



اَوْنَبُوْ رَسِيَّتِيْ تَيَكُوْ لُوْ كِيْ بِمَا رَا  
**UNIVERSITI  
TEKNOLOGI  
MARA**

**BACHELOR OF BUSINESS AND ADMINISTRATION (HONS.) FINANCE**

**INDUSTRIAL TRAINING REPORT**

**MGT 666**



**IS BEAUTY COLLAGEN VENTURE**

**1 MARCH 2021 – 13 AUGUST 2021**

NAME: NUR SAHIRAH BITI NORDIN

STUDENT ID: 2019720043

PROGRAM: BA242

ADVISOR NAME: DR SUSILAWANI AYOB

## **EXECUTIVE SUMMARY**

For the past six months, I have been blessed with the possibility to interim and get working experience at IS Beauty Collagen Venture. My name is Nur Sahirah Binti Nordin, and this is my final year as a student of UiTM Arau majoring in Business Administration (Hons) Finance.

IS Beauty Collagen Venture is , is a private 100% bumiputera corporation founded in 2011 by a young entrepreneur Muhammad Iddin Syah Bin Mohamad Fuzi. This company has been operating for 10 years. There are 40 employees' rights here, including permanent workers and in addition with internship college and university students like I am that levels from various ethnicity and age groups.

As for my interim experience, I can sum up that it's been the extraordinary and educational time for me at some stage in my internship period. I was placed into finance department and I had discovered many new things regarding financing activities which includes getting ready numerous files inclusive of invoices, transfer vouchers, charge vouchers and purchase quotation.

This Industrial Training Report consists of a SWOT analysis and a PEST analysis. This is to assist me in comprehending the significance of a corporation. This study can also assist me in researching a company's benefits and drawbacks. The study shows the observation of my point of view in term of SWOT Analysis that I have been observe of strength and weaknesses that can affect the growth of the company. While the opportunity that company can gain and threats that may effects the company. ISBC's strengths are strong brand image and healthy workplace relationship. Secondly, it must address its weaknesses in the insufficient resources and expensive products. Thirdly, ISBC can explore numerous opportunities, including good market growth and create job employment. Fourthly, the threats include increasingly intense competition and economy uncertainty.

## TABLE OF CONTENT

EXECUTIVE SUMMARY .....	i
ACKNOWLEDGEMENT .....	iii
1.0 STUDENT’S PROFILE .....	1
2.0 COMPANY’S PROFILE .....	2
2.1 COMPANY BACKGROUND.....	2
2.2 VISION, MISSION, AND OBJECTIVES OF THE ORGANIZATION.....	3
2.3 CORE VALUES OF THE ORGANIZATION.....	3
2.4 PRODUCTS AND SERVICES .....	3
2.5 ORGANIZATIONAL STRUCTURE .....	5
3.0 TRAINING REFLECTION .....	6
4.0 PEST ANALYSIS.....	8
4.1 POLITICAL .....	8
4. 2 ECONOMIC .....	9
4.3 SOCIAL .....	10
4.4 TECHNOLOGY.....	11
5.0 SWOT ANALYSIS.....	13
5.1 STRENGTH.....	13
5.2 WEAKNESSES .....	16
5. 3 OPPORTUNITY .....	18
5.4 THREAT.....	19
6.0 CONCLUSION.....	22
REFERENCES .....	23
APPENDICES .....	25

## 2.0 COMPANY'S PROFILE



Figure 1 IS Beauty Collagen Venture's Logo

### 2.1 COMPANY BACKGROUND

IS Beauty Collagen (ISBC) Venture was founded in 2011 and renamed IS Beauty Collagen (ISBC) Venture in 2014. ISBC was previously known as IS Beauty Collection. This is a private 100% bumiputera corporation founded by a young entrepreneur Muhammad Iddin Syah Bin Mohamad Fuzi. It involves in a health and beauty industry.

ISBC has about 10,000 agents registered in Malaysia after approximately nine (9) years in the health and beauty sectors. ISBC also maintains an in-house system for managing all of the company's agents throughout Malaysia.

ISBC had established WISMA ISBC which is located at Bertam, Kepala Batas, Pulau Pinang, and have employs 40 people from various professional backgrounds. The location was strategic, as it was in the center of the city. The company's operating days was Monday through Friday, with hours of operation ranging from 2 p.m. to 11 p.m. ISBC is currently a well-known business in Malaysia's health and beauty sector.

## **2.2 VISION, MISSION, AND OBJECTIVES OF THE ORGANIZATION**

### **VISION**

*“Continue to strive its best to provide “Quality Products, Best Value, and Professional Service” for its customers to meet their ever increasing needs.”*

### **MISSION**

“As the leading beauty establishment have consistently met the desires, needs, and expectations of end and professional users through consistent innovation that is aimed at developing advanced beauty and health products based on active ingredients.”

### **OBJECTIVES**

To be the obvious choice and preferred of top quality beauty and health products which provide an encompassing beauty and income creation solution.

## **2.3 CORE VALUES OF THE ORGANIZATION**

- i. Embrace Change*
- ii. Customer Priority*
- iii. Passion*
- iv. Entrepreneurship*
- v. Integrity & Commitment*

## **2.4 PRODUCTS AND SERVICES**

ISBC provided a variety of products and services, including the manufacture of beauty products such as vitamins and skincare which are Meletop Skincare, Skinz Glow and others. Extra Skin