UNIVERSITI TEKNOLOGI MARA
Fakulti Pengurusan dan Perniagaan

"Business Beyond Usual"

INDUSTRIAL TRAINING REPORT SWOT ANALYSIS

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JOVIAN

JOVIAN APPREL SDN BHD

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Executive Summary

During my internship at Jovian Apparel Sdn Bhd, I gained valuable experience in corporate finance within the fashion industry, enhancing both my academic knowledge and practical skills. As a finance intern, I assisted in financial analysis and reporting, including preparing income statements, balance sheets, and cash flow statements. This hands-on experience improved my analytical skills, particularly through conducting variance analysis to identify trends and discrepancies. I also managed accounts payable and receivable, processed invoices, verified expense reports, and reconciled vendor statements, deepening my understanding of financial operations. Participating in internal and external audits provided insights into compliance and the importance of meticulous financial documentation. Networking was another significant aspect of my internship, as I attended supplier meetings, industry events, and site visits, which broadened my industry understanding and professional connections. Throughout my time at Jovian Apparel, I developed proficiency in financial software, strong analytical skills, and a better understanding of financial principles and practices. In this report, I conducted a SWOT analysis to assess strengths, weaknesses, opportunities, and threats. I incorporated a SWOT Matrix and proposed several strategies: leveraging the strong brand to enhance collaboration and expand the product range for the SO strategy; mitigating price sensitivity and improving management through strategic collaboration for the WO strategy; using brand strength to enhance digital presence and differentiate with unique product offerings for the ST strategy, meanwhile, streamlining management processes to handle inventory challenges and develop competitive pricing strategies for the WT strategy. Additionally, I performed a PESTEL analysis, covering Political, Environmental, Social, Technological, Economic, and Legal factors. This analysis provides an overview of key external elements that can influence company operations and strategies, aiding in future strategic decision-making. My internship at Jovian Apparel has been pivotal in shaping my career aspirations in corporate finance, providing me with the confidence and competence to take on future professional roles.

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Company's Overview

Jovian is a well-known local designer who has been in the fashion industry for years. Jovian Mandagie has built his career throughout years providing new fashion collection every season for his customers. Inspired by the latest fashion trends, the designer never fails to create a collection based on the various individual fashion needs. Coming up with new fashion collection of traditional wears, the Jovian brand always ensures that their products are up to date and made from high quality materials.

Believing that style and luxury are not only for the selected few, the birth of Jovian and being the diffusion line of Jovian Mandagie allows everyone from all walks of life to have a taste of haute couture with friendly price tags and premium quality of product.

As a modest brand that aims to celebrate style and self-empowerment, Jovian Ready-To-Wear (RTW) has widen its range of products to not only womenswear, but the brand has developed its assortment into hijabs, fashion accessories, shapewear, prayer wear, menswear, kidswear, essential products and even health products to serve all type of customer profiles.

Over the last few years, Jovian has also made rapid growth on expanding its online and offline presence through its 8 flagship stores, 7 pop-up stores and over 2,000 retail partners across Malaysia, making the brand accessible more valuable and prominent in the market.

MISSION & VISION

Mission

- To be the leading global modest fashion brand for all segments
- To dress every woman with style, confidence and pride

Vision

A brand that inspires and celebrates life, fashion and self empowerment