



اَوْنُوْرْسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَآرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka

**ZUS**  
COFFEE



**FACULTY OF BUSINESS AND MANAGEMENT**  
**BACHELOR OF OFFICE SYSTEMS MANAGEMENT (HONS.) (BA232)**  
**INTERNSHIP (MGT666)**

**TITLE:**

*INDUSTRIAL TRAINING REPORT (ZUSPRESSO (M) SDN. BHD.)*

**CLASS:**

BA2326A

**PREPARED BY:**

NURNATASHA IDRINA BINTI ABDULL KARIM (2022758745)

**LECTURER:**

SIR MOHD RUSYDI BIN ABDUL HALIM

## SURAT KEBENARAN

Tarikh : 08/01/2025

Kepada :

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**Maklumbalas (/)**



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Tidak Bersetuju

Tuan/Puan

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| <b>Nama Pelajar</b>  | Nurnatasha Idrina Binti Abdull Karim                     |                      |                           |
| <b>No. Matriks</b>   | 2022758745   | <b>Nama Program</b>  | Office Systems Management |
| <b>Tajuk Laporan</b> | Industrial Training Report<br>at ZUSPRESSO (M) SDN. BHD. | <b>Nama Syarikat</b> | ZUSPRESSO (M) SDN. BHD.   |

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3. Sekiranya terdapat sebarang masalah atau kebocoran maklumat sulit pihak organisasi tidak boleh mengenakan sebarang tindakan undang-undang kepada pihak universiti.

Yang Benar



.....  
**Nama Pegawai** : Lam Winnie

**Jawatan** : Assistant Manager

**No. Tel.** :

**No. Faks** :

**Cop jabatan/organisasi:**

Zuspresso (M) Sdn Bhd  
(1340330-X)

# Executive Summary

## a Necessity, not a Luxury

The industrial training program is a compulsory course of several programs in the university where students have to undergo certain training. It is intended to give them the actual flavor of real working life through practical application of the theoretical skills imparted at the workplace. It also gives the students a distinctive mark on their resume, which would help them open doors in the future for career opportunities.

The industrial training program offered at Universiti Teknologi MARA (UiTM) Kampus Bandaraya Melaka, for students of Bachelor of Office Systems Management (Hons.), ordered from August 2024 till January 2025, lasted for six months. The placement of this program is based on the choice of company in Malaysia specified by the students, including ZUS Coffee, a local coffee shop well-known for bringing specially brewed coffee and snacks.

The working environment of ZUS Coffee is hectic since the company is on a rapid expansion within Malaysia. Therefore, any experiences made towards this company by any student that undergoes this program may prove to be memorable and influential as far as their career development goes. Besides the technical-related skills, students will value the importance of soft skills in the working environment such as communication, teamwork, problem solving and time management abilities.

On the whole, the industrial training program is the unique, experiential opportunity to develop the competence, knowledge, and understanding required in building a successful career. Through an unrivaled combination of academic preparation with hands-on application, the students become solid contributors to industry immediately after graduation.

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# Acknowledgment

## **In the name of God, Most Gracious, Most Merciful**

At first, an undying heartfelt appreciation to Him, without whom I wouldn't have been created—a full-time daughter and a quarter-life student. Because all along, he has sustained me to be his servant—a daughter, a student and a friend to everyone in this life. Just the same, he provided me with an endless flow of ideas to survive this study journey and indeed my whole life.

Special thanks go to my family who, either mentally, physically or financially supported me. Many things happened in the period I had industrial practicals, and they were there to make sure my well being was taken care of. Their support was very much required, and financial support was given. This becomes a source of earnest gratitude I feel for them, and any word would seem inadequate to express it.

To my dedicated advisor, Sir Mohd Rusydi Bin Abdul Rahim, whom I look up and guide for this report, I do feel honored being a student under his care. His supervision is the best for a student to have during this industrial practical.

A very big thank-you also goes to my close friends who have been so supportive through this entire degree journey: Fazreisya, Adilah, Felda Azureen and Fikry Arif. They have been the greatest support of my journey through this proud degree because, without them, I would never have made it to the finish line of this study. All my love and hugs for these guys.

Lastly, I want to thank me for believing in me, I want to thank me for doing all this hard work. I wanna thank me for having no days off. I wanna thank me for never quitting. I wanna thank me for always being a giver and trying to give more than I receive. I wanna thank me for trying to do more right than wrong. I wanna thank me for being me at all times.

# Student's Profile



## Nurnatasha Idrina

A dynamic student from Universiti Teknologi Mara (UiTM) with a Bachelor in Office Systems Management (Honors) with a current CGPA of 3.40. Demonstrating strong leadership abilities, proactive mindset and active listening toward team members from diverse background. Deeply committed in seeking opportunity to learn and grow within a supportive team environment while making meaningful contributions.

### EDUCATION

**Universiti Teknologi Mara, UiTM** **Melaka**  
*Bachelor in Office Systems Management (Hons.)* **(March 2022 - February 2025)**  
CGPA: 3.40/4.00

**Universiti Teknologi Mara, UiTM** **Melaka**  
*Diploma in New Media Communication and Contentpreneurship* **(July 2019 - March 2022)**  
CGPA: 3.37/4.00 | MUET: 4

**Sekolah Menengah Kebangsaan Tinggi Perempuan Melaka** **Melaka**  
*Sijil Pelajaran Malaysia* **(2014 - 2018)**

### WORKING EXPERIENCES

**Internship | Zuspresso (M) Sdn. Bhd.** **2024 - Present**  
Business Development Administration (Leasing)

- **Utilities Application:** Track and manage utility applications and payments for all Kuala Lumpur and Selangor (TNB & Water application), guaranteeing prompt collection and precise documentation. Work together with the finance department and tenants to quickly resolve any payment-related issues.
- **Business Operation Support:** Handle interdepartmental liaisons for issues relating to business licenses and operations-related issues, such as the business license compilation, wifi installation, fire extinguishers, pest control, Fosim (KKM) and Dewan Bahasa Dan Pustaka (DBP).
- **Leasing:** Manage tenancy agreements stamp duties Lembaga Hasil Dalam Negeri (LHDN) for new outlets and current outlets renewal. Accurately prepared and condensed within timeframes while adhering to legal and corporate norms.
- **Database Management:** Maintained and updated databases to guarantee information accuracy and accessibility for internal departments and the Business Development team.
- **Document Management and Organizational Support:** to aid in the precise and relevant filing of hardcopy documents and the organization and tidying up of the Master File, to fulfill all additional responsibilities as delegated by management or superiors in order to satisfy organizational needs.

**Internship | Shanell Harun Creation** **2021 - 2022**  
Social Media and Content Creator

- **Content Creation:** Create and develop captivating multimedia material (pictures, videos, and copy) for social media sites, Facebook and Instagram. Make sure it's in line with the company's marketing goals and brand identity.
- **Social Media Management:** Monitor, schedule, and publish posts across social media channels. Engage with the audience by responding to comments, messages, and inquiries promptly.
- **Customer Communication:** Engage in direct communication with clients via social media channels to answer questions, resolve dissatisfaction and obtain input. Maintain a professional and friendly tone to foster strong relationships and enhance the company's reputation.
- **Market Research:** Stay updated on social media trends, competitor activities, and audience preferences to suggest new content strategies and tactics



# Student's Profile

## AWARDS

|   |             |
|---|-------------|
| <b>Dean's List Award (Degree Office Systems Management)</b><br>Semester 5                                       | 2024        |
| <b>Course Representative (Office Systems Management )</b><br>Sukan Antara Program (Cheerlead Second Runners Up) | 2024        |
| <b>Melaka International Intellectual Exposition (MIIEX) 2024</b><br>Silver Award in Innovation Category         | 2024        |
| <b>Dean's List Award (Diploma New Media Communication and Contentpreneurship)</b><br>Semester 2, 3, 4 & 5       | 2020 - 2022 |

## PROJECTS EXPERIENCE

### Turtle Tots (Awareness of Turtle extinction)

- Collaborated with educational experts which is Turtle Conservation and Information Centre Melaka to create awareness about turtle.
- This comprehensive approach is an eye-opening for all of the students.

### Self Confidence (Believe in Yourself)

- Managed to gain attention from Office Systems Management student to participate in this program.
- Built up self confidence in yourself and learn to speak up.

## EXTRACURRICULAR ACTIVITIES

|   |             |
|---|-------------|
| <b>MIIEX'24 Contribution</b><br>Participate as course representative  | 2024        |
| <b>Leader of Bureau of Multimedia</b><br>Dedicated leader for Turtle Tots Programme   | 2023        |
| <b>Bureau of Multimedia</b><br>Excellent department for Self Confidence Webinar Programme   | 2023        |
| <b>Course Representative (Office Systems Management)</b><br>Jawatan Perwakilan Pelajar (JPP)  | 2023        |
| <b>Student Exchange Inbound Mobility (Universitas Muhammadiyah Yogyakarta)</b><br>Dedicated student as course representative                  | 2022 - 2023 |
| <b>Program Komunikasi Tindakan Setempat (KOMTIS)</b><br>Participated as volunteer for mutual cooperation in Jabatan Penerangan Melaka (JaPen) | 2022        |
| <b>Certification in Fundamentals of Digital Marketing</b><br>GOOGLE Digital Garage  | 2021        |

## SKILLS

|                             |              |
|-----------------------------|--------------|
| <b>Microsoft Words</b>      | Advanced     |
| <b>Microsoft Excel</b>      | Intermediate |
| <b>Microsoft PowerPoint</b> | Intermediate |
| <b>SPSS Software</b>        | Novice       |
| <b>Adobe Photoshop</b>      | Intermediate |
| <b>Adobe Illustrator</b>    | Advanced     |
| <b>Adobe Dreamweaver</b>    | Beginner     |

## LANGUAGE

|                         |              |
|-------------------------|--------------|
| <b>Bahasa Melayu</b>    | Native       |
| <b>Speaking/Writing</b> |              |
| <b>English</b>          | Intermediate |
| <b>Speaking/Writing</b> |              |

## REFERENCES

**An Nissa - Zuspresso (M) Sdn. Bhd.**  
Business Development Administrator Executive

**Nurnina Nissa - Zuspresso (M) Sdn. Bhd.**  
Business Development Administrator Executive

# Company's Profile

## Company's Name

ZUSPRESSO (M) SDN. BHD (1340330-X)

## Location

No. 7, Jalan Penayajak U1/45A, Seskyen U1 Glenmarie, 40150 Shah Alam, Selangor

## Operating Hours

|           |   |                     |
|-----------|---|---------------------|
| Monday    | - | 7.00 a.m - 4.00 p.m |
| Tuesday   | - | 7.00 a.m - 4.00 p.m |
| Wednesday | - | 7.00 a.m - 4.00 p.m |
| Thursday  | - | 7.00 a.m - 4.00 p.m |
| Friday    | - | 7.00 a.m - 4.00 p.m |
| Saturday  | - | Closed              |
| Sunday    | - | Closed              |

Flexible Working Hours

## Goals

Brewing A GREENER Future. ZUS Coffee is dedicated to integrating sustainability into every aspect of our operations.

## Vision

To be the #1 tech-driven coffee chain, where specialty coffee becomes a daily necessity and not a luxury confined by location and affordability. We envision a world where every individual can enjoy the quality of specialty coffee they rightfully deserve.

## Mission

Redefine the landscape of specialty coffee. We are committed to being the disruptive force it needs through our innovative solutions and creating feel-good moments that are inclusive for everyone. Our vision is clear: to be the leading tech-enabled coffee unicorn in Southeast Asia one cup at a time.

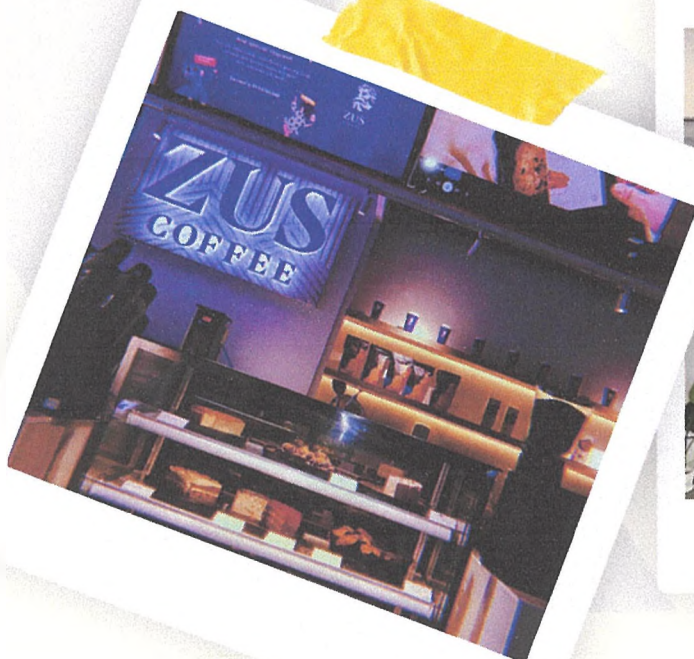


# Background of Establishment

ZUS Coffee's journey began in late 2019 with a small 200-square-foot kiosk at Binjai 8 in Kuala Lumpur. When the COVID-19 pandemic struck and the Movement Control Order (MCO) was enforced, the company seized the opportunity to adapt to the rapidly changing environment.

With most people turning to online platforms for everything from groceries to clothes, ZUS Coffee quickly pivoted to offer its beverages for delivery, meeting the growing demand for convenient online food and drink orders.

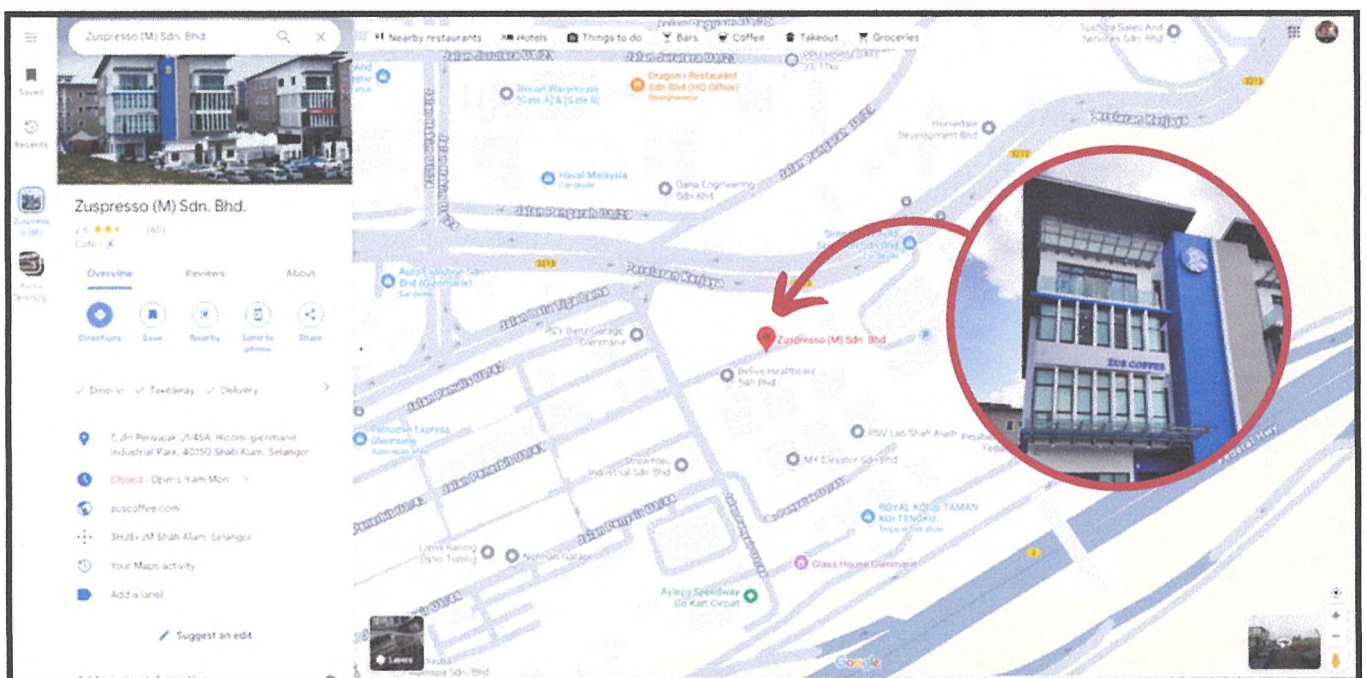
Taking advantage of technological advancements, ZUS Coffee developed an app-based ordering and pick-up system, inspired by China's Luckin Coffee chain. The founders created the app even before they opened their first store, which turned out to be a smart move since they had no prior experience in the food and beverage industry. The app wasn't just for placing orders and arranging deliveries; it also helped the team gather valuable insights into customer preferences, allowing them to refine the menu and develop new products based on what their customers loved.



# Background of Establishment

The story behind ZUS Coffee is inspired by a famous legend from Ethiopia about a goat herder named Kaldi. One day, Kaldi noticed his goats acting unusually energetic after munching on some red berries. Curious, he tried the berries himself and accidentally burned them. As the beans roasted, they gave off a delicious aroma, so Kaldi took them to his village leader. Together, they decided to brew the burnt beans in hot water. The result was a drink that had a calming, soothing effect on those who tried it—along with a surprising boost of energy that kept them awake and alert longer than usual. And that's how the discovery of roasted coffee beans came to be, sparking the journey of coffee as we know it today.

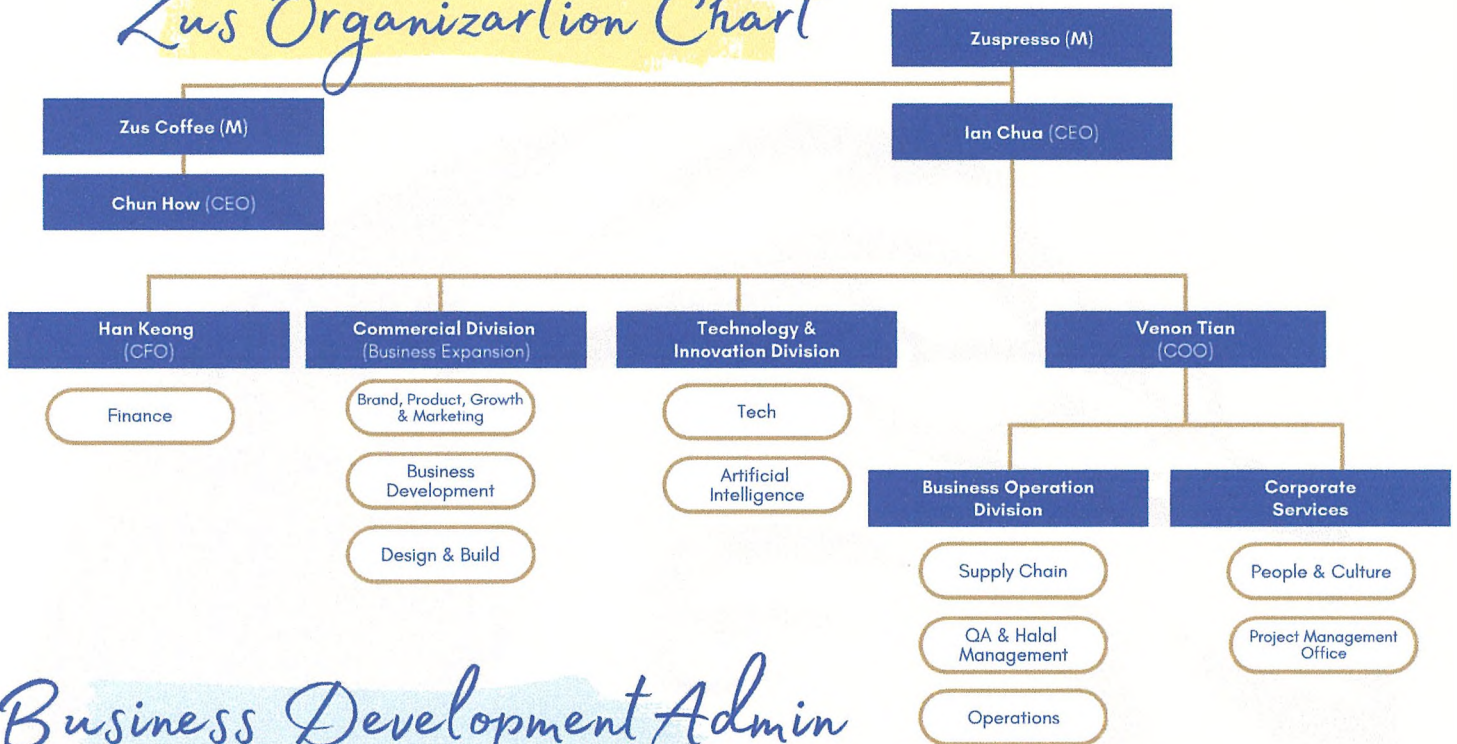
ZUS is a blend of two ideas: Zeal plus Us. The name is more than just an acronym—it represents the spirit of the company. Inspired by Kaldi, the Ethiopian goat herder who discovered coffee, the logo reflects that story. Together, the name and logo symbolize the company's passionate drive to perfect the art of coffee.



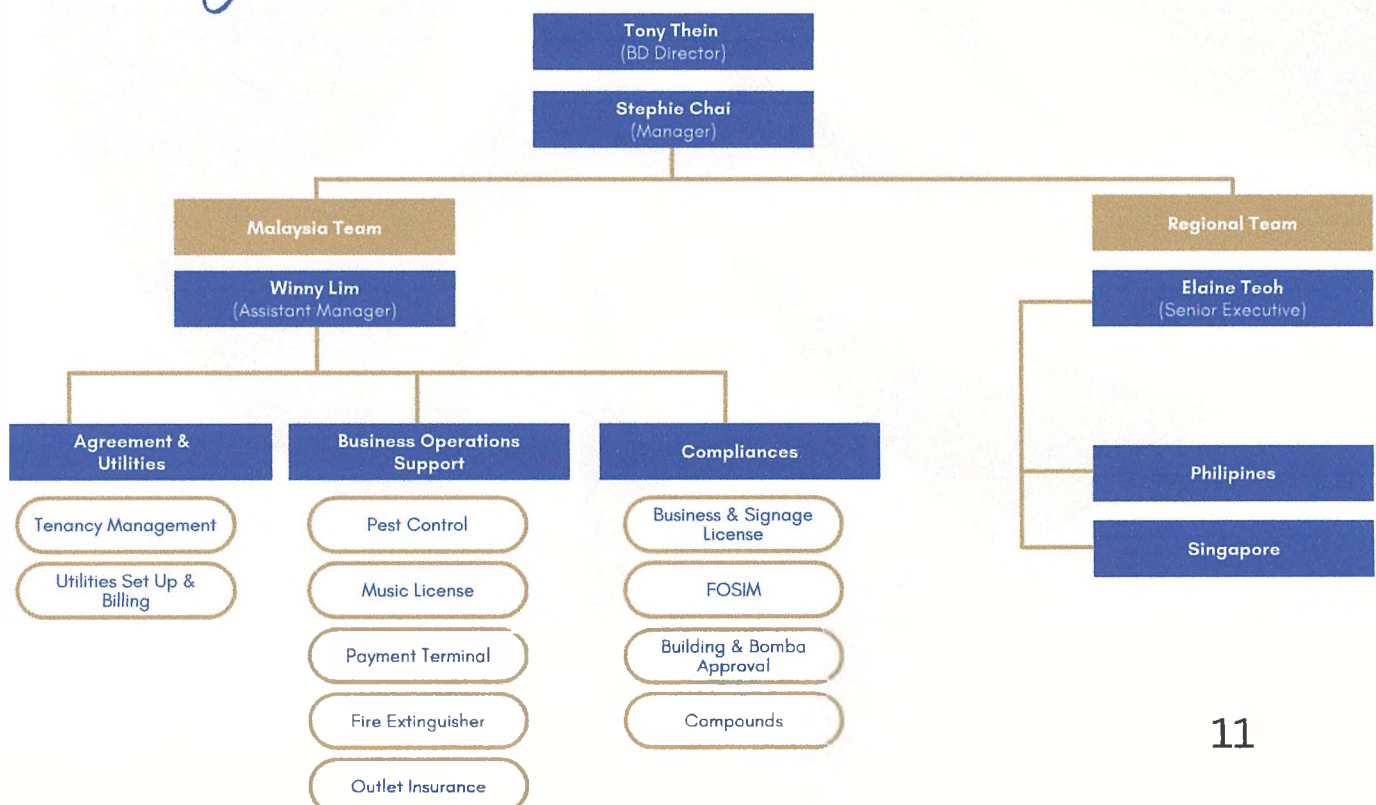


# Team Members

## Zus Organizartion Chart



## Business Development Admin Organizartion Chart



# Product Rendered

ZUS Coffee specializes in a wide variety of beverages, with coffee as the star of the show. Favorites like café latte, americano, and espresso are perfect for coffee enthusiasts. If you're not into coffee, no worries—ZUS has you covered with non-coffee options like matcha, caramel, strawberry, and the ever-popular chocolate. Even those avoiding caffeine can find plenty to enjoy.

The coffee here stands out, thanks to ZUS Signature Beans: Boss Bean and Lydia Bean. These 100% Arabica beans are sourced from Brazil, Colombia, Ethiopia, Indonesia, and Papua New Guinea. Boss Bean boasts bold, medium-dark roast flavors with notes of smokiness, dark chocolate, and caramel, while Lydia Bean offers a smoother, medium roast profile with hints of nuttiness and fruitiness.

Feeling hungry? ZUS Coffee has more than just drinks. You can grab pastries, snacks, cakes, or even hot meals. The ZUS x Santan series highlights Malaysian favorites like Kampung Fried Rice and Nasi Lemak, creating the perfect pairing for your favorite beverage. Whether you're here for coffee or a full meal, ZUS has something for everyone.



*Top Picks*



# Product Rendered



**Ro-Ro-Rosie  
Frappe**



**Rosie Latte**



**Rosie Cham Latte**



## Rosie Series



**Matcha  
Lemonade**



**Matcha  
Strawberry Latte**



**Zirty Match Latte**



**Not Pistachio  
Latte**



## Matcha Macam



# Product Rendered



*SOE*



*Butterscotch Series*

# Product Rendered



**Creamy Mango**



**Babycino**



*Kids-Friendly*



**Tahitian Lime Refresher**



**Mixed Berries Refresher**



**Pink Lemonade**



**ZUS Lemonade**



*Refresher*



# Product Rendered



**Roasted Hazelnut  
Chocolate**



**French Vanilla  
Chocolate**



**Salted Caramel  
Chocolate**



**Australian  
Chocolate**



Chocolate



**Green Tea Latte**



**Japanese  
Genmaicha Latte**

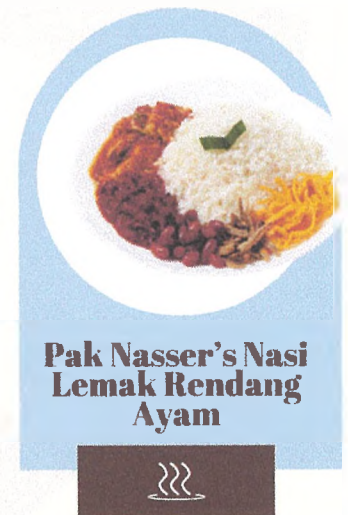
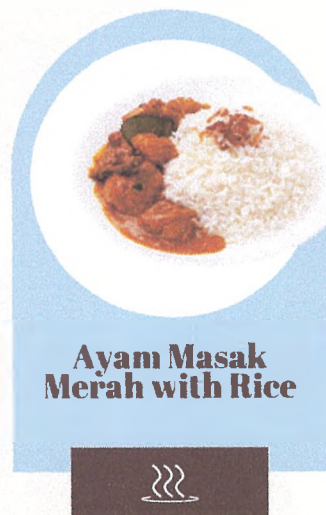


Tea

# Product Rendered



## Oatside Series



## Zus x Santan



# Product Rendered



**Big Brekkie  
Croissant**



**Pearl Sugar  
Waffle**



**ZUS Signature  
Curry Puff**



**Tom Yum  
Chicken Puff**



**Chocolate Roll**



**Chicken Slice &  
Cheese Croissant**



**Mushroom  
Chicken Deluxe**



**Strawberry  
Donut**



*Pastries*



# Product Rendered



**Spaghetti  
Carbonara**



**Koran Mac &  
Cheese**



**Zus Signature  
Chicken Lasagna**



## Hot Meals



**Biscoff Baked  
Cheese Cake**



**Burnt Cheese  
Cake**



**Summer Berries  
Cheese Cake**



## Cakes

# Product Rendered



## Soft Serve



## Healthy Snacks



# Merchandise

ZUS Coffee is about more than just great coffee—it's about creating unique experiences. One of their standout innovations is \*Coffizz\*, the first halal canned sparkling coffee. It combines a light caffeine kick with refreshing bubbles, perfect for a quick pick-me-up. For those who enjoy brewing coffee at home, ZUS offers drip bag coffee and signature blends that let you recreate their flavors on your own time. They also have instant coffee capsules for café-quality coffee, no matter where you are. ZUS fans can also grab a variety of drinkware, and as a bonus, bringing ZUS drinkware to the café earns you a 10% discount on drinks. For true ZUS enthusiasts and employees, they've even launched apparel to celebrate their community of MVPs (Most Valuable Players). To complete the at-home coffee experience, ZUS provides essential tools like a coffee grinder and a cold brew bottle, perfect for those who love to customize their coffee just the way they like it.





# Merchandise

## Signature Mixes Collection



ZUS Signature Mixes Coffee -  
Mocha Latte - 5's



ZUS Signature Mixes Coffee -  
Dolce Latte - 5's



ZUS Signature Mixes Coffee -  
Caffè Latte - 5's

## Collectible Collection



ZUS Phone Stand - Hot Cup -  
Thunder Blue



ZUS Coffee Essential Socks



ZUS OG Ceramic Mug (16oz)

## Essential Kits Collection



ZUS All Day Instant Coffee  
Capsule Set



ZUS Coffee Cold Brew Set



ZUS Coffee French Brew Set

# Training Reflection

Industrial training is a crucial part of the learning process for final-year students. It provides the opportunity to work in an organization for a set period, usually between three and six months, as recommended by Malaysia's Ministry of Higher Education. The goal is to give students hands-on experience, build their networks, and even set the stage for a potential full-time role.



Currently I am doing a six-month internship at Zuspresso (M) Sdn. Bhd.- the headquarter for ZUS Coffee in Glenmarie, Shah Alam. My internship runs from 5th August, 2024, to 24th January, 2025, with flexible working hours Monday through Friday, starting from 7 A.M. to 4 P.M. Out of those, this has been an eye-opener. The engagement in this fast-paced work environment gave me the full knowledge of what it is to come out of my comfort zone and grow as an individual.

All along, I have known how important good communication is, but taking action about it was something out of my league. The internship has given me the boldness to speak out more confidently. ZUS Coffee has exposed me to working under pressure that could be from the rapid pace of activities, far intense than what a student can experience during his/her other engagements. Problems have made me fit in and emerge at the other end wiser; I quit learning and turned it into my strongest motivation toward embarking upon a career.



I'm from the Business Development Admin team that helps to build ZUS Coffee outlets throughout Malaysia. The department is divided into two teams: the Business Development Expansion team and the Business Development Admin team. The Expansion team focuses on finding and securing rental spaces for new outlets. Once a location is finalized, it's up to our Admin team to take care of the official applications, such as business licenses and utility arrangements, to get the outlet up and running.



# Training Reflection

During my time in the Business Development Admin department, I've been able to apply the knowledge I gained during my bachelor's degree in business. My responsibilities include:

## Collaborating

Collaborating with tenants and the finance department to promptly resolve any payment issues or concerns.

## Superheading

Spearheading the application and setup process for water meters and electricity (TNB) connections, ensuring seamless utility activation for all new outlets.

## Managing

Managing the payment of utility bills, ensuring they are settled on time and that proper records are maintained.

## Monitoring & Tracking

Monitoring and tracking utility payments for all retail outlets to ensure timely collection and accurate record-keeping.

## Overseeing

Overseeing pest control management and coordinating Wi-Fi installations to guarantee a clean, connected, and customer-ready environment for all outlets.

## Assisting

Assisting in organizing and updating the Master File, as well as filing hardcopy documents with accurate and relevant information.

# SWOT Analysis

**S**

- Has established a strong and identifiable brand in the coffee business, appealing to younger, trendy groups as well as enthusiasts of coffee.
- To accommodate busy lifestyles, prioritize convenience by offering both in-store and smartphone ordering alternatives.

**W**

- The existence of well-known foreign companies and cultural differences may make it difficult for their expansion plan to build a presence in non-Asian countries.
- Issues with supply chain management and franchises could surface as the company expands.

**SWOT**

- Offering fresh and creative goods like cold brews, non-coffee drinks, or health-conscious choices like sugar-free or plant-based milk could draw in more customers.
- Enhance its sustainability programs, which include encouraging the use of reusable cups, cutting less on plastic, and emphasizing fair trade principles.

**O**

- Consumer preferences are changing in favor of sustainable or healthier products.
- Extremely competitive, with a large number of regional chains like The Coffee Bean & Tea Leaf, local independent cafes, and international, regional, and local companies.

**T**



# Strength



## *Establish Strong & Identifiable Brand*

Younger consumers and coffee lovers have responded well to ZUS Coffee's modern and lively brand. ZUS Coffee has distinguished itself in a crowded market by providing distinctive, superior coffee goods and fostering a memorable in-store experience. ZUS Coffee has developed a devoted following because of its ability to emotionally connect with consumers through branding, aesthetic appeal, and an emphasis on quality. Its increasing appeal among coffee drinkers can be attributed in large part to its strong brand identification (Mintel, 2024).

## *Recommendation*

ZUS Coffee needs to be constantly innovative and keep its products fresh by incorporating the latest trends in consumer preferences to fully exploit the strength. The brand would remain appealing and fresh if it introduced specialized drinks based on current coffee trends or expanded its product line to include seasonal and limited-edition blends. Additionally, ZUS Coffee would be able to remain relevant and visible to its target audience by expanding its digital presence through influencer relationships, social media engagement, and content centered on sustainability and coffee sourcing (Mintel, 2024). For younger, socially concerned consumers, bolstering these digital and environmental activities would be especially appealing.

Increasing its online visibility should be a top priority for ZUS Coffee as well. In a competitive environment, social media engagement is essential for preserving visibility. Younger consumers are very active on platforms like YouTube, Instagram, and TikTok, so the company might use these to highlight its new product releases, sustainability initiatives, and behind-the-scenes operations. Additionally, as the growing demand for social media content in the coffee industry is a major trend, producing shareable content on coffee culture, recipes, and sustainability might improve its community engagement and foster a closer relationship with customers (Mintel, 2024).

# Strength



## Offering Both In-Store & Smartphone Ordering

Offering both in-store and smartphone ordering alternatives has become a crucial tactic in the food and beverage business to meet the increasingly hectic lifestyles of contemporary consumers. Consumers, especially younger ones, place a high value on speed and convenience and frequently choose to place their orders in advance to save time. By combining mobile and in-store ordering platforms, ZUS Coffee can serve a wide range of consumers, from those who appreciate the effectiveness of mobile technology to those who prefer the more conventional in-store experience. Such ordering options can greatly improve customer happiness, encourage repeat business, and boost revenues in response to the growing desire for seamless, on-the-go experiences (Choudhury & Dube, 2022).

## Recommendation

In order to take full advantage of this trend, ZUS Coffee should improve its mobile ordering platform so that users can quickly and simply personalize their orders, select their preferred time for pick-up, and pay through the app. Including a loyalty program in the app, where users can earn points or discounts for each transaction, can also encourage users to use the mobile ordering feature. This strategy fits well with the expanding trend of customers looking for convenience and value when they get coffee (Choudhury & Dube, 2022).

It is also very important in this strategy to optimize the experience of a consumer who wishes to place an order in a physical store. Customers will decide quicker and spend less time waiting, given that the counter is worked fast and efficiently and has clear signage, simple menus, and make your own self-order kiosks or tablets. Online orders made in person at ZUS Coffee could be easier to check out with contactless payments, which provide convenience during the ordering process.

# Weaknesses



## *Company's Reliance on Centralized Decision-Making*

Deciding centrally can also create the slowdown for ZUS Coffee in dealing with the operational issues and demands of local markets. With the centralized approach, there can be limitations in terms of flexibility and empowerment of a regional manager and store teams in dealing with local client preferences or unplanned events. Such reliance on centralized control can mean inefficiencies and lost opportunities as the business grows and advances into new markets. Such inflexible, centralized organizational structures often find it hard to meet the unique demand of local markets, which could jeopardize customer satisfaction and act as a bottleneck to growth (Brown and Lee, 2022). This particular weakness may slow ZUS Coffee's efforts to adapt and compete successfully in different marketplaces.

## *Recommendation*

To tackle this issue, ZUS Coffee ought to grant regional managers and shop teams more significant autonomy for making decisions about menu changes, local marketing, and operational matters. Allowing these groups to choose in accordance with local preferences can increase customer satisfaction and responsiveness. For instance, permitting retailers to sell products specific to their regions, such as sugar-free or plant-based choices, in areas where health-focused products are in high demand, could boost the brand's attractiveness.

To ensure that the decentralized decisions correspond with the higher-level brand strategy, ZUS Coffee needs to implement orderly communication channels and oversight structures. Performances can be reported appliedly with the regional teams and central management by regular performance review, continued training, and use of tech-enabled reporting tools. A balance is drawn between centralized control and decentralized autonomy that can enable the brand to achieve consistency and faster operational flexibility (Brown & Lee, 2022).

Regional leaders could be appointed at ZUS Coffee to ensure that there is clear communication between the local stores and corporate for a better facilitation of area teams. Such leaders would guide local variations, keep track of their progress, and relay regional observations to headquarters; this would ensure conformity with the essence of the brand. ZUS will develop better ground efficiency, flexibility, and competitiveness by fostering trust and collaboration.



# Weaknesses



## Quality Of Supply Chain Management & Franchises

Challenges with supply chain management and franchising operations could be potential obstacles as ZUS Coffee continues its business operationalization. Especially, maintaining the same quality throughout several locations effective in serving premium coffee beans sourcing outside the country becomes more and more difficult. The supply chain delays or increased costs may affect the company's capacity to deliver goods on time or at competitive prices. Furthermore, franchise models are very demanding as well: in ensuring that franchisees adhere to the company's rules of operations, standards, and value. Poor enforcement could result in inconsistency of product offers or quality of service that would give the brand some bad press. In their growth effort, most companies face some operational inefficiencies and quality control problems, according to Smith & Johnson (2023), the importance of effective processes and communication between the corporate teams and the franchisee to guarantee success.

## Recommendation

ZUS Coffee should look to lower its reliance on a single source by diversifying its supply base and by investing in developing trusting relationships with reliable vendors. Setting up regional supply hubs can also help reduce costs associated with long-distance logistics, thereby avoiding delays and fast-tracking distribution processes. Use of technology, for instance, supply chain management software, enables ZUS Coffee to proactively address issues before they escalate by gaining real-time insights on inventory levels, demand forecasts, and bottlenecks.

The franchise model, with its requirement of stringent training programs and regular audits, aims at bringing uniformity across all assigned locations. ZUS ought to develop a detailed operations manual and provide support to the franchisee for operational issues. In addition, a good feedback loop with the franchisers can assist in the early identification and solving problems so as to aid symbiotic partnership. Putting in a reward system or having an honor for achievement can enforce the standards that franchisees ought to keep up with.

# Weaknesses



## *Recommendation - Continue*

Likewise, it would do ZUS Coffee loads of good to tap on file for new markets in company-owned stores before moving on to a franchised model. The plan allows the company to set a solid foundation, understand local market dynamics, and further improve its operations before moving into areas far and wide. According to research, businesses that put into the franchise arena the use of advanced technology together with a solid support network are better poised to handle operational difficulties and preserve brand coherence while growing (Smith & Johnson, 2023).



# Opportunities



## *Product Offerings to Attract Diverse Customers*

ZUS Coffee can tap into a wider market by having more creative and diverse products like cold brews, non-coffee beverages, and health-based products like plant-based or sugar-free milk on its menu. As evolving customers constantly pursue different beverage experiences or a healthier alternative to coffee drinks, introducing innovative health-oriented products not only enhances the appeal of a brand, but also gives it a head start over competitors through niche targeting and customer loyalties (Brown & Carter, 2023).

## *Recommendation*

To exploit this opportunity, ZUS Coffee can launch an exclusive range of innovative yet healthy beverages. Thus, a sugar-free caramel cold brew, an almond milk cappuccino, or an oat milk latte are some possible options. The fact that these products are developed in conjunction with nutritionists will assure health-conscious consumers they can delight in what they take in. Seasonal limited-edition products, such as flavored cold brews and non-coffee drinks, attract new customers and generate brand excitement. For instance, fruit-infused cold brews and vegan-friendly smoothies on a cool summer menu can appeal to coffee lovers and non-drinkers alike.

The attributes of a plant-based milk alternative and sugar-free snacks, such as low calorie, health benefits, and environmentally friendly options, should lure health- and environmentally-conscious customers. The beverage brand should appeal to young and tech-savvy consumers with visually attractive advertisements on social media emphasizing these beverages. Research shows, especially in competitive markets, that developing new products and effective marketing will engage consumers and add to revenue growth (Brown & Carter, 2023).

# Opportunities



## *Enhancing Sustainability Programs*

The modern customer, especially the younger generations we called youngsters, has begun favoring businesses that boast environmentally responsible operations. ZU2 Coffee risks undermining these very ideals since she is embarrassed to promote the use of reusable cups and continues with the excessive amount of plastic waste and also emphasizes fair trade practices. For instance, giving a discount for people who have a reusable cup will therefore make the waste reduction one-sided. In simple terms, this will ensure that the client is connected to the environmentally aware community. Besides, the use of compostable or biodegradable packaging can further manifest the determination of ZUS Coffee in promoting environmental responsibility. Research shows that organizations that integrate sustainable practices into their operations tend to gain a competitive advantage and cultivate long-term loyalty from customers (Greenfield and Collins, 2023).

## *Recommendation*

It is important for ZUS Coffee to start a detailed sustainability program that is agile, open, and quantifiable to leverage all the potential feedback from its sustainability initiatives. Other efforts such as offering consumers a discount or loyalty points redeemable on reusable cups could instill a culture of civilization to reduce waste. The company should also orient its focus on the use of biodegradable alternatives to straws, lids, and cups in reducing single-use plastics. Besides, marketing efforts focused on fairtrade certified coffee beans also hint about ZUS Coffee's commitment to ethical business practices.

ZUS Coffee can also approach environmental groups to co-host sustainable events such as eco-workshops or tree-planting events. Providing such engaging digital material as behind-the-scenes videos and sustainability reports can build customer confidence in your business. Such brands, which communicate their sustainability missions well and reliably deliver on their promises, are the most trustworthy candidates for consumers and would thrive (Greenfield & Collins, 2023).



# Threats



## *Shifting Consumer Preferences Toward Sustainable or Healthier Products*

Changing preferences of customers toward natural products or health-friendly products are just among the few challenges facing ZUS Coffee. Especially millennials and Gen Z give importance to eco-friendly policies and health-conscious alternatives in choosing from a set of brands. If ZUS Coffee's products and operations don't meet these changing demands, this tendency may present difficulties. For example, consumers who are concerned about their health or the environment may be turned off by products that are thought to be excessively sweet, high in calories, or produced in an unsustainable manner. It reveals that 72% of consumers worldwide are more willing to support brands that provide healthy and sustainable solutions, highlighting how important it is for companies to adjust to these needs in order to stay competitive (White, R., & Green, L, 2022). ZUS Coffee runs the danger of losing market share to rivals who actively accommodate these ideals if these preferences are not met.

## *Recommendation*

Zus Coffee would be in line with eco-friendly ideals if it introduced materials that are sourced responsibly and prioritized eco-friendly procedures, such providing biodegradable packaging and cutting down on food waste. This shows that by marketing these activities, ZUS Coffee is committed to aligning its cultural values with those that exist in the minds of consumers. These appointments will enable the company to advance its standing in the market by switching to ethically sourced beans and advertising to inform consumers of its sustainable goals.

Brand appeal can also be heightened by collaborating with nutritionists in regard to healthier options and forming partnerships with social organizations focused on sustainability. According to White and Green (2022), businesses that proactively address the changing needs of consumers in terms of sustainability and health frequently obtain a competitive advantage, boosting client loyalty and market resilience.

# Threats



## *Intense Competition from Regional and International Brands*

The independent cafes and regional chains, with well-known names such as The Coffee Bean & Tea Leaf, are in difficult competition with ZUS Coffee as this segment moves toward stable and predictable business growth. Pricing, customer service, and such product options strain the company to outperform its competition. Many people still go to their local cafés for a more intimate setting and a more unique experience, while the big boys always have significantly greater muscle for marketing, innovation, and an organized worldwide supply chain. Competition within this specific coffee industry must allow companies or other competitors in the industry to innovate perpetually and adapt to the tastes of consumers, which is an uphill battle for newer contenders and mid-sized competitors with regard to gaining and holding on to market share (Carter and Lee, 2023). If ZUS Coffee does not find a way to cope with the competition with slower growth and less customer loyalty, the crowded market could be a bigger blessing for the others.

## *Recommendation*

ZUS Coffee should strive to connect emotionally with its customers and carve out a position for itself as a brand that stands for more than just coffee. Attractive strategies include creating a friendly ambiance at outlets and a community-centered experience. A good example would be ZUS Coffee allowing space for local talent showcases, book clubs, or sustainability workshops. This will make the cafes center around community and shared interests and thereby bolster ZUS Coffee's identity as well as develop a loyal customer base that considers ZUS Coffee part of their community.

ZUS Coffee may also want to develop a valuable digital loyalty program aimed at offering regular clients privileged advantages such as first pick of new items or individualized discounts. Client data may be used by the company to issue care recommendations or specific promotions that could amplify customer engagement, distinguishing it from its competitors. Carter and Lee (2023) point to customized experiences as a key tactic in building loyalty toward a brand and providing an edge in a crowded marketplace.



# Threats



## *Recommendation - Continue*

Besides, a mutually beneficial marketing network is going to involve partnership with brands that are complimentary, in this case a bakery, a dessert shop, or even local artisan brands. ZUS Coffee may, for example, work with these co-branded offering menu items or in partnership with local artisans to develop unique products that could expose the brand to a larger audience.

# Conclusion

## a Necessity, not a Luxury

I gained excellent practical experience from my industrial training program at ZUS Coffee (M) Sdn Bhd, which allowed me to use my academic knowledge during my degree study year. I've learned how to collaborate with others and communicate honestly in a work environment from the Business Development department. This team's strength helped create a productive and upbeat work atmosphere, which in turn contributed to overall success. In addition, I can use the abilities and information I gained from this industrial training program to advance in my career because it gave me a strong basis for success in the workplace by highlighting my strengths—like my attention to detail and perseverance—as well as my weaknesses—like my communication and procrastination.

To sum up, this industrial training program has served as a launching pad for my career development since I have surely acquired the information, abilities, and experiences I need to start my professional career. I have faith that by applying the foundation this industrial training program has created, I will be able to successfully contribute to ZUS Coffee or any future workplace. Future trainees are strongly encouraged to enroll in this program in order to acquire the skills they will need to succeed in the workplace.



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# Appendices





# Appendices







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