

**HONG
KONG
SASA
SDN
BHD**



EXECUTIVE SUMMARY

For 24 weeks, I performed my practical training at Hong Kong Sa Sa (M) Sdn Bhd's marketing department in Cheras, Kuala Lumpur. In summary, Hong Kong Sa Sa was created in 1978 and is Asia's largest beauty product sales company.

They position themselves as a one-stop beauty product specialist platform with a "Beauty" business focus. They also provide a comprehensive choice of high-quality items under over 600 brands, such as skincare, makeup, and many more. This study will go through the background of the Hong Kong Sa Sa company, as well as their vision, objective and organizational structure.

There is also a reflection of the outcomes of my practical training, indicating the benefits acquired in terms of knowledge, abilities, and so on. I also described my job throughout practical training.

Concerning external risks that may have a negative impact on Sa Sa, customers prefer competitors over Sa Sa, and market sales of counterfeit items are increasing. Finally, after determining the root cause of each SWOT analysis, I describe the proposed solution that may be implemented to each presented SWOT analysis.

The most important part in this report is the SWOT Analysis where based on my observations and discussions with my own supervisor, this report analyzes the assessment of SWOT analysis, which is the strengths, weaknesses, opportunities, and threats in Hong Kong Sa Sa. Each SWOT analyst is given two points for the strengths that Sa Sa possesses.

Sa Sa has highly devoted consumers and sells 100% genuine products at reasonable costs. In terms of flaws, Sa Sa is particularly weak in terms of decision-making power constraints and an unfavorable office environment. The opportunity accessible to Sa Sa to enhance their organization is the increase in the purchasing of health care items, which has become a priority of the customers, as well as the improvement in the customers' lifestyle and standards.

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ACKNOWLEDGEMENT

First and foremost, I would like to thank Allah for giving me a chance and opportunity to complete this assignment even though it is quite challenging for me to do and to make sure that I'm on the right track during this internship duration.

By Zulfa Hidayah

I also want to thank both of my parents, who have always been there for me no matter what. They always go above and beyond to support my family. I would not be where I am now without them, and I would not have the opportunity to fulfill this duty without them. Not to mention my brother and sister-in-law, who graciously accepted and volunteered to look after me. I would like to express my heartfelt gratitude to Hong Kong Sa Sa (M) Sdn. Bhd. and my supervisor and other staff as well, Ms. Vis Lee, Ms. Tan Bee Yin, Ms Adecia Chan, Ms. Tan Lay Kuan for providing me with the opportunity to get internship experience and learn more about the firm in the industry for 6 months. I wasn't expecting to work in an environment where everyone is so welcoming, supportive, and compassionate.

Finally, I would like to thank everyone who works one's fingers to the bone and has always been by my side throughout the process of preparing this report and also during this internship programme until it is completed especially my support system, Muhammad Zuhlilmi, Nadira Yasmin, Nurul Natashya, Nur Zafiera, Sorfina Nurin, Haziq Imran, Tajuddin Shafek, Shahmirul Fahmi, Amira Syafina and Farah Farhani. This internship would be a lonely path for me if it weren't for these people. I'm grateful to them, and I hope that everyone who stays with me during my degree is repaid with a lot of happiness and rizq.

Doing my internship here has been the best decision I've ever made. I'd like to thank my advisor, Madam Nurul Zamratul Asyikin Ahmad, as well as Madam Norshiba Norhisham, who was always there for me and guided me through the process of producing my report. I could not have completed the assignments on time without their knowledge and advice. during this internship programme and taught me how to be an independent woman while away from home. As a result, I'd like to convey my heartfelt gratitude to them for their years of efforts and sacrifices on my behalf.

RESUME

ZULFA HIDAYAH BINTI MOHD RAZALI

AWARDS

- 2020 **Dean list for 1st Semester.**
- 2021 **Dean list for 2nd Semester.**
- 2022 **Dean list for 3rd Semester.**

SKILLS

Mirrosoft office : Microsoft Words, Excel & Powerpoint

Design Software : Adobe Photoshap, Canva, & VSCO

Personal Skills: Leadership, Organizational, Teamwork, Communication, Critical Thinking, Creative & Charismatic.

Social Media Marketing : Instagram, Tiktok, Facebook, Twitter

Language : Malay & English

EDUCATION

2017

SMK DATO ABDUL RAHMAN ANDAK

SIJIL PELAJARAN MALAYSIA (SPM)
3A 1B 1C 1D

2019

SMK DATO HJ. HASSAN YUNOS

SIJIL TINGGI PERSEKOLAHAN MALAYSIA
(STPM)
CGPA: 3.42

2020 - Present

**UNIVERSITY TECHNOLOGY MARA (UTM)
MELAKA CITY CAMPUS, MELAKA**

BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) INTERNATIONAL BUSINESS
CGPA: 3.66

WORK EXPERIENCE

2022

PATISSERIEBAKERS (PARTNERSHIP)

- Prepared promotional materials to advertise the products on social media.
- Updating social media every week.
- Accumulate feedback from customers.
- Provide after-sales service to customers.
- Maintain a relationship with existing clients.

2022

THEHARIKA (PARTNERSHIP)

- Collecting scarf orders from customers.
- Prepared and designed the advertising soft and hard cells
- Delivering orders to customers' homes.
- Advertising and promoting all the products to all social media platforms.
- Complete the wrapping of the orders and send it to the dispatch center.

2018

KOPERASI SMK DATO ABDUL RAHMAN ANDAK

- Become a cashier and take care of the cash flows.
- Organized stock items like food, beverages, and stationary.
- Calculated inventory stock at the beginning and end of each month.
- Handled all food and beverage supplier orders.
- Make printing works such as laminate and photocopy.

2020

**PASARAYA BORONG SAKAN SDN. BHD
(CASHIER)**

- As the head of the clothing section, ensure that each garment has a price tag and that the section is always clean and tidy.
- Provide assistance to customers who require it during sales and purchases.
- Counting and organizing the stock of newly arrived goods.

CURRICULARS ACTIVITIES

**UNIVERSITY TECHNOLOGY MARA (UTM)
INTERNATIONAL BUSINESS UNITY CLUB (IBUC) (2022)
CREATIVE DEPARTMENT : MULTIMEDIA & PUBLICITY BUREAU.**

Events involved:

1. Program Pengantarabangsaan Khidmat Masyarakat "Prihatin Kepada Ummah"
: Korban Dan Wakaf Telaga Di Kamboja Siri 11/2022.
 2. IBUC Funday 2022.
 3. Professional Talk Programme: "Grow Your Linked in".
 4. Seminar: Indeed & Resume
 5. International Business Induction 2022.
- Make a social media post on the club's page.
 - Advertised club's events in every social media platform.
 - Created and prepared all necessary posters for all events, including main posters, background posters, powerpoint presentations, certificates, and banners.
 - Handled the technical side of the events.
 - Photographer and videographer during events.
 - Allocated multimedia tasks to other team members.

**HEROES MISSION 1.0: TAMAN BUAYA (CSR)
HEAD PROJECT COORDINATOR**

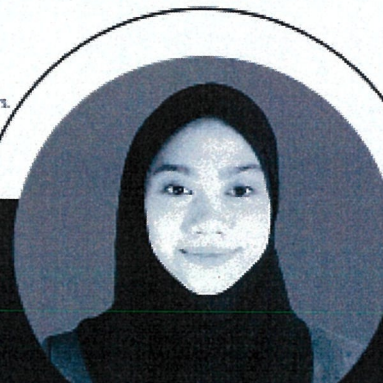
- Planned and organized the event.
- Conducted and prepared the agenda of the meeting.
- Ensured and supervised the task of all bureaus.
- Making decisions throughout the event's activities.
- Contacted and managed activities with Taman Buaya's staff.
- Managed and created an actual spending budget.

**WEBINAR: YOUTH & DIPLOMACY: SOARING UPWARDS TO
A PROMISING FUTURE
EXECUTIVE EXCO MULTIMEDIA AND PUBLICITY (2022)**

- Created and prepared all the posters of the event.
- Prepared promotional materials to advertise on social media.
- Prepared and designed certificates of the event for participants.
- Handled the certificate creation and production.
- Advertised and promoted the event using social media platforms.
- Assisted or acted as backup of the Technical Bureau during the event.

**OFFICE MANAGEMENT SUMMER COURSE: UNIVERSITAS
AIRLANGGA SAIL PROGRAM TO LAUNCH YOUR CAREER (2022)
EXECUTIVE EXCO MULTIMEDIA**

- Created a video of all the activities during the seminar.
- Created video documentation "travel log" for a summer course report
- Photographer during the event.



REFERENCES

**Dr Nur Melissa Binti Mohammad Faisal Wee
Senior Lecturer Of International Business**



BEHIND

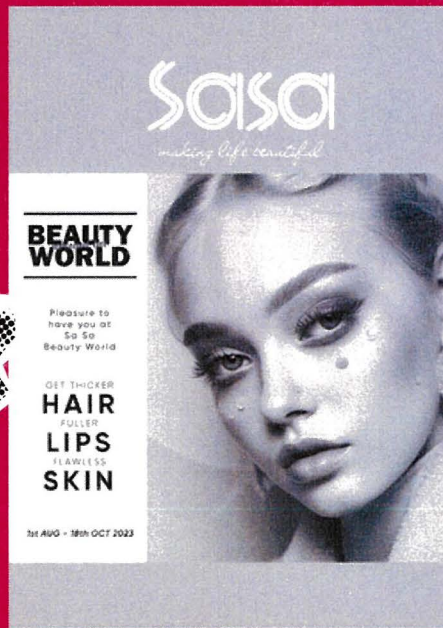
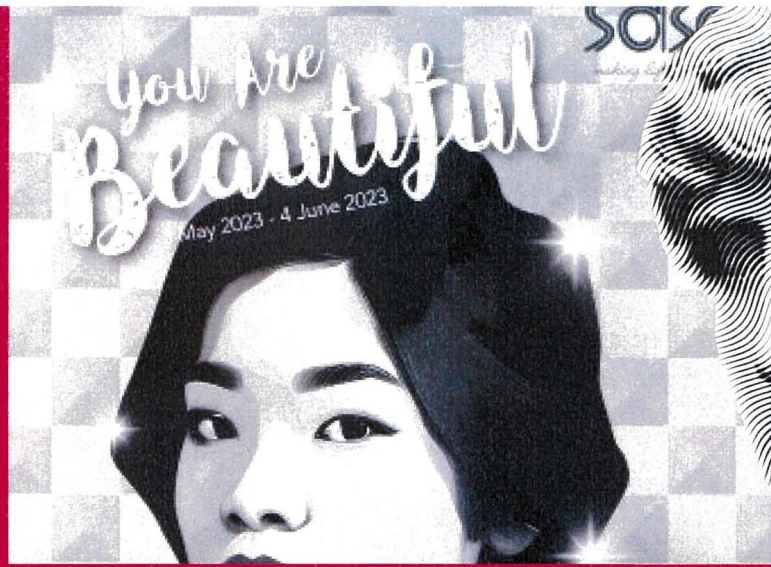
THE SECRETS



VOL 1



06



LATEST MAKEUP * AUGUST BOOKLET EDITION * 2023

HONG KONG →
S A S A
(M) SDN BHD

Company's Profile

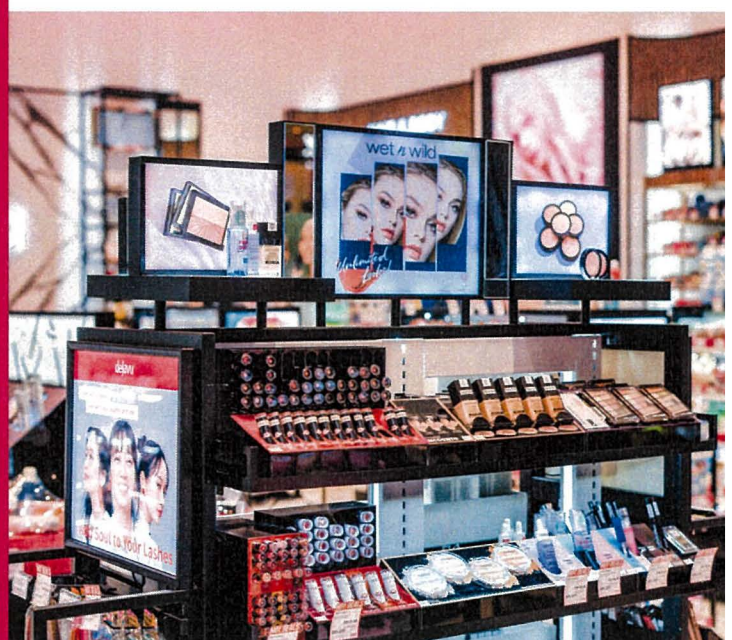
During my internships, I worked with Hong Kong Sa Sa (M) Sdn Bhd. It is situated in Shamelin Height Business Park, Taman Shamelin Perkasa, Cheras, Kuala Lumpur. The working hours in this company are flexible, but it is mandatory for all employees to work for 9 hours every day. The earliest time allowed to begin work is 7.30am and ends at 4.30pm, and the latest hour allowed to begin work is 9.00am and ends at 6.00pm. This implies that employees can choose when they want to come to work. This is meant to make it easier for employees to schedule their commute to work because this company is located in a congested urban location. At the same time, this organization does not want to put employees under pressure for constantly arriving at work early and so on.

Vision, Mission, Objective And Goals

As for Hong Kong Sa Sa's vision, they are committed to fostering sustainable business growth and bringing long-lasting value to their stakeholders, thereby fulfilling their "Making Life beautiful" aspiration. While their mission is to aim to always create maximum returns for their shareholders as well as empower their employees to grow and excel. Sa Sa also keeps maintaining strategic partnerships with their supplier so that the process will be run smoothly and will always be beneficial for both. In terms of customers, Sa Sa offers the best products and shopping experience while maintaining dialogue with their communities to address their needs and thoughts. Throughout their business, they strive to operate in a responsible and sustainable manner, generating the best value for business and society as a whole so that they will have a good impression not only in their services but also their relationship with the society.

Background Of Establishment

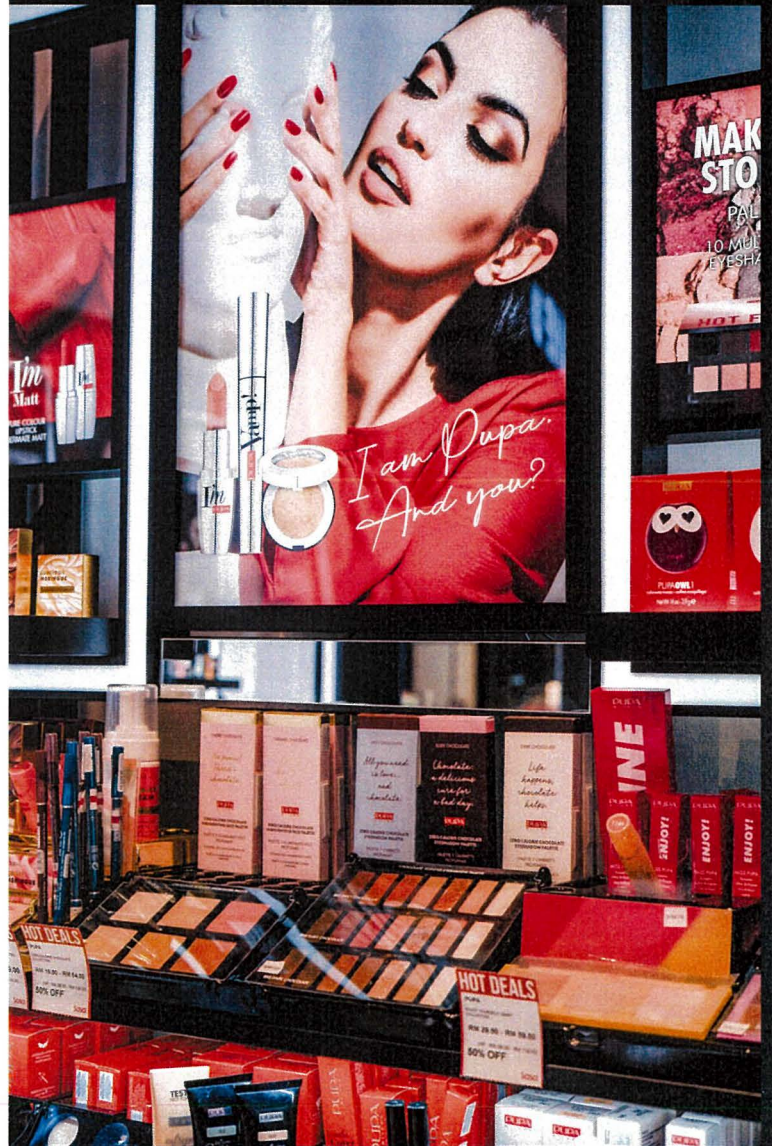
When you've decided on your cover story, come up with a list of topics for your feature articles. This can range from interviews, product reviews, human interest pieces, and even lists. Think about what your audience would be interested in and get writing! Again, choose engaging photos and graphics to accompany your words, as these also help catch your audience's eye. . . .



THE INSIGHTS

PRODUCT OR SERVICES OFFERED

As customer needs and cosmetic trends constantly evolve, Sa Sa has also been actively responding to the market needs. They market themselves as a one-stop beauty product speciality platform with a "Beauty" business focus. They also offer a diverse range of high-quality items under over 600 brands, including skincare, fragrance, make-up, hair care and body care products, health and fitness products, and beauty devices, to meet the needs and desires of their clients. Their multiple e-commerce platforms offer round-the-clock online purchase services as well as thorough product information to customers from various countries. They aspire to offer round-the-clock online shopping services as well as comprehensive product information to their customers from various countries, leveraging the combined strength of their physical store network and multiple online platforms beyond geographical constraints, in order to provide a refined and seamless OMO customer experience.



Training's Reflection

My practical experience at Hong Kong Sa Sa began on March 6, 2023 and completed on August 21, 2023, for a total of 24 weeks. I was given the opportunity to work in the marketing department during this internship because I had applied for employment in that department. Marketing is the department of an organization that I am most passionate about because it is both resilient and enjoyable for me. It's exciting because I can learn a lot in this line of work and get a lot of experience by working with customers and people from different parts of the company.

In this department, I was assigned numerous duties that were appropriate for me to do because I specifically requested that they assign me tasks that would provide me with real-world work experience. It is because, in my observation, most firms provide only light work to practical students, therefore I decided to be more involved during this practical training. At the very beginning of my practical training, I was assigned a daily office chore of recording membership forms for new clients who wanted to become Sa Sa members.

Besides that, I was in charge of sending new membership forms and cards to Sa Sa branch stores throughout Malaysia from the warehouse. I merely sent the form required by the branch manager for this task. Furthermore, I prepare and transmit invoices to the finances department. The majority of the bills I create are from dealings with key opinion leaders (KOLs), that is, the people who promote Sa Sa products on social media.



Along with that, I also oversee matters relating to the request and verification of vouchers that will be used for promotional purposes in the store in the financial department.

For example, I will fill out the request form provided by the finance department, then seek confirmation from managers and the head of the marketing department before sending it to the finance department for the voucher production process. I must explain the purpose of utilizing the coupon and provide an attachment when submitting the form so that the voucher can be issued.

Similarly, because I work in marketing, we are always in need of products to create content for social media sites as well as demands from the product brand itself. As a result, I must additionally compile and send a product request form to the warehouse management staff.

For specific specialization jobs, I am frequently tasked with finding and establishing connections with key opinion leaders (KOLs) applicable to the product to be pushed. For this role, I will be in charge of everything from product delivery to supplying brief content and recommendations for developing a promotional video, confirming the video story, submitting the video draft, putting on social media, and dealing with payment to them. Every month, I manage nearly 20 KOLs as per requested by the marketing executive.





REFLECTION

On top of that, I was tasked with creating a proposal for the reopening of the Sa Sa shop branch. In the proposal, I need to design a suitable mechanism to be presented to the customer to go along with the reopening. I must ensure that the mechanism not only attracts the attention of new or old customers, but also that existing customers continue to buy cosmetic items from Sa Sa loyally.

Examples of mechanisms suggested include providing a doorgift to the first 10 customers during the reopening promotion period, what products are in the doorgift, what existing customers can get if they get involved during the reopening promotion, and more.

Aside from that, I manage sponsorship work for programmes or events run by third-party organizations such as universities, associations, and others. For this task, I must call the program's organizer to discuss and negotiate the benefits that Sa Sa will receive if we agree to sponsor them until the procedure of delivering the sponsored things to them is completed.

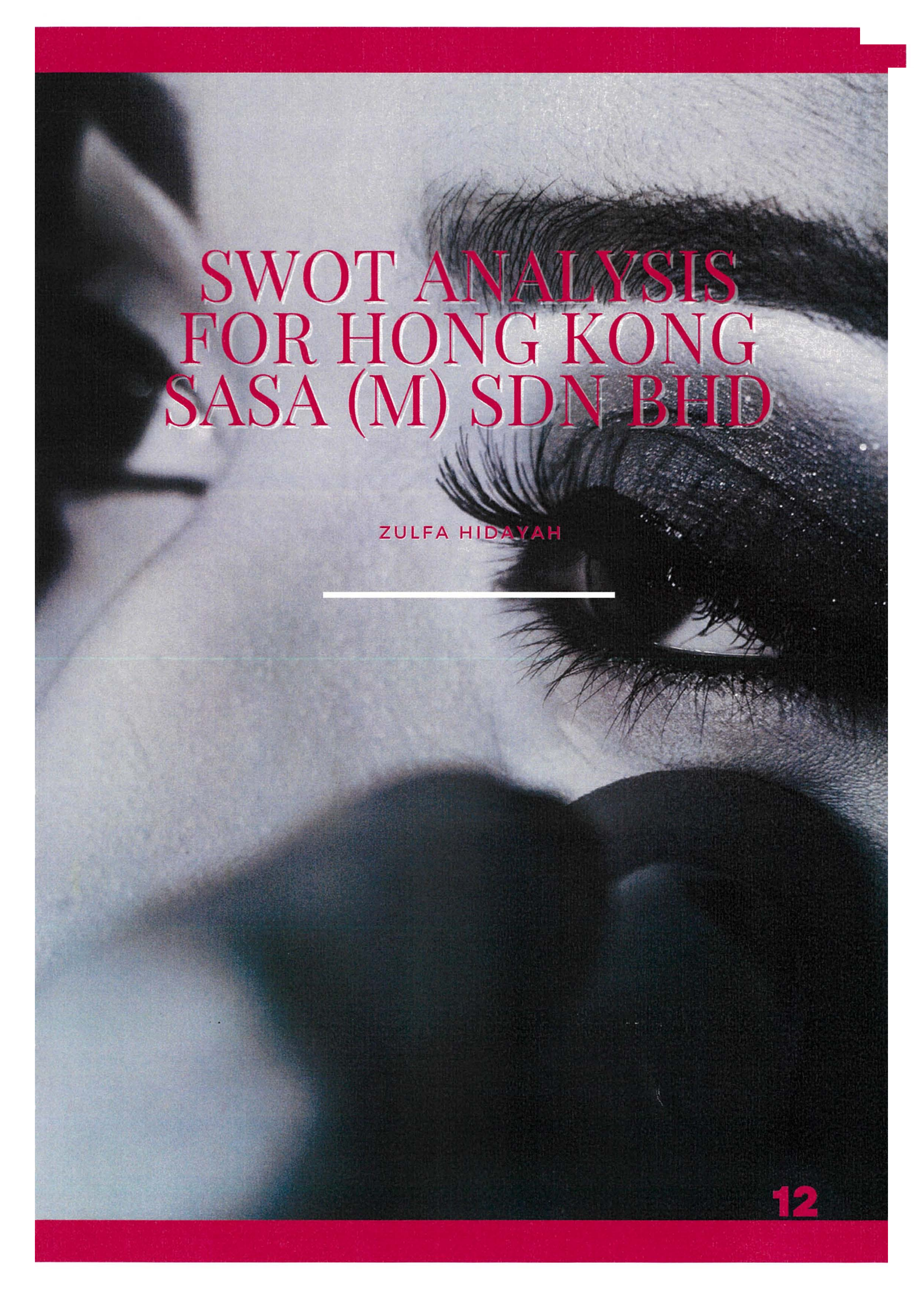
My most recent sponsorship was for Taylor's University pharmacy students. It was a lot of fun because I managed everything from getting approval until the end of the event.

It was an amazing journey that taught me how to manage my time effectively and how to enhance my communication abilities.

Numerous advantages were achieved as a result of my practical training at Sa Sa, including a considerable payment for a practical student, claims for medical care, and tolls and fuel. I was also given the opportunity to participate in free Microsoft PowerPoint training for intermediate and advanced levels alongside personnel from various departments. In terms of knowledge and abilities, I learnt how to run mall roadshows to promote the luxury brands that Sa Sa carries, such as Mercedes-Benz, Marc Jacobs, Gucci, and others.

Not only that, but the staff in the marketing department taught me how to develop promotional poster designs since our department is coupled with graphic designers. They also trained me on how to manage social media sites, how to create intriguing captions for posts, and how to do brand reports for monthly engagement. As an outcome, they could be considered to have genuinely taught me how to work in the real world of this industry. To be honest, all of the tasks assigned to me are difficult but pleasant to complete because the people in my department are very helpful and nice, despite the fact that we are of different ethnicities.

In terms of personal growth, this internship taught me to be a person who is willing to attempt new things and take risks despite having no prior experience. For me, taking a risk in something makes me a more confident person who is constantly determined to complete a task and encourages me to do my best so that the risk taken yields a good result, or in other words, we feel satisfied when we can meet an expectation. I also learned how to properly negotiate and be far more effective when communicating with third parties. It was fascinating since, previously, I had only learnt how to negotiate, but in this actual training, I was able to implement what I had learned. As a result, it really assists me in dealing with consumers at Sa Sa.

A close-up, artistic photograph of a person's face, focusing on the eyes and hair. The person has dark, dramatic eye makeup, including thick black eyeliner and long, dark, curled eyelashes. The hair is dark and styled. The background is a soft, out-of-focus light color. The overall mood is artistic and high-contrast.

SWOT ANALYSIS FOR HONG KONG SASA (M) SDN BHD

ZULFA HIDAYAH

STRENGTH

100% GENUINE PRODUCT
WITH AFFORDABLE PRICE

LOYALTY CUSTOMERS

WEAKNESS

UNFRIENDLY ENVIRONMENT

LIMITATION AUTHORITY ON
DECISION-MAKING

OPPORTUNITY

HEALTH CARE PRODUCTS
BECOME THE CUSTOMER'S
PRIORITY

IMPROVEMENT IN THE
CUSTOMERS LIFESTYLE AND
STANDARD

THREAT

CUSTOMERS PREFER
COMPETITORS INSTEAD OF
SASA

INCREASED MARKET SALES
OF COUNTERFEIT GOODS

STRENGTH



100% GENUINE PRODUCT WITH AFFORDABLE PRICE

As we all know, today's consumers have very high purchasing power, which influences their choice of goods, as most customers are more driven to buy genuine products at a fair price. Given that as a result, Sa Sa possesses both of these features, since this cosmetic company sells genuine fragrances, skin care, health care, and cosmetics at extremely low prices. In this case, Sa Sa provides genuine products from the original brand of the product itself where they become the intermediary which is a concept store that sells products from exclusive brands that are difficult to locate in Malaysia.

Customers, for example, can only get perfume from the Mercedes-Benz brand at Sa Sa. When compared to duty-free shops in other countries, which claim to sell goods at low rates, their prices are still high when compared to Sa Sa. As a result, a lot of new clients pick Sa Sa to acquire cosmetic products and eventually become devoted Sa Sa customers.





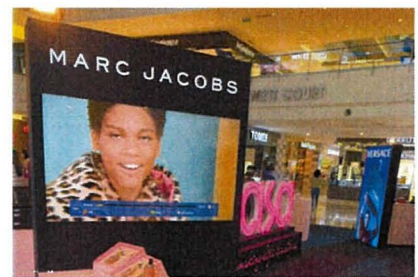
Loyalty Customers

Sa Sa also values its members, known as PINK and VIPINK, because it is able to stay competitive with other cosmetic companies in the market due to these committed customers. Because Sa Sa members generate more than half of its income, they prioritize Sa Sa members in all of its activities as loyal customers are the most important part for a business because it's a driver for a business growth.

STRENGTH



For example, in every campaign, Sa Sa members will have different benefits than clients who do not register for membership in terms of discounted prices, points and bonuses gathered, and after-sales assistance.



Furthermore, whenever a new store opens, Sa Sa members who attend and purchase products on the opening day will receive a door gift. As a result of the particular customer care provided to Sa Sa members, Sa Sa members have remained loyal to this company to this day, and Sa Sa has been able to survive with the existence of Sa Sa members.

Unfriendly Environment



Sa Sa also has the disadvantage of working in an unfriendly atmosphere. In this regard, based on my observations as a practical student here, most employees in this organization do not get along with colleagues from other departments. Employees with jobs that do not need them to communicate with staff from other departments prefer to interact primarily among themselves, which causes communication challenges.

If a project involves employees from other departments to collaborate, communication issues and misunderstandings are possible because they don't know each other.



When this difficulty persists for an extended period of time, the results of a task for a project will suffer.



Apart from that, employees may be unhappy at work since the current environment is unhealthy and unmotivating. As a result, there will be an increase in employee layoffs because this unhealthy workplace will disrupt their psychological well-being (Stoltz, R., 2023).



WEAKNESS

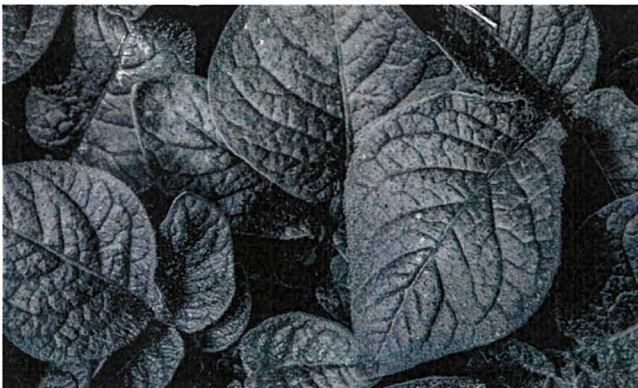
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LIMITATION AUTHORITY ON DECISION-MAKING

Sa Sa Malaysia has a weakness in terms of decision-making authority because, as we all know, this cosmetic corporation originated in Hong Kong, China, and the stockholders and superiors in Sa Sa are all Chinese. This means that all actions and decisions taken at Sa Sa Malaysia must be made in consultation with its leaders in Hong Kong.

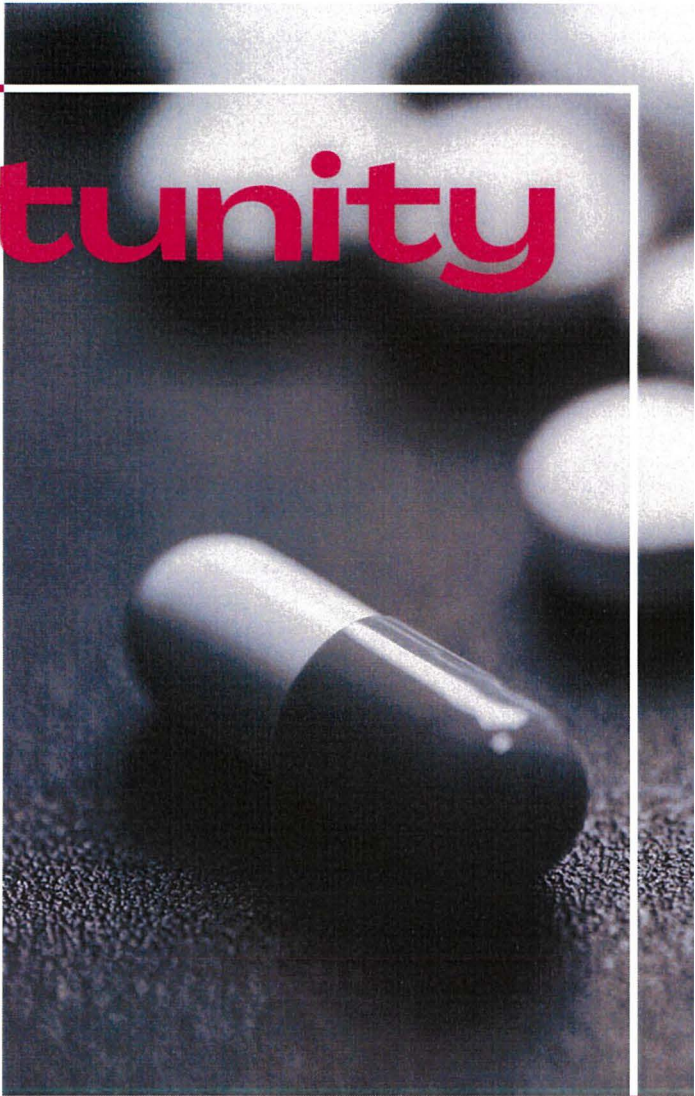


This is a problem because of the cultural and understanding gaps between executives in China and Malaysia, making it difficult for Sa Sa to be widely developed in Malaysia. This intervention has an effect on all departments of Sa Sa HQ, including the marketing department.

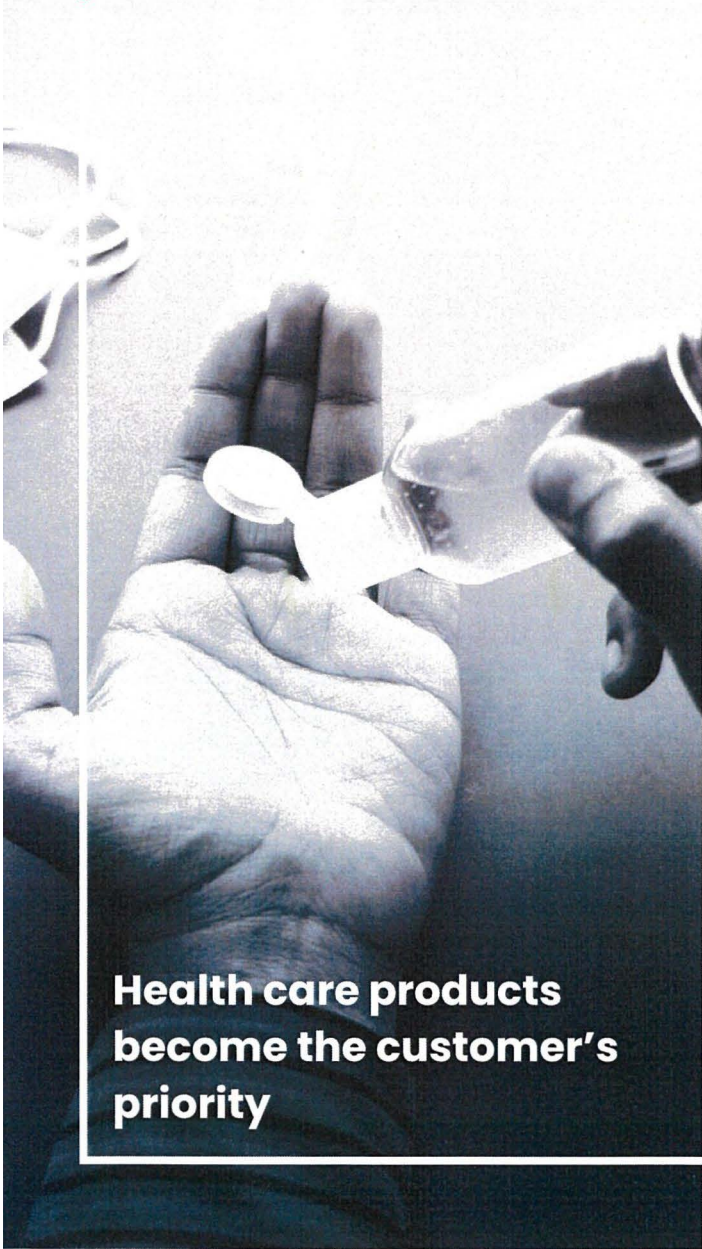
This is due to the fact that marketing techniques and methods used in Sa Sa Malaysia are still exposed to and dependent on marketing done in Hong Kong. They want to synchronize everything so that it is easier to manage, but this has the opposite effect because marketing conducted in Hong Kong has no influence on clients in Malaysia. As a result, many clients are still unfamiliar with Sa Sa products.

Opportunity

Sa Sa offers health care products in addition to perfumes, facial care, and cosmetics, which actually presents Sa Sa with an incredible opportunity as the public started to think more about their health once the Covid-19 crisis broke out. Consumer awareness of health and hygiene is developing as a result of Covid-19, leading to changes in consumer purchasing behavior (Cordina, J., 2021)



In this regard, most consumers are now more encouraged to spend their money on health and hygiene products such as Vitamin C, face masks, sanitizers, and other such items. As such, Sa Sa has a great opportunity to further broaden the market of health products available to customers, as well as to carry out greater advertising regarding the health products that are sold, so that customers are aware that they can get health products not only at the pharmacy, but also at Sa Sa at a price that is more affordable.



**Health care products
become the customer's
priority**

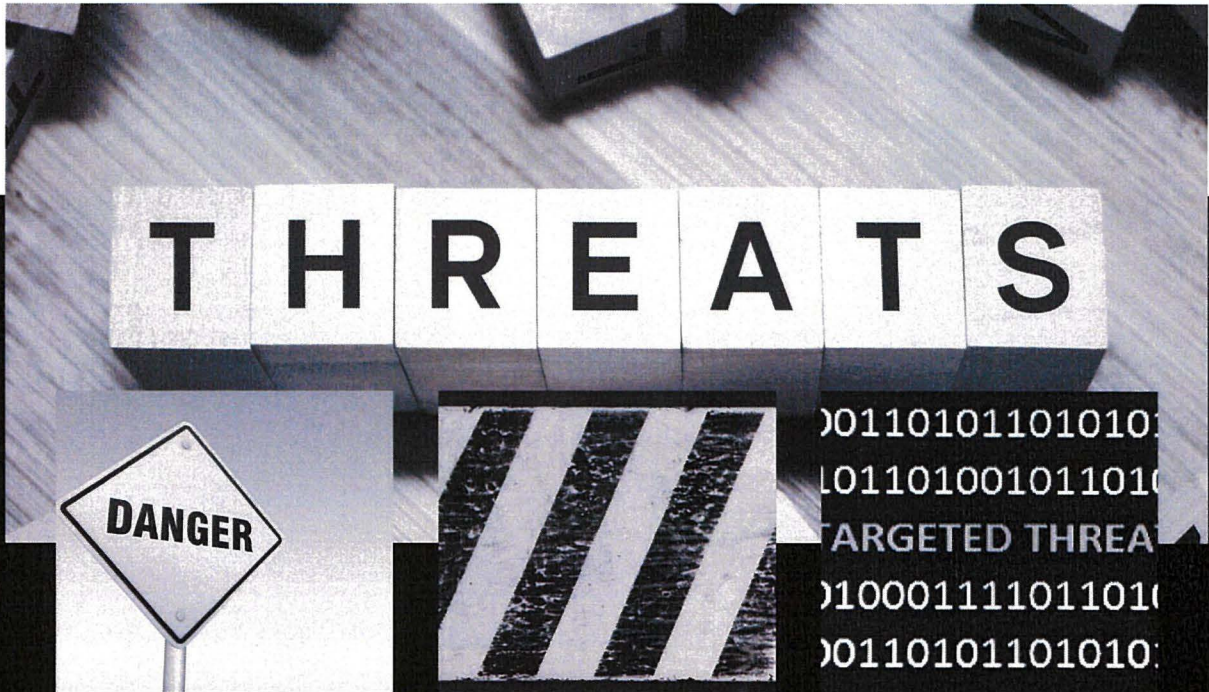


Improvement in the customers lifestyle and standard

Some categories of community level of living have changed and improved recently, which has improved their lifestyles. Additionally, the majority of people in today's society closely follow the advancement of more upscale and fashionable trends in an effort to provide a better impression or image to those around them (Charm, T., 2020).

This applies to selecting cosmetics or health products. Sa Sa has a great possibility to enhance their performance in the market due to the improvement of lifestyle in various communities.

This is so that there will be greater consumption of consumer products and services, as well as more opportunities to stimulate purchases, when lifestyle changes among individuals increase. With additional competitors on the market, this circumstance may enable Sa Sa to maintain their market dominance and even consistent profit margins.



THREAT: CUSTOMERS PREFER COMPETITORS INSTEAD OF SASA

Customers are Sa Sa's greatest strength, yet they are also a threat to Sa Sa. This is because buyers have a lot of ability to make choices, which means they compare prices, quality, and benefits before purchasing a product.

Customers pose a threat to Sa Sa in this way because the majority of them prefer to acquire goods from competitors such as Watson and Guardian. The products sold by those shops are more familiar to them than Sa Sa.

As therefore, Sa Sa's marketing approach remains inadequate since it has no impact on cosmetic customers because buyers continue to prefer purchasing products from competitors. When compared to competitors, the customer's target is also higher because the products offered at Sa Sa are more exclusive and premium, given that the majority of the products sold come from overseas.

THREAT

Increased market sales of counterfeit goods



Sa Sa is well-known for selling high-end luxury fragrances at reasonable pricing. However, the selling of counterfeit fragrances is becoming increasingly common, and this poses the greatest threat to Sa Sa. While we all know, social media sites now include a feature that allows businesses to sell their goods on social media. However, this existing privilege is being misused by vendors who offer vast quantities of counterfeit products, such as perfumes.

For example, there are dealers that develop imitation perfumes in bulk, rename them, and offer them at low volume prices. Worse, the perfumes offered a smell just like the actual perfumes created by the brands. Such a situation has the potential to trigger customers to switch, preferring to purchase fraudulent goods due to their low prices, which might have a highly negative impact on Sa Sa like giving damage to brand's reputation and bottom lines (Benjamin, A., 2023).

ZULFA HIDAYAH

Editor-in-Chief



DISCUSSION & RECOMMENDATION

ZULFA HIDAYAH

EAU DE PARFUM
100 ML 3.3 FL. OZ.

STRENGTH

INCORPORATING NUMEROUS
WELL-KNOWN BRANDS AND
BUILD A BIGGER ONLINE
PRESENCE

PROACTIVE ADVERTISING
THE MEMBERSHIP BENEFITS

WEAKNESS

TEAM BUILDING ACTIVITIES
AND CREATE A FEEDBACK
CHANNEL

DEVELOPING AGREEMENTS
AND GUIDELINES

OPPORTUNITY

CONDUCT ONLINE MARKETING
THAT FOCUSED ON
HEALTHCARE PRODUCTS

ACTIVELY INTRODUCE THE
EXISTING EXCLUSIVE
BRANDS IN STORE

THREAT

BRING IN LOCAL PRODUCTS
IN TO SA SA

INCREASE PUBLIC
RELATIONS WITH MEDIA AND
INFLUENCERS

THE Strength

INCORPORATING NUMEROUS WELL-KNOWN BRANDS AND BUILD A BIGGER ONLINE PRESENCE



Incorporating numerous well-known brands and build a bigger online presence

M opinion is that Sa Sa can leverage its strength by incorporating numerous other well-known brands into its current product lineup and also build a bigger online presence as online platforms have a bigger influence on the people.

This is because, based on my experience, many customers frequently visit Sa Sa stores and ask about the availability of a particular brand like Billie Eilish and Dolce Gabbana, regardless of whether Sa Sa sells it or not. This is mainly because of their perception that the majority of them believe that Sa Sa businesses are the only ones capable of introducing a major brand of this product into the Malaysian market while maintaining the affordable price. They also must run an aggressive promotion online such as by creating giveaways or contests (Wong, K., Savage, D., 2022). As a result, with this effort, Sa Sa's sales of a variety of big brands might further boost the company's reputation as well as reach more audiences on online and offline platforms.

Strength



In my opinion, Sa Sa needs to be more proactive in promoting Sa Sa membership registration to new customers in terms of the benefits gained and other factors in order to further expand this strength and keep this component as one of the key strengths for Sa Sa throughout time. According to Aliza Polkes (2020), based on her survey, about 68% of frequent customers will participate, if a loyalty program is available. Customers that engage in the program are more likely to spend more money with you because they already have a relationship with you and receive benefits in exchange for their business.

In this case, when people sign up to be Sa Sa members, for instance, and they have a lot of points from prior purchases, they can use those points to receive a variety of things at Sa Sa for free like sunscreens, skincare sets, makeup, and many more. This is because every month, Sa Sa will organize a special point redemption program for Sa Sa members. Therefore, this program can be advertised to new customers at Sa Sa to attract their attention to register as Sa Sa members. In this regard, not everyone, including me, is aware of the benefits of being a Sa Sa member. As a result, they must constantly emphasize to customers the benefits of being a Sa Sa member.



Weakness

Team building activities and create a feedback channel

In my opinion, the best way to turn this unfriendly environment around is for Sa Sa to enhance activities that involve all staff, such as team building events or leadership training. Based on my observations, while conducting practical training here, I participated in a Microsoft Powerpoint course with employees from other departments, and it can be said that most of these employees do not socialize with employees outside of their department.

During this course, however, there were group activities, and as a result of those activities, we learned about each other better and were more comfortable than before. Not only that, but the employer should try to find out what the employees think about the workplace environment by providing a channel for all employees to give feedback and share their opinions and feelings while working so that they are aware of the main issues in the office and can figure out how to solve them (Campbell, S., 2022). This action shows that the employer really cares about the staff well-being and as a result, we can see that activities or actions like this are really beneficial in resolving this problem rather than sustaining it. It also helps to improve the environment in the workplace to be better.

Weakness

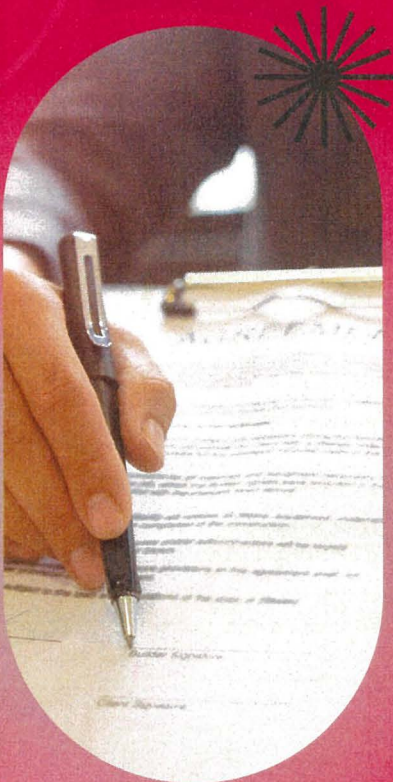
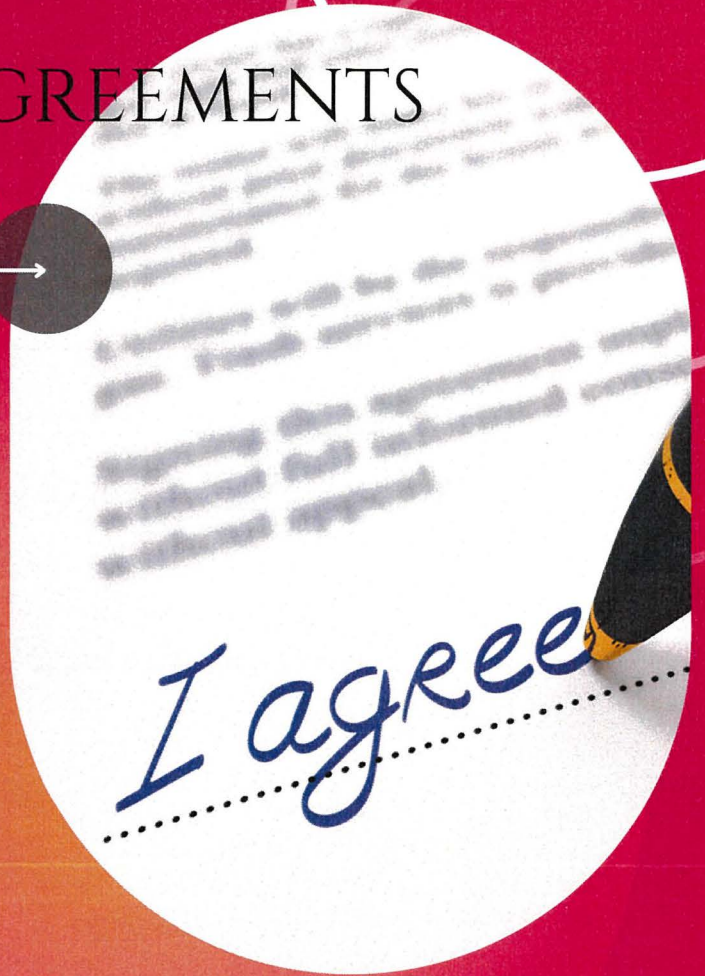


WEAKNESS – DEVELOPING AGREEMENTS AND GUIDELINES

BY ZULFA HIDAYAH

For me, this weakness, where the executives in Sa Sa Malaysia have extremely little decision-making power, can be changed by developing agreements and guidelines in terms of internal affairs management in this organization.

As I previously stated, the top executives in Hong Kong want to keep their method of controlling all the branches in each country simple.



However, management in Malaysia may negotiate with them to give them decision-making authority for particular elements that necessitate efforts that differ from those required in Hong Kong.

That is, if a part of management involves customers, such as the marketing department, they can consider entrusting full decision-making authority to executives in Malaysia because they understand what is required and what may be of interest to customers, but the decision needs to stick to the guidelines established by the executive in Hong Kong. This strategy produces a win-win situation because both sides benefit in the end.



ACTIVELY INTRODUCE THE EXISTING EXCLUSIVE BRANDS IN STORE

As we all know, the majority of the products sold at Sa Sa are uncommon and expensive, with pricing that can be described as quite high. For example, one sort of skin care product from the Suisse Programme brand costs nearly a thousand ringgit.

As a result, buyers are less interested in buying products from Sa Sa. However, as people's lifestyles change, they are more motivated to purchase more exclusive things because they are of higher quality.

This presents an excellent opportunity for Sa Sa because it allows them to begin actively introducing the exclusive products that they sell. Simultaneously, Sa Sa has a Dr. service at their exclusive store at Sunway Velocity with this customer service, it is inevitable that customers would be more confident and trusting of Sa Sa's products.

Opportunity

CONDUCT ONLINE MARKETING THAT FOCUSED ON HEALTHCARE PRODUCTS

In order to let customers know that Sa Sa also provides and sells the health products they are looking for, Sa Sa can take advantage of this opportunity by conducting marketing that is more focused on health care on online and offline platforms. Sa Sa also needs to do a lot of study on the health goods that many people choose to buy and sell in their stores. Not only that, but they can offer health product promotions to customers more frequently each month.

This means that they do not only promote cosmetics and fragrances, but also health products. However, Sa Sa should focus more on online platforms as according to the Unctad Organization (2020), the COVID-19 pandemic has accelerated the shift towards a more digital world where most of the consumers in the world prefer to buy products online than offline Sa Sa may become more well-known as a result of the health and hygiene products it offers and with this effort, clients will keep coming to Sa Sa and purchasing their products.



TARGETED THREE

THREAT

BRING IN LOCAL PRODUCTS IN TO SA SA

Customers prefer Sa Sa's competitors like Watson and Guardian because of the goods supplied at these stores, in my opinion. Almost all product brands sold at Sa Sa are from the outside, where most customers are unaware of the brand's existence, despite the fact that this is Sa Sa's own goal to differentiate itself from competitors.

The strategy, however, did not work.

As a result, I believe Sa Sa should enhance its offering of local products, which are product brands that customers are more familiar with, while also maintaining their original products.

This method will be able to show a major distinction between Sa Sa and its competitors because Sa Sa not only sells local products or well-known brands, but also exclusive and high-quality products from countries such as Korea and Japan. This strategy additionally broadens the target consumers and market throughout Malaysia.

INCREASE PUBLIC RELATIONS WITH MEDIA AND INFLUENCERS

ISSUE 1

In my perspective, eliminating this threat is extremely tough because it is beyond the organization's control. However, increasing communication with the media and influencers to expose and encourage them to buy real items is one approach to further limit this threat from directly impacting the company.

This is because actions like these have a significant impact on customers because social media is now a very influential platform for everyone because everyone gets inspired to buy something as a result of browsing their social media, as well as from reviews of influencers who strongly encourage them to make a purchase.

As a result, Sa Sa must increase its collaboration efforts with many media outlets, third parties, and influencers in order to aggressively advertise their products. This is to ensure that buyers are not influenced to purchase counterfeit products that are available on the market at low rates.

Ultimately, I am glad to have chosen Hong Kong Sa Sa as my place of practical training because I received a lot of experience, knowledge, and more as a result of performing practical training here. Indeed, all students ought to take part in practical training before entering professional life since it allows them to learn a little bit about how an organization or corporation operates. For me, taking practical training here was quite satisfying because I received more than I expected. Not only that, but I acquired a lot of things during my working days, particularly knowledge and a picture of my genuine self. This is because I am conscious that my attitude and actions alter when I am at university versus when I am at work. This image taught me to be more mature in my time management and self-management. It also taught me to remain professional no matter where I am.

Conclusion



As for the SWOT analysis, every assessment is very significant for Sa Sa since it affects not only their internal environment but also the external environment where these things are unforeseen. As a result, all existing weaknesses and threats must be decreased and avoided in order for Sa Sa to conduct their business smoothly. Sa Sa should also be aware of the surrounding environment and work hard to develop tactics that will allow all vulnerabilities to be overcome and all threats to be averted before they occur. It is clear that with constant efforts, Sa Sa will not face any big challenges in the future, and the organization will always expand from time to time and effectively realize the vision that has been set, including boosting the organization's name on a global scale.

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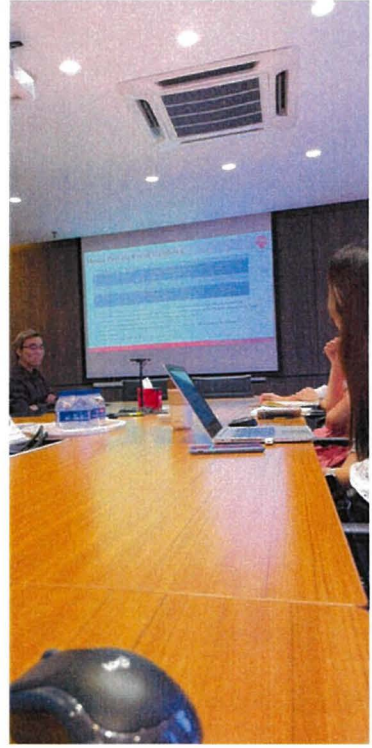
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APPENDICES



M O M E N T



A P P E N D I C E S



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