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TEKNOLOGI  
MARA

Cawangan Melaka  
Kampus Bandaraya Melaka

**FACULTY OF BUSINESS AND MANAGEMENT**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING**

**MGT666 INTERNSHIP**

HERBLISS (M) SDN BHD @ SIHATE

**HERBLISS (M) SDN BHD @ SIHATE**

**12 AUGUST 2024 – 24 JANUARY 2025**

**PREPARED BY**

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**PREPARED FOR:**

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**DATE OF SUBMISSION:**

**24 JANUARY 2025**

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ABDUL RAHMAN HAKIM  
BIN ABDUL HADI  
HERBLISS SDN BHD  
BUSINESS EXECUTIVE  
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## **EXECUTIVE SUMMARY**

The student's 24 weeks or six-month training at Herblis (M) Sdn Bhd @ Sihate that are experts in selling high-quality natural organic products for health and wellness. The company was founded in 2017 and is focused on supplying healthy foods that can give a lot of benefits to the consumers. Despite this, the study highlights the company's main organization's structure, vision, mission and goals. During the internship period, the student worked in the creative and marketing department that covered digital marketing, promotional strategies, graphic design and other scopes. The skills and abilities can be obtained in attending the training sessions, managing the duties, problem solving that are spotlighted in the remarks of intern. This internship offered precious experience and useful skills in management, creative thinking and many more.

## TABLE OF CONTENT

CONTENT	PAGE
EXECUTIVE SUMMARY	3
ACKNOWLEDGEMENT	4
1.0 STUDENT'S PROFILE	5
2.0 COMPANY'S PROFILE	6-8
3.0 TRAINING'S REFLECTION 3.1 SOCIAL MEDIA MANAGEMENT 3.2 PREPARE PROMOTIONAL CONTENT 3.3 PARTICIPATION IN TRAINING SESSIONS	9-13
4.0 SWOT ANALYSIS 4.1 STRENGTHS 4.2 WEAKNESSES 4.3 OPPORTUNITIES 4.4 THREATS	14-30
5.0 CONCLUSION	31
REFERENCES	32-34
APPENDICES	35-36

## **ACKNOWLEDGEMENT**

Firstly, I would like to express my deepest gratitude from my heart to Herbliss (M) Sdn Bhd @ Sihate, for providing me with the precious opportunity and chances to do my industrial training as a creative and marketing intern. This valuable experience has significantly enhanced my knowledge and skills in the realms of field marketing, digital marketing, graphic design, social media management and many others. I am very thankful for the chance that I was given to learn and grow within this visionary company.

I would also like to thank my supervisor from the company, Mr. Abdul Rahman Hakimi, whose always give support, valuable guidance, and positive learning environment have been helpful in my internship journey alongside with the other employees such as Aisyah, Syamimi Atiqah and others that are in same team. Their insightful feedback and knowledge imparted to me have been of great help in my professional growth.

I am also thankful to my advisor, Madam Intan Liana Binti Suhaime for spares me her time and advice throughout completing my industrial training. It was good of her to help, and I appreciate her being so keen about helping me to shine.

Lastly, I want to extend my gratitude to family, friends, and my mentors for supporting me every step of the way. Their belief has anchored me to finish my industrial training while getting real-life working experience under company. I thank once more all of those who strive to give a meaning to my life in this internship.

## 1.0 STUDENT'S PROFILE



# MOHAMAD ZARIF IKRAM BIN MOHAMAD ZAHIDAN

MARKETING GRADUATE

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### ABOUT ME

Recent graduate with a Bachelor of Business Administration (Hons) Marketing. Skilled in promotion strategies, graphic design, video editing, social media management, and effective communication. Always ready, eager to contribute and create the impact on the organisation by leveraging all of the skills and dynamic thinking teams to the next level

### EXPERIENCE

- Herbliss (M) Sdn Bhd @ Sihate (Internship)  
August 2024-January 2025
  - Learned priceless knowledge about pure and organic food supplements and gained experience in professional working.
  - Successful handle various type of works such as promotion, video editing, graphic design, etc.

### EXTRA CURRICULARS

Vice Head Project "Wasteless Future" Social Marketing Campaign

APRIL - JUNE 2024

- Contribute significantly to the campaign's administration and leadership by backing the Head of Project's initiatives, taking part in important decision-making procedures, and offering insightful criticism.

Tribunal Kepimpinan Mahasiswa UiTM Terengganu Kampus  
Dungun  
( Head Multimedia )

2020-2021

- Lead and coordinate the multimedia team, assigning tasks based on skills and availability.
- Develop a comprehensive multimedia content strategy that aligns with association.

### SKILLS

- Microsoft Office
- Canva
- Capcut
- Time Management
- Effective Communication
- Critical Thinking
- Social Media Management

### LANGUAGES

- Malay (Native)
- English (Proficient)

## **2.0 COMPANY'S PROFILE**

Herbliss Sdn. Bhd. (Herbliss) is a company that established in 2017 at Kota Bharu, Kelantan. This company specializes in producing and selling high-quality natural organic products for health and wellness which means there is no additional chemical ingredients and additional colouring inside the products. Herbliss owns and manages the Sihaté brand. The company's headquarters are located at No 2931, Tingkat Bawah B Wisma AZCO, Jalan Sultan Yahya Petra, Kubang Kerian, 16150 Kota Bharu, Kelantan. Meanwhile, their physical store was located at Pasir Tumbuh, Kota Bharu, Kelantan around. Besides that, there is a separate office for the Creative Team where I am doing my industrial training, which is located at Lot 2596, Lorong Al-Qari, 16150 Kota Bharu, Kelantan. Sihaté brand, aims to promote and advertise health and awareness for those are using the product and consumption of organic ingredients proven to benefit health. Sihaté was established to help consumers lead to get healthier lives by offering scientifically proven, high-quality, organic, local, and reliable supplements for the consumer.

Herbliss imports rebrands and repackages its products under the Sihaté name, which over 10,000 users across Malaysia have purchased and more than 70,000 products sold withing the establishment period. The company's products have been sold on various online platforms like TikTok, official website, Facebook and many more. The products are rich in beneficial nutrients such as essential vitamins (A, C, D, E, K), antioxidants and Omega-3 and Omega-6 fatty acids that can give many benefits to the consumers' health. Plus, the products of as confirmed by a declaration certificate, each product is made from 100% organic ingredients, free from any additional ingredients likes colouring, flavour, preservative and others.

Every product pass through the laboratory tests and extensive scientific testing to ensure their safety, originality, and alignment with international standards. The test results are shared with consumers as a proof that the product is safe to be consumed. Sihaté products are originally manufactured in Turkey, a country that popular for its balance ecosystem for sourcing high-quality ingredients such as olive, pomegranate and more. Additional, one of the items is created using honey with natural Black Seed nectar collected by bees from wild mountainous regions in Turkey, thus having collected nectar only from Black Seed flowers in a setting free of pollution, ensuring the product meets global standards.

## 2.1 FOUNDER OF COMPANY



*Founder of Herbliss Hj Azham Zamiri (Left) and Co-founder Adly Mukhtar (right)*

Hj Azham Zamiri and Adly Mukhtar together created Herbliss (M) Sdn Bhd in March 2017 and their journey start with the personal health issues that faced by Hj Azham Zamiri when he was diagnosed with diabetes that led him to find and explore another traditional treatment. His experience with natural organic supplements encourages him to start a company that can offered the natural, high-quality and scientifically proven supplements to consumers. Their commitment to create a health and wellness company to keeps moving forward.

## 2.2 MISSION AND VISION OF HERBLISS (M) SDN BHD

**The Mission:** Produce high quality natural organic supplements in Malaysia and around the world

**The Vision:** To continue providing nutritious traditional food while educating about healthy eating because of current health issues. Targets to raise awareness about healthy eating in consumer's mind and offering high-quality organic food and satisfying the consumer's needs to inspire positive health lifestyle changes.



## 2.3 HERBLISS (M) SDN BHD @ SIHATE PRODUCTS



**EXTRA VIRGIN OLIVE OIL (EVOO)**



**POMEGRANATE JUICE**

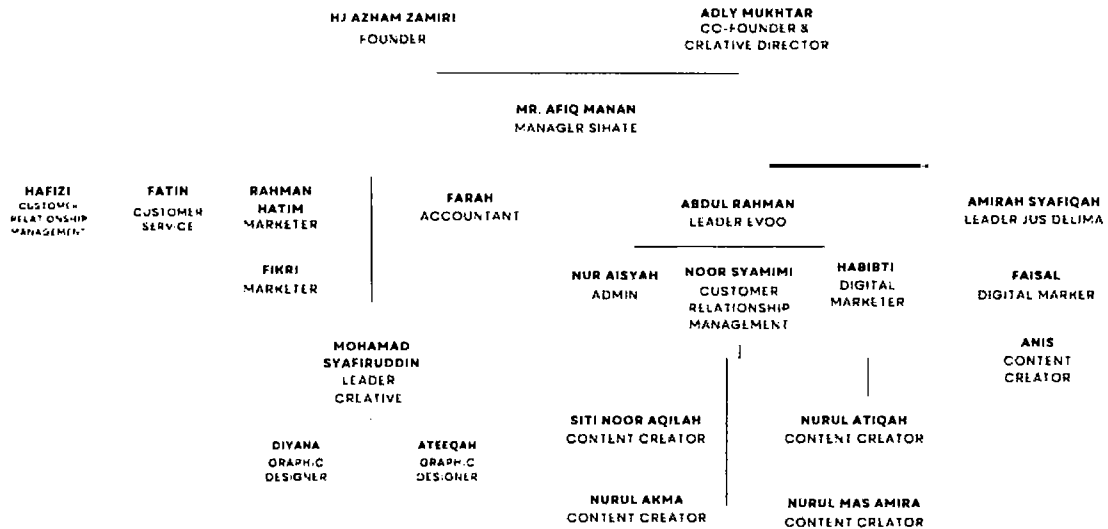


**HABBATUS SAUDA FLOWER HONEY**



**FIG CIDER VINEGAR**

## 2.4 ORGANIZATION CHART



*Organizational Chart of Herbliss (M) Sdn Bhd*

### **3.0 TRAINING'S REFLECTION**

My industry spanned over 24 weeks starting from 12<sup>th</sup> August 2024 until 24<sup>th</sup> January 2025. Herbliss (M) Sdn Bhd @ Sihate has stated that working hours that are started from 8.30 a.m. until 5.00 p.m. on working days that started from Sunday until Thursday. Moreover, I was payed RM 300 per month for my internship in marketing and creative department at Herbliss (M) Sdn Bhd @ Sihate that all includes the promotional, marketing, graphic design, social media management and many others. The department depends on the activities which are digital marketing, social media management, promotion and many more. As an intern at Herbliss, my role has been assorted to contribute and assist content creator and live host of Herbliss in marketing and sales in social media which is Tiktok. So, some of my tasks are social media management, graphic design, content creation to promote the product in social media.

### **3.1 SOCIAL MEDIA MANAGEMENT**

During my internship, I was responsible for social media management which included uploading promotional content. In this task, I was assigned to post promotional contents such as advertisement video and awareness poster about the product because this is one of the channels that used by the company to promote and sell the product. To complete this task, I managed one of the TikTok accounts from one of the content creators of Herbliss, Atiqah Rosly name @sihate.terengganu. In this task, Atiqah guided me on how to post the promotional content and make a description writing to attract more customers to purchase the product. It is because description writing, or caption is useful for selling and attracting people to buy the product and it is necessary to know the right way to write the description and post the video.

Other than that, I am also responsible for replying to all the comments in this TikTok Account to answer all the questions that have been asked by the customer. By replying to the comments, it can increase the engagement of the TikTok account, and it can be one of the factors to attract the customer because of always answer the question from them. For example, it can trigger the customer to buy the product if the seller can fulfill all their questions and wants.

### **3.2 PREPARE PROMOTIONAL CONTENT**

I am also assigned to create and prepare promotional materials such as video advertisements and awareness posters during my internship at this company. To do this task, I was guided by the company supervisor, Mr Abdul Rahman and Atiqah Rosly on how to create the best quality of promotional contents. It is because, by posting good content, we can attract customers to buy the product, and it is how the commercials or ads work. To create the awareness poster, I received a learning session from Atiqah Rosly on how to use a good font, raw materials colors and many things to grab customer's attention. To complete the task, I used Canva applications to edit the poster based on the guidelines before posting it in social media.

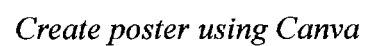
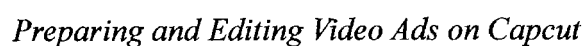
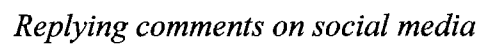
For video advertisements, I always refer to my supervisor, Mr Abdul Rahman, because he is one of the employees that knows the rules and restrictions of TikTok because if one of the videos did not meet the requirements of TikTok it can be taken down and it can freeze the marketplace system of the company. During the learning session, it is the same with creating posters because the font, color and other things are important to get attention from the customer in social media. To complete the task, I used Capcut applications because there are many features that can help me to create a good advertisement video that can be posted on social media.

### **3.3 PARTICIPATION IN TRAINING SESSIONS**

I was assigned to participate in training sessions that were held by the company to develop my marketing and content creation skills. Because in these training sessions, I learned many valuable things that are useful for my internship, for example training sessions about designing and TikTok rules and Restrictions.

First, I attended a training session with Mr Syarifuddin (Leader of the Creative Team) on how to design graphics (video, poster). In this training session, I learned which types of the font that can be used in editing because font itself plays a significant role in attracting the customer and the font must be easy for the audiences to read. Other than that, the coloring of the font and poster is important too because it can grab the attention of the customer. Bright color will always be prioritized because it can highlight the wording in customer eyes, and it can help the customer to easily understand the meaning of the content.

Moreover, I also attended the training session with Mr Rahman that was held by the company. In this session, I learned about “Problem, Agitate, Solution, Testimony and Action (PASTA) because this principle is an important method on helping attract the audience to purchase the product. These methods also give me a clear way to manage video ads and content materials. Other than that, I also learned about restrictions and rules on TikTok which do not allow us to overclaim the product. For example, we cannot use statements that are overclaimed and biased to promote our product if we break the rules, it can give a bad impact to the account marketplace of company.





*Training Session with Mr Syarifuddin (Leader of Creative Team)*



*Training Session with Mr Abdul Rahman (Leader of Team EVOO)*

#### 4.0 SWOT ANALYSIS OF HERBLISS (M) SDN.BHD

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"><li>. Strong bonding among teams</li><li>. Strong Customer Loyalty</li></ul>	<ul style="list-style-type: none"><li>. Limited Brand Awareness</li><li>. Dependence on E-commerce</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>. Expand the market to Southeast Asia</li><li>. Product line expansion</li></ul>	<ul style="list-style-type: none"><li>. Marketplace fees or policy changes</li><li>. High competition on marketplaces with other competitors</li></ul>

#### 4.1 STRENGTHS

##### 1) STRONG BONDING AMONG TEAMS

Strong bonding among teams can create motivation for them to boost their marketing sales and open the way to more collaborative and sharing. This unity allows them to always exchange ideas at a different level. So, it can lead to more encouraging idea sharing, better decision making and build trust in each other. Other than that, it also can increase team resilience, which means the strong bonds that exist between team members ensure that they support each other during some of the toughest times, whether this involves hitting sales targets or riding the fluctuation of market pressures. Great collaboration enables a team to overcome crises and propels everyone to look at the long-term goals (Salas, E., Vessey, W., & Woehr, D. J. (2020).

A supportive atmosphere or vibes can improve the efficiency of work that can lead to increased productivity and great leadership can drive to the strategic initiatives that can helps the company to overcome and challenges and optimize the chances to expand the business. Strong leadership and a positive environment encourage employees to take calculated risks and propose innovative solutions. This proactive mindset is key to spearheading strategic initiatives that create a difference for the company in the market (Kahn, W. A. (2020).



Effective or good communication between team members is one of the factors that contribute to strong bonding which is it allows the two ways communication between top management and team members so it can ensure the team members to share any clear idea to improve the sales for the company. Active listening is a main factor that led to the effective communication which is each of members and the management can play a significant role in this process for example for the sales leader, he/she should listen to the other members opinions and ideas and for the team members should listen and respect their leader especially to boost the sell (Zaccaro, S. J., & Rittman, A. L. (2020)).

**RECOMMENDATION:**

To leverage the strength of strong bonding between the teams, Herbliss (M) Sdn. Bhd. should make and encourage team-building activities that can improve the relationship between teams in many ways such as improving the communication because when this happens, they can share any idea without feeling any obstacles if the others respect their opinions. Team building exercises are effective for creating an atmosphere within which ideas can flow freely without fear of being judged (Salas, E., Vessey, W., & Woehr, D. J. (2020). For instance, team activities such as brainstorming sessions, problem-solving games, and informal lunchtime get-to-know-you events can increase this kind of sense of community. It creates another trust and camaraderie through these experiences and makes employees work together more effectively and more confidently share opinions. This is an essential part of improving decisions and innovations too (West, M. A., & Lyubovnikova, J. (2020).

## **2) STRONG CUSTOMER LOYALTY**

Strong customer loyalty means Herbliss (M) Sdn. Bhd. has built their customer base who prefer to make repeat purchases of the product. This loyalty can arise from factors such as the high quality of the product, positive customer feedback, and many more. Loyal customers are likely to make more purchases and provide valuable feedback and this strong loyalty can prevent the remaining customers from switching to another brand and it can ensure the maintenance of revenue for Herbliss (M) Sdn. Bhd (Kumar, V., & Shah, D. (2020).

The strong emotional bond customers perceive toward a certain brand makes them less vulnerable to competitive offerings. This lays a regular revenue-fetching path for brands and shields them from market competition. The faithful customers that trust the brand already are more inclined toward the additional offering of products or services. It not only increases the revenue but also further buries the relationship with the customers (Thomson, M., MacInnis, D. J., & Park, C. W. (2020).

Loyal customers are less likely to switch to another competitor even when some other brands have the same product offerings. This holds an especially important aspect in establishing and maintaining equity in a brand. The fact that their customers are loyal to Herbliss strengthens the feeling of belonging, which makes it well set apart from its competitors. Such a community can further be built through personalized communications and customized relevant product offerings for customers according to needs and tastes (Lemon, K. N., & Verhoef, P. C. (2020).

## **RECOMMENDATION:**

To improve customer loyalty, the company can enhance the loyalty programs by offering certain rewards or discounts to allow regular customers to always purchase the products (Kumar, V., & Shah, D. (2020). Other than that, the company can improve communication between customers by utilizing the data of customer feedback and trying to improve the product based on the review from the customers (Homburg, C., & Giering, A. (2021). In the other hand, it can be inferred that in addition to personalizing rewards and communication based on customer data, such actions that were expected to significantly increase the level of loyalty. Well-executed loyalty schemes retain customers, according to research, while enhancing their lifetime value through emotional bonds and exclusive experiences outside the scope of transaction-based benefits. For example, the company can create an education webinar for the regular customer on how to use the product in the correct way because this action can make the customer feel appreciated and it can boost their morale to not switching to the other product.

Lastly, companies should reward their loyal customers by giving them exclusive privileges such as exclusive sales, or exclusive packages such exclusively create a feeling of privilege and strengthen emotional connections with the brand, and it can increase repeat purchase from the loyal customers (Lemon, K. N., & Verhoef, P. C. (2020). These types of promotional strategies can lead the consumer to always buy the product and avoid them switching to the competitor. For example, the company can create the promo coupon journey whether in physical store or online platforms like after 10 times purchase, they will get the free product in a certain amount. For online platforms, customers should use the same account to make a purchase to ensure they will get free purchase. So that this type of coupon can increase sales, and the customer will feel that they are being appreciated by the company.

## **4.2 WEAKNESSES**

### **1) LIMITED BRAND AWARENESS**

Limited brand awareness means that Sihate (Herbliss) are not popular among the new customers compared to the other competitors. This can lead to difficulties in attracting and gaining new customers, and they prefer brands that they know and trust.

Buying a product from a brand that is well known, and which has developed trust among consumers makes the consumers feel more confident in the purchases they make. A lack of brand awareness will probably see the potential customer opting for a competitor, especially when a snap decision needs to be made where consumers will rely more on the well-known names for the perceived trustworthiness and legitimacy of the company (Aaker, D. A. (2020).

Brand awareness is the most vital element in driving market performance and business growth. Lowered brand awareness can limit customer acquisition and less sales and a weakening competitive position, So, it can lead to the company lowering the price in a price war to attract more new customers. Building brand awareness is important to expand more market share and takes time to make the brand famous in the competition. Even more stressing the reason why Herbliss should develop effective strategies to improve the brand.

## **RECOMMENDATION:**

To overcome that weakness, the company should make a collaboration with the expert or famous person because it is significant to enhance the brand visibility by use the trusted influencer to promote the product in health and wellness such as make a collaborative with the experts like pharmacist, doctor and many others. Other than that, this collaboration can help the company to reach the target audience by proving the product in the customer's eyes also can gain the trust. Influencers and experts form a credible and knowledgeable source for the audience. The audience is likely to believe in the effectiveness and quality of a particular product when that product is a recommendation from these experts. Influencers or public figures play a significant role in promoting the product because they have big and stronger followers based on that that can be used to promote the product of the company. Also, their fanbase will trigger to try product in terms of supporting their icon. For example, public figures that are suitable for Herbliss to cooperate is Khairul Aming the one that already famous on Malaysia as an educational influencer, not just having a big number of followers but Khairul Aming is the trust sources for the customers to trust what the product that has been promoted by Khairul Aming.

For instance, an expert in medicine may espouse the scientific merits of Herbliss products to build it as a reputable and objective remedy for health-related concerns. Expert influencers become important because their ROI stands to be at par or even higher than other kinds of marketing (Casaló, L. V., Flavián, C., & Guinalíu, M. (2020). Other than that, majority of consumers are likely to be explained by someone rather than just reading on the description or label at the back of product. This type of behavior can be solved if the company collaborates with experts that can explain the nutrients and ingredients in a simple way. For example, the company can collaborate with Dr, Zulkifli Mohamad Al-Bakri because he is the former Malaysia Mufti that famous with frequently discusses the issues that related to the halal nutrition and supplements from Islamic perspective and this align with the company principle because the product that been offered is the product that follow the Sunnah practices and it can give the trust for the consumer because of collaboration with the figures that are being trusted in Malaysia.

## **2) DEPENDENCE ON E-COMMERCE**

Dependence on e-commerce means that the company relies too much on online platforms rather than physical stores. It is stated that the sales were generated by 70% from e-commerce platforms such as websites, Facebook, Shopee, TikTok and others. This reliance can be a difficulty for the company if the marketplace serves breakdown or policies changes such as increased fees or many strict legal or restrictions. Plus, the changes of customer behavior also can lead to the downfall of the company because different customers have their own different preferences that can significantly affect the sales. For example, the customer will be bored if the same offers in certain marketplaces, so it can lead to a decrease in selling the product on that marketplace because it cannot fulfill the consumer need and preference buying in the marketplace.

One of the major disadvantages of being rely on e-commerce is the likelihood of suffering technical problems or server failure. This means the business will affect the sales are concerned when an online marketplace such as Shopee or TikTok experiences outages or suffers server breakdowns due to technical issues. This will lead to cash flow disruption, order fulfilment delays, and possible discontentment from customers. Global e-commerce giants like Amazon have incurred losses amounting to millions during short periods of technical outages, which is a result of the fact that many transactions totally depend on their platforms. Herbliss would equally lose a lot of money due to similar interruptions, especially during peak sales times, even if they lasted for a short time (Kauffman, R. J., & Walden, E. A. (2020). For example, TikTok server were shut down due to the technical problem that occurred in Singapore on September 2024, this incident can give a big impact to the company that use the TikTok marketplace to doing the business because it takes times to be fixed.

## **RECOMMENDATION:**

The company should enhance the direct sales, which means they should fully utilize the website by offering exclusive products or promotions such as limited-time discounts or great customer engagement on the website. This site can serve as a key place for two-way interaction with consumers. Features such as live chat, fast-response systems, and personal buying experiences increase the overall satisfaction of users. Integrating AI-based chatbots would help the consumer's shopping process while giving product recommendations and instantaneously responding to consumer inquiries. Moreover, a website would increase traffic and provide closer bonding with customers. These programs stimulate repeat business, thereby giving customers a sense of value.

Including customer reviews or feedback on Sihaté's website demonstrates that the product is reliable and that previous customers had positive experiences, which helps build trust. Highlighting these reviews allows potential buyers to feel more assured about the company and its offerings, reducing their reluctance to make a purchase. This approach leverages social proof, a psychological phenomenon where individuals are influenced by the actions or endorsements of others. Collecting and showcasing testimonials also encourages satisfied customers to share their experiences, creating a positive feedback loop that enhances conversions and fosters trust. (Chaffey, D. (2020).



## **4.3 OPPORTUNITIES**

### **1) EXPAND THE MARKET TO SOUTHEAST ASIA**

Expanding the market into Southeast Asia is the opportunity for Herbliss (M) Sdn. Bhd. due to the growing demand for health and wellness products which align with the target audience that is conscious of health. This opportunity allows the company to diversify the customer base, and the expansion can improve brand visibility and recognition in the market (Euromonitor International. (2021). For example, country like Indonesia, Singapore and Brunei are the best option for Herbliss to expand the market because of the similarities that being carried such as lifestyle, health conditions and other factors that same with Malaysia. Other than that, we already know that majority of health problem comes from food, so these countries have a similar eating pattern and types of food that been served in Malaysia and it is the chance that need to be grabbed by the company to expand the market.

Globally extend markets not only to increase revenue potential but also to extend international awareness and recognition of a brand. Herbliss will be able to leverage cultural events, wellness expos, and local platforms to promote its products to a wider audience on entry into Southeast Asia. This will help Herbliss to level up itself as a force in wellness and health through this publicity. In addition, Collaboration with local influencers, chemists, or medical specialists can enhance brand credibility and foster trust among potential clients by association (Lim, W. M., & Ting, D. H. (2021).

## **RECOMMENDATION:**

To expand the market into Southeast Asia, Herbliss should manage the market research well to understand the new consumer preferences and behavior at the new market. Plus, local partnership is the best way for the company to expand the market by collaborating with the local distributors or experts/influencers to enhance brand recognition and entry the market easily. In entering any new market, Herbliss uses market research to minimize the risk involved in entering while maximizing the chances of success. Take, for example, cultural, economic, and lifestyle influences that impact consumer behavior. By studying these factors closely, the business would know what appropriate decisions to make regarding product formulas, pricing schemes, and packaging design through marketing messages. Such knowledge, therefore, enables Herbliss to create or modify its product portfolio in line with finely tuned regional preferences in hopes of attracting more new customers (Nguyen, B., & Simkin, L. (2020). For example, to expand the market on Indonesia, the company can make collaboration with the local influencers in Indonesia like Atta Halilintar because of his big social media following that can influence and attract the local to buy the product that has been promoted by him.

## **2) PRODUCT LINE EXPANSION**

Through product line expansion, Herbliss (M) Sdn. Bhd. can add health products that are focused on specific niche markets such as sports nutrition for athletes or organic supplements for health-conscious people. Herbliss could expand its offerings into niche areas to meet specific consumer needs and connect with potential customer bases. Solutions that cater to these audiences not only expand the customer base but also reinforce the company's brand identity as an organization that understands what it means to be a credible source of high-quality wellness products (Kotler, P., & Keller, K. L. (2021)). It is such a kind of diversification that can contribute toward enriching their reputation and positioning in the marketplace, leading to a strengthened loyalty among consumers, which ensures long-term growth. Herbliss will also make the changes in the market alongside other trending consumer needs with issues like clean-label products and functional foods. It shows that the company really focuses on well-being with consumer expectations for products that prepare healthy living and balanced lifestyles. This diversification may bring new customers to the brand and elevate the brand image (Aaker, D. A. (2021)).

## **RECOMMENDATION:**

Engaging health experts involve collaborating with nutritionists or fitness professionals to design specialized products that address specific dietary needs. Selecting those professionals or experts is important, as this can help boost the credibility of the products offered, since such products would be able to deliver to the health objectives of the consumers. Collaboration with experts will enable educational marketing for Herbliss whereby the company provides incoming, useful and expert-led data on health and wellness. This can be via webinars, social media campaigns, or online blogs. Educating customers about healthier and better products enhances their attractiveness as well as strengthens the position of the brand as the authority in the industry and eventually makes the customer more loyal to the brand. The involvement of credible health experts has been an incentive for building long-term consumer relationships. Consumers tend to be loyal to brands after health professionals recommend a product for them. It must be followed by continuous and meaningful contacts, such as follow-up consultations and personalized recommendations, encouraging them to repurchase and support brand loyalty (Hwang, J., & Kim, H. (2020).

## **4.4 THREATS**

### **1) MARKETPLACE FEES OR POLICY CHANGES**

Marketplace fees (TikTok, Facebook, Websites) refer to the cost that needs to be covered by Herbliss (M) Sdn Bhd such as commission rates, advertising costs and many more. So that, these costs automatically can affect the financial of Herbliss (M) Sdn. Bhd especially on profit margins on sales plus the fees are not fixed means that it can easily be influenced based on the platform's policy. Then policy changes based on updated algorithms on each marketplace can influence the company. In other words, policies such as stricter requirements or rules can affect the momentum sales of Herbliss (M) Sdn. Bhd. For example, if changes on each marketplace, Herbliss (M) Sdn Bhd need to spend more to maintain their sustainability to make sure their products are still relevant on those platforms (Chen, J., & Xie, K. L. (2020).

These platforms hold power over third-party marketplace changes with the ability to change their terms of service and fees and impose restrictions. Shopee and TikTok, for instance, regularly change cost and fee structures concerning listing fees, commission rates, and advertising costs, which may lead to increased costs for the operation of the business. This could include stricter laws regarding the market, such as those for compliance with products or legal things on health and wellness claims. These would have pressured Herbliss to make quick adjustments to avoid penalties. Unpredicted changes, however, bring intense pressure on Herbliss by offering low prices to its customers while also being profitable (Kumar, A., & Singh, R. (2021).

## **RECOMMENDATION:**

To overcome this threat, the company needs to prepare for policy shifts, especially on flexible descriptions, which means that design or tailor the product description to meet the marketplace policy or guidelines. To encounter that, the company should understand platform policies because all e-commerce platforms have their own strict rules regarding products' description, claims, and images (Kauffman, R. J., & Walden, E. (2020). Certain health-related claims, for example, "cures" or "guaranteed results," may also fall under the banned list. Regular review and understanding of the policy updates should be the priority for Herbliss so that they can be quick to adapt to these changes in policy and avoid penalties that could ruin sales or reputation. For example, the company needs to avoid restricted claims or overclaim the product by using a general language or proper statement to avoid policy violations for certain marketplaces that restrict certain phrases. Lastly, the company should tailor the product description because Herbliss could ensure that the products remain compliant and avoid penalties, while at the same time describing the benefits of the products in a truthful and clear manner (Johnson, M. A., & Lee, C. (2021).

## **2) HIGH COMPETITION ON MARKETPLACES WITH OTHER COMPETITORS**

It's become natural for any business when there are numerous competitors/brands that offer the same product so this competition leads to price wars that can affect the profit margins. When this situation happened, it forced the company to push hard to lower the price of the products and more spending on advertising that could affect the cash flow of the company.

In order to stay intense competition, the company had to lower the prices and create a cycle of reducing the revenue per unit sold to attract more customer and lowering the prices will be directly affected the profit margins of the company

When there are many, the company offers the same product, customer loyalty could decrease to the company and it can easily lead to the consumer switching to the other brand based on price, quality and many more (Johnson, M. D., & Lee, J. (2023).

## **RECOMMENDATION:**

To overcome that threat the company need to leveraging customer reviews to gain more trust from customers on the brand which means that company should actively encourage to satisfy the customer by sharing the positive experiences to show that the credibility of the company. Positive reviews from customers mean that they are happy with the product and can thus be influential to a potential buyer (Liu, Y., & Karahanna, E. (2020). Herbliss can easily show to a customer that the products have been very well received by real customers by showcasing these reviews. Besides highlighting product quality and effectiveness, they also provide some sort of social proof. The company can improve their customer reviews based on necessary things such as follow-up customers, effective feedback and showcase the reviews. This can include asking very specific questions to ascertain how satisfied customers are with the products, how effective they are, and how they experienced customer service. Personalization in follow-up would encourage consumers to think and offer constructive feedback that would improve the products and services of the company (Arora, A., & Sahney, S. (2020).



## **5.0 CONCLUSION**

The internship at Herbliss (M) Sdn Bhd @ Sihate will offer a great place get some knowledge with practical application in the high-quality and organic eating. During six-month exposure to various promotional strategies, social media management and many more that has developed very important skills that are very needed in current business now. Its commitment to produce high-quality efforts and innovation was the leadership for Herbliss in the supplying the organic food supplements, while SWOT analysis highlighted to improve, such as customer loyalty, brand awareness, to make it stronger in this high competition.

From this, various action strategies for exposing the healthy eating to consumer for Herbliss. The benefits will be long lasting, with correct acquisition and training programs helps to drive the efficiency for the company. Exploration of high-quality of supplements can be an effective material sourcing will to generate the profit in this market, while further diversification of the product, expand the market to next level make the company more solid in the future. These, alignment with government dream to have a healthier generation in the future, will allow Herbliss to succeed in a highly competitive market. This internship not only highlight the importance of being have a various marketing strategy but also give a green light on the making a next generation healthier than before like Herbliss in focusing on offering the healthier lifestyle to their consumer in future. In the final analysis, the internship not only advanced professional competencies but also highlight on the importance of receive various knowledge and adaptability in organic food supplement.

In conclusion, Herbliss will need to continue investing in development and cost optimization to ensure the good can grow and meeting the increasing demand for organic supplement solutions. This internship has encouraged me of the importance of healthy eating in making a healthier lifestyle for the consumer and Herbliss can play significant role for it.

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## APPENDICES



*SIHATE LUCKY DRAW CONTEST (AUGUST 2024)*



*SHOOT VIDEO FOLLOW UP REGULAR CUSTOMER AND FEEDBACK (OCTOBER 2024)*



*BizNetwork Fiesta AT AEON MALL KOTA BHARU (NOVEMBER 2024)*



*JOIN THE CSR PROGRAM HELPING FLOOD VICTIMS IN KELANTAN (NOVEMBER 2024)*