



Mardinasafiyya
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اَبُو سَيْفِي تَيْكُو لَوِي كِي مَارَا
UNIVERSITI
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MARA

Fakulti
Pengurusan
dan Perniagaan

INDUSTRIAL TRAINING REPORT AT MARDINA SAFIYYA GLOBAL RESOURCES

1 MARCH – 13 AUGUST 2021



MARDINA
SAFIYYA

**NOORAFIQAH BINTI RIZUAN | 2019324601 |
BA242**

EXECUTIVE SUMMARY

This report will focus on SWOT and PESTEL analysis on apparel and clothing company named Mardina Safiyya Global Resources. This company is a small and medium enterprise which located in a small town in Kerian, Parit Buntar. As for the start up and also private sector company, there have a lot of things that can be analysis and a lot of things that can be discussed and improve.

This company is 100% focusing on online marketing which is very beneficial during pandemic Covid-19. This company was able to sustain a in long time since 2016 because this company have 10,000 dropships around the world and has their own strategic and efficient system to guide and manage their dropships. Unlike other apparel and clothing company, Mardina Safiyya Global Resources was the first company that introduced stylish abaya cardigan. Moreover, this company always launched their new product every month which can make this company able to sustain in a long term.

However, this starts up company have many weaknesses despite their strength. This starts up company not have enough man power and encourage their employers to do multi-tasking. Mardina Safiyya is a company that only focus on online marketing and did not have walk in boutique or show room unlike other apparel and clothing company in Kerian. Also, this company have lack of customer interaction feedback which is important to stay connect with the brand and their customer itself.

Mardina Safiyya have a lot number of online buyers and able to expand their business internationally. This company have their loyal customer in Brunei, Indonesia and Singapura. However, this company was unable to operate as usual to settle all the orders due to the Restricted Movement Control Order (RMCO). Mardina Safiyya's product have a high price range compared to other apparel and clothing company in Kerian, Parit Buntar. The discussion and recommendation have been made between the student and the company advisor itself and some of ideas are come from the student's recommendation itself.

TABLE OF CONTENT

ACKNOWLEDGEMENT	4
STUDENT'S PROFILE	7
COMPANY'S PROFILE	8-10
TRAINING'S REFLECTION	11
SWOT ANALYSIS	12-18
PESTEL ANALYSIS	19-20
DISCUSSION AND RECOMMENDATION	21-22
CONCLUSION	23
REFENRENCES	24
APPENDICES	25-30

COMPANY'S PROFILE

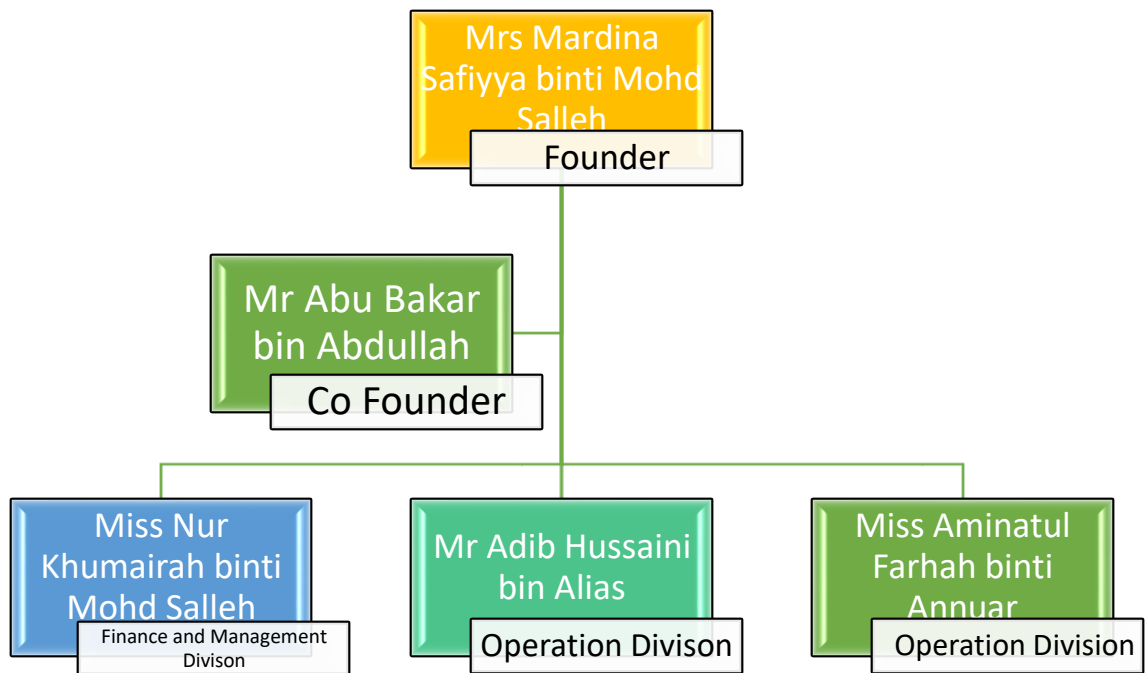


Mardina Safiyya Global Resources is a company that more focusing on apparel and clothing women. This company is located in 11, Jalan Asuhan, Pusat Perniagaan Setia Jaya, 34200 Parit Buntar, Perak. It takes around 30 minutes from my home. This company business hour is 9am to 6pm and open from Monday to Saturday. However, in Saturday, it only operates until 1pm.

Every company have their own vision and mission. Same goes to this company. The vision of Mardina Safiyya Global Resources is, be the leader of women collection of modesty. While, their mission is the company want to create more collection and offered many choices of women collection with modesty, modern yet fulfil the requirement of Syariah either in online or offline market. With the slogan, 'Better Muslimah', this company have their own goal and dream which they want have at least 2000 Muslimah collection and have the main outlet in Malaysia by 2025.

Mardina Safiyya Global Resources was established with ambitious to inspired all Muslimah out there to feel confident with themselves in fashion. This is because some of them are not confident to wear a fashionable cloth which may lead to exposure of their aurat. Thus, the Founder itself find the solution that women or to be specific, a Muslimah can be more beautiful in modern way yet still follow Syariah. This company was established in 2016 until now and more focus on online marketing.

ORGANIZATION STRUCTURE



PRODUCT OFFERED



TRAINING'S REFLECTION

1. I start my internship programme in Mardina Safiyya in 1 March until 13 August 2021 for 24 weeks.
2. During this period, I have been told in my interview to follow their rules and respect their culture which is teamwork. Since this company is a start-up company, a teamwork culture is the most important and staff need to obey it. I was assigned to be in Sales and Marketing Division which is under supervision of the Co-Founder itself, Mr Abu Bakar bin Abdullah. Mr Abu Bakar bin Abdullah is our company supervisor.
3. Overall, my task during internship programme, I need to help other staff to complete their excessive job and help production division to process the order every month. The company launched new product every month. Thus, we, internship student needs to help Production Division staff arranging and managing new and old stocks. Plus, we also help to do packaging and sometimes need to do overtime in order to make sure all the order can be settled like in the schedule. My task included, register new reseller into the system called, Squarelet where we need to key in detail and register the new reseller to be official dropship of Mardina Safiyya Global Resources. After that, we need to arrange the raw data of reseller from Kirim Email website into Google Sheet and hand in to the Mr Abu Bakar for company record. I also learn on how to process the order. What I need to do, is print out the order from Squarelet.com and Easy Parcel website and arrange it by types of cloth and size which can ease all staff to do the packaging.
4. Specific task that related to my course only one. I was given a task on planning a marketing budget if I were given a capital amount RM100,000. I need to do a proper budgeting, list out the item and cost of implementation of marketing strategies.
5. Benefit that I received in that company was monthly allowance RM600. If I work overtime, it will be included in my allowance and it is RM5.30 per hour. Furthermore, the company also prepared meal for lunch to their staff so all the staff did have to bother to buy their lunch. Lunch hour only 1pm until 2pm.
6. In this company, I was given opportunity to learn many systems or website such, Squarelet an e-commerce website that contain product information, the detail of reseller and also order from reseller that can be processing by the staff in Headquarter.
7. Overall, I can say this company make me learn on multi-tasking job where I must do many kinds of task, a willingness in working as a team, how to communicate with others and be professional in every single thing.

SWOT ANALYSIS

1. STRENGTH

From observation that has been made, Mardina Safiyya Global Resources have many strengths that make this start-up company sustain until now, for 5 years. The first strength that can be seen here, this company was the only one company that create apparel and clothing for Muslimah with trendy yet according to Shariah design. Being able to create a modern and modesty Muslimah collection makes this company has many competitors. Nowadays, apparel industry is the most popular among women. But what makes this apparel and clothing company different from others is, the company was able to understand the exactly design that the customer wants. Mardina Safiyya was able to give a solution for their customer on how to appear fashionable yet look modesty according to Shariah.



Figure 1



Figure 2



Figure 3

The picture above shows three designs from Mardina Safiyya. The first picture shows a suit that can be wear for Muslimah who are working in the office. This design makes them feel more comfortable to keep their professional attire in the office instead wearing a baju kurung. Moreover, this attire look modesty rather than regular office attire. The second picture shows an ironless suit which is suitable to wear anywhere. What makes this suit is more highly demand is because it is convenience enough to wear as it is ironless. The last picture is the first design of Muslimah attire from Mardina Safiyya. An abaya that can be used as an abaya and also as a cardigan.

The second strength can be seen is, this company always launched new product every month. During my internship programme, there already have 4 new products that have been launched. The design that has been launched may come from their idea, inspiration from other company that can be offered to their loyal customer also an improvement that been encourage from their reseller. The purpose for the company made these strategies was because to keep maintain their profit and also to survive in the long term. If the company only depend on one product and only make offer without launched something new, the audience or the customer might not become interest. By creating and launching more design, the company can make more profit. This can be seen in the chart below.

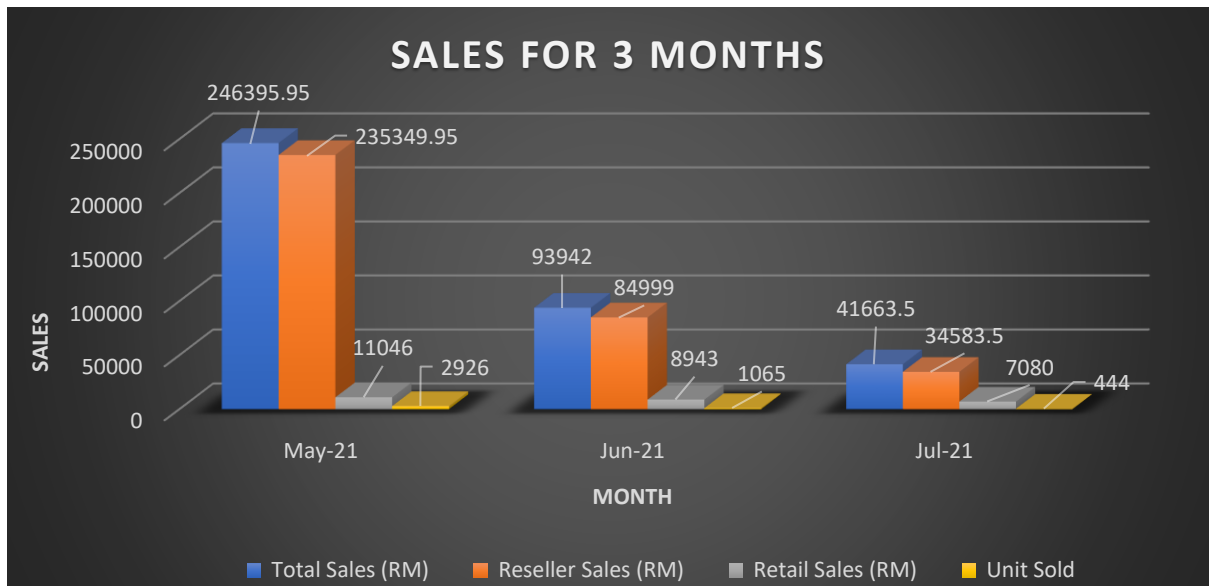


Figure 4

The table above shows sales of Mardina Safiyya in 3 months. As we can see, the sales are decreasing. In May where the company get the highest number of sales by RM2466,395.95 is because Eid's collection which is Qaira and Qoorta as shown Figure 5 and also the company have launched 'Raya Mega Sales' where all the price of a product are below than RM100. In June, the company launched Jubah Palestine as shown in Figure 6 and July the company launched Ironless Suits Luvfa Batch 4.0 as shown in Figure 7. The total sales mean the sales from reseller and retail sales. The reseller sales mean the sales that collected from their dropships while the retail sales come from directed selling from Mardina Safiyya official social media and website.



Figure 5



Figure 6



Figure 7

The last strength that the company have is, Mardina Safiyya Global Resources have a large number of reseller or we called as dropships. The company is not only depending on their retail sales through social media. But also, the company get the profit from the reseller sales. The dropship that the company have are been categorized in different level, from No Star Level, Level 1 until Level 8. All this dropship or reseller are managed by four leader which are staff in Mardina Safiyya Global Resources itself.

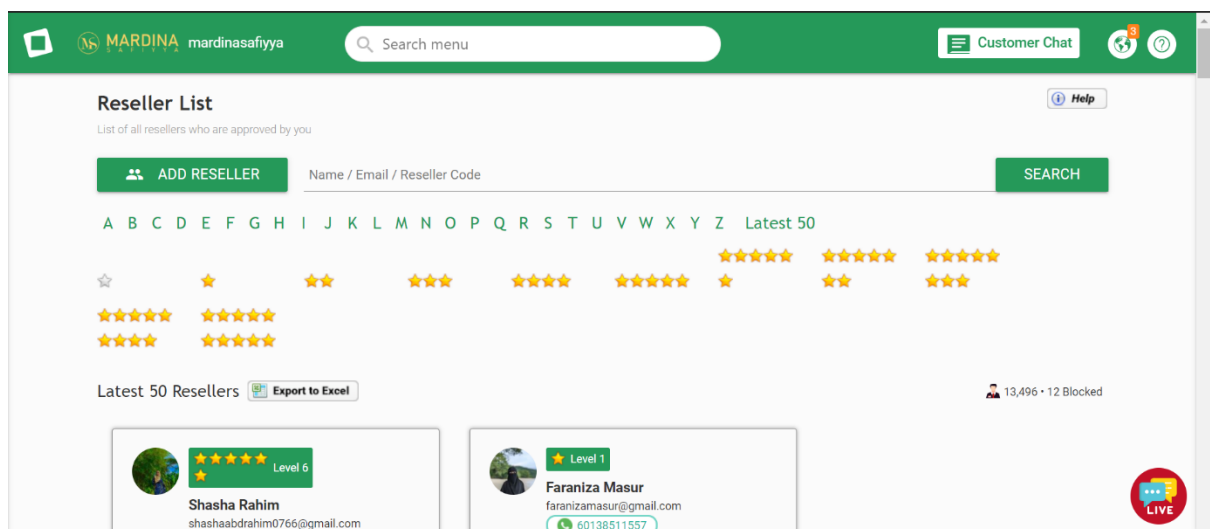


Figure 8

Figure 8 shows Mardina Safiyya's reseller list. There have No star until Level 10. Until now, there have around 13 496 reseller of Mardina Safiyya around the world.

2. WEAKNESS

The first weakness that can be seen in this company is, there has no walk-in boutique or any outlet. This company only focuses on online platform which they are actively get their retail sale from their official website, Instagram and also Facebook. This company did not have their own boutique or outlet like other online company such as Hijab Galeria and Jelita Wardrobe. The building of headquarter itself which is located in Parit Buntar have their operating office at the upstairs and downstair was keep as warehouse or store where the staff production was there and all the packaging job was there.

The second weakness that can be recognized here was this company have lack of manpower. As Mardina Safiyya Global Resources is the start-up company, not many employers in there. There only have a founder, co-founder, person in charge in two different division which are finance and management division and also production division. As for the marketing company which are more focusing on online marketing, a graphic designer and also marketing executives is an important role to be here. Furthermore, it is not enough to only have two persons in charge in production while this company did not have a store keeper that can arrange or clean up the store. It is seeming that this company is encourage to do a multi-tasking which are more exhausted to the staff.

The last not least weakness that can be seen in this company is lacking of customer interaction in social media. This can be seen in their social media, Instagram. There are lack of interaction and feedback from their customer. When this occurs, it may cause the customer have no sense of belonging of their product and feel no connection with the brand. The feedback of customer is important as it can create a connection between the customer and the brand itself. Whenever the customer feel connects to the brand, they noticed that they are belong to that particular company. When this happened, the customer without hesitation tend to repeat purchase the product from that company. As for Mardina Safiyya Global Resources, it is having feedback section in the Instagram but it is not enough and the product that have that feedback is the old product while the new product did not have it. Unlike to the other brand, such as Jubah Souq, they have many followers because the company always update customer feedback in every product. Moreover, this company have many followers than Mardina Safiyya's. Thus, this is shows that customer are more feel belonging in that particular brand by updating feedback.

3. OPPORTUNITY

Opportunity that can be seen in this company are, there have a large number of online buyers. Either they buy from reseller as the reseller is available around the world and also from the retail sales itself through social media, Instagram and their official website. Unlike other company, they are more focus on online marketing which they create an ad on Facebook and Instagram. This strategy is more costly rather than having a large number of dropships and all the company need to do is appoint a person to guide them. If we take a look at a top brand company like Gene Martino, it has many outlets in different states in our country but unfortunately, it does not have a large number of online buyers and this company are not practicing online shopping lifestyle. Nowadays, people are more likely to have online shopping lifestyle where people can do online shopping through their smartphone, Thus, it is better to take this golden opportunity.

Second things that this company did which is not have in other company are, Mardina Safiyya Global Resources are able to expand for international online customers. As we all know, Muslim population have increase around the world and other country have recognized this company by its design. Thus, day by day, neighbour country buyers such as Indonesia, Brunei and Singapore have increase and furthermore, they are doing bulk purchase in one design. Moreover, during this MCO due to pandemic Covid 19, people are prefer doing online transaction instead of offline.

4. THREAT

A threat that can be seen in this company, is the price range. The price range of this product is RM80 – RM299 This company is located in a small-town area Kerian, Parit Buntar. Therefore, not all people in this town have higher income. Some of them are in middle class where have average income. Moreover, in this town, there have many outlets and other apparel company a low cost compares to Mardina Safiyya Global Resources. Thus, all customer Mardina Safiyya Global Resources are from other city and state. They are not from Kerian itself as people in Kerian are not affordable to buy unless they put an offer below RM80.

Second threat that can be see are, the scenario when government announce Restriction Movement Control Order (RMCO) in Kerian. This have caused many problems where all the staff have Work from Home (WFH) for 2 weeks. In this duration, many orders cannot process and cannot post out as in schedule. Thus, all the staff need to convience the customer, dropships so that the dropship will convince their customer as well that the order will process immediatly after RMCO. Not to mention, the company are fail to get the cloth from the supplier as schedule because of the RMCO, everything need to delayed.

PESTEL ANALYSIS

1. Political

Mardina Safiyya Global Resources is the private sector which registered under Company Commission of Malaysia. This is an apparel and clothing which was able to expand their business through foreign countries such as Brunei, Singapore and Indonesia. Even during this pandemic Covid-19, the business and customer from abroad still there as it is only online marketing.

2. Economic

Nowadays, staying competitive is a great challenge for the companies in the 21st century, especially in fashion and retail sector. (Gyorgy Gonda, 2020). Competitors apparel and clothing companies that doing the same business as Mardina Safiyya Global Resources and located in Kerian, Parit Buntar are Jelita Wardrobe and ByNurHafizah. These three companies is the main competitors of Mardina Safiyya that operated in online and offline business.

3. Social

Every customer is different. Some of their customers are among teachers, mother, teenagers, adult and also high school girl. But, luckily, all of Mardina Safiyya product is suitable to any kind of people. This company's product focus more on Muslimah modesty to look elegant in Muslimah suits according to Shariah. This company is able to sustain to survive until now because they have a large number of online buyers and encouragement their dropships and customer to buy it online through their official social media and website.

4. Technological

Since this company is more focusing on online platform, this company have do many R&D activity in order to fulfil their customer desire to launched new product every month. By doing this, Mardina Safiyya was able to sustain in long term and have a good sense in Muslimah fashion. Of course, this company become Muslimah preference to buy a dress according to Shariah.

5. Enviroment

During in pandemic Covid-19 that happen in Malaysia and the Restricted Movement Control Order (RMCO) that have been implement by the government, it has made this company was not able to corporate fully because they have to obey SOP. This is become a treat to this company as many orders cannot be proceed.

6. Legal

This company is not an essential sector thus it is hard to get hard to get permission from MITI to operate due to this pandemic Covid-19. All company need to do is to hold the orders. However, all the employees are under the contracts of employment laws and the employees deserve to complain of they are get what they deserve even this company is a private sector.

DISCUSSION AND RECOMMENDATION

Malaysia is one of the countries that pay significant attention to Small and Medium Enterprise. SME itself is one of the economic indicators of any country. (Udriyaha*, 2019). A study once stated that a small business that operates in small scales involves less capital investment, a smaller number of labour and fewer machines to operate. (Ms.G.Yamini, 2020). As for Mardina Safiyya Global Resources which incorporated in 2016 is a small business company and only have a smaller number of labours. In this company, there only have Founder, Co-Founder, one staff in management and finance division, and two staffs in operation management. This company has no permanent staff in human resources department. Since this company is fully operate on online marketing, graphic designer is a necessary role to be in this company. However, this company only use freelance to do graphic design work. This company also outsourcing Human Resources employer to do salaries and as the place for the Founder and Co-Founder use as reference about staff management. As for interview, will be interview by co-Founder.

This company is categorised under private sector which contribute to job creation and economic growth. (Gyorgy Gonda, 2020). Thus, this company always open to part time worker in order to do packaging and QC job. When it comes where the company need to settle all the orders like in schedule, the number of current workers is not enough. Thus, what I can see how the company manage to solve this problem, they hire a more than 3 part time worker. Unfortunately, it is hard to find male part time worker. However, it is recommended to have one more staff to manage and arrange the arrival stocks. Because whenever the new stocks arrive, there only have one male staff to arrange it and if he could not manage to do it, female staffs have to do it together, it is true that the company was encouraging teamwork but, in my opinion, the company need to understand more about their employers' condition both physical and mental. If the company did not manage to hire more staff, it is good to give some reward to the staff for their hardworking and have a good engagement with them. This because, the study has been conducted and found that a good internal communication and reward are significantly related to employee engagement and also might affect their performance in a company. (Zulqarnain Ali, 2019).

Nowadays, where online business is the larger areas of business that have been working on by others, e-commerce is one of the online marketing strategies that can increase profit in a company. This statement can be proved through a study that have been conduct. That studies state that e-commerce can improve innovation performance but however, it has no relationship with operational performance. (Laura Macchion, 2017) A good e-commerce could make the company expand to international market, in foreign country. This has been proved by study conducted. It has been stated that e-commerce plays an important role in the internationalization of both large and SMEs. (Marzanna Katarzyna Witek-Hajduk, 2021) Not only that, online marketing should come with social media strategies. For example, Mardina Safiyya did have Facebook and Instagram platform to sell their product. Since today people have to restricted from any outdoor activities and since they have a large number of online buyers, all they did is make a deal with many influencers and instafamous such as Heliza Helmi, Farah Fakhira, Nur Amirah and Faezah Elai to make a review and promote Mardina Safiyya's product. Apparently, it does give a big impact as the sales start to increasing. However, it is recommended to promote in radio station since this company did not promote it. Many companies have done that by promoting in radio and the result was always outstanding. By promoting in radio station, the jingle will always play again and again and many people will hear and remember it. For example, companies that did have this strategies are, Sabella, Jelita Wardrobe and Hasnuri. This is all apparel and clothing companies where their jingle always in the radio station.

CONCLUSION

As a conclusion, I was really glad I can do my internship at the end of my degree. At first, I thought if I get a chance to do my internship in government sector, it would give a lot of benefit. But I was wrong. By do my internship in private sector, I get to learn many things. For example, how the management on sole proprietorship is working, how to communicate with senior staff, how to manage if we have to multi task and how deal with other parties like dropships. Although, I was only do my internship, but my supervisor did train me as a permanent staff. Furthermore, this company only have 8 staffs and we already look like a family.

I did learn many things in this company. I admit this company have many internal problems among staff and from the supplier itself. Basically, the problem among staff is that they are too close like a friend and makes them cannot act like a professional when the superior reprimand mistakes they made, sometimes. By that, I just learn, how many close relationships we have with our collages, we need to be professional, learn and make on our mistakes. Somehow, I understand, in working environment, we must put aside our hard feeling and try to be professional as we could for the sake of company. We must try to do our best for the company to sustain for a long time. In order to get something, we need to contribute something. As for supplier, I just learn, when we want our product to arrive early like in our schedule, we need to avoid last minute passing a job to supplier. Because the supplier refuse to accept last minute job no matter how rush we push them or not matter how many we offered to pay them.

Even though, I do my internship in a marketing company despite I am financial student, I get to learn kind of marketing term, marketing strategies and planning and the most valuable knowledge is the management of a company itself. Everything I learn since diploma; I was able to apply it. Plus, it was a precious experience I have where I have to work overtime to do packaging and settle all order from customer during Ramadhan. Although the company pay for us, it still exhausted and quite fun because we work as a team with other and senior staff. I learn so much in internship programme for this semester.

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APPENDICES

1. Specific task : Create a marketing budgeting on RM100,000 capital.

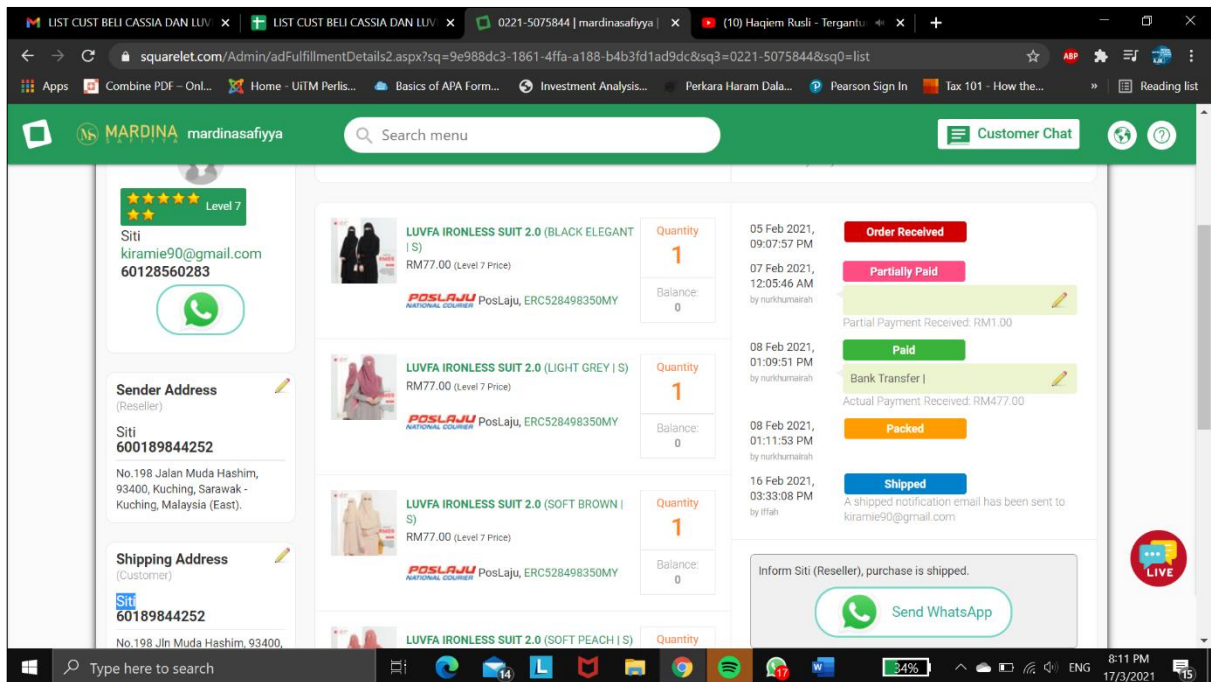
MARDINA SAFIYYA MARKETING BUDGET MARCH 2021			
ITEM	RM	RM	RM
Beginning Balance			10,000.00
Photography and video shooting	750.00		
Models	2,000.00		
Make up model (indoor)	300.00		
Make up model (outdoor)	700.00		
Graphic Desinger (Freelance)	600.00		
Total Photoshoot		4,350.00	
Farah Fakhira (Influencer)	800.00		
Total Paid review		800.00	
Radio ZAYAN	185.00		
Production cost	820.00		
Total Radio Commercial		1,005.00	
(-) TOTAL EXPENSES			6,155.00
Ending Balance			3,845.00

14

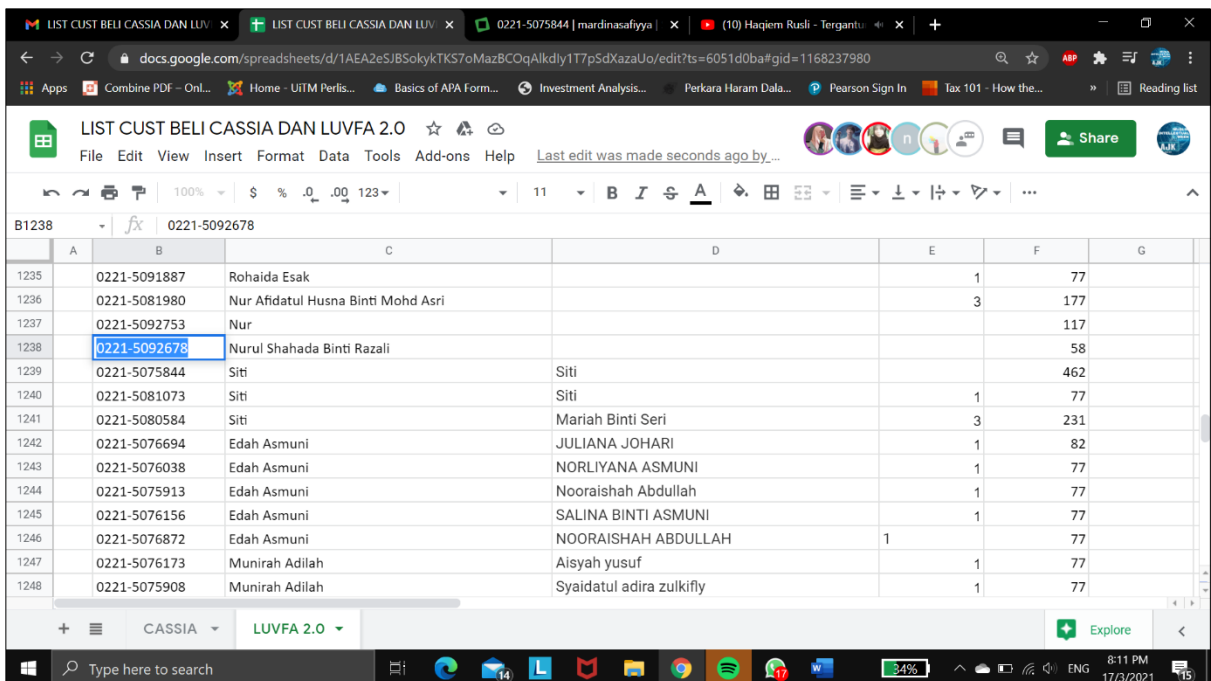
2. Get the chance to watch behind the scene of Live streaming in their Facebook



- Squarelet.com, a website to update stock, dropship's detail, dropship's order and company profit.



- Help Dropship Leader to register their new dropship by key in detail from Google Spread Sheet into Squarelet.com



5. Key in detail of dropship.

The screenshot shows the 'Add Reseller' form in the MARDINA admin panel. The form is titled 'Add Reseller | mardinasafiyya' and is located at 'squarelet.com/Admin/adResellerAdd.aspx'. The form includes the following fields:

- Login Detail:**
 - Email Address: nurelyanie99@gmail.com
 - Password:
 - Retype Password:
- Reseller Code:** (Empty text field)
- Reseller Level:** Level 6 (Selected from a dropdown menu)

The form also features a 'Customer Chat' button in the top right corner and a 'LIVE' chat icon in the bottom right corner.

6. Raw detail of dropship and customer that have been collected before convert into google spread sheet for company record.

The screenshot shows the 'Manage Subscribers' page in the KirimEmail admin panel. The page is titled 'Manage Subscribers - Dropship Mardina Safiyya - Leader Ummu' and is located at 'aplikasi.kirim.email/u0/subscribers/109661'. The page includes a filter for 'Subscribed' and a search bar. The table below shows the raw details of the subscribers:

#	Full Name	Email	Status	Join Date	Action
1	Nur Elyanie	nurelyanie99@gmail.com	subscribed	13 March 2021	DETAIL DELETE
2	Hazlin Hamid	rohazlinabhamid@gmail.com	subscribed	13 March 2021	DETAIL DELETE
3	Mas Jayfruit	mfuza1@gmail.com	subscribed	13 March 2021	DETAIL DELETE
4	Anis Munirah	anismunirahsharuddin@gmail.com	subscribed	13 March 2021	DETAIL DELETE
5	Wan Aliza Che Wan	jabs@ainmedicare.com.my	subscribed	13 March 2021	DETAIL DELETE

7. Picture in warehouse of Mardina Safiyya Global Resources







8. The parcel that ready to pick up by courier. The courier that been use are Pos Laju and J&T

