



اَبُو سَيِّدِي تَكُونُ لِي مَنَارًا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka

**FACULTY OF BUSINESS MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS) IN MARKETING**

**INDUSTRIAL TRAINING REPORT (MGT 666)
MOZA AHMAD RESOURCES (FARM FRESH BATU PAHAT)**



**SUBMITTED BY:
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(2022949519)
(BA240 6A)**

**SUBMITTED TO:
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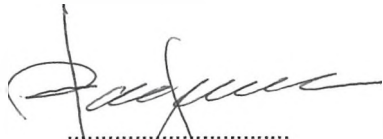
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Tajuk Laporan	INDUSTRIAL TRAINING REPORT	Nama Syarikat	MOZA AHMAD RESOURCES

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Yang Benar



.....
Nama Pegawai : Rahayuwana bt Ismail
Jawatan : Penfurus
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MOZA AHMAD RESOURCES

(JR0092652-U)

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86400 Parit Raja, Batu Pahar

Johor Darul Ta'zim

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Acknowledgement

I am deeply thankful to God for His boundless blessings and guidance, which have enabled me to successfully complete this report during my industrial training. I am sincerely grateful to my beloved parents for their constant encouragement, prayers, and unwavering support throughout my academic journey. Their wisdom and belief in my potential have been a source of strength and motivation, helping me persevere through challenges and fulfill my responsibilities as an industrial trainee.

I would like to extend my heartfelt appreciation to Moza Ahmad Resources, particularly to Puan Rahayuwana Binti Ismail, the Manager, and the entire team, for their generous support and invaluable guidance during my training period. Their dedication and willingness to share knowledge significantly contributed to my personal and professional growth, allowing me to complete this report effectively.

I am also deeply thankful to my industrial training advisor, Madam Intan Liana Binti Suhaime, for her insightful feedback, thoughtful advice, and continuous encouragement throughout the preparation of this report. Her expertise and guidance were vital in helping me refine my work and achieve my goals.

Finally, I would like to express my gratitude to my extended family for their love and understanding, and to my friends for their endless support, shared ideas, and uplifting words throughout this journey. I am also incredibly appreciative of the staff at Moza Ahmad Resources (Farm Fresh Batu Pahat) for their cooperation and assistance in providing valuable information and facilitating the completion of this report. This achievement would not have been possible without the collective efforts and support of everyone involved.

Executive Summary

I, Mohammad Arif Aiman Bin Abd Rashid (Student ID:2022949519), gained valuable experience during my 24-week industrial training at Farm Fresh Stockist Batu Pahat. This internship bridged the gap between my academic studies in business administration and the practical demands of the workplace. This report highlights the organization's profile, a SWOT analysis, discussions, and recommendations, while also documenting my personal journey.

Through interactions with clients and colleagues, I applied theoretical knowledge from university courses to real-world tasks, enhancing my communication skills and practical abilities. This hands-on experience underscored the importance of adaptability and lifelong learning in a professional setting.

The report provides an overview of Farm Fresh Stockist Batu Pahat's operations, explores challenges faced, and offers actionable recommendations to improve productivity and employee engagement. My internship experience has been instrumental in preparing me for a future career in business administration by emphasizing the critical roles of flexibility and continuous development.

1.0 Student Profile (Updated resume)

Mohammad Arif Aiman Bin Abd Rashid



OBJECTIVE

Highly motivated individual with a Bachelor of Business Administration (Hons) in Marketing at Universiti Teknologi MARA (UiTM) Bandaraya Melaka Campus. Equipped with strong leadership, communication, and problem-solving skills developed through academic projects and collaborations with diverse teams. Seeking an opportunity to join your organization, where I can utilize my marketing knowledge to contribute meaningfully to organizational success while further enhancing my professional skills and gaining valuable industry experience.

EDUCATION

Bachelor of Business Administration (Hons) Marketing
UiTM Campus Bandaraya Melaka

2022 - Present

- CGPA: 3.1 Dean's List: Sem 5

Diploma in Accountancy

UiTM Campus Segamat

2019 - 2021

- CGPA: 3.24 Dean's List: Sem 5 Muet: Band 4

Leadership/Extracurricular

- Protocol Bureau in Marketing Students Association Club
- Project leader for the social marketing campaign about Red Alert: The Period Project
- LINKEDIN: Your Gateway to Professional Activities Program at University level - Emcee
- Beach Cleaning Program - External Relations Committee
- Annual Grand Meeting - Food and Refreshment Committee
- Program Kursus Pengurusan Organisasi - Marketing Club Representative
- SULAM Project - Registration Committee
- Sukan Antara Program - Football and futsal (Represent Marketing Program)

ADDITIONAL SKILLS

- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint)
- Strong analytical skills with the ability to interpret data and draw insights
- Proficient in using MSB and Niagawan software for data management, inventory tracking, and financial analysis
- Proficient in creating visually appealing graphics and layouts using Canva
- Strong attention to detail and organizational skills

WORKING EXPERIENCE

Shopee Express

Record product, packaging, and order information on specified forms and records

Lazada Warehouse

Picking the item correctly, packing the item correctly, assist in any ad hoc task

Carwash

Engage the customer in a friendly conversation to introduce services and highlight current promotions or packages to drive sales.

RELEVANT COST

- Marketing research
- Channel Management
- Global Marketing
- Digital Marketing
- Business Analytics

Reference

Dr Nornajihah Binti Hasbullah
Senior Lecture
Uitm Bandaraya Melaka

2.0 Company Profile

Moza Ahmad Resources was established in 2017 to deal in sales and distribution for all Farm Fresh brand products. The company was founded by Mr. Mohammad Zamri bin Ahmad and his wife, Mrs. Rahayuwana binti Ismail, who initially began as Home Dealers operating from a shop lot. Over time, as their determination and development progressed accordingly, Moza Ahmad Resources became an officially recognized Farm Fresh Stockist by the headquarters in just six months from its opening. Registered under the Batu Pahat district, the company offers business opportunities to become a Farm Fresh HD, itself being a sole proprietorship owned and handled singly.

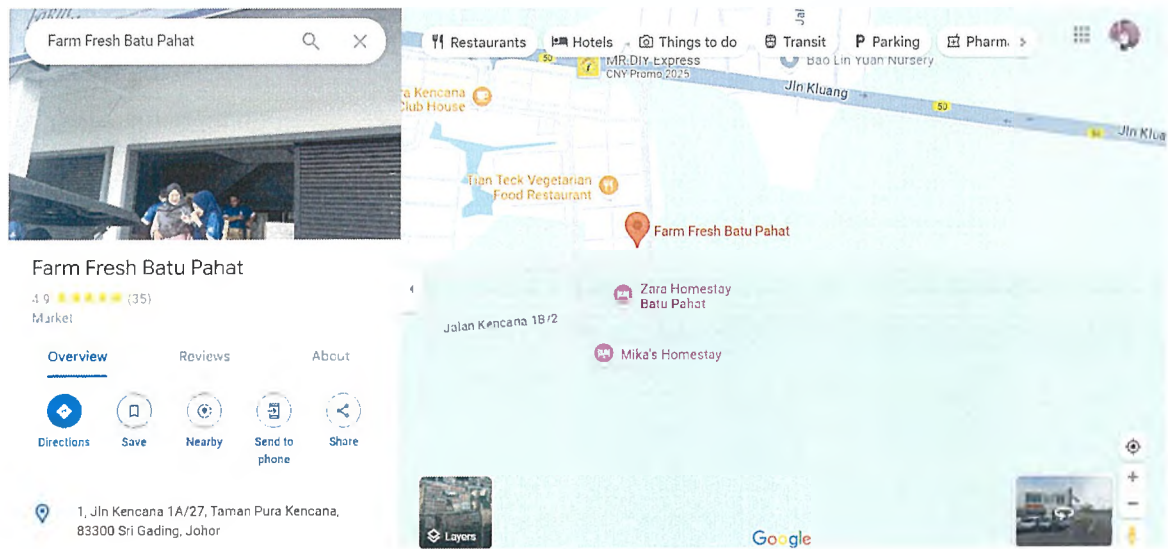
During its early days in 2018, it had eight members, all Farm Fresh HDs. They have since grown to over 30 people in 2023 whose individual incomes vary from RM1,000 to RM20,000. Some of these HDs also comprise working individuals and housewives looking for extra income.

In 2022, Moza Ahmad Resources expanded its role by being entrusted with the responsibility of distributing Farm Fresh products to all 99 Speed Mart branches in the specified areas, including Batu Pahat and Kluang. Speed Mart is one of the leading retail chains in Malaysia, offering convenient access to everyday essentials, ranging from dry goods to beverages and household items, strategically located in residential neighborhoods to serve local communities effectively.

This trust from Farm Fresh then led Moza Ahmad Resources to a more strategic two-storey shop in Pura Kencana, Batu Pahat. The new facility features a warehouse for stock management and a cold room dedicatedly used for fresh dairy product storage. The cold storage ensures freshness and quality in the milk and other dairy products of Farm Fresh, an essential part of this business.

Apart from that, Farm Fresh HQ was appointed Moza Ahmad Resources as a distributor for the School Milk Program (PSS) . For sure, it delivered supplies to 141 primary schools across Batu Pahat every day. Therefore, this enhances the importance of nutrition by adding high-quality and fresh Farm Fresh to students.

Location



Moza Ahmad Resources location



Moza Ahmad Resources's office and store

2.1 Company's Mission, Vision, Objective and Goal

Mission	To provide the highest quality, freshest dairy and plant-based products, ensuring the well-being of our customers, our animals, and the environment.
Vision	To be the leading provider of fresh, healthy, and sustainable dairy and plant-based products in Malaysia and beyond.
Objectives	To consistently deliver high-quality, nutritious, and delicious products that meet the evolving needs and preferences of our customers
Goal	To strengthen our brand image and reputation as a trusted and reliable provider of high-quality dairy products.

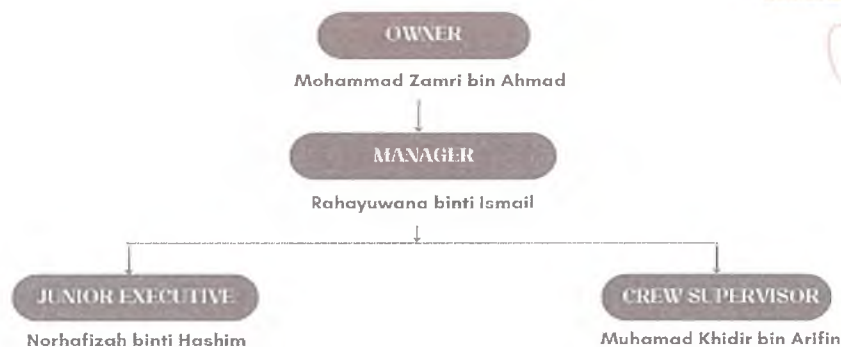
2.2 Company Information

Company Name	Moza Ahmad Resources
Registration No.	201803166198 (JR0092652-U)
Type of Business	Sole Proprietorship
Address	1, Jalan Kencana 1a/27 Taman Pura Kencana 83300 Sri Gading, Batu Pahat Johor
Email	farmfresh.batupahat@gmail.com
Social Media Platform	FACEBOOK : Farm Fresh Batu Pahat TIKTOK : farmfresh_bp

2.3 Organizational Chart

MOZA AHMAD RESOURCES
STOKIST FARM FRESH BATU PAHAT

Organization Chart



2.4 Product Offered

Farm Fresh has a wide range of products to cater to customer preference and different nutritional needs: Fresh Milk that is 100% natural, no preservatives added; Flavored Milk in chocolate, strawberry flavors, and the Choco Malt powder that can be ideal for children and adults alike. The requirements of growing children are met by Farm Fresh Grow, providing them with their ideal nutrients for wholesome development. It has a yogurt range that includes Yogurt Eat, a creamy and spoonable yogurt ready for snacking, while its Yogurt Drink has probiotics to help with digestion. Additionally, Farm Fresh will also target health-conscious consumers with its Plant-Based Milk-skus: almond milk and oat milk, both non-dairy and therefore lactose intolerance- and vegan-friendly. On the other hand, Farm Fresh introduces its new Hauz Cream in two mouth-watering flavors: Chocolate and Classic to indulge in for ice cream lovers.

CHILLED PRODUCT



UHT PRODUCT



CHOCOMALT POWDER



AIS CREAM FARM FRESH



FARM FRESH GROW POWDER

3.0 Training Reflection

Duration of Training (Dates, Working Days, and Hours)

The student has successfully completed approximately 24 weeks of internship training. The internship programme was conducted from August 12, 2024, to January 24, 2025. Prior to starting, Puan Rahayuwana, the manager, provided a comprehensive explanation of the job scope for the industrial training. Detailed instructions were given, including the requirement to work six days a week, with Saturdays designated as the only day off.

The working hours were structured as follows: 8:30 a.m. to 5:30 p.m. from Sunday to Thursday, and 8:30 a.m. to 12:30 p.m. on Fridays. As part of the training, Farm Fresh headquarters assigned me the responsibility of conducting the Milk Education Programme on a weekly basis. This programme is a core initiative of Farm Fresh headquarters to provide industrial training opportunities for university students. During the internship, one of my primary responsibilities was to execute the Milk Education Programme in kindergartens. The focus was on promoting Farm Fresh Grow-Up milk to children, with the aim of increasing awareness about the importance of milk consumption among kindergarten and school students.

Department, Responsibility, and Tasks.

Marketing

One of my important roles at work is marketing, which is a very crucial task and has often resulted in a tremendous increase in the sales of the company through online networks. My supervisor gave me the responsibility to manage the social media accounts of the company, including Instagram and Facebook, by updating them regularly with attractive posts and activities regarding events and programs. I also design pre- and post-event promotional posters, as well as product promotion posters, which are shared across both platforms.

I create creative video content in promoting the company's products through TikTok. I also took on the role of hosting the company's TikTok Live sessions, through which I can interact with our viewers to drive sales of the products offered by Farm Fresh. This role will help extend the reach and exposure of the company online and build deeper customer relationships.

Selling and Promoting

All trainees at Moza Ahmad Resources are tasked with promoting and selling Farm Fresh milk. A key strategy includes promoting and selling Farm Fresh milk in schools. Conducting programmes focused on Farm Fresh milk in kindergartens can significantly boost sales within school communities. Additionally, the organisation hosts milk-related activities for school students while simultaneously selling Farm Fresh milk. I have also participated in events like the Food Truck Road Tour, where I gained valuable experience in promoting Farm Fresh milk products to customers. These activities helped me develop the confidence and skills needed to effectively engage with customers.

Administration Task

During the first three months of my industrial training, I gained hands-on experience in managing business operations through various administrative tasks. My key responsibilities included handling stock inventories for events and the café, where I recorded product movement using Excel to keep stock levels accurate and up-to-date. I also organized and prepared stock for events, ensuring all items were correctly packed and ready for transport to avoid shortages. Additionally, I used Niagawan, a business management tool, to generate delivery order invoices for the customers. This involved processing customer orders, double-checking product details, and printing invoices accurately to ensure smooth transactions. These tasks honed my attention to detail and strengthened my organizational skills.

Later, for the next three months, the manager instructed me to sort the documents on invoices and credit notes from deliveries to every 99 Speedmart outlet. My responsibility was to sort these documents by date, document number, document type, and delivery outlet location. Sorting of documents is necessary since it needs to be dispatched to the headquarters for reference to our company. I was also supposed to ensure that those documents were not misplaced as they needed to be sent to headquarters every week for review purposes. Also, the manager assigned me to do the travel and delivery schedules of each 99 Speed Mart outlet.

Stock Management

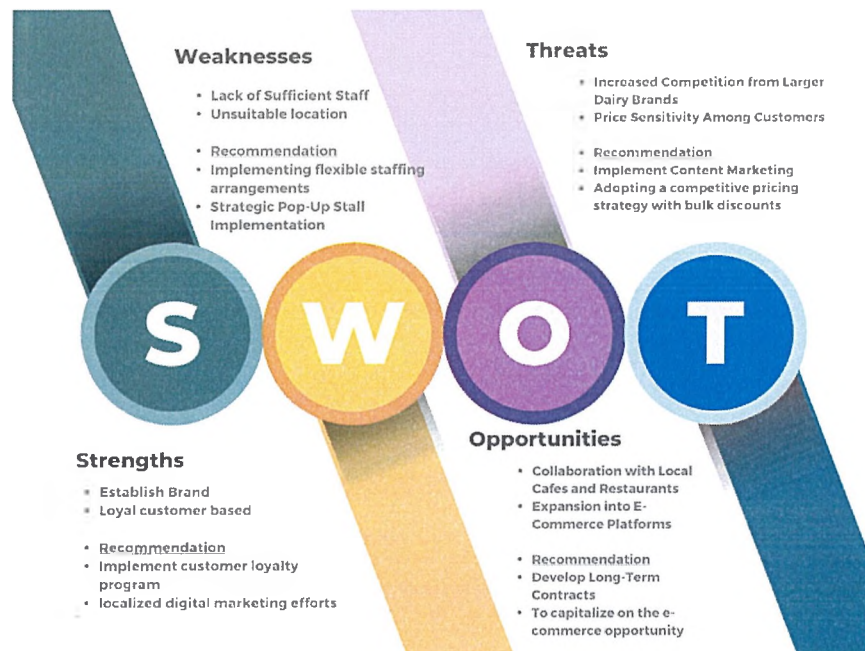
I was authorized to operate the company's vending machines at UTHM Parit Raja and UTHM Pagoh. This included a wide range of responsibilities that encompassed everything from choosing the types of products to be supplied in the machines and determining appropriate quantities to ensuring that the products remained in the best state. I was responsible for the arrangement of stocks in those vending machines every week by making sure that all items are properly arranged. This is in addition to having to check the expiration dates of the products and monitoring the balance of inventory that would always be deemed sufficient. Stock management experience has developed my organizational skills because it involves great tracking of different types of products, their quantities, and where they are placed. It also honed my attention to detail since proper stock levels, expiration dates, and the accuracy of inventory demanded a high level of precision and care.

Gains: Intrinsic and Extrinsic benefits

During my industrial training at Moza Ahmad Resources, I was fortunate enough to enjoy both intrinsic and extrinsic benefits that contributed greatly to my personal and professional growth. One of the key benefits was access to the company's WiFi, which allowed me to seamlessly complete administrative tasks and engage in marketing activities, giving me the tools I needed to stay productive. In addition, I was granted access to Canva Premium, which became a valuable asset for my design work. With this premium access, I was able to utilize advanced templates and a variety of design elements, allowing me to create high-quality posters and marketing materials that were both visually appealing and professional.

From a financial perspective, I received a monthly allowance of RM800, which helped cover some personal expenses. Moreover, Moza Ahmad Resources went above and beyond by offering additional allowances for food and fuel, especially when I was involved in external programs, like events held at schools and kindergartens. The company also shared profits from the sales of Farm Fresh milk during these events, providing an extra incentive and recognizing the contributions of trainees like myself who helped make these events a success.

4.0 SWOT ANALYSIS MOZA AHMAD RESOURCES (STOKIST FARM FRESH BATU PAHAT)



SWOT analysis is a powerful strategic tool that helps organizations assess their internal strengths and weaknesses alongside the external opportunities and threats they face. With a legacy of over 60 years, it remains an essential method for businesses to evaluate their environment and guide effective planning and management.

The primary purpose of SWOT analysis is to create strategies that leverage an organization's strengths to capitalize on opportunities while addressing weaknesses to mitigate potential threats. By examining these four key elements, businesses can better understand their operational landscape, make informed decisions, and set clear goals for future growth.

Moreover, SWOT analysis helps organizations identify opportunities and challenges in their environment, providing valuable insights for strategic planning and resource allocation. It also offers a structured way to analyze market competition, ensuring that business strategies are well-aligned with external factors to drive growth and profitability. (Taherdoost & Madanchian, 2021)

4.1 STRENGTH

4.1.1 Established Brand

As a distributor of Farm Fresh, Moza Ahmad Resources gets to enjoy the advantage of association with arguably Malaysia's most trusted and popular brand in the Dairy Product lines. Farm Fresh has succeeded in establishing its niche within the market through assurance of high-quality products without preservatives, locally sourced products which blend with the health-conscious consuming generation. This serves as a big advantage for Moza Ahmad Resources, being aligned with a strong brand identity from Farm Fresh, which will definitely assure recognition and trust among customers. Health-conscious consumers prefer Farm Fresh for their families and themselves.

Further, strong marketing on the part of Farm Fresh-for example, heavy advertising and influencer deals-raising consumer interest in the product, thus boosting sales, would ensure that Moza Ahmad Resources sees increased benefits as a result of this, further bolstering their brand reputation and desirability for products moving under their banner. With the established reputation of Farm Fresh, it was easy on which Moza Ahmad Resources could comfortably work its way through the competitive environment to sustain growth and relevance in the market.

4.1.2 Loyal Customer Base

The loyal and consistent customer base of Moza Ahmad Resources is another core strength for this company. Farm Fresh customers continue to patronize its products for their confidence in the quality and reliability of the brand. These satisfied customers become brand ambassadors, sharing their enthusiasm by spreading positive word-of-mouth experiences and recommending the products to family and friends. This organic advocacy not only spreads the reach of the brand but most importantly cements consumer trust resulting in steady and predictable sales.

Their loyalty will reduce the usual variability that a business faces, hence providing Moza Ahmad Resources with dependable revenue and demand conditions that are more predictable. It gives reason to customer satisfaction and good relations, thereby assuring that the customers remain active, adding continuously to the strength of the company.

4.1.3 Recommendation

Implement customer loyalty program

A loyalty program is a structured marketing strategy designed to encourage customers to continue purchasing from a business by offering rewards, discounts, or exclusive benefits. These programs aim to enhance customer retention, increase repeat purchases, and foster a deeper emotional connection between the brand and its customers (Alshurideh, Nicholson, & Xiao, 2020). Implementing a customer loyalty program is an effective strategy to strengthen relationships with your clientele and encourage repeat business. A well-designed program, like a tiered loyalty system, can reward customers for their purchases and create a sense of value and appreciation. For instance, Moza Ahmad Resources can organize loyalty programs that allow customers to earn points for every milk product they purchase. These points can be redeemed for rewards such as discounts, free products, or exclusive access to special deals. This not only motivates customers to make frequent purchases but also fosters a deeper emotional connection with the brand.

Adding a referral element to the program could further enhance its impact. Customers who recommend Moza Ahmad Resources to others could receive bonus points or discounts, while the new customers they refer could also benefit from an introductory reward. This creates a win-win situation, driving customer satisfaction and business growth simultaneously. To ensure convenience and engagement, the program could leverage a digital platform or mobile app. This tool would allow customers to easily track their points, access personalized offers based on their shopping habits, and learn more about the nutritional benefits of milk through curated content. By combining rewards, referrals, and digital interaction, Moza Ahmad Resources can build a loyal and enthusiastic customer base, ensuring consistent growth while establishing itself as a trusted local business.

Localized Digital Marketing Efforts

Localized digital marketing can be transformative for Moza Ahmad Resources; it will definitely enable the company to connect well with the community for business growth. This would also create campaigns that touch the very core of the audience by targeting the demographics of Batu Pahat and its surrounding areas. It uses the native language, referring to its cultural touch, solving community needs so that Moza Ahmad Resources can relate better with its customers for greater engagement and long-term loyalty. Through this local approach, Moza Ahmad Resources will be able to differentiate itself in the region. Whereas large competitors may never get around to handling the minute details that the locals concern themselves with, the company can apply acquaintance with the community in building an enduring and appealing brand presence. With a personal touch, Moza Ahmad Resources can claim a favorable positioning as a preferred distributor for fresh dairy products within this area.

This is indeed an excellent methodology of apportioning resources judiciously by digital marketing locally. Rather than investing in wider, less targeted campaigns, Moza Ahmad Resources can focus their efforts where it will have the most impact. With the help of geo-targeted social media ads, partnerships with local influencers like example invite influencers to visit their store and share their experiences on social media, thereby increasing visibility and credibility within the local community, and community-oriented promotions, each marketing expense is stretched to achieve the highest return on investment. Beyond just driving sales, engaging the local community digitally will develop more personal relationships and enhance brand loyalty. Through regional event participation, the support of local causes, and the creation of content that showcases its involvement in community activities, Moza Ahmad Resources is able to generate trust and goodwill within its audience. This sense of connection and shared purpose strengthens their position as a valued member of the community and lays the foundation for continued growth and success. (Nipa & Chowdhury, 2024)

4.2 WEAKNESS

4.2.1 Lack of Manpower

A lack of manpower, especially in a very important position such as a storekeeper, could lead to an atrophy in operations at Moza Ahmad Resources (Stokist Farm Fresh Batu Pahat). Too few workers could mean delays in the inventory management of products, which means some delay time in receiving, storing, and dispatching products. For instance, when the storekeeper position becomes understaffed, the processing of incoming stock may be delayed, thereby leading to stockouts of popular items like fresh produce. This will disrupt not only the supply chain but also customer satisfaction because customers find their preferred products unavailable. Also, remaining employees may have to carry extra workloads, which may possibly result in stress and eventual burnout. This further lowers productivity and morale. In addition, slower customer service can impact the end on customer satisfaction.

In addition, a shortage of staff can result in errors in inventory management and order fulfillment. For instance, if the storekeeper is overwhelmed, he may miscount the inventory or incorrectly fulfill orders, leading to financial losses and damage to the company's reputation. This situation can also limit the business's ability to grow, as there may not be enough manpower to explore new opportunities or improve existing processes. (Muchtar, Maulidizen, & Winanto, 2022)

4.2.2 Unsuitable Location

Moza Ahmad Resources is located in Pura Kencana, situated at the back of the building and hidden from the main road. This location, while peaceful, poses a significant challenge in terms of visibility and accessibility for customers. The recent relocation of the shop has only compounded the issue, as many loyal Batu Pahat customers are still unaware of the exact whereabouts of the stockist. This lack of visibility reduces the shop's ability to attract walk-in customers, which is often a key driver for local businesses.

Adding to the challenge is the abundance of vacant shops in the vicinity. The empty units create a sense of inactivity, which could discourage potential customers from exploring the area. For a business like Moza Ahmad Resources, this perception of inactivity can be damaging, as it diminishes the appeal of the location and may even lead customers to assume that the shop is no longer in operation. The remote and inconspicuous nature of the location not only limits foot traffic but also weakens the shop's ability to compete with other businesses in more prominent or accessible areas. In business, accessibility and visibility are critical factors for success, as they directly influence customer reach and engagement. Without a strong presence, even the best products and services can struggle to gain traction.

4.2.3 Recommendation

Implementing flexible staffing arrangements

It is essential for Moza Ahmad to overcome the short-term manpower shortage by ensuring flexible staffing arrangements, including temporary workers. This allows making adjustments to rapidly meet variations in demand driven by seasonal peaks, projects, or unforeseen employee absences. By utilizing temporary staffing solutions, Moza can efficiently fill critical roles without the long-term obligations that come with permanent hires. This approach helps the business save on costs related to benefits, extensive training, and potential severance packages, while still maintaining the flexibility to address immediate staffing needs. Temporary staffing ensures the business can stay agile and responsive, especially during peak periods or when specialized expertise is required. This flexibility not only provides an immediate adjustment in workforce needs but also enables Moza to plug into a diverse pool of talent with specialized skills, which will be suited to meet the demand for specific projects. In addition, temporary workers can help enhance operational efficiency by enabling Moza to maintain productivity during busy periods without the risk of overstaffing during slow periods. Overall, this enables Moza to optimize labor costs and ensure his business is responsive and competitive in a dynamic market environment. (Mas & Pallais, 2020)

Strategic Pop-Up Stall Implementation

In other words, detailed location analysis is to be done; locations with higher footfall should be targeted to appeal precisely to the desired customer profile. Locating the right places for the pop-up stalls should be done by considering the nature of local customers, demographics, and competitors. This allows Moza to increase the number of potential customers captured by choosing locations wisely and increasing awareness and interaction greatly. Besides, it will be important to create an engaging and interactive pop-up stall experience. This can be done by providing samples of the products, live demonstrations, or interactive displays that show customers why their fresh products are a better choice. This kind of experiential marketing can capture the attention of passersby and create a long-lasting relationship with the brand. Moza should really work on a strong post-pop-up marketing strategy after the event to maintain the interest of the customers for revisits.

This can be done through focused emails of thanks for visiting, showing the event highlights, and giving exclusive discounts for future purchases. Other great ways to build a community of people chomping at the bit for the brand include sharing photos and testimonials of the pop-up on social media platforms. Rosenbaum, Lear-Edwards, & Contreras Ramirez, 2020. Moreover, the pop-up stalls that are strategically placed can be used to increase awareness and promote sales for Moza Ahmad Resources, which is not as visible within Pura Kencana. These stalls will also allow for direct sales of Farm Fresh milk to customers to bring in direct revenue while also promoting the main location of the stockist. The pop-up stalls can show the Pura Kencana shop to customers through flyers or qr code maps that will take them to the main location and thus increase general visibility.

4.3 OPPORTUNITY

4.3.1 Collaboration with Local Cafes and Restaurants

Presently, it can be viewed that an increasing number of cafes are being opened in Batu Pahat, and most of them have been offering coffee and desserts mixed with high-quality milk to make the beverage and food preparations. This situation will provide a good opportunity for Moza Ahmad Resources to position itself as a reliable supplier of Farm Fresh dairy products.

This partnership with local cafes and restaurants can provide a good avenue for Moza Ahmad Resources to increase bulk sales and create regular streams of income. The trend today is for more and more customers to look for freshness, quality, and locally sourced ingredients. Most cafes and restaurants would want only the best dairy products to create a perfect, rich, and creamy latte, cheesecakes, or other desserts, or to try some new yogurt-based recipes.

By positioning itself as a trustworthy supplier of Farm Fresh products, Moza Ahmad Resources can take advantage of this demand and further develop mutually advantageous relationships with local food and beverage businesses. This not only allows an increase in the volume of sales but also gives strength to the brand in the community for building up trust and loyalty among the local consumers.

4.3.2 Expansion into E-Commerce Platforms

Other avenues of growth in the business of Moza Ahmad Resources include increasing online shopping through the integration of e-commerce websites. As more and more consumers appreciate convenience in buying, even on staple products such as dairy, an online sales channel will give the business access to more consumers. Collaboration with established platforms like Shopee or Lazada, or even creating a dedicated online store, can further expand the potential for accessibility and attract tech-savvy customers. E-commerce operations can be run 24/7, allowing customers to shop at any time. E-commerce enables even small businesses to compete confidently in the market by reaching wider audiences and ensuring high quality and diverse product offerings (Zulkarnain, 2023). Currently, Moza Ahmad Resources does not maximize the potential of Shopee or any similar platforms to expand their reach and capture more of the emerging online customer base.

Without a strong e-commerce strategy, the business risks missing valuable opportunities to simplify operations and meet the needs of today's consumers, who increasingly prefer the convenience of shopping online. The shift to e-commerce also allows such convenience for customers, streamlines operations, and positions Moza Ahmad Resources as one that can meet modern consumer preferences.

4.3.3 Recommendation

Develop Long-Term Contracts

Moza Ahmad Resources should strategically consider establishing long-term agreements with home dealers and cafes to create a framework of stability and predictability that benefits both parties. These contracts can be designed to include essential provisions such as minimum purchase quantities and exclusive distribution rights (Svensson, Ferro-Soto, Padin, & Otero-Neira, 2023). By doing so, Moza Ahmad Resources and its partners will be in a better position to undertake proper planning and resource allocation-a prerequisite for the success of their business operation. In fact, setting up such long-term contracts serves as a channel to bring commitment and loyalty between parties, thereby ensuring a degree of dependability upon one another through the supply chains. This will be a way of developing better relationships whereby both parties are likely to invest in the partnership when they are aware of what is expected from each other.

For example, Moza Ahmad Resources can enter into an agreement with a local cafe on the basis of a minimum purchase quantity per month, say 30 cartons of milk at a fixed price. In this way, the cafe will have a regular supply of milk for its beverages and food items, which is very important to retain customer satisfaction and operational continuity. In return, it would guarantee Moza Ahmad Resources a stable volume of sales that would facilitate more accurate financial projections and control of inventory. Still, the company could expand its market coverage by giving a home dealer the exclusive supply rights within a given geographic area, say a radius of 10 kilometers. A home dealer with this kind of deal would be the only one allowed to sell Farm Fresh milk products within the area. The home dealer would be committed to promoting and selling a certain volume every month in return. This exclusivity would also not only incentivize the home dealer to invest more in marketing and sales but also help the two parties to build a good market presence. This can be attained through close collaboration whereby the combined strengths will yield higher market shares and eventually translate into better sales and profitability for both Moza Ahmad Resources and its partners.

To capitalize on the e-commerce opportunity

The huge user base and immense traffic signify Shopee as a must-have for every business looking to expand its marketplace. According to the study, Shopee is leading the e-commerce sector in Malaysia in terms of traffic, which explains its popularity among consumers. This amount of exposure allows businesses to reach a big audience and locate for better conversions. It also enumerates from this research that Shopee is in the lead because of superior product offerings and high customer satisfaction, thus increasingly gaining consumer feedback, which makes it a very attractive marketplace for any business. With the massive reach of customers, businesses can increase their market penetration to ensure growth in the competitive e-commerce space. (Lim, Yeo, Hardave, & Singh, 2021). With the sale on Shopee, Moza Ahmad Resources stands a better chance of maximizing services inherent on their website. This includes offering flash sales promotions, running ads campaigns targeting wider audiences through appropriate demography. The platform's mobile app offers a significant advantage by aligning with the growing trend of mobile shopping. It provides customers with the convenience of browsing and purchasing fresh milk directly from their smartphones, anytime and anywhere. This seamless experience not only saves time but also makes shopping more accessible, catering to the modern customer's preference for on-the-go solutions.

Payment variety and secure processes of transaction through Shopee would also encourage customers to re-purchase with increased trust in such retailers. Logistics support integrated into the shipping solutions within the platform eases up the delivery process in order for the fresh milk to reach the customer at an appropriate time in good condition. The community-related features on Shopee will foster an environment of engagement with the customers where reviews and ratings by customers improve brand credibility. Customer service and satisfaction can be improved by being more active in servicing customers through Shopee's chat function, answering questions, and so on. Overall, leveraging Shopee will not only provide a cost-effective way to enter the e-commerce space but also position Moza Ahmad Resources to capitalize on the growing demand for online grocery shopping, driving sales and brand loyalty. (Rosário & Raimundo, 2021)

4.4 THREAT

4.4.1 Increased Competition from Larger Dairy Brands

As a Farm Fresh stockist, Moza Ahmad Resources faces the growing threat of increased competition from larger dairy brands in Malaysia, such as Dutch Lady, Nestlé, and Fernleaf, which have established customer bases and greater financial resources for aggressive marketing campaigns. These brands have wider product variety, stronger distribution networks, and brand loyalty among consumers. Their ability to offer attractive pricing, promotional packages, and new product launches could attract Moza Ahmad Resources' existing customers, especially cafes and home dealers, to switch suppliers.

Additionally, these brands benefit from strong partnerships with major retailers like Tesco, Aeon, and Lotus's, which increases their visibility and accessibility to consumers. Their heavy investments in digital marketing, including campaigns on Shopee, Lazada, and social media, further amplify their presence, potentially overshadowing smaller stockists like Moza Ahmad Resources. The competition becomes even fiercer if these brands adopt direct-to-consumer (D2C) delivery models or establish exclusive collaborations with cafes, which could diminish the role of local stockists. As a result, Moza Ahmad Resources must navigate these challenges by leveraging its strengths, building strong customer relationships, and exploring innovative ways to differentiate itself in a highly competitive market.

4.4.2 Price Sensitivity Among Customers

Price sensitivity is a threat to Moza Ahmad Resources due to the diversity of its customer base, ranging from home dealers and cafes to walk-in customers. In Batu Pahat, many consumers are facing economic pressures that make them cautious about their spending. Home dealers, who buy in bulk for resale, are very sensitive to price because their profit margins depend on the cost at which they purchase products. These dealers would definitely switch over to cheap alternatives if Farm Fresh milk is priced beyond their purchase capacity. These cafes are looking for cost-effective solutions, and since consistency in quality and supply remains vital for the business operation of cafes, non-viable prices of Farm Fresh products could ensure a flight to more valuable brands of milk. The walk-in customers decide on the basis of the price factor and may opt for the reasonably priced local brands or supermarket alternatives. Hence, Moza Ahmad Resources will not only lose the market shares to the local suppliers but also to other milk brands which would eventually dent their sales volume and profitability negatively.

4.4.3 Recommendation

Implement Content Marketing

Social media content marketing will help businesses like Moza Ahmad Resources (Stokist Farm Fresh Batu Pahat) to improve brand awareness and influence consumer purchase decisions. The study shows that social media content marketing has a moderate positive significant relationship with consumer purchase decisions, which means effective content can persuade consumers to make purchases (Ansari, Ansari, Ghori, & Kazi, 2019). Moza Ahmad Resources can create graphical posts of its fresh farm produce. This is in the sense that high definition images or short videos of its production procedures taken up at the field or during value addition, will engage the target audience and capture its attention. "A healthy content will help the brand in delivering better and will assist brands in engaging audiences in the brand activities".

Encouragement for customers to post taken experiences with the products gives a real powerhouse. For example, they run a campaign where a customer can easily post on their online platform meal photos made using Farm Fresh products with a custom hashtag. This further develops the perspective that "User-generated content helps in building virtual communities for the brand which eventually enhances the brand image. Moza Ahmad Resources can create polls or quizzes related to their products on social media. An interactive approach would engage consumers to think about their buying decisions. The study depicts that "Brands must use different tactics to keep their target audiences engaged in brand activities through post updates".

Adopting a competitive pricing strategy with bulk discounts

Implementing a competitive pricing strategy with bulk discounts can be a game-changer for businesses like Moza Ahmad Resources. By offering value-driven incentives, the business can attract and retain a diverse range of customers. For example, cafes could benefit from bulk purchase deals such as, *"Buy 20 cartons of Farm Fresh Milk and enjoy a 5% discount."* This not only helps cafes lower their cost per unit but also ensures they have a reliable supply of milk for their daily operations. Such offers create a win-win situation: customers save money, while Moza Ahmad Resources strengthens its position as a preferred supplier. This approach encourages repeat purchases, fosters long-term business relationships, and drives higher sales volumes, ultimately building customer loyalty and solidifying the company's presence in the market.

For walk-in customers, Moza Ahmad Resources can implement combo deals, such as "Buy 5 bottles of fresh milk and get RM3 off the total price." This type of promotion encourages larger purchases, appealing to families or individuals who consume milk regularly. The savings, though modest, create a sense of value for customers, increasing the likelihood of repeat purchases. These strategies not only cater to different customer segments but also enhance the company's competitive edge in the local market. Consumers view volume discounts as a means to save money, which enhances their likelihood of making a purchase. This perception of financial savings comes from the rebates or extra products provided through these discounts. (Iranmanesh, Jayaraman, Zailani, & Ghadiri, 2017)

CONCLUSION

Over the course of my 24-week internship as a Brand and Marketing Intern, I gained valuable professional experience, building confidence and exploring career opportunities in business and marketing. I contributed to impactful marketing initiatives, such as creating campaigns and content that strengthened brand engagement while aligning with organizational goals.

In addition, I handled administrative responsibilities like stock management and invoicing at Speedmart, which enhanced my organizational and problem-solving abilities. Regular interactions with colleagues and supervisors improved my communication and teamwork skills, while the emphasis on meeting deadlines helped me refine my time management.

This internship bridged the gap between theory and practice, allowing me to apply my marketing knowledge to real-world scenarios. The experience deepened my understanding of the industry and strengthened my readiness for future challenges, marking a significant step in my personal and professional growth.

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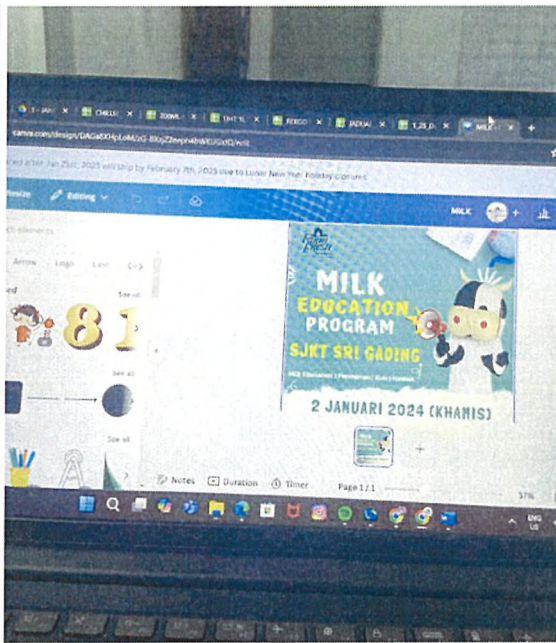
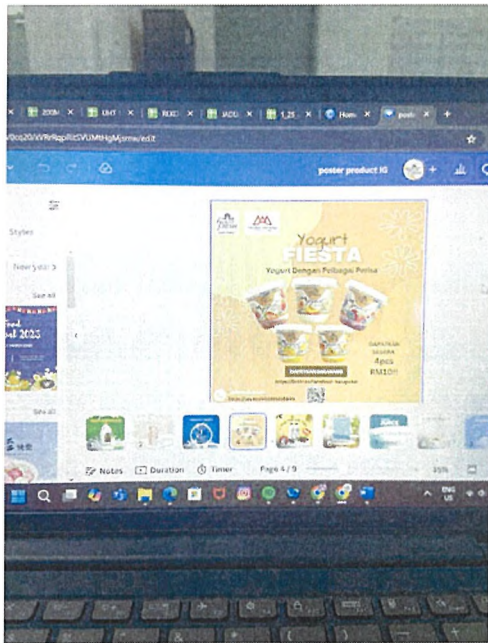
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APPENDICE



Handle Milk Education Program





Creating poster for company Instagram

