

# Industrial Training Report 2024

## FARM FRESH KLANG VALLEY

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# EXECUTIVE SUMMARY

*I got the chance* to immerse myself in numerous areas of the marketing industry during my marketing internship at Farm Fresh Klang Valley, acquiring practical experience and honing crucial abilities. In addition to doing market research and evaluating consumer behavior data, I was actively involved in creating and implementing digital marketing strategies. In addition, I had to manage social media accounts, produce interesting content and help with the creation of marketing materials. I gained knowledge of the basics of brand positioning and target audience identification by working with the marketing team and participating in strategic planning sessions. My comprehension of marketing ideas has improved and this internship has sharpened my ability to apply them successfully in a fast-paced commercial setting.

The report offers a thorough overview of my marketing internship experience and is divided into nine sections. The student's profile which consists of my resume comes first. An summary of Farm Fresh, including its mission and basic values, can be found in the corporate profile section. The reflection portion of the program dives into my individual experiences and insights from the internship. To evaluate the opportunities, threats, weaknesses, and strengths faced, a SWOT analysis is provided. Based on my findings, the discussion and recommendation area offers ideas and insights. The report's main conclusions are outlined in a summary. Appendices contain additional materials supporting the primary content and references are given to acknowledge sources.





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# COMPANY BACKGROUND

2006 - Now

*Renowned Malaysian*

dairy producer Farm Fresh Berhad was founded in 2006 and is well-known for its dedication to creating natural, fresh and high-quality dairy products. The company was created by Loi Tuan Ee as a small-scale dairy farm in Johor, Malaysia and it has expanded to become one of the top dairy brands in the nation. Farm Fresh Berhad prioritizes animal welfare and sustainable agricultural methods, guaranteeing that their goods are devoid of artificial coloring, flavorings and preservatives. Fresh milk, yogurt, and plant-based beverages are just a few of the company's many products. It has grown to be a household name due to its commitment to quality, innovation and helping out local farmers.

Through strategic investment and support, Malaysia's national wealth fund, Khazanah Nasional, was instrumental in Farm Fresh Berhad's growth and development. Through the acquisition of a significant amount of Farm Fresh in 2017, Khazanah, via The Holstein Milk Company, a subsidiary, provided the dairy company with funds to grow, improve production and introduce new products. Through this agreement, Farm Fresh was able to expand its market presence and satisfy the increasing demand for fresh, premium dairy products in Malaysia and other countries by facilitating the establishment of new farms and processing facilities.

Moreover, Khazanah's involvement further cemented Farm Fresh's standing as a major participant in the Malaysian dairy industry. Farm Fresh Berhad has a vast distribution network that includes 801 home dealers, 952 agents, and 55 regional stockists in Malaysia as of March 2023. Through this network, the company is able to effectively reach a large number of customers, including those who live in rural areas, by giving micro-entrepreneurs the ability to sell Farm Fresh products locally. The expansion and success of Farm Fresh in the Malaysian dairy sector can be attributed in large part to this creative distribution strategy.