



اوپوزسیتی تیکنولوژی مارا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka



**AZIATEX
GLOBAL**
Let's grow together

FACULTY OF BUSINESS AND MANAGEMENT

INDUSTRIAL TRAINING REPORT (MGT 666)

AZIATEX GLOBAL SDN BHD

PREPARED BY:

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BA240

PREPARED FOR:

ENCIK FARHI BIN GHAZALI

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EXECUTIVE SUMMARY

My name is Anis Suraya Binti Rosli, with matrix number 2020456148. I am a 6th semester student at UiTM Melaka City Campus with a Bachelor of Business Administration with Honors in Marketing. My six-month Industrial training journey started from March 1 to August 15 at Aziatex Global Sdn Bhd. During my internship, I gained more knowledge and skills from this company.

First of all, I am attaching my resume, which I need to complete and send to the Human Resources department of this company before joining. I also include the company's information on the year it was established, company location, services provided, organization chart, and so on. Second, I told about the six months of industrial training in this company, which is the advantage I got in terms of allowances, things or activities that need to be done, and so on.

Then, I included a SWOT analysis and recommendations that need to be made for this company. This SWOT analysis is based on the information I obtained and what my view of this company is. And I give improvement suggestions for this company that can be used. Overall, throughout the industrial training, I think it is very useful for a student to learn how to work or get work experience before entering the working industry. This is because it can be used as a lesson or reminder to oneself before becoming an employee.

ACKNOWLEDGEMENT

Alhamdulillah, first and foremost, I would like to express our gratitude to God for enabling me to complete industrial training. A big thank you to everyone involved during my training especially Aziatex global for offering me to finish my training here for 24 weeks. The cooperation given by this company made me able to finish the practical here without any problem.

Despite a few minor problems during my journey, it helped me to be strong and hardworking to enter the field of work. Fortunately, all of the issues can be resolved, and we are able to effectively and prudently react. In addition, a sincere thank you goes out to my supervisor, Ras Adiba, without whose guidance my work could not have been completed in such a way. She was constantly teaching and ready to answer all of my questions, which made me a little bit confident in my early internship.

Also, to the staff who are under the care of my supervisor, who always teaches and helps with the problems encountered during the work, especially at the beginning of the journey. At that time, all the staff cooperated to teach, not knowing anything about how to carry out the duties of a closer until successful. I am also grateful to them because they are also willing to help to ensure that I do the right work and do not make mistakes to provide customer service. Also, other staff from different sales teams who also showed a good attitude to the intern to always be ready to carry out the task with spirit to give the best.

Finally, I would like to thank my advisor, Sir Farhi who guided me during the training and my friends who always supported me and together shared their opinions on what to do during the training program. Also, I have to thank myself for not giving up on staying motivated on this journey.

STUDENT'S PROFILE



PROFILE

Extremely motivated to constantly develop my skills and grow professionally. I have experience on marketing during my studies because I need to complete my assignment about marketing. I create Facebook page and as a content creator (poster, video, review, billboard and others). I also committed to come up with interesting idea, and good communication skills.

ANIS SURAYA BINTI ROSLI
BACHELOR OF BUSINESS
ADMINISTRATION (HONS)
MARKETING

CONTACT

PHONE:

ADDRESS

EMAIL:

LANGUAGE

- MALAY - PROFICIENT
- ENGLISH - MODERATE

SKILLS

- LEADERSHIP - PROFICIENT
- COMMUNICATION - MODERATE
- MULTITASKING - MODERATE
- CREATIVITY - MODERATE
- TEAMWORK - PROFICIENT
- MICROSOFT OFFICE - MODERATE

EDUCATION

UNIVERSITI TEKNOLOGI MARA (UITM)

- 2020 – 2023
- Current CGPA 3.30
- Dean's list award during semester 1

SEKOLAH MENENGAH KEBANGSAAN JENGA 2 SIJIL TINGGI PELAJARAN MALAYSIA (STPM)

- 2018-2019
- CGPA 3.00
- MUET Band 2

SEKOLAH MENENGAH KEBANGSAAN JENGA 2 SIJIL PELAJARAN MALAYSIA (SPM)

- 2017
- 3B+, 1C+, 1C, 2D, 1E

WORK EXPERIENCE

FACTORY

- 2017 – 2018
- Worked as part time after SPM at Golden Frontier Packaging Sdn Bhd Pulau Pinang
- Work on counting boxes, packaging, removing damage, and checking boxes

LATIPAH ENTERPRISE

- Helping parents during school holiday and semester break
- 2014 until now
- Take order and serve food and water

EXPERIENCE AND LEADERSHIP ACTIVITIES

- Exco Marketing Student Association Club (MASA)
- Semester 1 – Semester 3

REFERENCE

AEMILLYAWATI BINTI ABAS
Pensyarah Fakulti Pengurusan
Perniagaan

M: 0126052370

E: aemily227@uitm.edu.my

- Handle any program in MASA Club
- Podcast activity program in the club (exco needs to make a video that can convey the message and be used)
- Assistant leader in semester1 (fire brigade association club)
- Promoting using social media of Ittihad Company for assignment Marketing Communication (video promotion)
- Promoting using Facebook for assignment event business for small company – Kueh Maneh (video and picture promotion)
- Create Facebook page for promoting 1 available business in Malaysia (make sale for assignment purpose).

MARKETING RESEARCH

Factor that contribute to the effective financial management among student.

- Status - ongoing

STRENGTH

Able to learn efficiently and can work in a team. Also, can communicate with others and give interesting idea.

3.0 COMPANY'S PROFILE

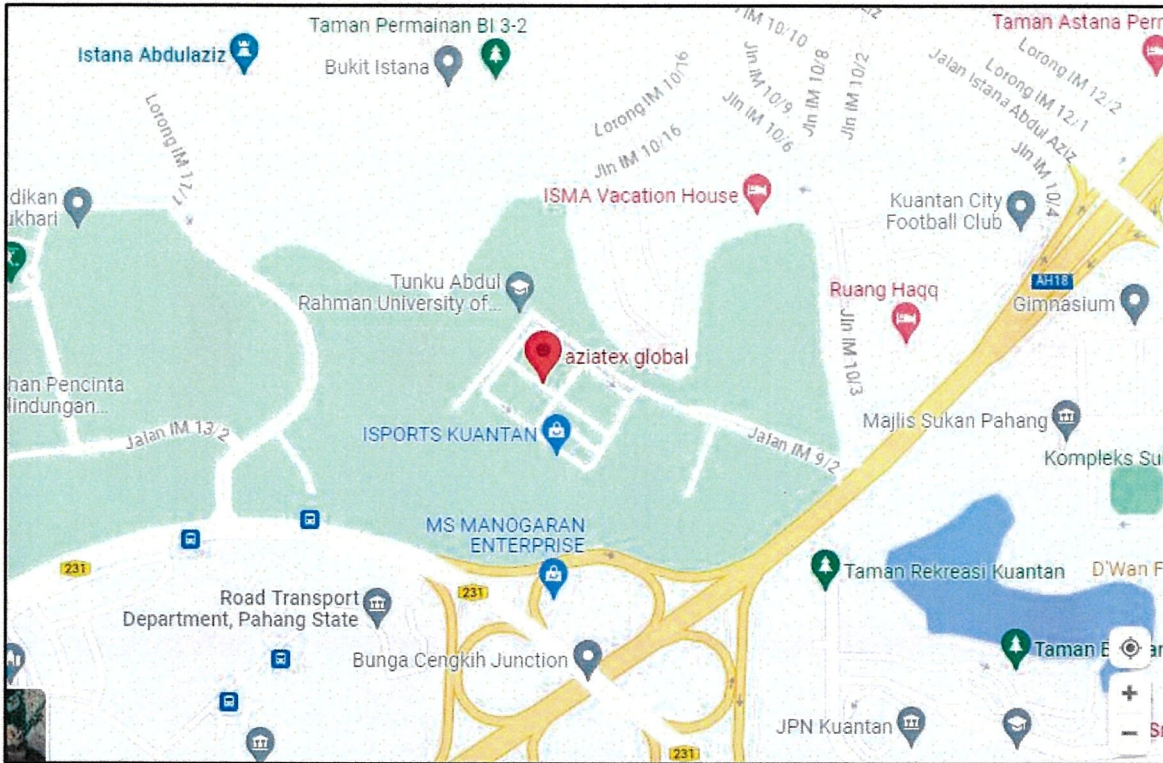


Aziatex Global is a service management company that provides sales and marketing services to our clients. Mr. Bai'atur Ridzwan Bin Ibrahim founded Aziatex Global Sdn. Bhd. This company has two branches: the first is located at Bandar Sri Permasiru, Cheras, and the second is located at Indera Mahkota 9, Kuantan, Pahang. This company is still operating until now.

Aziatex Global Sdn Bhd is a leading management company specializing in serving Spa, Beauty Centre & Saloon businesses for all Administration, Human Resources, Finance, Marketing, Sales and Operations Divisions. The company was established in Cheras, Kuala Lumpur, in 2018 with commercial registration number 1234567-W with the Companies Commission of Malaysia (SSM). For the Kuantan branch, we have the sales and marketing department, which is what we need to provide our services to our clients. Within 4 years, Aziatex Global has managed 13 spa and beauty salon branches all over Malaysia, and it is growing. We have helped our clients earn a total of more than \$1 million in revenue annually with continuous improvement to significantly increase their profits.

Besides that, the main client of Aziatex global which is partner of this company is Seri Wajah Muslimah Aesthetic (SW). Others client that Aziatex global also focusing is Nieza Salon Muslimah (NS) and Makcik Urut Muslimah (MUMS). Our core services that Aziatex Global provided which are sale and marketing, operations, human resource and admin, finance, social media manager, advertising, website management, lead generation, customer engagement and campaign analysis. All this service has their own functional to give the best for our client especially in sale and marketing.

3.1 NAME, LOCATION, BACKGROUND



This company is called Aziatex Global Sdn. Bhd. Aziatex was located at Mahkota Valley Office, No. A, 103, Jalan IM 9/4, Bandar Indera Mahkota, 25200 Kuantan, Pahang. The company has two levels; the first is the place for the sales department. The second level is for the marketing department, human resources, and meeting rooms. Both of these levels have toilets and prayer rooms to facilitate the workers.

3.2 VISION, MISSION, OBJECTIVE, GOAL

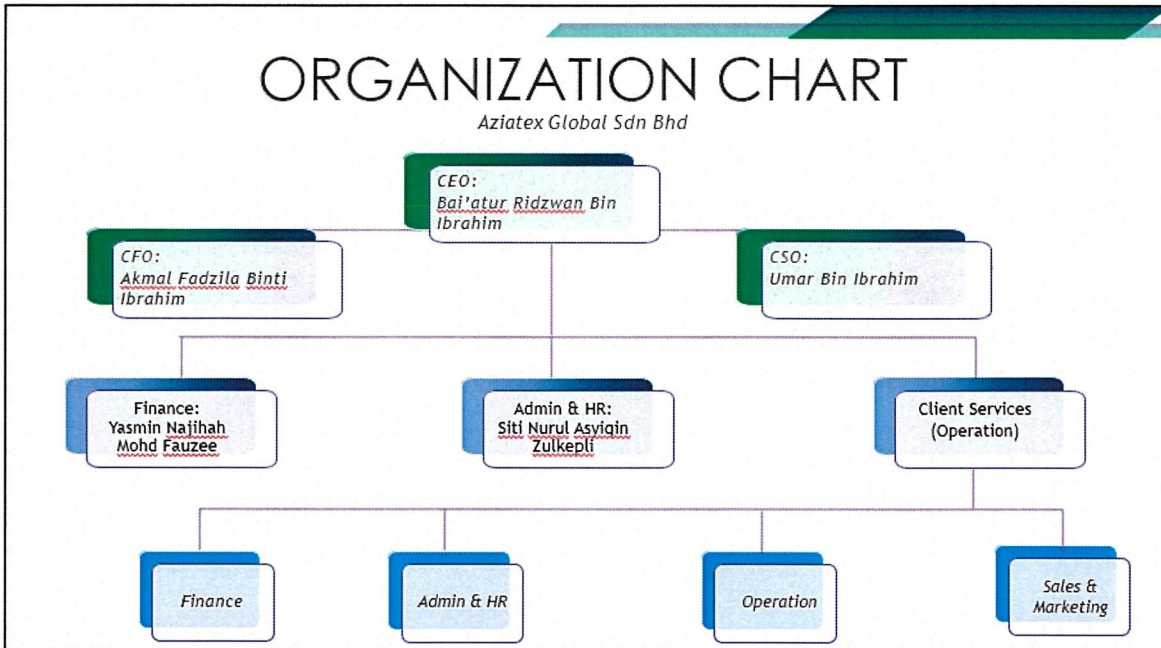
VISION:

Our Vision is to helping people. We need to support the success of our clients and employees by assisting them with their difficulties. We are dedicated to assisting you in improving, no matter where you are in life.

MISSION:

Our main mission is progression. Nothing occurs unless something moves, and expanding our business requires this. To advance, there is always something to do. We really think that by working together to advance our profession, we can always achieve greater success.

3.3 ORGANIZATIONAL STRUCTURE

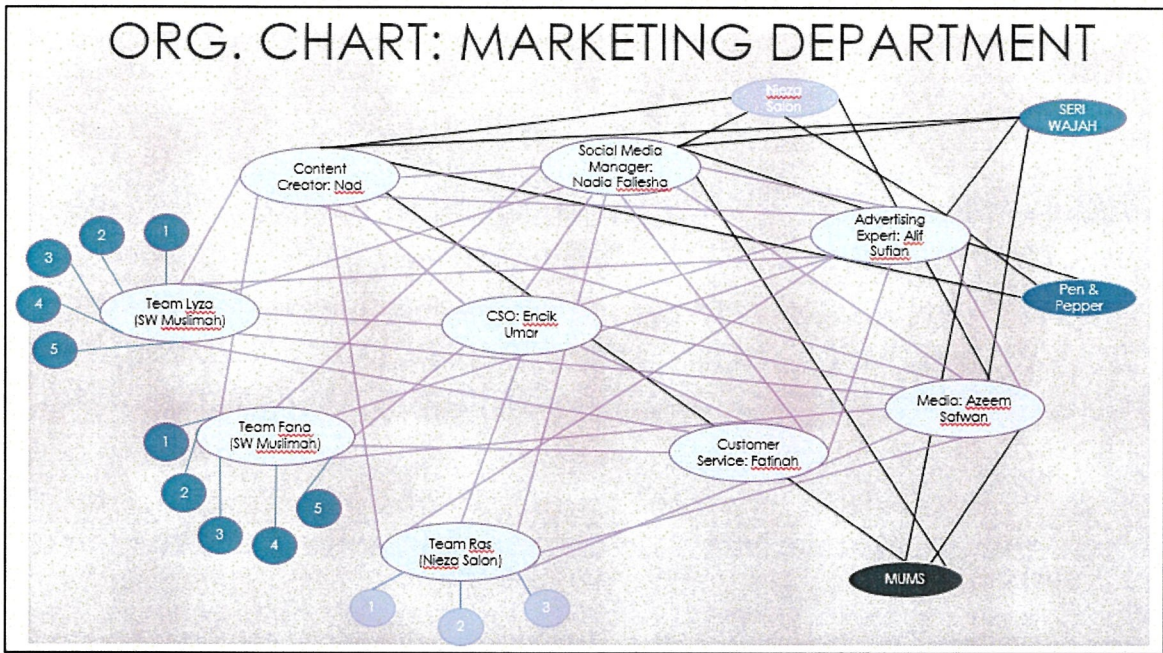


The diagram above is Aziatex global organization chart that founded by CEO which is Mr Bai'atur Ridzwan Bin Ibrahim. The highest-ranking employee in a firm, the chief executive officer, is in charge of making administrative choices that affect everyone. He must also fulfill his duties as CEO in order to decide how to manage the budget from spending or gain profit and bonus for employee also the activities that Aziatex Global must do with their clients.

Additionally, Puan Akmal Fadzila Binti Ibrahim, the company's CFO, and CSO Mr Umar bin Ibrahim, who serves as an advisor, both contribute significantly to the company's overall strength of operation. Additionally, each department must perform its tasks with the utmost dedication to the firm. Encik Umar bin Ibrahim, who is based in Kuantan, Pahang, must also always keep an eye on and be aware of the most crucial work being done by the marketing and sales division. It is so that improvement is always made by us, which makes it easier for our leader to interact easily and give feedback about this business.



Furthermore, Aziatex Global is a management company specializing in businesses such as spas, beauty centres, and salons for all administration, human resources, finance, marketing, sales, and operations. The services provided are for our partners or clients, namely Seri Wajah, Nieza Salon, and Makcik Urut., Pen and Paper (PnP) and Ummy wax. The diagram above is organization char for Aziatex Global clients.



The diagram above is organization chart for marketing and sale department to handle for Aziatex Global clients.

3.4 PRODUCTS OR SERVICE

The business Aziatex Global produces services. Sales and marketing are a few of the services. Through efficient sales and marketing teams that promote awareness of, concern about, and attractiveness to the client's business model, Aziatex Global provides clients with a wide spectrum of customers. Second, operations, which is Aziatex Global's responsibility, must use Standard Operating Procedures to maximize productivity of the operational team while lowering operational costs. Then, Human Resources & Administration. In order to meet their clients' demands for administrative and human resources outsourcing, Aziatex Global provides services to clients. Finally, Finance Aziatex Global offers a comprehensive control solution to make sure that the company's cash flow is stable and prepared for any potential consumer threats in the future.

SALE AND MARKETING SERVICE FROM AZIATEX GLOBAL

SERVICES	FUNCTION
Social Media Manager	Social networks and work media
Advertising	<ul style="list-style-type: none">• Post on social media• Product awareness
Website Management	Have an online digital platform to move forward
Lead generation	Lead customer-based and core improvements
Customer Engagement	<ul style="list-style-type: none">• Customer journey and approach• Interaction with customers
Campaign Analysis	Not only performing but also analysing data and reports

4.0 TRAINING'S REFLECTION

4.1 DURATION: SPECIFIC DATE, WORKING DAY AND TIME

I have undergone industrial training for 24 weeks, from 1 March until 15 August, 2023. During this training, the working hours for the sales and marketing departments are different. For the sales department, the working period is every day, which is Monday to Sunday. The calculation of leave for this department is from Saturday to Friday; therefore, employees are given two days off a week and are required to take turns, and the leave given is irregular. So for me who was placed in the sales department, I was given irregular leave every week because I had to exchange with other employees. While for the marketing department, the working period is every Monday to Friday and is given off every Saturday and Sunday, the working hours for these two departments are from 9 a.m. to 6 p.m., with a break of one hour. During the month of fasting, employees are given working hours from 8 a.m. to 4:30 p.m. to make way for the completion of iftar.

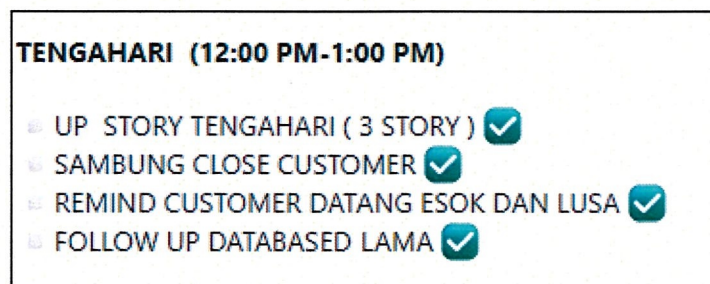
4.2 DETAILS: DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENTS, TASKS

During the industrial training period, I was placed in the sales department. In this section, there are several teams assigned to take care of the service. Therefore, I was placed under Nieza Salon, led by Ras Adiba, who was the supervisor throughout the training period. In the beginning, I was taught about the introduction of Nieza Salon as well as the services provided. After that, I learned how to save numbers for all the available branches because they are different. Throughout the training period, the tasks that need to be done are the same every day. First of all, I have to follow the task to be done provided by the leader, which is to have three routines, morning, noon and evening.

PAGI (9:00 AM - 12:00 PM)

- REMIND GROUP OPS BRANCH WS & TELEGRAM ✓
- UPDATE TABLE WHITEBOARD ✓
- REMIND CUSTOMER HARI INI ✓
- UP STORY PAGI (4 STORY) ✓
- CHECK DAN AMBIL LEAD LG ✓
- CLEAR CHAT & KOMEN WS /FB/IG YG SEMALAM ✓
- UPDATE KPI SALES INDIVIDU MASING-2 ✓
- FOLLOW UP CUSTOMER BLUETICK YG SEMALAM ✓
- FOLLOW UP CUSTOMER YANG DATANG SEMALAM MINTA FEEDBACK ✓

The picture above is the morning task that needs to be done according to the branch placed. Before starting the task, the leader will fill out a schedule for each employee to cover which branch. First, I need to send a reminder to the operation team and customers who will come that day. Next, you need to update the sale yesterday on the white board provided. Story every morning plays a role for customers to know about the salon whether it is open or not. Leads taken on social media are also important to take and check whether they exist or not. So I need to check it always to collect their info which is their name and phone number, so from this, closer need to contact them to give coupon and close until they book the slot. This is because usually this lead shows whether the customer is really interested in booking slot or not. So, I need to give urgent sentence so that they book the slot. Also, I need to follow up with customers who came yesterday to collect feedback from them, whether positive or negative. If the feedback is positive, it will be easy for the marketing and sales departments to promote our customers on social media. If the feedback is negative, I will share it with the operations team to improve their services and ask the customer to redo it. An important routine while in the sales department is to be a closer and respond to all chats whether on WhatsApp, Facebook, and Instagram as well as answer calls from customers.



Next, for the afternoon task, need to send reminders to customers who come tomorrow and the day after to confirm. It is also to facilitate the closer to find other customers to fill the slot when there are customers who cancel. Every day, the task is the same, which is to close customers in terms of giving promos, coupons and others according to the services provided. Databased is important to do every day, because from there it has all the customer information as well as the service that the customer has taken. Databased is also important because, closer can always follow up to give promos. Story that I need to post is about the services and promo for customer look and interesting to contact us.



The picture above is a task that needs to be done in the evening, which is to check and take leads, connect with close customers, update the story in the evening, which is customer pictures and feedback. New leads which are customer phone numbers that come in every day need to be saved according to the source either from HQ, i.e. branches give leads to other branches, LG which is lead generation taken on social media, FB, Ig who give numbers on social media for closer contact, REF who gives the phone number of other people to the closer for closer contact. This number needs to be saved according to the branch name. For example, for cheras P-DATE-SOURCE-NAME, Kajang PKJDATE-SOURCE-NAME, Kuantan PK-DATE-SOURCE-NAME, Putrajaya PPJ-DATE-SOURCE-NAME, and Wangsa Maju PWMDATE-SOURCE-NAME. Then, incoming leads need to be updated on databased to store customer information. I also need to colour the appointment table that comes, cancel, or reschedule with a different colour. And finally, I have to make a report and send it to the operation group before the work is completed. The routine for the sale department is the same every day also every Monday I need to attend weekly meeting with operation group to discuss about problem and action to do. Also every moth I need to achieve Kpi that set by my leader.

DATE	LEAD	EXISTING LEAD	APP SET	APPOINTMENT				RM SET					TOTAL RM SET TOTAL			
				N	N/WALK IN	FOLLOW UP	TOTAL	NEW (RM)	FU (RM)	WALK IN (RM)	STAFF (RM)	TOTAL	NEW	FU	WALK IN	STAFF
1	22	4	17	22	2	12	36	2845	911	178	0	3734	1	0	0	1
2	12	5	16	20	10	10	40	2844	1230	1800	0	4484	2	0	1	3
3	17	2	13	9	3	6	18	810	333	221	0	1364	0	0	0	0
4	15	3	12	11	3	2	16	1851	80	135	0	2066	1	0	0	1
5	23	0	12	9	3	10	22	1650	8498	79	0	2527	1	2	0	3
6	18	3	6	3	0	17	19	257	1852	0	0	2109	0	0	0	0
7	8	2	7	13	3	8	24	4258	375	484	0	5117	2	0	0	2
8	18	4	12	17	2	14	33	2004	2007	733	0	4744	0	1	1	2
9	15	2	6	15	11	4	30	1395	335	1498	0	3228	1	0	0	1
10	14	1	7	9	3	3	15	587	423	89	0	1099	0	0	0	0
11	8	0	2	3	2	11	16	253	275	254	0	782	3	11	2	16
12	7	0	10	7	7	6	20	2278	185	322	0	2885	1	0	0	1
13	14	2	7	8	3	3	12	817	90	120	0	1027	0	0	0	0
14	20	5	13	7	6	10	23	222	1354	782	0	4358	0	0	0	0
15	16	3	10	17	3	8	28	4355	1458	507	0	6320	3	2	1	6
16	12	2	8	12	13	8	33	970	1364	225	0	3559	0	0	0	0
17	12	2	14	11	0	4	15	1265	142	0	0	1407	0	0	0	0
18								0				0				0
19								0				0				0
20								0				0				0
21								0				0				0
22								0				0				0
23								0				0				0
24								0				0				0
25								0				0				0
26								0				0				0
27								0				0				0
28								0				0				0
29								0				0				0
30								0				0				0
31								0				0				0
TOTAL	247	42	178	188	77	127	402	28441	16722	8492	0	54562	15	17	5	37

The figure above is daily report which is need to fill in every evening for leads, existing leads and appointments. And others will be filled out every morning daily when the closing sheet is filled out by the operation.

CLOSING SHEET NIEZA SALON (WANGSA MAJU)		DATE: 18/07/2023		REPORT SUMMARY DAILY				
ITEM	BIL	IDENTITY	CUSTOMER	QTY	CUST	DETAIL	QTY	RM
OVERALL SALES	RM64,077.40							
TOTAL CUST	0							
NEW	0	NEW		0		PACKAGE	0	RM0.00
FOLLOW UP	0					ALA-CARTE	0	RM0.00
WALK IN	0					ADD ON	0	RM0.00
STAFF	RM0.00					PRODUCT	0	RM0.00
TOTAL	0					CUT & WASH ONLY	0	RM0.00
SALES								
CASH	RM0.00					PACKAGE	0	RM0.00
DEBIT	RM0.00					ALA-CARTE	0	RM0.00
CREDIT	RM0.00					ADD ON	0	RM0.00
CRRPAY	RM0.00					PRODUCT	0	RM0.00
ATOME	RM0.00					PICKUP BALANCE	0	RM0.00
TRANSFER	RM0.00					UPGRADE PLAN	0	RM0.00
TOTAL SALES	RM0.00					CUT & WASH ONLY	0	RM0.00
PETTY CASH								
OPENING VALUE	RM0.00					PACKAGE	0	RM0.00
PETTY CASH IN	RM0.00					ALA-CARTE	0	RM0.00
LAUNDRY	RM0.00					ADD ON	0	RM0.00
PETTY CASH OUT	RM0.00					PRODUCT	0	RM0.00
LUNCH	RM0.00					CUT & WASH ONLY	0	RM0.00
CLOSING VALUE	RM0.00							
TOTAL REPORT SUMMARY DAILY								
TOTAL	RM0.00					PACKAGE	0	RM0.00
						ALA-CARTE	0	RM0.00
						ADD ON	0	RM0.00
						PRODUCT	0	RM0.00
						PICKUP BALANCE	0	RM0.00
						UPGRADE PLAN	0	RM0.00
						CUT & WASH ONLY	0	RM0.00

The figure above is about closing sheet which is sale of branch for that day and total overall sale. After I get this closing sheet I need to calculate and update whiteboard.

DATABASE NIEZA PUTRAJAYA 2023

NO	NAME	NO TEL	CHP	STAGE	REMARKS
1	PROB0123	ANIS	012-716 0611	CALL	
2	PROB0123	ASRA	012-615 4551	CALL	TAK BOOKING
3	PROB0123	NINA	013-685 6615	CALL	
4	PROB0123	ASYAH	019-484 4231	RE	
5	PROB0123	ANADJENA	018-874 4525	LG	TAK BOOKING
6	PROB0123	RATIHAH	018-295 3431	LG	TAK BOOKING
7	PROB0123	RITIN	014-511 5394	LG	TAK BOOKING
8	PROB0123	SALSABILA	011-6565 3334	LG	TAK BOOKING
9	PROB0123	YANTI	012-287 1573	LG	TAK BOOKING
10	PROB0123	ZUBA DAH	016-674 3589	LG	TAK BOOKING
11	PROB0123	AISHAH ALI	017-226 7162	WS	
12	PROB0123	ASYAH	013-295 1530	WS	TAK BOOKING
13	PROB0123	AMIRAH SKAINAH	012-737 0616	WS	TAK BOOKING
14	PROB0123	AQILAH	010-672 7165	WS	TAK BOOKING
15	PROB0123	ELLIN	019-958 3482	WS	TAK BOOKING
16	PROB0123	FIONA	013-664 1178	WS	TAK BOOKING
17	PROB0123	INTAN	011-8520 3668	WS	
18	PROB0123	IRDHINA	013-220 3964	WS	TAK BOOKING
19	PROB0123	JANNIAH	013-295 9664	WS	TAK BOOKING
20	PROB0123	KHALILAH	011-8334 1516	WS	
21	PROB0123	LEAD 1	017-506 1056	WS	
22	PROB0123	LEAD 1	011-1638 3117	WS	TAK BOOKING
23	PROB0123	LEAD 2	019-675 1183	WS	TAK BOOKING
24	PROB0123	LEAD 3	011-5631 0031	WS	
25	PROB0123	NABILA	018-202 4136	WS	TAK BOOKING
26	PROB0123	NANAD	013-688 1504	WS	TAK BOOKING
27	PROB0123	NISHA	015-333 5385	WS	TAK BOOKING
28	PROB0123	YANA	012-742 0460	WS	TAK BOOKING
29	PROB0123	YAWANA	013-605 4516	WS	
30	PROB0123	ZIHA	013-599 2477	WS	TAK BOOKING

The figure above is the database for each day by month. So I need to make it by using google contact, also need to put the services that customer choose. This databased also use to follow up them by giving promotion.

Leads Centre

Audiences

Add filters

Forms Select Dates Source Assigned to Labels Clear filters

All Unread Raw 609 In progress 0 Interested 0 Won 0

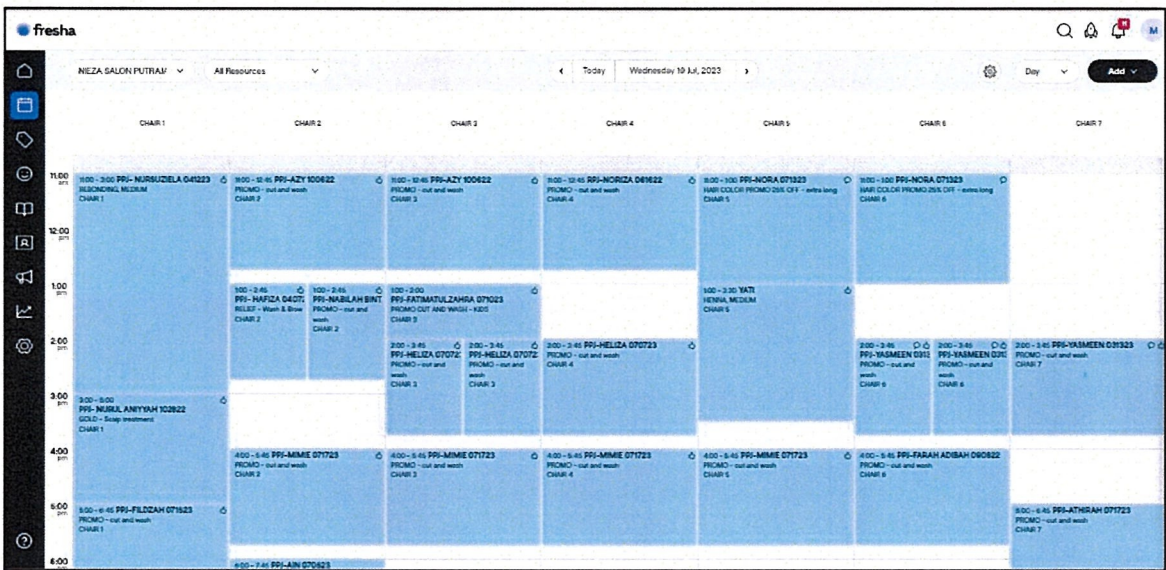
Date added	Name	Reminder	Source	Channel	Stage	Assigned to
24 May	nor		Paid	Email address	Raw	Unassigned
24 May	Nadirah		Paid	Email address	Raw	Unassigned
24 May	Debab		Paid	Email address	Raw	Unassigned
22 May	jiha		Paid	Email address	Raw	Unassigned
22 May	Ajje		Paid	Email address	Raw	Unassigned
22 May	Yanti		Paid	Email address	Raw	Unassigned

609 Total leads

The figure above is lead at social media that I need to check and contact every day.

ANIS (INTERN)											
BIL	NAMA	NO TEL	SERVICES	HARGA SERVICES	PAID (RM)	PAID BY	DATE PAYMENT	DATE APPOINTMENT	DAH APPROVE FINANCE ATAU BELUM (INVOICE)	REMARK (double check by ras)	REMARK
1	AYESHAH	017-3771571	HAIR COLOR MEDIUM OFF 50	RM209	RM159.00	TRANSFER	13 May	14 May	APPROVED	<input checked="" type="checkbox"/>	KAJANG
2	SITI NURREKHA	016-3794994	REBONDING MEDIUM OFF 50	RM229	RM179.00	TRANSFER	14 May	14 May	APPROVED	<input checked="" type="checkbox"/>	UPGRADE RELIEF SCALP RM599
3	FIDA	016-7009357	PROMO KERATIN 299	RM299	RM299.00	TRANSFER	17 May	14 5	APPROVED	<input checked="" type="checkbox"/>	KAJANG
4	MIRA	018-200 0854	HAIR COLOR LONG OFF 50	RM239	RM209.00	TRANSFER	19 May	19 5	APPROVED	<input checked="" type="checkbox"/>	CHERAS
5	KHALIS	012-2397127	HAIR COLOR MEDIUM OFF 50	RM209	RM100.00	TRANSFER	21 May	21 May	APPROVED	<input checked="" type="checkbox"/>	CHERAS
6	ISMA	019-8810845	GLAMOR HAIR COLOR	RM459	RM459.00	ATOME	21 May	21 5	APPROVED	<input checked="" type="checkbox"/>	KWANGSA MAJU
7	NURUL IZZAH	011-37711143	HAIR COLOR MEDIUM OFF 50	RM159	RM59.00	TRANSFER	25 May	25 5	APPROVED	<input checked="" type="checkbox"/>	CHERAS
8	ATIQAH	017-551 3845	HAIR COLOR MEDIUM OFF 50	RM159	RM100.00	TRANSFER	28 May	28 May	APPROVED	<input checked="" type="checkbox"/>	KUANTAN
9	NOR SHAHILA	17-665 6510	PROMO KERATIN 299	RM299.00	RM149.00	TRANSFER	28 May	30 5	APPROVED	<input checked="" type="checkbox"/>	KUANTAN
10	NURDIANA	011-11515501	HAIR COLOR MEDIUM OFF 50	RM159	RM159.00	TRANSFER	28 May	28 May	BELAKA	<input checked="" type="checkbox"/>	KAJANG
11	ADINA		HAIR COLOR MEDIUM	RM159	RM159.00	TRANSFER	28 May	28 May	BELAKA	<input checked="" type="checkbox"/>	KAJANG
12	YANA	010-910 5457	DEPO REBONDING	RM229.00	RM50.00	TRANSFER	29 May	29 May	BELAKA	<input checked="" type="checkbox"/>	KUANTAN
TOTAL					RM2,081.00						
TOTAL SALES OVERALL					RM2,211.00						
BAKI					-RM211.00						

The diagram above is a stable kpi that I need to fill and achieve every month



The figure above is Fresha which is the application we use to set customers appointments, and needs to fill the slots that are open every day

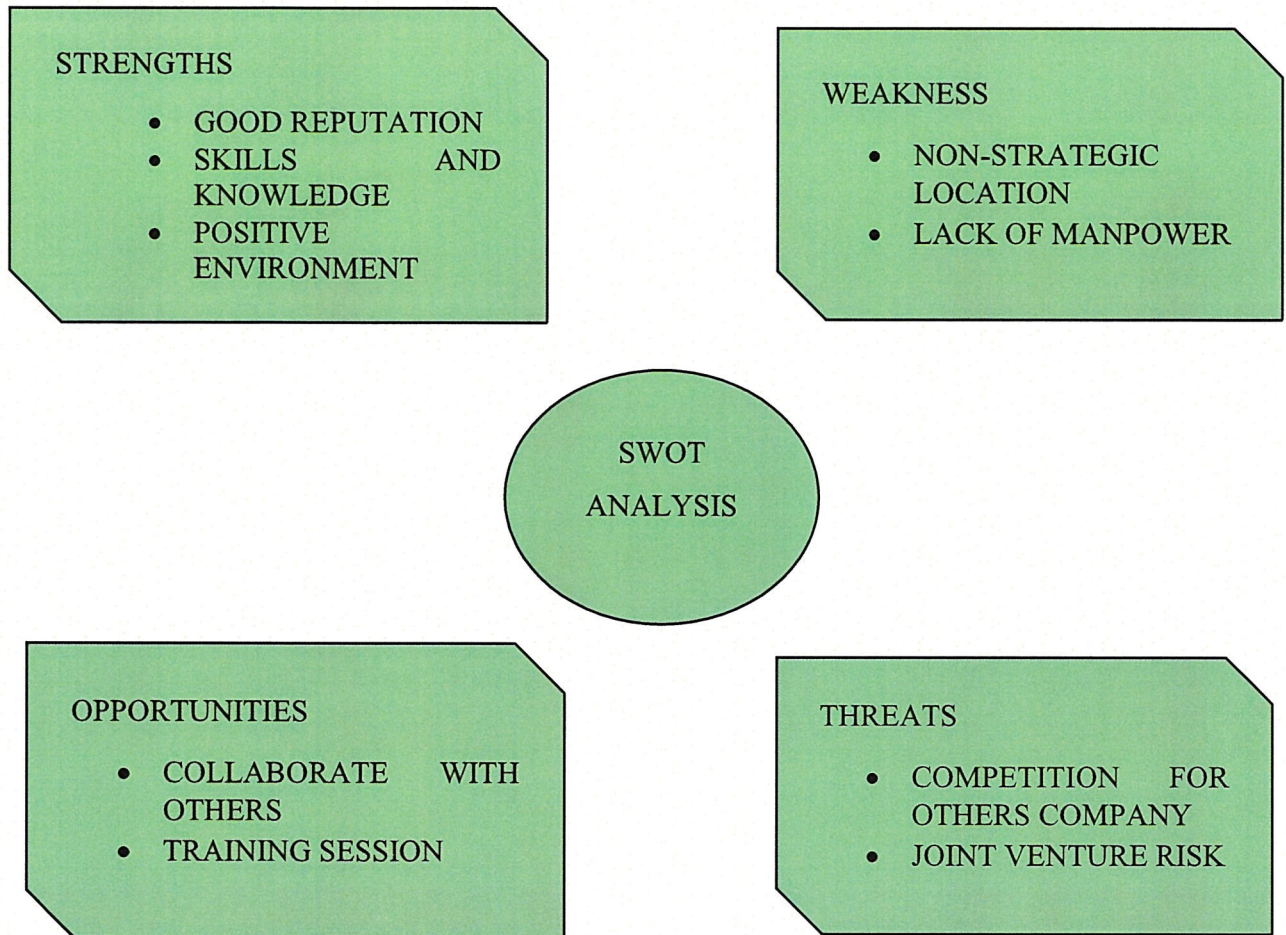
4.3 GAINS: INSTRINSIC & EXTRINSIC

ALLOWANCES	RM500
MEDICAL CERTIFICATE (MC)	3 DAYS
WORK FROM HOME	IF HAVE ANY ISSUE

The table above is benefit that provided from Aziatex Global Sdn Bhd. As you can see, I got my allowances which is RM500 during my industrial training. Also, I get 3 medical certificates to use if not feeling well or emergency issue. Last, I get work from home if any issue happens such as emergency or anything.

In addition, I also gained knowledge and skills during industrial training, which will help me to apply them in the future. The main skill I gained was selling skills because I was placed in the sales department during industrial training. Therefore, I have been taught skills to sell, interact and gain attention from customers.

5.0 SWOT ANALYSIS



5.1 STRENGTHS OF AZIATEX GLOBAL

5.1.1 GOOD REPUTATION

Aziatex Global shows that this company has a good reputation in terms of superiors, from bosses to employees. All play an important role in carrying out the assigned task. This is because each employee has their own KPI, including the leader. The company's reputation is well guarded by everyone because they want to provide the best service to clients and believe that what Aziatex Global does will have a positive impact on their business. Each leader will always have a meeting with the boss to update staff duties, how staff close customers, and how to increase sales for each branch, especially for slow branches. From here, the boss will know how they work and can come up with ideas for leaders and find solutions and strategies to increase client sales. Also, each employee has a KPI that they need to achieve every month, which is the branch's KPI and their own KPI. Usually, all these KPIs are achieved by every employee because they help each other get them sooner or later. This has shown that the company has a good employee reputation because they can do what is expected. It is because every month their KPI will be increased. In addition to this, each leader will monitor the way the staff work, especially when facing problems in terms of close customers or customer complaints about the service provided by the client. Leaders have also played a role because they will always ask employees whether or not they can do it. Also, every employee also shows a good attitude to always achieve KPI and obey the instructions made. For example, they have to come early on time, if they are late, the employee will not be given attendance allowance for that month. It will make every employee always punctual.

5.1.2 SKILABLE AND KNOWLEDGABLE

Aziatex Global also has strengths in terms of skills and knowledge. It is because this company manages services for clients that it needs more skills and knowledge so that the client's business is maintained and they trust the services provided by this company. For Aziatex, employees have skills in terms of managing work, for example, in terms of social media for content and posting, advertising, lead generation, campaign analysis, company engagement, and others. This is because the company has a schedule or calendar that is used to ensure that the work done is organized. It is also important because the company has many clients. Therefore, they need to ensure that each branch of these three main clients has organized work to make it easier for the closer to make a sale. For example, the marketing department that needs to handle content, posting, and leads need to always communicate with

the leader of the sales department so as not to miss out especially for each advertising. Every week, they will always check the lead to see whether it is of good quality or not. In the sales department, they have good knowledge to persuade customers to get services from our client, so every employee has the skill to use sentences that make customers confident and interested.

5.1.3 POSITIVE WORK ENVIRONMENT

Also, an important thing to have is a positive environment. A positive environment plays an important role in the work situation because all employees will always be motivated to come to work. Aziatex Global has a positive environment in terms of the behaviour of each employee, who is always positive and non-toxic. This is because they will always help carry out work, especially for employees who need to cover branches that are difficult in terms of increasing sales. So, they will always heal with ideas to use and spirit. A positive environment has also helped to strengthen the relationship between employees as well as give encouragement to employees to always be cheerful while working. They also set a good example for all practical students by instructing them to do the tasks given.

RECOMMENDATION FOR STRENGTH

- **TREAT YOUR EMPLOYEE WELL**

One of the ways to maintain the company's reputation is to treat employees well. So to maintain the company's reputation as well as good employee performance, the boss plays an important role in supporting employees in various ways. Among them is life motivation. This is because when the boss always supports employees with positive words or motivation, it will give them moral support to be more motivated and enthusiastic. Also, it is about good communication which is the boss needs to communicate regularly to know the condition of the employees, whether they are okay or not, so that the employees are not burdened. When the attitude of the boss shows that they are concerned about the employee, the employee will feel more comfortable or appreciated by him. According to Jackson (2020), inspiring motivation is concerned with how to inspire employees. Positive reinforcement is disseminated to encourage employees to improve their performance at work. Setting goals and having a clear vision are two more ways to motivate employees. A barrier-free environment created through communication inspires workers to perform more. So from this suggestion, it will help employee will give the best for company to maintain the reputation also prove that Aziatex global can give the best for clients.

5.2 GOOD WORK LIFE BALANCE

To maintain a positive work environment, companies need to have a good work-life balance so that employees can be productive. Therefore, companies can conduct daily activities with employees, such as holding a potluck, during employee hours. This activity creates a stress-free work environment where they can also do other activities, but still do work and provide quality work to the company. In addition, a flexible work environment also helps because it reduces stress with employees. For example, companies do not mix rest time with holidays by burdening employees to also perform tasks. This can create a positive work atmosphere because all employees are not stressed and always provide excellent service. Comfortable office conditions also important, if the employee is happy at work, they will be more productive. This will help to maintain positive work environment among them. The accomplishment of company goals is the responsibility of each and every employee. Contributions from employees pave the path for a business' success. People are inspired to perform well in a favourable work environment. Employee performance is a measurable component by using several methodologies, according to Faiza & Nazir (2015). The frightening problem, according to (Koubova&Buchko, 2013), is how a person can manage a satisfying personal life and productive job performances. The question is if these two variables complement or clash with one another.

5.2 WEAKNESSES OF AZIATEX GLOBAL

5.2.1 NON-STRATEGIC WORKPLACE

The weakness of Aziatex Global is having a non-strategic workplace. This is because the location is in a new area that is not a working industrial area. The big reasons show that company has a non-strategic workplace because of lack of equipment and limited working space. This is because the company only has two levels which is first level for the sales and second for marketing and human resource departments. Also, meeting room was placed at second level, but the space is very small. The working space is cramped because there is no place to do other things, for example, holding a meeting for all employees. In addition, every Friday, the company will perform “usrah” or Yassin reading. Therefore, they do not have a comfortable and spacious place or space to do that activity. Facility spaces such as prayer rooms also only have one room on each level, and the space is small. Therefore, it is also a weakness for the company because it does not provide greater facilities so that it is easy for employees to pray, and employees are forced to share the prayer room between men and women. In addition, the company also does not have a pantry for them to easily make water or a break room to eat in for employees who do not go out for a break. Therefore, the workers had to buy food and eat in a cramped working room. So, when companies do potluck activities, they do not have a large room to carry out those activities. The weakness of the company also makes it non-strategic because it does not have a signboard office, which makes people confused about its existence. It shows the weakness that exists because it does not show the brand name of this company.

5.2.2 LACK OF MANPOWER

Next, the company's weakness is lack of manpower. At the end of June, the company laid off workers with compensation for 24 hours, so it has a shortage of workers. This makes the existing employees and interns have to do more work, such as covering two or three branches every day. The bosses have done this because they want to reduce costs by using AI systems to run services for clients. Company already plan to change old system to AI system which is advance technology. This makes it a weakness for them because they do not use the trial and error of the BOT system, better known as the AI system. So, they do not know the disadvantages and advantages of AI system. The company wants to upgrade the service from closing manually to making the customer click the link to get this service on their own. Without doing any trial and error, they fired the staff at the end of June. This weakness makes employees

have to accommodate or do more work than originally planned. Moreover, this will cause workers to face health problems due to overwork. In addition, the problem of employee turnover has also had a negative impact on sales because it is not organized due to employees not being able to fully focus on the branch. Also, this system has not been fully completed but the company has made it directly without doing a trial whether it is successful or not.

RECOMMENDATION FOR WEAKNESSES

- **STRATEGIC LOCATION**

Aziatex global can reposition their company by looking for a more strategic area. Companies can locate in the city centre which has more spacious and versatile areas. For example, a company can look for a more spacious office so that it can be filled with facilities and provide a comfortable space for employees. With this facility, it simultaneously gives the company an advantage to create various activities as well as higher comfort for employees. The main purpose of comfort for employees is very important so that employees can feel comfortable and more motivated. Strategic areas also provide facilities for all to find food more easily or vice versa. In addition, it can help the company build a name or become more widely known. Your technique for locating an organization's ideal site is called a company location strategy. Finding a site that fits the company's aims and objectives is necessary for this. Any overarching corporate structure or plan should be in line with your company's geographical strategy (Paul Darghi, 2021).

- **COLLECT FEEDBACK**

Aziatex global needs to collect feedback from their employees and customers. This is to see the results of whether using the technological system has a positive effect or otherwise. Aziatex can provide a form for employees to comment their opinions and suggestions for improvements to the AI system, from here the company can see how this technological advancement has an effect on employees. This is to see the workers more easily do work manually or collaborate with technology. In addition, you can ask for feedback from customers who use it by filling out a google form. Through this, companies can see that customers prefer to connect directly with technology or prefer to interact with humans manually. Through this decision, the company can evaluate that is by thinking of ways to improve the technology system so that the process made easier for both parties. This way will also make the system more effective and make it easier for employees to use it. This is because the company has made a purchase decision before using the trial. According to Ashford & Cummings (1983), giving employees useful feedback on their performance is important because it provides information about how well they perform, how their managers view them, and what needs to be changed to meet goals and objectives. (2003) Ashford et al.

5.3 OPPORTUNITIES OF AZIATEX GLOBAL

5.3.1 TRAINING SESSION UP SKILLING

Aziatex Global has the opportunity to provide training for all their employees. For example, a company can hold a leadership program where, through this program, many things can be done among employees. Among them are leadership programs, personal goals, and so on. This training will bring many benefits to employees who train themselves to be someone who has a purpose in doing something. Not only that, but from this activity, employees can share ideas or strategies between themselves. This advantage allows them to be more positive and confident to both raise the name of the company and help customers achieve success in their businesses. In addition, this will help the relationship between employees to be closer even though the way of working is different, but they always help to succeed and give a good performance. Through training opportunities, employees are more confident to share their opinions on how to make the business more prosperous, which can help the company get higher opportunities in the industry to help others. Employees are also more developed to be more focused in their work because, when they get training opportunities, they will have creative and thoughtful ideas.

Furthermore, Aziatex Global has already changed to AI system, which means it has the opportunity to use higher technology like most companies that use it, such as hotels and so on. Companies also need to try before fully using this system because they do not know if this system is suitable or not with company administration. AI systems have a lot of benefits because they are an advanced technology, and most business companies are now switching to AI systems. Therefore, Aziatex Global needs to have a class or session on the use of technological change. This is because not all employees are skilled in the field of technology. So, companies have the opportunity to create training for learning the latest technology by explaining the flow of the system and how it responds to help employees carry out their tasks with the new system. This is because this system has an impact on the sales department employees who manage customers and help them to get services from our client. So, companies can expose employees to the development of the technology used. From here, employees are more easily understood and helped to use the system because the established flow is organized and understandable. In order to benefit all employees and executives, businesses must evaluate their present services and consider ways to improve training and development programs. Training and development initiatives enhance employee satisfaction, which raises workplace performance and productivity (Energage, August 2021).

5.3.2 COLLABORATION WITH OTHERS

Aziatex Global has the opportunity to collaborate with others because this company has been able to help other service businesses in Malaysia. For example, companies can choose to create collaboration opportunities for their company or for the client. For example, Aziatex can establish a collaboration to exchange services for product sales. So, companies can now choose businesses that want to make their products famous throughout Malaysia. Therefore, Aziatex can help in terms of sales of marketing services for content, advertising, and so on. In addition, companies can take the opportunity to change service sales to product sales because the demand for products is higher than for services. So, it can be concluded that the opportunity that the company can take from the collaboration is to add another different customer, which is a client that only purchases products. For example, companies can look for products such as Muslim clothes that are trending in the market now, known as kaftans. As we can see on social media, various businesses collaborate with other businesses in terms of selling products that can give them profit. Therefore, Aziatex can take the opportunity to change their strategy to product sales because this company has sales and marketing services that can help it. According to news, it says that client is King in the industry, so they expected we need to give them more. Additionally, when we offer services, staff are often anticipated to be at work to address any issues. Unlike the product, which we can put up on our own because the buyer only needs to click a link to buy it (The time of India, 2022). However, there is no question of a delay once we make a proposal. There will be an escalation even if the delay is only a few hours, says Ramkumar Ganesan, a Principal Consultant and DevOps expert who has worked in both environments.

RECOMMENDATION OF OPPORTUNITIES

- **PARTICIPATE IN A SEMINAR OR WORKSHOP**

A thoughtful workshop or seminar is recommended for Aziatex Global, which has established a reputation as a service sector in Malaysia. Employee skill-building opportunities are available at Aziatex Global, particularly in the areas of sales and marketing. This is so since it is the area in which this firm specializes. Too many firms nowadays take classes to hone their talents and prosper in the service industry. For instance, Aziatex Global may decide to work with Malaysian influencer Andika Putera, who teaches business courses both online and in person. He is a motivational speaker and the creator of a program on personal branding. Whereas individuals will get more in-depth information about branding or business through the program he arranged. Having the greatest talent is one of the reasons we are successful in this industry. To increase employee motivation and help them set their own objectives for their tasks, firms may organize these training sessions with the help of individual experts. This is due to the fact that when employees regularly attend training sessions, they may develop their abilities as well as demonstrate their efforts to provide the best for customers. This is because Aziatex needs to think more about which clients want the best because they play with profit. Therefore, to achieve success, employees need skills to hone their talents. From this class, they can learn something and apply it at work. According to Heathfield (2012), the organization will benefit much from the correct staff training, development, and education given at the right time in terms of increased productivity, knowledge, loyalty, and contribution.

- **ADD MORE CLIENT**

Aziatex global can make a difference in terms of adding clients who produce products and not services like their current clients. This might make the firm more competitive with other companies. It's because, as we can see on social media, many company owners take advantage of the chance to work together by incorporating items from various corporations into their little businesses. For instance, Tiktokers "Dear Carynn" combined multiple product firms from different sorts of enterprises, including bags, shirts, and other things, to create their own business to promote it. They make money through the platform while also enabling other firms to do the same. Additionally, Aziatex offers services that are focused on sales and marketing, so there is a huge chance for the business to take advantage of. This is especially true now that the business has switched to AI systems and has more opportunities to concentrate on goods. According to an AMEX research, mid-sized businesses in Australia should collaborate at least five times year to generate an average of \$319,000 in savings or \$430,000 in additional revenue.

5.4 THREATS

5.4.1 FACING COMPETITOR

Aziatex also faces threats from competitors. This is because various companies offer services to help other businesses. As we can see, there are digital-Out-Of-Home (DOOH) marketing companies that also provide services to other businesses. DOOH Marketing has helped other companies in terms of advertisements and billboards to introduce themselves in the industry. For example, Big Pharmacy also uses services from this company to be displayed on billboards in crowded spaces, such as in the middle of the city or on the highway. In addition, the BeautyMarks Marketing Company is also a company that provides the same services as Aziatex. BeautyMarks Marketing focuses on helping salons and beauty companies stand out in order to compete in the industry and gain attention from the public. This company gives Aziatex a big competitor because Aziatex's clients also come from beauty salons. This has an impact on Aziatex when their client comes from a beauty salon, and it can happen for the client to choose another company with the same service as them. For example, Nieza Salon clients who are in the salon and beauty industries can choose to get services from the BeautyMarks Marketing company because they come from the same service. This shows that it gives competition to Aziatex Global. A competitor study identifies each participant's operational strengths, substantive shortcomings, product offers, market domination, and lost opportunities, according to David Taffet, CEO of Petal, and focuses on finding market competitors positioned to intrude on your potential.

5.4.2 JOINT VENTURE RISK

Aziatex has threats in terms of joint venture problems. This is due to the significant role that ethical businesses play in helping their clients achieve the goals they have set. If Aziatex cannot satisfy the customer's preferences or needs, it may cause the customer to alter their mind and try services from other businesses. For instance, a customer of Makcik Urut Muslimah Spa (MUMS) chose to experiment with utilising content, advertising, and copy righting marketing services from other businesses in the social media space. When something like this occurs, it influences other customers to do the same thing. This is due to the fact that Aziatex's poor marketing services may have an impact on everyone's revenues and losses. For instance, Aziatex and the Clients both have to pay for any cost losses that result in a loss of earnings.

Furthermore, now the company and the client face joint risks in terms of the company's sales performance. This is because they collaborated to create an AI system in sales service, so they had to bear the problem of sales decline because the system created was not fully completed. For instance, they saw a decline in sales after switching to the AI system from high sales they had previously attained before employing the AI system.

RECOMMENDATION FOR THREATS

- **HIRE PROFESIONAL STAFF**

Suggestions for improvement to overcome competitor is hire professional staff. For example, Aziatex Global provides professional employees who have high service value as if they know everything about marketing and sales department. For example, copy writing skills, advertising, sales and so on. This is because when the company uses high costs but the service provided is not commensurate or meets the customer's taste, it has to bear losses. By having skilled professionals on their staff so that the work done is always organized and ready on time. In addition, employees provide high-quality work especially in the field of marketing because the purpose is to promote customer service. The purpose is to ensure that the work done in terms of content, copy correction and advertising is of high quality to convince customers and entice them to try the service. Therefore, the company plays an important role to have staff with professional skills because it can move to become a leader and can manage all other employees. This method also helps all workers learn to provide the best service because Aziatex global does not have people who can manage all the work. With the help of professionals, at the same time can prevent competitors and can provide quality services. According to a Business News Daily article, Businesses should give staff chances for professional growth, to reduce possible turnover. Employees' confidence in their job may be increased with the aid of professional development. Higher staff performance, productivity, and general morale can all be correlated with higher levels of confidence.

- **GIVE HIGHER VALUE**

The problem to overcome venture risk is the way the company gives high value to its work. This is to prevent the company from getting an example of a client running away such as the client does not want to cooperate with the company anymore. therefore, Aziatex global can provide high value by mutually helping each other in raising their work towards more value. This is so that every job done has high quality and satisfaction for the company's clients. This can help the company gain high trust from the client. At the same time, it does not cover severe losses when the client decides not to cooperate. A high value can also benefit the company as it opens up opportunities for other businesses to use the same services and can compete with other companies in the industry. Creating value for customers is crucial because it may improve your brand's reputation, earnings, and long-term performance. Giving clients worthwhile products and services might boost their faith in your business's offers (Career Development, August , 2022).

CONCLUSION

As a conclusion, Aziatex Global has helped many businesses gain profit and success. With the help provided, the company has helped the business grow and received a lot of response from the public. Then, the company has the opportunity to build a name and have more clients to work with to gain the attention of the public while providing the best service to customers. Aziatex has also shown a good example by providing services to clients and making clients trust this company to help them both raise their names.

Throughout the course of my industrial training in this company, I have had many opportunities to learn how to manage a business in terms of marketing products to be introduced to customers. In addition, how to acquire or persuade clients to obtain client services I gained a lot of knowledge and skills, especially in terms of sales, during industrial training. All these knowledge and skills will be very useful for me in the world of work later. This is because, with this advantage while studying industrial training, I can use it one day.

To finish, I hope and pray that Aziatex Global will continue to grow, survive, and be able to collaborate with various types of businesses. This is the purpose of this company to gain success and profit more widely. Thankyou.

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APPENDICES

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