

# **INDUSTRIAL TRAINING REPORT (MGT 666)**

# **VS CONCEPT FURNITURE SDN. BHD.**

FACULTY OF BUSINESS MANAGEMENT BACHELOR OF OFFICE SYSTEM MANAGEMENT (BA232) HON'S

12 AUGUST 2024 – 24 JANUARY 2025

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PREPARED FOR:

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Tajuk Laporan	INDUSTRIAL TRAINI	Nama Syarikat	VS CONCEPT FURNI	PEJABAT) TURE SON BHD
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Nama Penjawai: WINKY Jawatan : PEGAWAI SUM BER MANUSIA No. Tel. : No. Faks :



# 1. ACKNOWLEDGEMENT



First of all, I would like to express my gratitude and thanks to God, the Almighty, for bestowing his blessings on my report on industrial training, which was successful. I would like to express my special thanks to my lecturer, Madam Rafhati Binti Romaiha, and my supervisor, Winky, for providing me with the opportunity to complete a report on industrial training at the company VS Concept Furniture. This experience was priceless in my research on SWOT analysis, and so many new things I am very thankful to them.

Secondly, I would like to acknowledge the significant contributions of my parents and friends in finishing my internship report within the set time frame. I am overwhelmed with gratitude and humbleness to acknowledge those who have assisted me to put these ideas.

Without the guidance and support of my lecturer, supervisor, and friends, any strive at any level cannot be considered satisfactory. I am grateful to my parents for their assistance in gathering various data and providing me with guidance, despite their busy schedules, which helped me develop unique ideas for this report.

# 2. TABLE OF CONTENT

NO.	SUBJECT	PAGE
1	ACKNOWLEDGEMENT	2
2	TABLE OF CONTENT	3
3	EXECUTIVE SUMMARY	4
4	STUDENT'S PROFILE	5-6
5	COMPANY'S PROPILE	7-13
6	TRAINING'S REFLECTION	14
7	SWOT ANALYSIS	15-21
8	DISCUSSION AND RECOMMENDATION	22
9	CONCLUSION	23
10	REFERENCES	24-25
11	APPENDICES	26-28

# 4. STUDENT'S PROFILE

# NUR AISHAH FATHONAH BINTI HASSIM

## WORK EXPERIENCE

## About Me

- NAME: NUR AISHAH FATHONAH
  BINTI HASSIM
- GENDER: FEMALE
- GENDER: FEMALE
  MARITAL STATUS: SINGLE
- MARITAL STATUS; SINGL
  AGE: 22





## EXPERTISE

- Microsoft Word
- Microsoft Excel
- Powerpoint
- Canva
- Keyboarding
- Management skill
- Creativity

# LANGUAGE

- Malay
- English

#### Accountant (Intern)

VS Concept Furniture Sdn Bhd

- 12 August 2024 24 January 2025
- Keep all documents in a file in alphabetical order and a list of suppliers.
- Fill in invoice data into the UBS Accounting System which is an application to record sales, invoices and inventory.
- Cut A4 size furniture samples to be cataloged and give to buyer.

# Kindergarten Teacher PASTI At-Thohiriyah, Muar, Johor

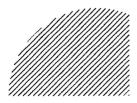
- 2022 (4 month)
- Designing and following a complete teaching plan.
- Teaching alphabet and numeracy along with personal, social, emotional skills.
- Organizing materials and resources.

#### Canteen school cashier Kolej Kemahiran Tinggi Mara Ledang 2021 (Part time during semester break)

- Attention to detail
- Customer service
- Basic math

# ACHIEVEMENT

 Awarded gold in Melaka International Intellectual Exposition (MIIEX'24) competition. "Empowerment of special needs through invention and innovation. Entry titled SensorySenerity Bottle in the innovation category.





## EDUCATION

#### Sekolah Menengah Kebangsaan Tun Perak

Sijil Pelajaran Malaysia (SPM) 2014-2018 3A- , 5B+, 1C

#### University Technology Mara Alor Gajah

Diploma Office Management and Technology 2019-2022 CCPA: 3.04

#### University Technology Mara Bandaraya Melaka

Degree of Office Systems Management 2022-2024 MUET: 3.5

#### VS Concept Furniture Sdn Bhd (Intern)

Industrial training 12 August 2024 - 24 January 2025

# EXTRA-CURRICULLAR ACTIVITIES

#### 2021 (During diploma)

- Participate in digital marketing webinar related to the introduction of the basics of business and marketing.
- Participate in digital marketing webinar related to let's do business using shopee, lazada platform.

#### 2022 (During kindergarten teacher)

 Participate in first touch 2022 course organized by PASTI.

#### 2022-2024 (During degree)

- Held a position as the protocol bureau in 'The Beginner's Guide" event.
- Held a position as the safety bureau in "VIBE2RECYCLE" program.
- Participate in the "MIIEX" innovation competition and won a gold award.

#### REFERENCES

#### Pn. Siti Zaiton

Teacher PASTI At- Thohiriyah, Muar, Johor

## Pn. Zatul Himmah Binti Abdul Karim

Lecturer UiTM Bandaraya Melaka

#### Winky

Human Resource at VS Concept Furniture

## SKILLS SUMMARY

Microsoft Word	 78 %
Microsoft Excel	64%
UBS System	 52%
Canva	 66%



# **5.2 Vision and Mission**

# ∨Sconcept

Figure 2: The company's logo

# Vision

The company's vision is to create a win-win situation and customer satisfaction will be their biggest motivation. For quality products and services, through continuous efforts improve and dedication to quality, their products will guarantee quality.

This company aims to provide profit to both parties, namely from the seller and the buyers. Maybe for the company, they will get profit, growth while for the buyer, thee might get a product such as furniture or home decoration in a high quality condition. The company also promise to always provide high quality products at all times. They always maintain the materials and the manufacturing process in order to attract buyers both in the country and abroad.

# Mission

The company's mission are to increase productivity and control, internationalization of the market, product quality and improving the product brand.

This is related to the company's efforts to increase operational efficiency. By enhancing productivity, the company strives to increase output using e same amount of resources. The company strive to reduce errors in the manufacturing process, minimize waste and provide products that meet company standard.

# 5.3 Background of establishment

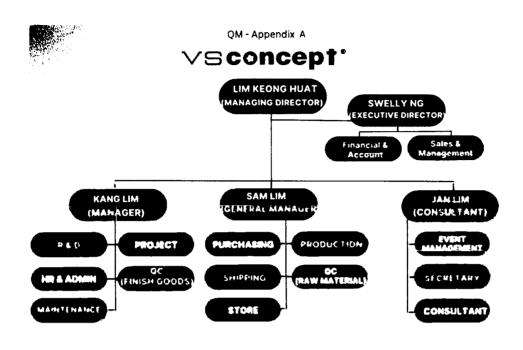


Figure 3: Shows front gate of the company

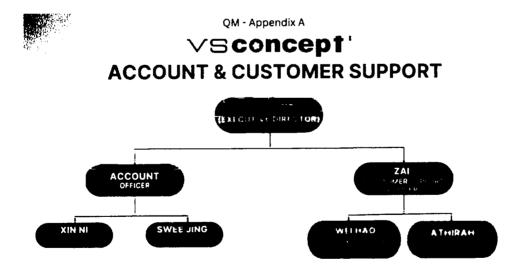
VS Concept Furniture Sdn Bhd was built since 1990, which means it has been operating for 34 years. This company has started its business with full consistency, fulfilled all the demands of buyers and maintain product quality.

This company was built by Lu Chin Poh Construction, a company that builds factories, offices, houses and so on. VS Concept was registered on 05 July 2005 in Malaysia with registration number 070175X. It is located in Muar, Johor. The factory is a furniture manufacturing factory and the factory is located in a highly developed industrial area. VS Concept Furniture Sdn Bhd also a supplier to certain overseas companies. There are hundreds of shipments fro the United State available for this company.

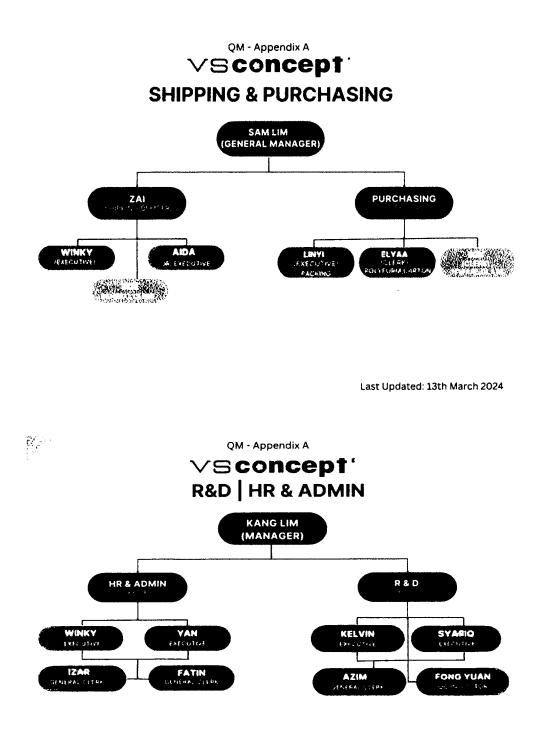
# 5.4 Organizational structure



Last updated: 13th March 2024



Last Updated: 13th March 2024



Last Updated: 13th March 2024

Figure 4: The organization structure of VS Concept Furniture Sdn. Bhd.

# 5.5 Products offered



Figure 5: This is a picture of the furniture offered to the buyer

VS Concept Furniture Sdn Bhd provides various types of products that include furniture and home decoration such as bookcase, beds, tables, shoe rack and so on. The products have spread to many countries such as Australia, Saudi, United States, Philippines, South America, Africa, Europe, India and the Asian countries. This company is very environmentally friendly. Some raw materials are recycled materials. This company also produces DIY products with various colors and various shapes, directly it can add value to customer.

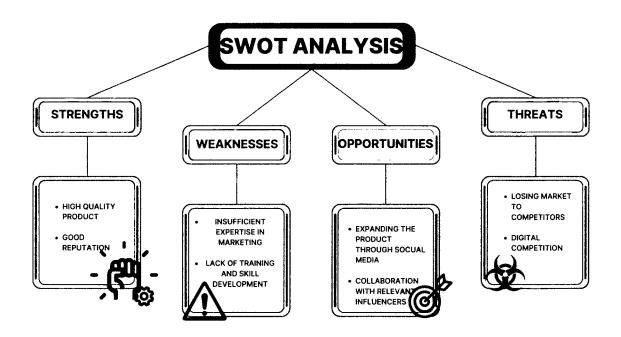
The products offered have various series, among which are sixteenth series, fifteenth series, fourteenth series, thirteenth series and so on. Each series has its own set such as decorations in the bedroom, study room, dining room, living room and so on. There are also have special items such as bookcase, shoe rack, entertainment units and divider.

# 6. TRAINING'S REFLECTION

I have completed industrial training at VS Concept Furniture Sdn Bhd for 24 weeks equal to 6 months. It starts from August 12<sup>th</sup> 2024 until January 24<sup>th</sup> 2025. There are various experiences and knowledge that I can learn during the industrial training. My main knowledge is being able to know how to face the real world of work. There are 4 types of departments in the office, which are the purchasing department (PC), Research and Development department (R&D), customer service (CS) and Human Resource (HR) and account department (ACC). I was given the responsibility to do industrial training in account department.

In this department I am required to check all invoices from various suppliers who supply raw materials to the company VS Concept Furniture Sdn Bhd. In addition, I was also required to enter the invoice data into the UBS Accounting and Billing system, otherwise known as the UBS system. This UBS system is used to record financial transactions such as invoice filling and stock management. There are various advantages throughout undergoing industrial training. First of all, I have been paid an allowance RM 500 for each month. This company does not provide accommodation for local workers but it provide accommodation like special placement hostel for foreign workers like Bangladesh. The second advantage is that I can learn new knowledge which is learning how to use the UBS system. Also, being able to learn how to save documents to a file properly. And the most important thing is to be able to educate yourself to have good teamwork.

# 7. SWOT ANALYSIS



A SWOT analysis determines an organization's external opportunities and threats in addition to its internal strengths and weaknesses. The organization's related resources, capabilities, core competencies and competitive advantages are identified through internal analysis. The external analysis looks at the resources of competitors, the industry environment and the overall environment to find market opportunities and threats. (Bennis B. 2024).

"Strengths" and "Weaknesses" are internal related elements. Strengths represent organizational aspects that provide an advantage over competition. Weaknesses are characteristics of the same entity but lead to weakness against competition. "Opportunities" and "Threats" are from external aspects. Opportunity is an environment that greater that can benefit the organization. Whereas, on the other hand, a threat is a greater environment that affects and problems the organization. (Teoli, 2019).

# Strengths



Figure 6: Shows products that offered by VS Concept Furniture Sdn Bhd

# High Quality Product

VS Concept Furniture Sdn Bhd always ensures product quality in good condition by offering high-quality products to customers. Although the company does not promote the product on social media, the company is known by customers through word of mouth. What cause company to offer high-quality products is because they have sourced high-quality raw materials. High product quality can meet the needs and wants of customers, indirectly it can make customers satisfied. There are several factors that effect customer satisfaction, including product quality, cost and promotion. This causes consumers to feel satisfied after using the products offered by the company (Carla, 2023).

Product quality and promotion have significant impact on customer satisfaction (Setiawan, 2020). Examples of raw materials used are particle board and poly-foam from various well-known supplier companies including domestics and international companies. Something that the company needs to do to ensure that consumers or buyers are satisfied with the products they will use is that the company must produce a product with high quality.

A company is an organization that has an impact on customers by fulfilling the wishes and needs of their customers based on the company's performance in accordance with the products and services offered. Indirectly, product quality affects everything. The products offered by the company are as attention, demand,

purchase can be used by consumers to meet the demand or relevant market needs. Each product quality must be in accordance with the regulations in relation to the product quality characteristics that need to fulfil market needs, consumer desires and consumer targets (Maharani, 2023).

A company's reputation often depends on product quality. If a company is known for a good product this can improve brand image, attract customers and suppliers. A strong brand makes it easier for companies to enter new markets of introduce new products. Customers will feel safe when they buy something or take advantage of the service. High quality products and services will build strong trust customer. (Martin, 2021).



WE'RE HERE WAITING FOR YOU .Figure 7: Picture show invitation for the exhibition from the company

# Good Reputation

The business has been in operating since 1990. Having 34 years of operating experience provides this company with a significant advantage in building a strong reputation and fostering lasting relationships with both suppliers and customers. The reputation of any enterprise is built by the company's goals since its beginning. Markets depend on suppliers, investors, buyers and other business partners to interact with each other. A positive company reputation can be one of the fastest-growing contributors to the company by increasing the number of customers, increasing sales and increasing company share (Shymanaska, 2022).

# Weaknesses

# Insufficient expertise in marketing

One of the weaknesses faced by the company is the lack of expertise in marketing. The lack of digital expertise resources may cause this company to use outdated methods such as the use of catalogues and product displays. The company was unable to produce videos, and infographics that attract customers. They also cannot afford to try new marketing by promoting products on social media.

Customer engage in two categories of digital marketing setups, including a combination of marketing and communication tools. No matter the size of the business, including SMEs, must take opportunity to take advantage of digital marketing (Peter, 2020). If companies don't have enough knowledge about marketing, they risk spending their budgets in an inefficient way, spending money on channels that don't produce high returns, or cutting back on strategies that have a big impact altogether.

To overcome the company's weaknesses in digital marketing, companies need take initiative measures such as providing internal training to employees, collaborating with influencers. Although this strategy is a bit slow, it needs to be done consistently to overcome the problems faced by the company. Brands and influencers are increasingly working together to create successful marketing campaigns.. The extent to which influencers collaborations with well-known brands influence the effectiveness of their messages and their own reputation.(Sergio, 2021).

# Lack of training and skill development

The company has no opportunity to do training for the company's staff. For example, VS Concept Furniture lacks of budget in the provision of digital market training. Existing employees have no skills in digital marketing and follow the latest trends. Employees are the biggest asset of every business, every company needs to realize the importance of staff training and skills. Especially, the rapidly growing employment and business environment. Employee development, has several

advantages, among which is a high level of job satisfaction, a high level of productivity and better job opportunities (Angelova, 2021).

There are several obstacles in the skill development process. The main obstacle is the lack of necessary skills, such as new technology, changes work procedures and so on. At the same time, not only future employees need to have professional skills, but current employees are also need to have professional skills (Angelova, 2021).

Company can promote existing products and produce new products by meeting the ever-changing wants and needs of customers. It can be used by following trends such as customer's interest in types and categories of furniture that follow the current trends.

# **Opportunities**

# Expanding the products through social media

Companies can leverage social media to expand their product. Companies can take advantage of social media by expanding the market, attracting new customers, and introducing product brands by doing marketing activities accurately. Indirectly, it can maintain good relationships with customers and can help the company grow faster to compete in a more competitive market. Social media has changed the way people interact and communicate. It affects marketing to interact with their target customers (Kim, 2020). Social media can expand product through social media by gather all customer feedback and find potential customers.

Companies need to engage in informal social events such as dinners where deeper relationship can be formed in a relaxing environment. Informal events allow people to talk about deeper things about the business. A stronger working relationship can be achieved through a better understanding of each other's values, ethics and objectives. The findings show that companies can use a variety of methods to facilitate informal learning in the workplace. The most common approach is to share knowledge, materials and resources. (Alison, 2020).

# Collaborative relationship

Business-to-business companies usually work closely together over a long period of time. Businesses can confidently recommend their partners to others when they work together in a deeper relationship. For example, a manufacturer can recommend a furniture parts production company to other business that need such help. Credibility and trust are the foundations of a strong relationship. When companies consistently provide their customers with high-quality products, they build a reputation as a reliable partner. Other businesses in the same network take note and are more likely recommend a trusted partner to other business in their industry.

Collaboration with relevant influencers to promote products to their follower. Opportunities that can be used when collaboration with respected influencers in a certain field can increase the credibility of the company's brand. Usually, reviews from influences will always trusted compared to paid ads. A well-known and influential influences introduces a product to their audience, the product will be seen as higher quality and highly trusted. This is very helpful in building a positive brand image.

Many brands and influencers collaborate with each other for increased marketing. Indirectly, it affects the influencer by protecting their reputation and increasing brand recognition (Flavion, 2021). VS Concept Furniture Sdn. Bhd. can offer help, advise or resources. Networking is a two-way street, so providing value to the connections fosters goodwill between customer.

# Threats

# Losing market to competitors

Lose the market to their competitors dominate the market and attract more customers. In the long run, other furniture company competitors will be more successful in mastering social media and getting more website convenience and

direct sales through their e-commerce platforms. These social media platforms allow competitors to expand product sales to customers and dominate a larger market.

In the digital era, the absence of companies on social media platforms causes companies to not keep up with technological developments and is less innovative. It is possible that the company will be outdated and less attractive in the eyes of today's technology customers. Companies usually buy goods in bulk to support their operations, resell the goods to their customers or manufacture their own products. In business to customer (B2C) transactions, individual purchases are much smaller than these bulk purchase.

# Digital competition

The next threats for the company is digital competition, as competing companies more active on social media may get more attention. If this company, more active in social media, the will get more attention from customers. Indirectly it can give the company a high position in the competitive market. The company is not very active in activities on social media, resulting in lost opportunities to expand the market as well as build customer loyalty.

For every company, it is very important to have a digital environment in marketing. For example, the use of the internet has doubled effect, the way customers buy products, the way customers communicate with companies. Digital marketing greatly influence potential customers as well as knowing how to connect with current customers (Gajanova, 2021).

Strong relationships make it easier to make decisions for future deals. Customers are more likely to continue working with suppliers without the need for indepth negotiations because they already know and trust them. Marketing and Information Technology (IT) has the objective and promoting business by using digital channels. In addition, they will inform customers about the value of innovation, performance and customer satisfaction. (Carmen, 2021).

# 8. CONCLUSION

In conclusion, VS Concept Furniture Sdn. Bhd. Company has high quality products and years of experience in the furniture manufacturing industry, but it need to overcome its weaknesses in term of expertise in digital marketing to remain competitive with its competitors.

By taking advantage of opportunities that are using social media and overhauling online marketing strategies such as using social media to promote products. It can improve marketing and reduce threats from competitors. Positive changes can be see from the company's collaboration with influencers and the company's market is becoming more successful.

# 9. **REFERENCES**

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- Kim, D. Y., & Kim, H. (2020). Influencer advertising on social media: The multiple inference model on influencer-product congruence and sponsorship disclosure. Journal of Business Research, 130, 405-415. <u>https://doi.org/10.1016/j.jbusres.2020.02.020</u>
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# 10. APPENDICES



Image 1: Do cut samples of colors and types of furniture according to A4 size.

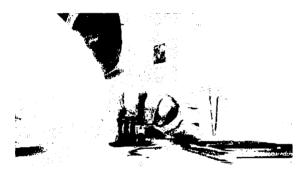
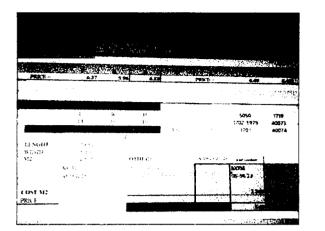
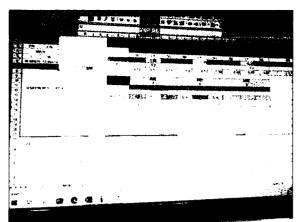


Image 2: Perform stamping activities on invoice that have been paid.



Image 3; Perform physical storage of invoice data into a file in alphabetical order.





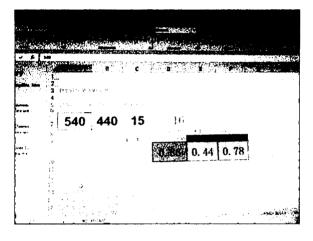


Image 6: The picture shows the price revision for each supplier