



UNIVERSITI
TEKNOLOGI
MARA

PRACTICAL TRAINING REPORT

MGT666

Industrial Training Report
SWOT Analysis of Industry Outlook,
Corporate Governance & Sustainability

DORMEZ FARBICATION SDN BHD

1 March - 13 August 2024

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EXECUTIVE SUMMARY

This report summarizes the work I did as an intern at Dormez Fabrication Sdn Bhd, which is located at PT1637, Persiaran Raja Lumu, Kawasan Perindustrian Miel, 42000 Klang, Selangor. My internship there ran from 1 March, 2024, to 9 August, 2024. A company called Dormez Fabrication Sdn Bhd got its name from combining the words "easy" and "dormitory," which represents its mission to offer cozy living areas that go beyond typical dorms for students. Under the guidance of Muhammad Shahrizan bin Mohamad Hazali, I was placed in the creative marketing department, assuming the role of an intern. Throughout my tenure, I was tasked with leveraging digital tools for product design within the company's framework. The internship provided a platform to translate creative strategies into actionable plans, aligning with emerging technologies and industry trends in digital marketing. This encompassed supporting new product launches, evaluating existing brand strategies, and enhancing the company's digital presence across various platforms. A significant aspect of my internship involved delving into social media management, emphasizing the importance of establishing a cohesive brand identity across platforms like TikTok, Lazada and Shopee. This experience underscored the necessity of adaptability in response to evolving market dynamics and consumer behaviours. The internship experience instilled a profound understanding of the significance of agility and staying attuned to evolving digital landscapes. It equipped me with the requisite skills, knowledge, and confidence to navigate the complexities of digital marketing within the fabrication industry. In conclusion, my internship at Dormez Fabrication Sdn Bhd has been transformative, furnishing me with invaluable insights and practical skills essential for success in the digital marketing realm. As I transition into the next phase of my career journey, I am eager to leverage these experiences to drive innovation and foster business growth in an ever-evolving digital ecosystem. This internship has been a pivotal chapter in my professional development, and I am grateful for the opportunity to contribute to the company's objectives while honing my skills in digital marketing.

Company Profile

COMPANY PROFILES

Background Information of the Company
Company Logo, Name and Address



Logo:

Name: Dormez Fabrication Sdn. Bhd.

Address: PT1637, Persiaran Raja Lumu, Kawasan Perindustrian Miel, 42000 Klang, Selangor

Company Business Nature

Dormez Fabrication Sdn Bhd was established in 2017. We have been operating at our own factory in Port Klang, Malaysia. We specialize in manufacturing and trading a wide range of exceptionally good quality bedding accessories, including pillow, bedding set, mattress protector, quilt comforter, bolster, and others. Dormez are committed in offering high quality product with competitive price to our customers. All products in Dormez are made in 100% green with no harmful chemical substances which is certified by OEKO-TEX. It has been our practice at Dormez to optimize supply chain and production efficiency. As a result, we have achieved manufacturing value for money with excellent condition products. Hence, it creates significant advantage to our company to compete in the fast-paced E-Commerce industry and became one of the leading companies in bedding accessories.

The Dormez Group was founded this year in March. established by Siew Je Nam, Managing Director (2017-Current). Flew was the first brand ever. concentrating on elaborate and printed patterns. positioned to seem opulent yet reasonably priced. often featured as the Top Sellers on the online marketplace Lazada. Being the 'Lazada Top Performer' for two years in a row (2017 & 2018) and being at the top of the game in its category. Kun, the second brand, was born with a new and simpler appearance.

Inspired from Japanese minimalist design, Kun is Flew's opposite, with goods that have a gentler approach and follow to the 'less is more' philosophy. Ever since it was first introduced on Shopee, another online marketplace for purchasing, Kun has been dominating and is often ranked as the #1 Top Selling Brand. Flew happened into the Shopee world together its younger sister, Kun. Both come to popularity on the internet buying industry as well-known, excellent, and reasonably priced items in their respective categories. The third brand, called lyfe, developed. An introduction to the TikTok Shop is provided by Lyfe. Lyfe is an introduction to the TikTok Shop. Lyfe is considered as a newborn baby by Dormez, learning how to walk, just like how its siblings were (Flew & Kun). Kun as the middle child, set examples to the others as it is consistently doing great in Shopee constantly labelled as ' Best-Selling Brand'. Flew, the wise one among the siblings, it's positioning in luxurious approach made it the well-known to the 'luxury-classy' lovers.

Have you heard of “You get what you paid for”? It comes from an old proverb which means, the less you pay for something, the lower quality it will inevitably be (Goh, 2021). Subsequently, the quality of goods and services will increase as the price we pay increases.

However, it is not exactly what we practice at DORMEZ. Our company have achieved manufacturing value for money with excellent condition products by optimizing our supply chain and production efficiency. Hence, it creates significant advantage for our company to compete in the fast-paced e-commerce industry and become one of the leading companies in bedding accessories.

Number of Persons Employed

In the early days of their business, the company operated with a lean team of just 10 employees. However, as the business matured and expanded its operations, the need for additional manpower became apparent. Consequently, over the years, the company has steadily increased its workforce, with the current number of employees standing at 100. This growth in the number of employees reflects several positive aspects of the company's trajectory. Firstly, it suggests that the company is experiencing a healthy level of growth and success, as evidenced by its ability to create more job opportunities.