiveness (Caribbean Export, n.d.). Indeed, it is undeniable that sales have also increased. In the event that sales rise, this can also help the business.

Additionally, there is a chance for this business to collaborate with international businesses. Nevertheless, a number of factors are unavoidable, so this company must **seize the opportunity by carrying out its plan to collaborate with international businesses**. The wait for Jakim to provide the Halal Certificate is one of the contributing factors. This is because it must be postponed first due to the management staff's busy schedule. Khairul Aming stated in 2020 that obtaining the Halal Certificate is a prerequisite for obtaining a factory (Mayudin, 2023), according to Adrian. Among them, you need to obtain the KKM MeSTI certificate first, then apply for a halal certificate and others (Mayudin, 2023).

Malaysia's food safety management certification program is called Makanan Selamat Tanggungjawab Industri (MESTI). The purpose of this certificate is to guarantee that food items produced in Malaysia fulfill the necessary requirements for food safety and quality (Certifique, n.d.). All facets of food safety are covered by MESTI certification, including raw ingredients, production procedures, final product packaging, and distribution. Therefore, businesses that have earned MESTI certification may show that they are dedicated to giving customers safe, high-quality food items, which can improve their reputation and win over more customers (Certifique, n.d.). This company also holds the MeSTI certificate, which is crucial since it guarantees that businesses follow international fundamentals in food safety management and assists them in adhering to national food safety laws.

Thus, these businesses have the chance to move forward with their postponed plans to become certified halal. This is because having a halal certificate may make it possible for them to collaborate with international businesses. Furthermore, there are several commercial opportunities in the halal market for companies all around the world. Businesses can reach a large customer base outside of the Muslim community by acquiring halal certification (Halal Food Council USA, 2023). This is because of its perceived quality, cleanliness, and ethical nature, non-Muslim consumers are increasingly looking for halal-certified items. Halal certification can therefore be a useful differentiation in this situation, enabling businesses to expand into new markets and broaden their customer (Halal Food Council USA, 2023).

#### 5.4 Recommendations for Threats: Strong Competition

Possessing formidable rivals will not allow one to escape the commercial environment. This is a result of every business wanting to demonstrate its unique advantages and capabilities. My first recommendation for this company's strategy to defeat formidable rivals is to **establish distinctive values**. Businesses must comprehend what sets their goods and services apart from those of their rivals and highlight those differences in order to outperform them (Espiritu, 2023). Companies can also concentrate on the behavior and experience of their customers. This is due to the fact that by understanding the needs and desires of our customers, we can create devoted clients and even increase the product's popularity. Prioritizing the customer experience can help a business develop enduring relationships, encourage loyalty, and obtain a major competitive edge.

Additionally, it might be a game changer for the organization if it gives businesses the chance to look for **business collaborations and work with strategic partners**. This is because having business partners can assist the organization reach new markets, use each other's capabilities, and broaden its reach (Espiritu, 2023). From cooperatively developing creative ideas to launching collaborative marketing efforts, strategic alliances can generate growth, give substantial competitive benefits, and propel both parties to success.

Furthermore, it is actually possible for businesses **to use technology** to their advantage and outperform rivals. This is due to the fact that effectively competing requires utilizing the power of technology and data implementing platforms and tools that facilitate decision-making, boost productivity, and streamline processes in order to embrace digital transformation (Espiritu, 2023). Due to their advanced technologies and ability to evaluate competition data, it can help businesses stay relevant and simply surpass their rivals.

#### 5.4.1 Recommendations for Threats: Counterfeit Product

The problem of counterfeiting is becoming more widespread in today's economy. Consumers may now more easily find counterfeit goods because they are now showing up at the top of search results. Since counterfeit goods are of low quality, they not only lower a company's revenue but also have an impact on how others perceive that company's brand (Chekkit, n.d.) . For businesses, particularly those who sell their goods online, preserving the integrity of their products and their reputation is of utmost importance. According to research, producers may guarantee that their customers are only receiving authentic products in a few easy yet efficient ways (Chekkit, n.d.).

Therefore, company must give customers **enough information** to enable them to make an informed purchase in order to prevent them from purchasing counterfeit goods. Therefore, for the suggestion for threats is that businesses should educate customers about the problem, where counterfeit goods are frequently sold, how to spot them, and what to do if they find one (Chekkit, n.d.). Company can do this by using blogs, emails, social media, or sections on their websites. This is because it must to inform the customers about the risks that fake goods pose to their health and welfare. This is due to the fact that fake goods hurt consumers' health and wellbeing in addition to harming the brand's reputation. These several actions are sure to assist any company or brand preserve the integrity of their brand while also safeguarding the health of their customers (Chekkit, n.d.).

Furthermore, it is advised that company handling counterfeit goods respond quickly to address this issue. The substantial hazards are the reason for this. As a result, company are able to **spot fraudulent or possibly harmful listings**, take swift action to protect copyrights, trademarks, and design rights, and compel the offending online marketplace to take down it (FitzHugh & Annable, How can a business deal with counterfeiting?, n.d.). Other than that, company can take steps to encourage counterfeiters to stop their actions, file lawsuits for trademark or copyright infringement, or, in the worst situations, work with law enforcement to launch a criminal investigation if the issue has lasted too long and has impacted the business .

## 6.0 CONCLUSION

In conclusion, this company has taught me a great deal about human resources and business operations. The greatest place for me to finish my industrial training is Mataf Industries, where I will also acquire valuable skills that I will utilize in my future career. In actuality, this internship has really aided me in developing my time management and discipline skills as well as my ability to engage and communicate with the staff members. Despite my communication flaws, I have learned from the experience and have gained knowledge that will help me improve in the future. Furthermore, I have acquired some HR-related expertise, including how to compute employee tardiness, attendance, leave, overtime, and all salary computations. In addition to increasing my education and income, it has opened up new prospects for me. Additionally, I learned how to contact qualified prospects, respond to candidate communications, and scan resumes. I can make use of this knowledge in the future.

Other than that, I have also learnt about every aspect of organizational dynamics during my internship at Mataf, including communication, problem-solving, teamwork, and decision-making procedures. I also saw how my supervisor addressed the issues that staff members faced. The fact that this organization follows the law and HR standards makes me feel fortunate to have taken training here as well. Along with improving personal career and professional abilities, I also hope to apply the skills I have gained to contribute to HR operations in an effective manner. In ten years, I aspire to be a Senior HR Executive who makes a contribution to the organization. In addition, I aspire to be a motivated and disciplined worker who contributes positively to the organization.

Last but not least, I want to express my gratitude to company, both my supervisor and my advising lecturer, for their invaluable advice. I also want to thank all of the employees for sharing so much knowledge with me. Being able to finish my internship at Mataf Industries makes me very delighted. I will make good use of everything I have learned.



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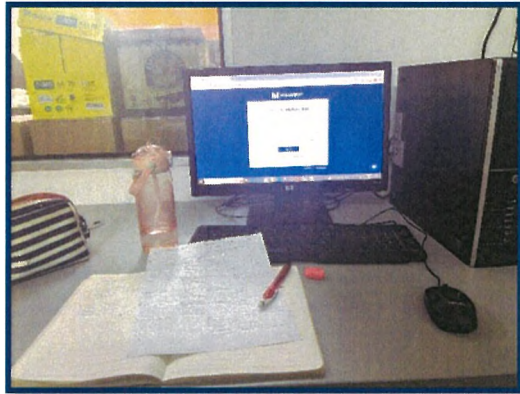
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## APPENDICES



*Figure 10: Work Station*



*Figure 11: Call Candidate*



*Figure 12: CN Parcels*



*Figure 13: Help Scan Parcel Barcode*





*Figure 14: E-commerce's workers*



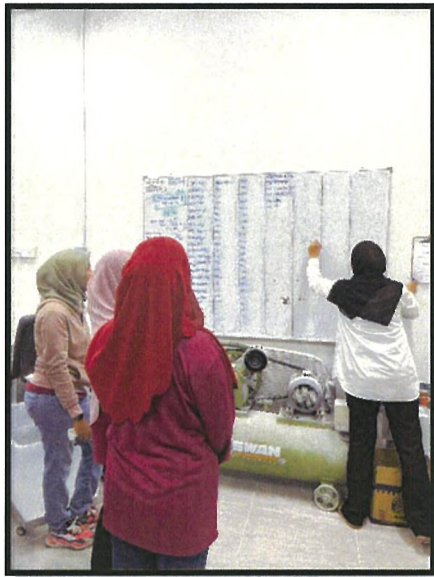
*Figure 15: Write Parcel*



*Figure 16: Interview Student's Polytechnic*



*Figure 17: Attend Polytechnic Programme with SOCSO*



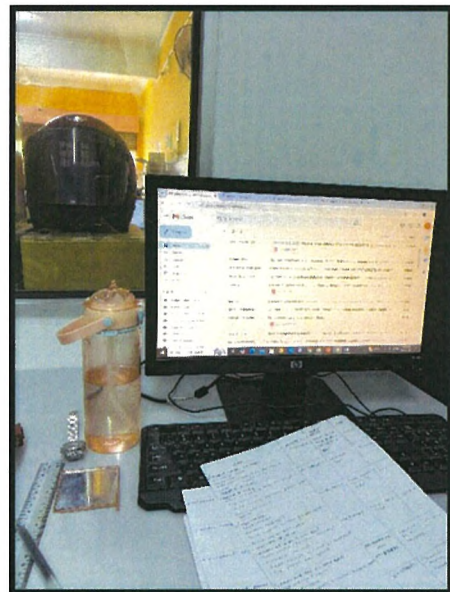
***Figure 18: Visit Factory with Pn Ain***



***Figure 19: Employees packing flour***



***Figure 20: Packing Flour***



***Figure 21: Reply email candidate***





*Figure 22: Banquet with all employees*



*Figure 23: Mission Board 2025*





*Figure 24: With E-commerce Workers*



*Figure 25: With E-commerce Workers*