



اَبُو سَيِّدِي تَيْكُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

MARYAM KHADIJAH

**MARYAM KHADIJAH GP SDN.
BHD.**

INDUSTRIAL TRAINING REPORT
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EXECUTIVE SUMMARY

Maryam Khadijah, established in 2016, is a fashion company known for stylish hijabs tailored for modern Malaysian women. Located in Bandar Baru Perda, Penang, with a branch in Bangi, Selangor, the company offers a range of hijabs including shawls, pom pom hijabs, inner necks, handsocks, and mini telekung. Their products, made from high-quality and luxurious materials with metal tags, are designed for comfort in tropical weather while being stylish and elegant. In 2020, the company expanded its offerings to include long hijabs for Muslim women.

Maryam Khadijah's vision is to bring inspiration and elegance to career women in Southeast Asia who prefer wearing large hijabs. They aim to achieve this through innovative designs, brand competitiveness, a dynamic and diverse team, and positive community impact. Their objectives include helping long hijab wearers appear elegant at work or events, improving community economic status through job creation, promoting modest wear via social media, and offering Muslim women fashion-conscious options.

As a Marketing intern at Maryam Khadijah, I gained valuable experience in various aspects of marketing. I learned to post using hard drives, calculate Return On Ads Spent (ROAS), transfer data from Ads Manager to the Sales Marketing Board, upload images on Pinterest, and create, shoot, and edit video content. Additionally, I mastered using Metabusiness to schedule posts. I also had the opportunity to be a live host on TikTok, promoting sales and learning about forbidden words during live sessions. This role improved my communication skills through interactions with the IT department for website links, the graphic design department for materials, and the production team for inventory and content permissions, boosting my confidence in dealing with others.

COMPANY'S PROFILE

Maryam Khadijah is a fashion company established in 2016, known for stylish hijabs for the modern Malaysian woman. The company operates in Bandar Baru Perda, Penang, and has a branch in Bangi, Selangor. The hijab offered is not only comfortable for tropical weather, but also simple, stylish, and elegant. This company offers a variety of hijabs such as shawls, pom pom hijabs, inner necks, handsocks, mini telekung, and so on. Hijabs made by Maryam Khadijah use high-quality and luxurious materials with metal tags, ensuring that all products are designed to meet the needs and wishes of each customer and are made with the highest level of precision in terms of quality. In 2020, Maryam Khadijah began to change direction by offering a long hijab for Muslim women.

The vision of this company is bring inspiration and elegance to career woman that who loves wearing big hijab in Southeast Asia. They aim to achieve this vision by developing innovative designs, making their brands more competitive, creating a dynamic and diverse team, and making a positive impact on the communities where they live and work. Maryam Khadijah's objectives include helping people who like to wear a long hijab to appear more elegant to the office or event, improving the economic status of the community by providing suitable jobs, fueling interest in modest wear through a widespread presence on social media, and giving Muslim women the opportunity to more fashion conscious.





VISION

Bring inspiration and elegance to career woman that who loves wearing big hijab in Southeast Asia.

MISSION

We'll achieve this by developing innovative design, making our brand more competitive, creating a dynamic and diverse team, and also provide a positive impact on the communities in which we live and work.

OBJECTIVE

- Helping people who like to wear long hijab to appear more graceful and elegant to the office or anywhere is the ceremony.
- Increase further economic status of the community by providing jobs appropriate for the community.
- Helping fuel interest in moderate wear is the widespread presence of social media.
- Giving Muslim women the opportunity to be more concerned with fashion.