

**inno
9ood**



اَبُو سَيِّدِي تَيْكُو لَوِي مَارَا
**UNIVERSITI
TEKNOLOGI
MARA**

Ajido あじど

1 MARCH 2024 – 9 AUGUST 2024

INDUSTRIAL TRAINING REPORT (MGT666)

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EXECUTIVE SUMMARY

I feel honored to complete my Bachelor's degree in Administration with Honors in Marketing by completing an internship as a sales and marketing intern at Inno Good Sdn Bhd. AjiDo, which supplies local Japanese restaurants as well as the worldwide halal market, is now best-known for its dedication to authenticity and quality. Sushi YA, a chain of Japanese restaurants located strategically around Malaysia, is another addition to Inno Good's strategic growth that boosts its brand recognition and revenue flows.

Although the company has a wide range of products and services, including Japanese food focused subsidiaries like Sushi YA, my work was mostly focused on AjiDo, with some engagement with Sushi YA.

In order to interact with the viewers with cooking advice and recipes, I designed daily postings, maintained social media which is Facebook, Instagram, and TikTok, performed market research, designed advertisements, and hosted live sessions. I also was in charge for the creation of multimedia content, such as product photography and video editing. I also took part in business to business negotiations to strengthen the growth strategies of the company.

Aside from my marketing responsibilities, I analyzed Inno Good Sdn Bhd's strengths, weaknesses, opportunities, and threats (SWOT). This included evaluating political, economic, social, technological, environmental, and legal factors affecting the company. The SWOT analysis made to match strengths with opportunities, solve weaknesses against threats, and create strategies for building on strengths to successfully reduce risks.

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COMPANY BACKGROUND



Since its establishment in 2015 in Malaysia, Inno Good Sdn Bhd that was located in Butterworth, Pulau Pinang has quickly become an established company in the food industry, even though they are still a new growing company. This company specialises in the production of Japanese sauces under its notable brand, AjiDo. This innovative company supplies local Japanese restaurants as well as aiming higher for the global halal market, proving that it is committed to both variety and excellent food.

The success of Inno Good Sdn Bhd may be attributed mostly to its flagship brand, AjiDo, which is highly recognised for its extensive range of Japanese sauces and condiments. These products are made with dedication to ensure authenticity and consistency of flavour, allowing consumers to easily and confidently prepare traditional Japanese food. AjiDo's dedication to quality results in a loyal customer base and also its retailer including both professional chefs and home cooks, maintaining its position as a trustworthy supplier of essential supplies for cooking.



Furthermore, Beyond just its product line, Inno Good Sdn Bhd has attempted to expand its influence by offering quality Japanese food at affordable prices through its subsidiary Sushi YA. Sushi YA is a Malaysian food chain restaurant that specialises in Japanese food, especially sushi with a focus on creating a warm and inviting dining environment for customers. With a growing number of outlets, including 7 in Penang, 2 in Kedah, and 1 in Perak, Sushi YA is known for its kaiten belt systems, which enable customers to always receive freshly made sushi and chinmi along with sweets. Sushi YA has successfully managed to win the hearts of customers that value quality and authenticity over everything else.

Inno Good Sdn Bhd was created on an unwavering commitment to preserving authentic Japanese cuisine while embracing modern culinary trends. This helped the brand gain remarkable leadership in Malaysia's food industry. Each AjiDo and Sushi YA location shows how Inno Good Sdn Bhd always goes above and beyond to ensure that the products are great and the dining experience is excellent.



Vision

We strive to be one of the leading Halal Japanese Sauce & Food Ingredients producer on the international stage

Mision

We are committed to provide Malaysians home chefs with quality & added-value food ingredients to simplify their cooking experience and explore more recipe to deliver amazing Japanese food to their family.

Goal

Inno Good Sdn Bhd strives to expand its operations in both domestic and foreign markets, the company hopes to introduce more customers to the rich flavours and tradition of Japanese food.

Objective

The objectives are to guarantee maintained product quality and outstanding customer service, developing to meet changing consumer demand, and creating strong brand loyalty, especially in the halal market, through great dining experiences and product offerings.