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Cawangan Melaka

FACULTY OF BUSINESS & MANAGEMENT

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL
BUSINESS**

MGT 666



INDUSTRIAL TRAINING REPORT:

FC1 SMART SDN BHD @ FOONG CHI MOULD INDUSTRIES SDN BHD

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Tajuk Laporan	SWOT analysis	Nama Syarikat	FC1 Smart Sdn Bhd @ Foong Chi

Mould Industries Sdn Bhd

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No. Tel. :
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EXECUTIVE SUMMARY

This report provides a detailed insight into my six-month industrial training experience with FC1 Smart Sdn. Bhd., a private sector organization that helps intern students develop their practical skills and industry knowledge. This report summarizes my internship journey, beginning with an updated student profile and a detailed analysis of the FC1 Smart profile, which includes the name, location, background, mission, vision, and organizational chart. Further, the report defines the company's key products, offerings, and strategic operating segments. A substantial portion of the report is dedicated to describing my duties, responsibilities, and assignments during the internship in detail. These included administrative and marketing tasks, providing real expertise in e-commerce administration, marketing planning, and operational efficiency enhancement. My responsibilities included increasing sales, raising brand awareness, updating product listings, providing customer support, and maintaining administrative records. In this report, the company's strengths include expertise in producing high-quality mould products and the product's established client base. Its weaknesses include an excessively long production time and excessive product variation, which result in unsold stock. Opportunities to expand the product market through e-commerce and social media are also discussed. The challenges include the large number of competitors in the market and the influx of imported products into local markets. Ending with a reflective summary, this report highlights how the internship has provided me with transferable technical and human skills in readiness to cope with the challenges of the modern work environment. This experience, achieved through some practical tasks, working with experienced colleagues, and learning from real-life business problems, has been instrumental in my professional development and ability to anticipate future professional activities.

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ACKNOWLEDGEMENT



Alhamdulillah, thanks to Allah SWT for the abundance of grace and blessings of time, life, and energy bestowed on me, I was also able to successfully complete this industrial training report (MGT 666)

First of all, I would like to dedicate this speech of appreciation to my lecturer, Madam Nurul Azrin binti Ariffin, because with her advice and guidance, I can complete this assignment on time.

I would also like to express my deepest gratitude to my parents who gave me the support to complete this report. They provided me with all the facilities and moral support until I completed this assignment.

I also express my gratitude to FC1 Smart Sdn Bhd for allowing me to undergo industrial training for 6 months. Thank you for the good and friendly service and the knowledge that has been given while I was there

Finally, I would like to thank those who were involved directly or otherwise in completing this task.

CHAPTER 1

1.0 STUDENT PROFILE

MOHAMAD DANIAL AKMAL BIN HANIM



PROFILE

Highly motivated, dedicated, and success-oriented individual focused on achieving overall objectives. Seeking new opportunities to expand my knowledge and skills through hands-on work experience.

EDUCATION

Sekolah Menengah Kebangsaan Seri Nibong	2014 - 2018
<ul style="list-style-type: none">• Sijil Pelajaran Malaysia (SPM)	
Universiti Teknologi Mara (UITM), Kedah	2019 - 2022
<ul style="list-style-type: none">• Diploma in Office Management and Technology	
Universiti Teknologi Mara (UITM), Bandaraya Melaka	2022 - 2024
<ul style="list-style-type: none">• Bachelor of Business Administration (HONS) International Business	

WORK EXPERIENCE

5 SEN SDN. BHD	Sep 2018 - Jan 2019
<ul style="list-style-type: none">• Store keeper• Cashier	
FC1 SMART SDN. BHD (INTERN)	Aug 2024 - Jan 2025
<ul style="list-style-type: none">• Administration• Sales• Marketing	

SKILLS

- Proficient in Microsoft Office applications (Word, PowerPoint, Excel)
- Effective communication skills
- Strong time management abilities
- Team-oriented with collaborative skills
- Eager to learn and embrace new challenges
- Adaptable and flexible in dynamic environments
- Excellent customer service skills

LANGUAGE

- Malay - Fluent
- English - Advance
- Mandarin - Intermediate

REFERENCE

- KHALILAH BINTI IBRAHIM @ TINIE (LECTURER)
- EMAIL : KHALILAH375@UITM.EDU.MY

CHAPTER 2

2.0 COMPANY'S PROFILE

2.1. COMPANY NAME, LOGO, LOCATION, BACKGROUND

- **COMPANY NAME**

FC1 Smart Sdn Bhd @ Foong Chi Mould Industries Sdn.Bhd

- **LOGO**

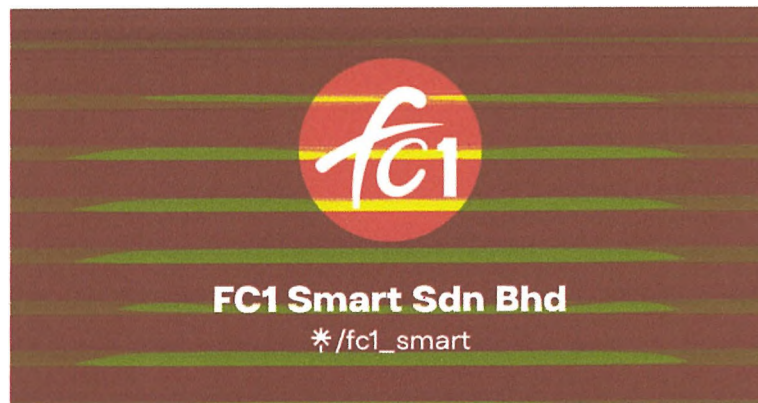


Figure 1: FC1 Smart Sdn Bhd logo

- **LOCATION**



Figure 2: FC1 Smart Sdn Bhd Building



Figure 3: FC1 Smart Sdn Bhd Location

- Plot 311, Persiaran Cassia Selatan 2 Kawasan Perindustrian Batu Kawan
14100 Simpang Ampat, Pulau Pinang

BACKGROUND

Foong Chi Mould Industries Sdn Bhd, also known as FC1 Smart Sdn Bhd, was founded in 1995 and has been the cornerstone of mould manufacturing in Malaysia's vibrant state, Penang. With its reputation for producing moulds with competence in plastic injection moulding and die casting for aluminum and zinc, FC1 Smart began as a tiny business has grown to become a major force in forming the mould industry.

Following over 15 years of unwavering dedication to the trade of workmanship, FC1 Smart has made a name for itself as a fierce and devoted rival in the modern tooling industry. FC1 Smart serve as an example of adaptability, inventiveness, and unwavering commitment to quality.

However, FC1 Smart's unique ability to swiftly and creatively adjust to shifting market conditions sets it apart from all of its rivals. The company has established long-lasting partnerships and achieved strong loyalty from its industry partners because of its emphasis on innovation and sensitivity to the evolving needs of its clients. The drivers of customer-centric innovation at FC1 Smart never stood out, whether they were serving international clients or local businesses.

In contrast, FC1 Smart is distinguished by its commitment to innovation, combining cutting-edge technology, and employing the newest, most sophisticated machinery to produce the highest-quality products. The company has adopted an environmentally friendly 3D Concept approach, aligning itself with global sustainability movements while maintaining its renowned accuracy and quality.

This forward-thinking mindset is equivalent to having a first-rate technical support system to ensure a smooth transition from idea to execution. FC1 Smart continues to expand its reach throughout the world, not just in Malaysia but also in Asia, the United Kingdom, and the Middle East, since it is committed to being the solution that can be relied upon and contributes to results.

FC1 Smart Sdn Bhd is more than just a producer; it is a constant force for excellence and innovation. Furthermore, FC1 Smart's goal has remained constant as it grows, turning ideas into reality, coming up with solutions to empower industries, and fostering trust around the world.

Every mould that FC1 Smart produces reflects its core values of flexibility, inventiveness, innovation, and unwavering dedication, encasing not only products but also people in a way that endures.

2.2 VISION, MISSION, OBJECTIVE & GOAL

VISION & MISSION



Figure 4: FC1 Smart Sdn Bhd Vision & Mission

OBJECTIVE & GOAL

- To our customers, we are prepared to deliver services that surpass all expectations. By consistently doing so, we strive to develop enduring relationships with customers who value and recognize our skills and capabilities.
- To our suppliers, we believe in forging a long-lasting partnership that would serve to benefit not only both parties but would also result in a broad range of innovative, value-added services for our customers.

2.3 ORGANIZATIONAL STRUCTURE

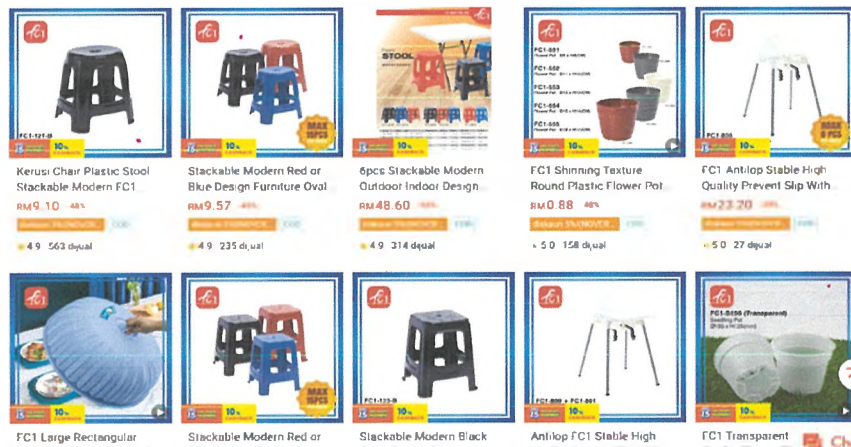


Figure 5: FC1 Smart Sdn Bhd Organizational Chart

2.4 COMPANY PRODUCT & SERVICES

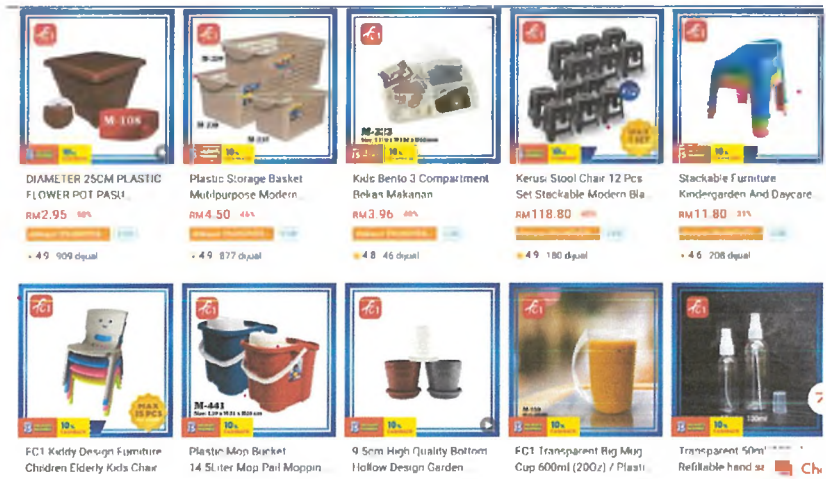


FC1 Smart Sdn Bhd is the largest and leading manufacturer of quality mould goods, offering a wide range of solutions for homes, businesses, and organizations. The combination of new design and high precision production enables FC1 Smart to produce consistent goods that meet current consumer expectations. Whether it's houseware, household or gardening supplies, their designs are aimed at making life easier and more convenient, with a strong emphasis on long-term and practicality.

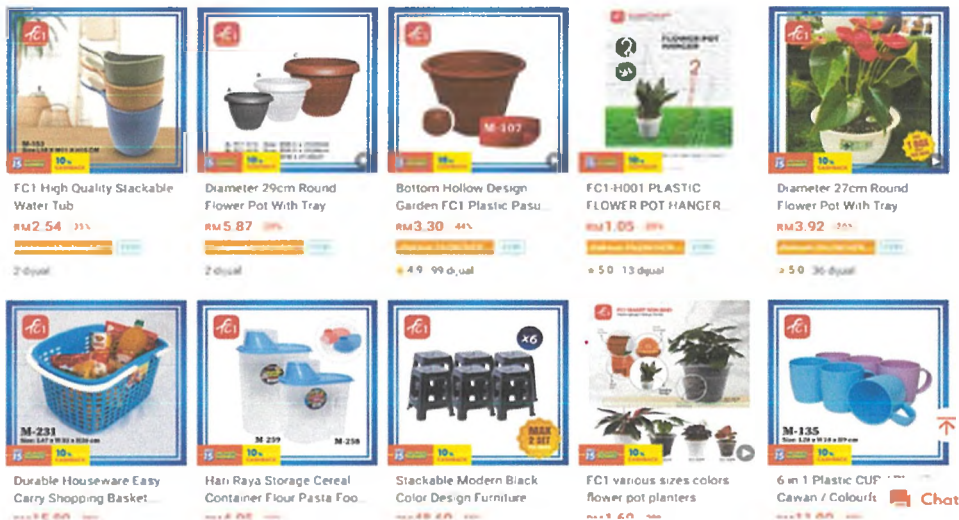


As one of its main products, FC1 Smart offers needed items to improve everyday life and convenience. For example, FC1 Smart produces a variety of houseware items that are necessary for everyday basic living, such as storage boxes, containers, and utility items that are both space-conscious and practical. Additionally, FC1 Smart produces a number of home daily items, such as tables, chairs, and racks, that are suitable for modern homes. In spite of this, FC1 Smart offers a variety of moulded gardening-related tools, including sturdy flower

pots, trays, and gardening tools for cultivating and maintaining plants and flowers. With an emphasis on durability and performance, FC1 Smart gardening solutions were created to be both aesthetically pleasing and resilient to outdoor conditions.



In response to the evolving digital landscape, FC1 Smart has made its products widely accessible through popular e-commerce platforms such as Shopee, Lazada, and Tiktok. This website allows customers to browse, purchase, and see products from the comfort of their own homes. By combining the market trend with the trend of maturity, FC1 Smart is able to provide convenience to a broad spectrum of clients, including large corporations, small business owners, and individual families.



As an alternative to e-commerce, FC1 Smart also uses bulky delivery shipments, particularly when it comes to the delivery of large items and massive amounts of orders. The products are transported to clients safely and effectively by truck with the highest care. This straightforward and reliable delivery method is designed to meet the current need for large purchases without sacrificing integrity or service, whether it is utilized for individual customers or to the advantage of particular sectors or businesses.

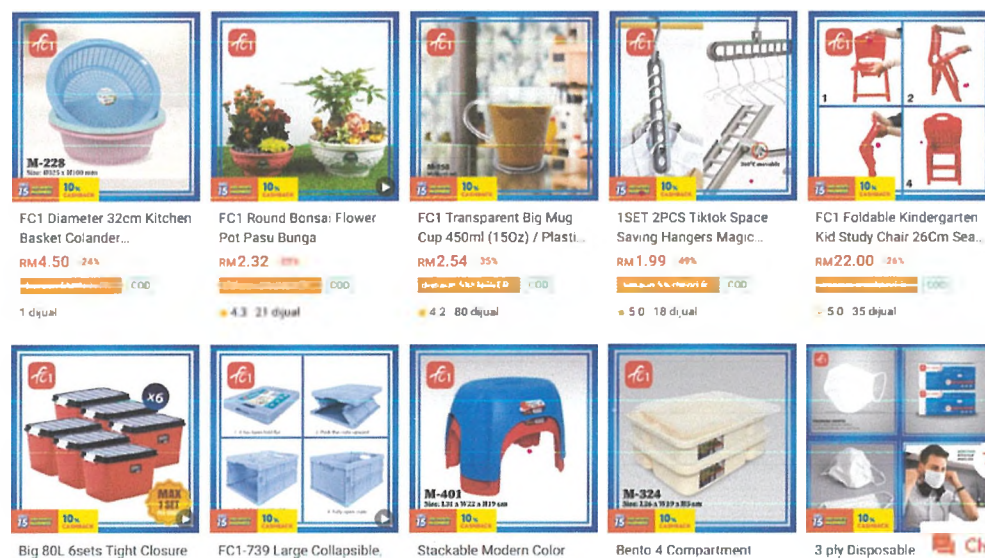


Figure 6,7,8,9,10: FC1 Smart Sdn Bhd products

By combining the newest e-commerce platforms with efficient logistics, FC1 helps close the gap between delivery and manufacturing. Their excellence, inventiveness, and client-centeredness. The products from FC1 Smart are the epitome of perfection. FC1 Smart continues to develop and inspire, shaping a better, simpler way of life for everyone, from enhancing home management to supporting gardening enthusiasts.

CHAPTER 3

3.0 TRAINING REFLECTION

3.1 DURATION: SPECIFIC DATE, WORKING DAY & TIME

During my 6 months internship at FC1 Smart Sdn Bhd, which spanned from 12 August 2024 until 24 January 2025. My working day is from Monday to Friday from 8:30 a.m. until 6:00 p.m.

3.2 DEPARTMENT, ROLES AND RESPONSIBILITIES, ASSIGNMENTS & TASK

3.2.1 ADMINISTRATIVE DEPARTMENT

During my industrial training, I interned as an administrative intern at FC1 Smart Sdn Bhd, where I took roles in the administration job scope area. I was responsible for overseeing office procedures, ensuring smooth day-to-day operations. This included maintaining correct records and supporting departmental communication to enable smooth working and teamwork with the rest of the team.

One of the tasks assigned to me in the Administration department is key in delivery orders (DO) in company SQL account to ensure accuracy in the sale of goods. My role in the administrative department also involved handling customer inquiries and resolving issues, which helped improve my problem-solving and interpersonal communication skills. These duties not only gave me a thorough understanding of administrative procedures but also equipped me to handle real-world work challenges. This practical experience was crucial in helping me to build the fundamental abilities required for a career in administration.

Beyond the core responsibilities, I also supported other departments where required. This showcases that I can easily adjust to changing work scenarios and contribute wherever necessary. My time at this department indeed was a learning curve for because it offer and introduced me to a comprehensive understanding of administrative workflows and the role that this department play in order to maintaining and sustain the efficiency and productivity of a company. This exposure not only enhanced my technical and professional abilities but also instilled in me a sense of accountability and confidence in managing real-world business challenges.

3.2.2 SALES & MARKETING DEPARTMENT

At FC1 Smart, I also had the opportunity to work in their sales and marketing department, which gave me a general overview of e-commerce operations, administrative work, and marketing planning. As one of my main tasks, I was responsible in handling e-commerce platforms such as Shopee, Lazada, and TikTok. For example, I am responsible for monitoring FC1 Smart platform performance, processing orders, managing customer inquiries, and also resolving issues such as cancellations, returns, and refund orders. Furthermore, I arranged logistics supplies to enable smooth shipment and summarized comprehensive monthly sales and also prepare sales reports to provide useful information for managerial decisions.

In the marketing department, I play an active role in enhancing the company's online presence and driving product sales. One of my key tasks is hosting and conducting TikTok live sessions to promote and sell products and interact directly with potential customers in real time. I also developed strategies to boost the number of the company's e-commerce platform followers like Shopee, Lazada, and TikTok focusing on growing the company's digital audience and increasing brand presence.

Additionally, I also involved in optimizing the company's e-commerce product. This included updating the product catalog by adding new items, refining existing descriptions, and removing outdated listings to ensure the online store remained current and appealing to customers. I also contributed to creative initiatives by assisting in product photoshoots and designing marketing materials, such as promotional banners and social media content, to strengthen brand awareness and attract new customers.

Through these efforts, I directly contributed to achieving and surpassing the company's monthly profit targets. By combining creative marketing techniques with strategic planning, I supported both individual and team goals, ensuring the success of the company's marketing campaigns and sales performance.

3.4 GAIN

This internship allowed me to have huge intrinsic benefits, such as acquiring the technical skills of e-commerce platform management, and marketing tools. I refined my analytical skills by comparing sales data and creating detailed reports and I also improved my communication skills through direct contact with customers and colleagues. My organization and time-management skills improved as I learned to juggle several tasks, prioritize due dates, and work in a rapidly paced profession. Those experiences increased my self-confidence and paved the way for more challenging work in my career.

On the extrinsic side, I was rewarded with financial allowance for RM 600 monthly that help mitigated my financial strain, so that I could dedicate full responsibility. The company gave allowances that can cover necessary costs like food and transportation.

From this internship, I have gained insightful looks into real-world business processes, allowing me to put my academic knowledge into practice and develop important skills like decision-making, teamwork, and flexibility. It was a life-changing event that equipped me for upcoming career obstacles, such as administrative complexity, hitting sales goals, or resolving marketing or business problems.

CHAPTER 4

4.0 SWOT ANALYSIS

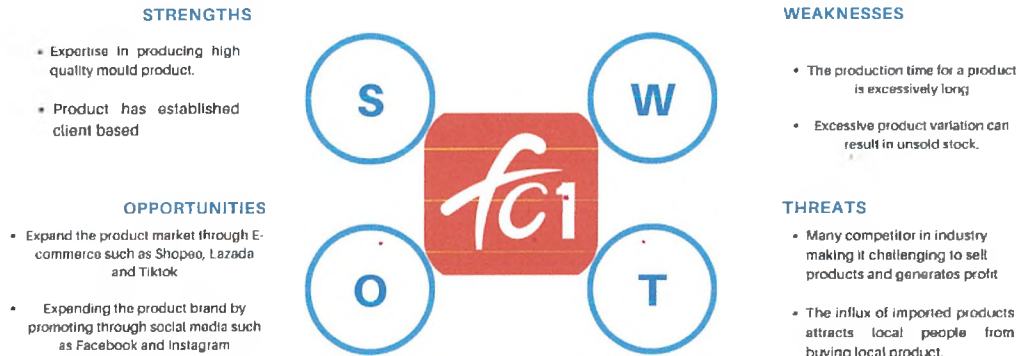


Figure 10: FC1 Smart Sdn Bhd SWOT analysis

4.1 STRENGTH

STRENGTH 1: Expertise In Producing High-Quality Mould Products.

In today's competitive market, the definition of quality has evolved significantly, particularly in the manufacturing sector. According to De Giovanni and Dematt (2005), the concept of quality today goes further than the traditional technical requirements and includes consumer expectations and preferences. This transformation requires manufacturers like FC1 Smart to embrace a consumer-focused quality mindset. They also claim, "quality is what consumers want" (Hauser and Clausing, 1988) which is reflective of a transformation to emphasizing what the consumer seeks.

During my internship at FC1 Smart, I came across some strengths of my company which helps it succeed in the mould product industry. As stated by Mr Ken, the operation manager of FC1 Smart, one of the FC1 Smart strongest points involves their dedication towards quality design/mould products, which are often widely demanded by consumers. According to Kotler and Armstrong (2018), product quality is the specific capacity of a product to show its

usefulness, including the time of the product, reliability, ease of use and repair, and other values. Moreover, the product is the most important thing that customers see after making a purchase, either goods or services to be enjoyed.

The foundation of FC1 Smart's operations is its unwavering dedication to quality. The company not only complies with stringent industry standards but also actively understands and integrates consumer preferences into its product offerings. This commitment is reflected in every aspect of its manufacturing process, from meticulous attention to detail to a strong emphasis on sustainable practices. Through continuous effort in maintaining and improving the quality of the product, FC1 Smart has established themselves as a certified and one of the best mould product manufacturers in Malaysia. In addition, FC1 Smart is also well-known for having a 5-star rating in Google, where it is ranked as one of the best suppliers of mould products in Penang and even Malaysia.

RECOMMENDATION

1. Quality Management Practices

For a recommendation, if FC1 Smart wants to sustain and expand its expertise in producing high-quality mould products, FC1 Smart must invest in its **quality management practices**. This include regular training and development programs for employees to stay updated with the latest quality standards and manufacturing techniques. These two practices were very essential aspects for quality management. If a culture of continuous improvement is emphasized, then the workforce will remain engaged and motivated toward maintaining the company's quality standards. Quality Management is a concept focused on improving all activities of the organization. It is a dynamic tool for managing and improving performance to gain a competitive advantage in terms of quality, productivity, customer satisfaction, and profitability (Kiselařková et al., 2020)

STRENGTH 2: Product Has Established Client-Based

FC1 Smart has also built a loyal and broad client base over the years, per Mr. Tamang, who has handled FC1 Smart product shipments and delivery to numerous locations in Malaysia for almost 12 years. It is supported by long-term connections with a diversified range of clients in industries such as automotive, consumer products, electronics etc. The company's ability to maintain these relationships is rooted in its commitment to quality, reliability, and customer service. Qomariah and Sari (2019) concluded that customer loyalty occurs when customers have a positive experience with a product or service.

For example, many clients have expressed satisfaction with the FC1 Smart mould products quality. This satisfaction has led to repeat orders and referrals, which are vital for business growth. Bellinda, Dolorosa, and Kurniati (2020) stated that customer satisfaction has a positive and significant effect on customer loyalty and the effort that must be spent to get customer loyalty can be through the high quality of products and services from the company" (Panjaitan, 2017)

With an established client base that consistently generates income, FC1 Smart is able to prepare for further developments and investments safely. A strong client based also enhances the company's standing in the marketplace by fostering credibility and trust. Possessing this trust might open up new business prospects for FC1 Smart because since potential clients are much more inclined to do business with company that has a proven success track record of success

RECOMMENDATION

1. Personalized Consumer Interaction

An established client base is vital for FC1 Smart business. FC1 Smart should follow some steps to maintain and build on this strength. Having a strong client base is not only a sign of the company's quality but an important asset for long-term success and sustainability. For instance, FC1 Smart should focus on **personalized consumer interaction**. The company can benefit from using some customer relationship management (CRM) systems that can be used to track client interactions and preferences, which will enable more personalized communication and services. This personalized approach can lead to considerable improvements in customer satisfaction, as customers feel recognized and understood, which,

in turn, it will boost satisfaction as well as loyalty. As stated by Rosalina, Qomariah, and Sari (2019) customer loyalty usually can be created when customers have a positive experience in getting a product or service which means in order to retain their loyalty, product quality and service must be maintained.

4.2 WEAKNESSES

WEAKNESS 1: The Production Time For A Product Is Excessively Long

One of FC1 Smart's main weaknesses is its long production time as stated by Mr Zul, the marketing executive that realizes sometimes FC1 Smart takes too much time to produce or launch a new product. He added there was time after a complete sample of the new product was created, FC1 Smart somehow requires a month to produce a new product after complete sampling. This happens because of problems like poor supply chain management and weak human resource strategies which make it challenging to deliver goods on time and meet market needs (Taufik, 2011). Production delays occur because of various factors such as insufficient raw materials, a co-ordination gap between the departments and the lack of communication with the suppliers. These problems reduce lead times and may compromise the quality of their service.

The consequences of these delays are serious. Extended production durations result in decreased customer satisfaction and loyalty, decreased sales, and weaken FC1 Smart position of the business in the market (Handfield, 2002). In an era where consumers have numerous options, the ability to deliver products swiftly is crucial. FC1 Smart's reputation and profitability can be adversely affected if customers feel that competitors can fill their orders faster and switch allegiance. Longer production times also result in higher operational costs due to the inefficient use of resources; rather than being effectively utilized in other areas of the organization, they are tied up in a lengthy production process.

SOLUTION

1. Implement Lean Manufacturing

As one of top mould product manufacturers in Malaysia, FC1 Smart must overcome this weakness. There are some strategic improvements that FC1 Smart should make in order to address this weakness and reduce its impact. First, FC1 Smart should **implement lean manufacturing** principles according to Nugroho et al (2021) to reduce waste from the production cycle. FC1 Smart can use value stream mapping to find non-value-added activities streamline its processes and importantly reduce lead times. Second, if an integrated digital procurement system is used, it can assist in increasing the efficiency of the procurement process (Nugroho et al. 2021). In addition, technology also played a major role in facilitating seamless operation, such as enhancing the timeline management of the negotiation process

through the creation of an e-negotiation system by using either WEB or other online applications (Nugroho et al. 2021). With a system like this, FC1 Smart would be able to automate much of its procurement process and avoid mistakes made by employees, ensure timely communication with suppliers, and minimize delays in the production process.

WEAKNESS 2: Excessive Product Variation Can Result In Unsold Stock

Excessive product variation is another weakness of FC1 Smart that sometimes causes many unsold inventories. This becomes a problem when the organization releases a wide array of products without a real understanding of what the market wants or what the customer needs. Failure to meet customer needs in product offerings results in low product sales and unconsumed products (Li et al., 2006). When customers don't find the products, with so many options, they tend to turn to competitors with a more curated product offering.

During my time at FC1 Smart, excessive product variation has caused issues with inventory turnover. Products or final goods, for example, may remain on warehouse shelves for an extended period. Mr. Tamang, the head of warehouse workers, stated that FC1 Smart has an excess of unsold stock because of the wide variety of product variations. He also mentioned that too many products have remained on warehouse shelves for an extended period after being produced. The longer a finished product sits in the warehouse, the higher the chance that it may lose its value (Hauck 2015). It has serious consequences for unsold inventory. First, it increases operating costs because the company must devote resources to storage, maintenance, and markdowns to shift surplus inventory (Iskandar, 2018). These additional costs might exceed the company's budget and reduce overall profit margins.

SOLUTION

1. Conduct Extensive Market Research and Analyze Sales Data

Efficient stock management ensures that customer and patient demands are met (Carroll 1998). FC1 Smart needs to take a more strategic approach to managing product variation to address this weakness. Part of this process is to do **extensive market research** to understand consumer preferences and demand before launching new products. This enables the organization to overcome this weakness by ensuring tighter efficiency around inventory management and lowering product variation and stock levels. Firstly, FC1 Smart should **analyze its sales data** to see which product is consistently underperforming. Discontinuing or consolidating these items will allow the company to streamline its inventory and concentrate on high-demand items. From identifying and modeling the existing inventory control processes used by the company, it was possible to identify a specific product that is widely stocked and not worth it (Oliveira, (D. F. S., & Leite, J. C. (2023).

4.3 OPPORTUNITY

OPPORTUNITY 1: Expand The Product Market Through E-Commerce Such As Shopee, Lazada And Tiktok

In today's digital age, FC1 Smart the opportunity to expand its product market on e-commerce platforms such as Shopee, Lazada, and TikTok. Expanding product markets through e-commerce channels (such as Shopee, Lazada, and TikTok) has become a must-do for success. The rise of e-commerce has transformed the way consumers shop, providing ease and a wide range of possibilities at their fingertips. On the other hand, Shopee and Lazada have become household names in the e-commerce space, and TikTok has emerged as a powerful social media platform that integrates shopping features directly into its user experience the blended nature of the two platforms gives FC1 Smart access to a broad range of users, allowing the inbreeding of new customers innovatively.

As per Mr Zul, FC1 Smart has also adopted and embedded this e-commerce model into its business roots to accommodate the modern-era landscape. For your information, more customers are now more likely to buy products online than in physical stores. Consequently, this has led to a growing number of e-commerce platforms, specifically tailored for grocery shopping, with BigBasket reporting a 53% increase in revenue in the financial year 2020-2021 (Kaur & Joshi, 2021)

Using e-commerce platforms could transform FC1 Smart's business. First and foremost, FC1 Smart's transition to e-commerce represents a significant opportunity and might be a game changer for the company. So, by expanding its marketing into the online domain, FC1 Smart will be able to reach a wide range of customers far beyond the perimeters of its retail stores. Reaching a larger audience is especially vital nowadays, as consumers look for simplicity and accessibility in their shopping experiences more than ever. Furthermore, the digital world allows FC1 Smart to engage with customers in ways that were previously unavailable, such as targeted online marketing and social media engagement.

RECOMMENDATION

1. Targeted Campaigns

An e-commerce platform is a vital part of any business that wants to thrive in the modern age. A few recommendations that can help FC1 Smart to take advantage of this opportunity. To begin with, FC1 Smart needs to come up with a more strategic approach to marketing on e-commerce platforms. This involves **executing targeted campaigns** that utilize the strength of marketing and user-generated content to establish credibility and amplify reach. Marketing content is essential to express an organization's value and help consumers decide to buy (Siti et al., 2019). In this context, FC1 Smart should focus on developing engaging and informative content that showcases its products and educates consumers about their benefits and applications. This allows the company to foster deep connections with its target audience, eventually enhancing conversion rates and customer loyalty.

OPPORTUNITY 2: Expanding the product brand by promoting through social media

As an intern at FC1 Smart, I have noticed a great opportunity for its product brand to grow by taking advantage of social media platforms (specifically Facebook and Instagram). In fact, consumers are using social media so much that they have become essential platforms for engaging with them in this modern era. As Facebook and Instagram have billions of users, FC1 Smart has a chance to build its brand not just in Malaysia, but also throughout the world. As per Mr. Ken, FC1 has already implemented this opportunity into their business core in order to expand the FC1 Smart brand locally and globally. Gupta and Sharma (2022) also mention that social media also plays a significant role in shaping consumer behavior within the e-commerce landscape. Many businesses or organizations are leveraging social media marketing to connect with their target customers, display their products, and announce sale offers/discounts

The influence of using social media for brand promotion or advertising is enormous. For example, FC1 Smart can use it to communicate with potential customers, allowing them to engage in real-time interaction and get prompt feedback. By better understanding its customers' demands, preferences, and interests, FC1 Smart may be able to enhance its marketing strategy and product offerings. Furthermore, visually appealing aspects of products can be effectively showcased on these platforms through images and videos, boosting customer attention and sales (Ashley & Tuten, 2015). To foster brand loyalty, FC1 Smart should provide user-generated content and testimonials to establish authenticity and trust.

RECOMMENDATION

1. Robust Social Media Marketing Strategy

As a key item to take advantage of this opportunity, I suggest FC1 Smart create a **robust social media marketing strategy** that is focused on regular content updates, interactive posts, and targeted advertising campaigns. The messages that FC1 Smart should focus on is on creating content that would be interesting and attractive to its target audience, for example, behind the scenes of product development, real-life customer stories, educational posts about the benefits of its products. Duygun et al. (2020), the study explores the effect of social media on e-commerce, with Instagram and Facebook being the most popular social media for e-commerce and influencer marketing as a successful method to promote products and services. Additionally, the use of advertising tools on Facebook and Instagram can help FC1

Smart increase its brand presence by allowing for targeting specific demographics so that ads are only shown to those who are most closely aligned with the products and services the company offers

2. Collaborate With Influencer

Secondly, **collaborating with influencers** presents a powerful strategy for FC1 Smart to excel in the competitive e-commerce landscape. As credible advocates, influencers bring their highly engaged audience to discover FC1 Smart's products, creating a sense of community and trust around the business. As noted by Cabeza-Ramírez et al (2022), when influencers promote a product or service, their followers typically view it as a credible referral from a peer or in-crowd. As FC1 Smart collaborates with influencers who align with the values of the brand and resonate with the target demographic, this dynamic is positioned to forge meaningful connections with the audience. Now, aside from this, collaboration also allows the brand to boost visibility and give access to audiences that are hard to reach with traditional marketing approaches. Influencer followers tend to be very enthusiastic as well as highly engaged, which increases the likelihood that the brand message will penetrate a focused and receptive audience (Lou and Yuan (2019).

4.4 THREAT

THREAT 1: Many Competitors In The Industry Making It Challenging To Sell Products And Generate Profit.

In business today, especially in FC1 Smart, there are a lot of competitors who could cause serious harm. The rising competition makes it more challenging to sell products and achieve profitability. As stated by Mr. Chee, the chief operating director of FC1 Smart, factors such as numerous same types of firms being in the same marketplace, their relative market shares, etc., have shaped the competitive landscape of FC1 Smart in Penang. As a result, price wars, lower market shares, and declining profit margins can occur as firms fight for customers in an overstuffed market.

After conducting a Google search, I realized that the company is highly competitive in the mould making industry because I found many manufacturers that provide the same products. This is to avail that of the cut-throat market, lots of players fight against each other for market share. Competitive pressures from rival firms will create a situation in which price becomes the driving determinant of consumer behavior, compelling FC1 Smart to lower its price in order to compete. If FC1 Smart does not have a strong corporate image as well as a unique value proposition that will make it stand out, it might lose customers to competitors that are making similar products at lower prices.

SOLUTION

1. Innovation And Differentiation

In a highly competitive market, businesses must find ways to stand out to achieve long-term success. Since avoiding competition is not feasible, **FC1 Smart must innovate and differentiate itself in a highly saturated market.** (Abbas et al., 2019; Crick and Crick, 2020). found out that "firms leveraging innovation and dynamic capabilities can improve their performance". FC1 Smart can become a competitive company among competitors by innovating its innovative business practices that would assist with increasing the company's efficiency and developing unique products/services that customers will wish to purchase.

2. Research & Development

Secondly, for FC1 Smart to develop products that really serve the needs of the customer, R&D investment is critical. Companies with valuable other resources, like dynamic capabilities, and entrepreneurial orientation with a more proactive, innovative, and risk-averse disposition, be more likely to survive through and beyond the economic crisis (Soininen et al., 2012; Abbasi et al., 2021a). Innovation will allow FC1 Smart to offer products that competitors may not offer, which will mitigate price competition. It increases profitability, enhances customer trust, and cements the company as a forward-thinking leader in the industry. Moreover, R&D unlocks emerging trends, allowing FC1 Smart to pivot swiftly and stay ahead of the curve in a rapidly changing environment. This approach instills long-term growth and resilience.

THREAT 2: The Influx Of Imported Products Attracts Local People From Buying Local Products.

The influx of imported products poses a significant threat to local businesses, particularly in terms of market competitiveness and consumer preference. When foreign products enter the market, they are usually accompanied by benefits such as lower prices, higher apparent quality, or greater brand recognition, attracting local consumers towards these imports rather than local goods. As a result, consumers will stop supporting local companies, and this is likely to inhibit the growth and sustainability of the local companies.

While I was working in the company, I observed a steady decline in demand for local products for the areas where imported products are massively promoted. As per Mr. Chee, he stated that imported products also sometimes affect FC1 Smart's business because of their big brand influence that makes their possession in the local market stronger than local products. An analysis of local sales also indicated that imported products attracted many local consumers, who tended to believe their quality or charm was better. As a result, this shift in consumer behavior can lead to a decline in sales for local companies, threatening their viability and growth.

SOLUTION

1. Strategic Alliances With Local Suppliers And Craftsmen

Speaking of the solution, I believe FC1 Smart should make **strategic alliances with local suppliers and craftsmen** against the threat of import goods. Working with local producers will also allow FC1 to further diversify product lines, streamline supply chains, and establish a positive story of community engagement and sustainable development. This can also become particularly useful when distinguishing local products from imports. FC1 will also be able to highlight its offerings' freshness, quality, and unique attributes through its supply sourcing from local suppliers. If FC1 provides mould products for manufacturing, it can be partnering with local material suppliers, in which case, the components used will be harder but depending on local market need, which can be a unique selling point for those consumers who are quality conscious. This corresponds with the increasing consumer movement toward supporting his local economies and sustainable practices

CONCLUSION

FC1 Smart Sdn Bhd is one of the businesses that are expanding rapidly in the mould manufacturing sector today. It distinguishes out for its quality and inventiveness. The organization's SWOT analysis offers a comprehensive view of its operational environment, including its strengths, weaknesses, opportunities and threats that affect strategic direction.

The key to FC1 Smart's success is its ability to provide premium mould products that regularly not only meet but also exceed customer expectations. With a portfolio of products ranging from basic household items to specialized gardening supplies, the company has been able to serve a diverse client base thanks to its quality, which has allowed it to gain a strong foothold in the market supply base. With such flexibility enables FC1 Smart to be more competitive with its target markets, and achieve a greater market share.

Nonetheless, the analysis also identifies key weaknesses, especially extremely long production times, that can stall a company's ability to react to market changes. The shortage-driven supply chain inefficiencies and communications breakdown can result in poor customer satisfaction and even market share loss. There are also weaknesses such as many product variations causing many stocks to be unsold and only to be on warehouse shelves for a long time. These two problems have been identified and proactive solutions that can help organizations have been proposed

There are plenty of chances for growth, especially in the areas of media interaction and digital and social marketing. FC1 Smart can showcase its new products, build lasting relationships with its clients, and win their loyalty with the support of these platforms. By collaborating with influencer and utilizing user-generated content, a firm may continue to increase its awareness and build a following of brand advocates that share its values.

However, there are too many risks associated with the competitive market. Being different is necessary to stay afloat in the face of the mould industry's influx of competitors. FC1 Smart must maintain innovation at all levels, including in high-tech product development and marketing, to secure its competitive existence.

In conclusion, FC1 Smart Sdn Bhd is at a critical juncture right now. The company is able to maintain its position as the industry leader in mould making by using its strengths, compensating for its flaws, taking advantage of emerging opportunities, and fighting with its threats. Quality, innovation, and strategic agility will be the cornerstones of its long-term success in the future. FC1 Smart will be able to thrive in a competitive market thanks to its clear vision and commitment to quality. Finally, during my six-month industrial training at FC1 Smart, I acquired a lot of new things and expanded my expertise. Especially in the areas of administration and sales marketing. I learned about the industry's process and how businesses operate in order to make profit and sustain in the market. The experience and skills that I gained at FC1 Smart will be used correctly throughout my career, and the memories I made during these six months will be cherished in my lifetime. I also hope that FC1 Smart will consider adopting the SWOT analysis that I created based on my observations during the industrial training there, as it will help FC1 Smart enhance the quality of their service and business, allowing them to be in business for a long time.

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APPENDICE



