



اَوْنِبُوْرَسِيْتِي تِي كُنُوْلُوْمِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

FACULTY OF BUSINESS AND MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA

BACHELOR DEGREE IN OFFICE SYSTEM MANAGEMENT (HONS.)  
(BA232)

INTERNSHIP  
(MGT666)

INDUSTRIAL TRAINING REPORT :  
FIRDIEYRA GLOBAL SDN BHD



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CLASS :  
M1BA232 5E

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SUBMISSION DATE:  
3 AUGUST 2023

## EXECUTIVE SUMMARY

This training report is prepared for the Business Administration program (BA232) UiTM Bandaraya Melaka. At the end of the industrial training, all students have to complete this report and send it to the supervisor in charge to get the internship score. In the process of preparing this report, I underwent my industrial training at Firdieyra Global Sdn Bhd to gain work experience, before entering the real workforce.

This entire report contains the information and experience I got while working at Firdieyra Global Sdn Bhd. In an effort to complete this report, I also received assistance from other senior employees as well as gathering information from the company's archived documents and social media. This report focuses on the activities and experiences I had during my 8 months of industrial training here. The strengths and weaknesses of this organization are also included in this report. Through this report, we will be able to know more about how the ins and outs of a private organization are run as well as how they manufacture and build their own brand. There are 4 important sections in this report which are company's profile, training's reflection, SWOT Analysis, also discussion and recommendation to give some ideas on how this organization can run better.

The company's profile, the first crucial component, contains information about the organization's history, the founder, how they worked before they first gained recognition, as well as their vision, mission, objective, and goals. Also included is the organization chart used by this organization and how many department they have also the employee's name. Then, this report also contained about the list of all benefit and advantage can get from this organization in the reflection phase of the training. Also, on the SWOT Analysis section, this report contained the strengths, weaknesses, opportunities and threats that this organization need to face. Last but not least, in the final section, the discussion on how this organization can operate better, is provided.

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## ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Alhamdulillah, first of all I would like to express my gratitude to God for providing me with the sustenance, knowledge, and time that allowed me to finish off this industrial training report well and completely. The sustenance bestowed upon me is beyond words.

I am incredibly grateful to my internship supervisor, Boss Firdaus and Madam Haizum Nadirah for their invaluable guidance and support throughout my internship. From the moment I started, they took the time to get to know me and understand my goals for the internship. They provided me with clear direction and expectations, and were always available to answer my questions and provide valuable feedback. They are very concerned about our welfare as employees. Also, throughout the internship, Madam Haizum Nadirah and Boss Firdaus always provided me with invaluable insights and advice that helped me to grow as a professional. Their constructive feedback helped me to improve my skills and approach to my tasks, and their encouragement kept me motivated and focused.

I would also like to express my appreciation to my colleagues and the staff at Firdieyra Global Sdn Bhd, for their warm welcome and assistance during my internship. It was a pleasure to work with such a talented and supportive team. From the moment I arrived, my colleagues were quick to introduce themselves and make me feel welcome. They were always willing to share their knowledge and expertise, and were patient in answering my questions and helping me to understand the ins and out of the company and industry.

My time spent completing my industrial training at Firdieyra Global Sdn Bhd was really valuable to me, and I will apply the benefits and information I gained here in the future, in a genuine professional setting.

## 2.0 STUDENT'S PROFILE

## 2.1 RESUME UPDATED

# ASMIRA ISMADI

BACHELOR DEGREE  
(OFFICE SYSTEM & BUSINESS MANAGEMENT)




### PROFILE

ASMIRA BINTI ISMADI, 23, Fresh Graduate student of Bachelor's in Office System Management at Universiti Teknologi MARA (UiTM) Kampus Bandaraya Melaka. During diploma, degree, internship level, and part time job. I learned a lot about administration, business and operation management, and capable to work on related field. I am eager to learn a new things.

### EDUCATION

**Universiti Teknologi Mara (UiTM)  
Kampus Bandaraya Melaka**

Bachelor in Office System Management (HONS)

2021 - 2023  
CGPA : 3.49

**Universiti Teknologi Mara (UiTM)  
Kampus Alor Gajah**

Diploma in Office Management and Technology

2018 - 2021  
CGPA : 3.59

### WORKING EXPERIENCES

**SUNNINGDALE TECH MALAYSIA SDN BHD (PART-TIME)**  
( Scrap Operator ) April, 2022 - August, 2022

- Managing the process of reorganizing all rejected items.
- Isolate and scrapping the rejected items using machine.

**OREN SUPER STORE SDN BHD (PART-TIME)**  
( Cashier and Store Assistant ) August, 2017 - March, 2018

- Scanning items, itemizing and totaling customers' purchases.
- Balancing the cash drawer to account for all incoming transactions. (closing)
- Stock control and accepting new shipments

**FIRDIEYRA GLOBAL SDN BHD (INTERNSHIP)**  
(Administration | Customer Service | Marketing Sales)  
1 March 2023 - 15 August 2023)

- Preparing Offer Letter and Interview Session
- Arranging appointment using Excel Google Sheets
- Handling stock and operation
- Making sales and content on Social Media

### SKILLS

**TECHNICAL & PERSONAL SKILLS**

- Computer | Microsoft Office | Excel | Research skills.
- Arranging and typing skills
- Excellent written and verbal communication skills.
- Highly organized and efficient.
- Ability to work independently and as part of a team.
- Eager to learn a new things.
- Easy to adapt in new environment.

### REFERENCE

**MADAM HAIZUM NADIRAH BINTI MOHD ZAIDEEN**  
(INTERNSHIP'S SUPERVISOR)  
FIRDIEYRA GLOBAL SDN BHD.

### **3.0 COMPANY'S PROFILE**

#### **3.1 NAME, LOCATION AND BACKGROUND**

The name of organization that I used to do my internship is FIRDIEYRA GLOBAL SDN BHD. The Headquarters is located at Jalan Setia Perdana, BBU13/BB Bandar Setia Alam, Seksyen U13, 40170 Shah Alam, Selangor. FIRDIEYRA GLOBAL SDN BHD is an organization owned by a couple, namely Haizum Nadirah binti Mohd Zaideen, and her spouse, Mohd Firdaus bin Mohammed. It is a private business owned by them, since 2017. Originally, this company started out as a small home-based operation with no workers or store to maintain and manage the stock. With their combined business expertise and enthusiasm, these husband and wife were able to expand their company and attract a large number of regular customers and able to achieve annual revenues of RM100,000. From there, they began establishing a headquarters with its own staff and to focus on running Firdieyra's operations.

The name Firdieyra was established as a result of the combination of its owners name, Firdaus and Nadirah. Due to their shared passion in the same industry, they began experimenting in business. Because Madam Nadirah has a strong interest in fashion and is a very fashionable individual, they decided to pursue it as a business. but at the same time, she is also a Muslimah that enjoys the instant hijab since it is simple to put on. They began by starting a hijab business with a variety of patterns, and over the time they start producing a set of suits. Firdieyra business approach is one that simplifies things for customers. For instance, the release of a set of suits means that customers won't have to select any other tops or pants to match it.

#### **3.2 VISION, MISSION, OBJECTIVE AND GOAL**

##### VISION

Making Firdieyra a well-known and big organization that can assist Muslim women in dressing comply to syariah and adhering to syariah law.

##### MISSION

To produce a product that can help and make it easier for women out there to cover their hair by producing an instant, ironless, beautifully designed, and comfortable scarves.

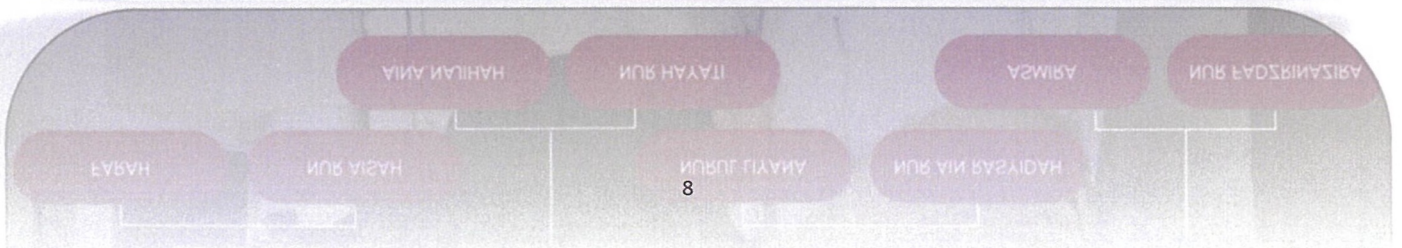
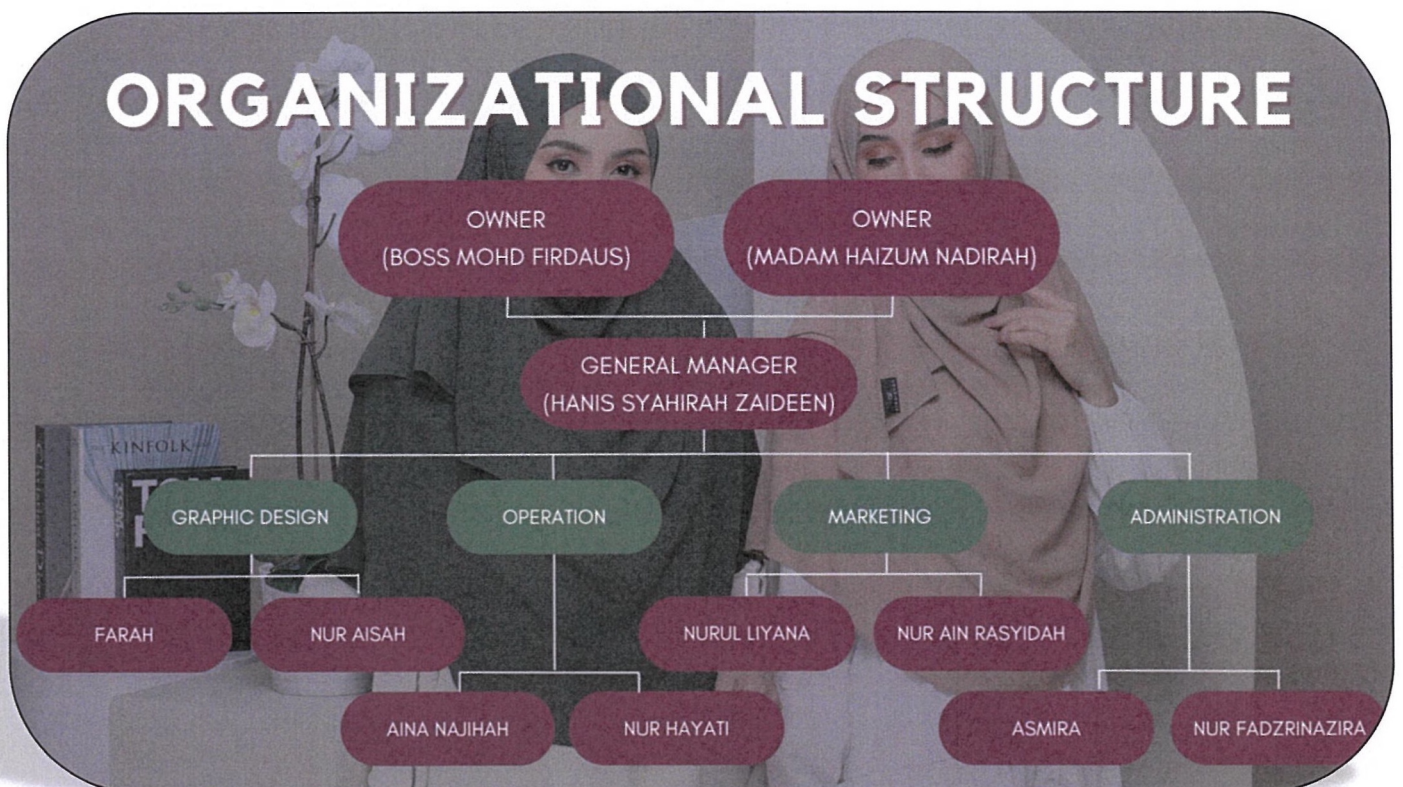
## OBJECTIVE

- Create a fashionable and high quality product.
- Make an effort to comprehend and try to fulfill the needs of the customer.
- Get maximum profit at minimum costs.
- Try to make customer loyal to Firdieyra and prefer this brand than others.
- Create a product that beneficial to the society.

## GOAL

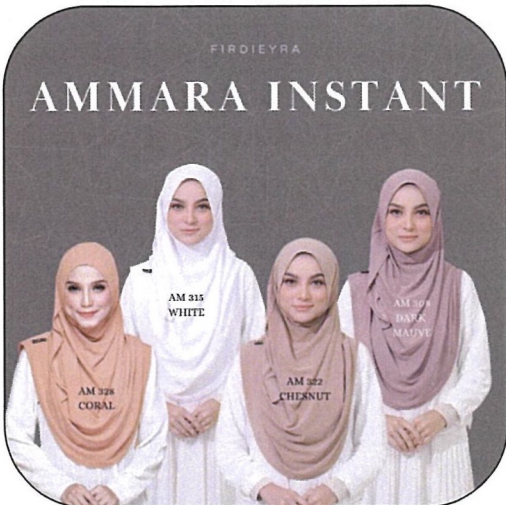
- Expand business by opening new outlet or branch to make it simpler for customer to see product clearly.
- Give same quality to all customers.
- High quality raw materials are used to produce products.
- Build and manage lasting customer relationship.

### 3.3 ORGANIZATIONAL STRUCTURE



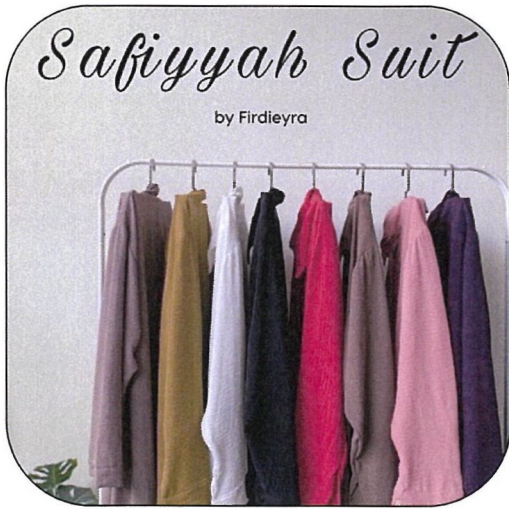
3.4 PRODUCTS OR SERVICES

SCARVE'S COLLECTION





SUIT'S COLLECTION



## **4.0 TRAINING'S REFLECTION**

### **4.1 DURATION**

The working hours allocated in Firdieyra are 9 hours per day, plus an hour for break. Business operations start at 8:30am to 5:30pm, Monday to Friday. Meanwhile, during break time, staff are allocated an hour for break, from 12:00pm to 3:00pm. The opportunity to take an hour of relaxation, including time for prayer, is given to the staff at any point throughout that period. Firdieyra also allocates time for staff to work outside from the office area. Sometimes, the staff may need to do a photo-shoot for new collections away from the office to get the best scenery. The staff members who are given this responsibility have the flexibility to decide when to leave and return to the office as well as when to take a break because it needs to be appropriate for their current circumstances.

### **4.2 DETAILS**

There are only 4 departments in the Firdieyra organization. Among them are marketing, operations department, administration department, and also graphic design. As a practical student, I was assigned to the administration department. I was assigned to create the offer letters, employee pay slips, arrange online meetings, and many other management-related duties. However, at the same time, I also acquired new knowledge about handling operations. I learned on how to manage incoming and outgoing stock, dealing with couriers, managing orders and parcels, and performing quality checks on all incoming stock. Besides, when I was assigned in customer service, I learned on how to interact with customer. In this role, I need to reply chat and answer phone calls from customer and this task has made me more proficient in communication and use patience in all circumstances in order to satisfy customer needs. Sometimes, I also assigned to handle Firdieyra's social media like "instagram" and "tiktok". I learned on how to promote product, making a short video, and manage their "shopee" account. I also had a chance to learn the procedures for doing a photo-shoot, like how to get a right angle and have a great lighting. This is due to the fact that there is a shortages of employees, which forces us to work together, multitask, and be proficient in all activities. Indirectly, I have the opportunity to learn many fields.

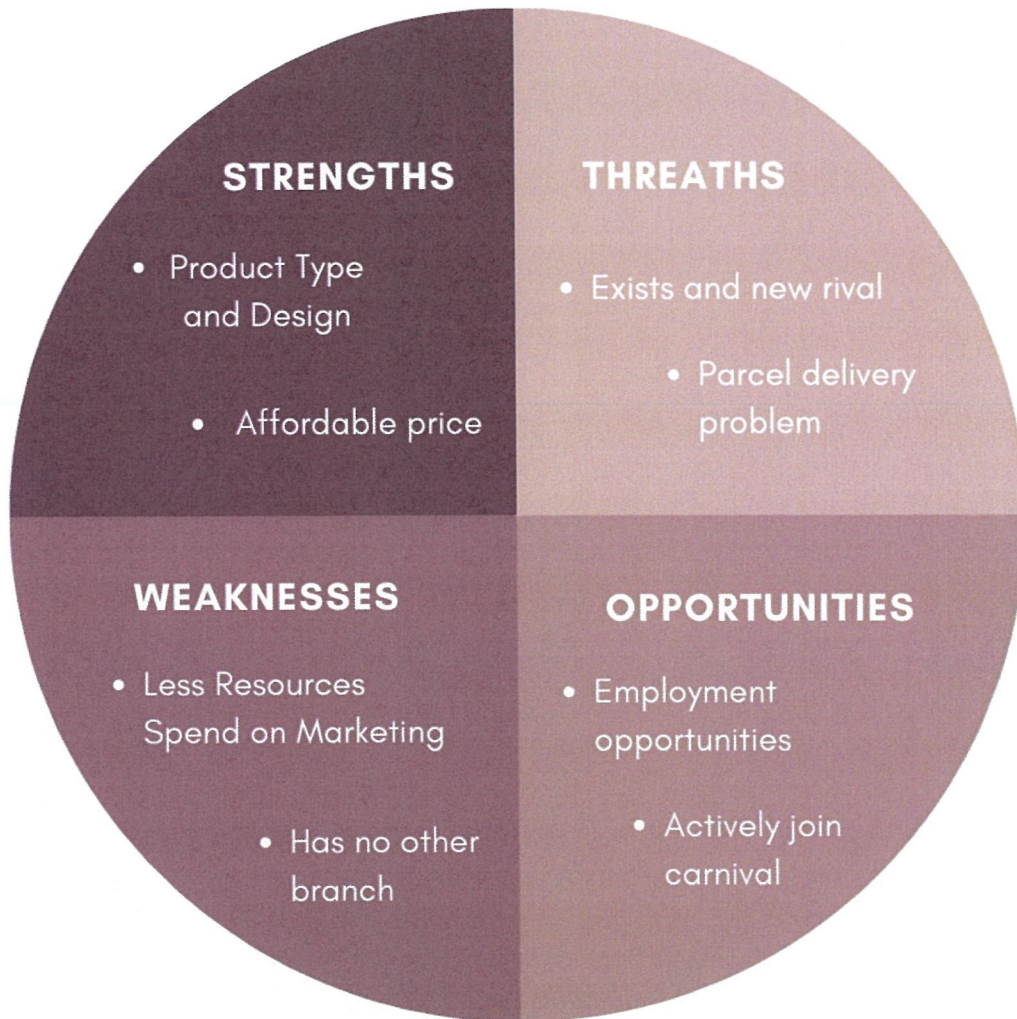
### 4.3 GAINS

Firdieyra Global Sdn Bhd allocates an allowance of RM600 to their practical students. At the same time, food allowance of RM20 is also given every week, and a free meal is given every Friday. As a team leader, I am also given a leader's allowance of RM100 and required to take the initiative and make decisions in any tasks assigned. Sometimes, I was also assigned to drive to the places that I was told, and I was allocated a fuel and toll allowance along the way. In addition, the manager of Firdieyra will promptly return the money we paid in advance, when we as a staff, are required to make a purchases with our own money first. Here, I believe that Firdieyra cares very much about the welfare of their employees.

Working at Firdieyra gave me the opportunity to learn and improve myself to such a great extent. With the tasks assigned to me in various fields, it has helped me hone my talents better. Because I perform multiple tasks at once, such as processing incoming orders while also answering calls from customer, I develop the ability to multitask. It make me to do jobs with greater carefull and full of attention. An additional incentive for me to work more honestly is when i was having a great manager and boss. I became more punctual and honest with the flexibility of time given. By frequently answering customer calls and serving to their needs, I was also able to develop my earlier introverted nature before, and grow more self-assured. Businesses like Firdieyra's make me more confident in my ability to interact with a wide range of individuals because they frequently ask employees to interact with third parties.

In terms of knowledge and technical skills related to work, I learned a lot and gained more knowledge about fashion design. I become more knowledgeable about the different types of fabrics that are used, how the pattern on the scarf's surface is printed, how to create a design that the buyer likes, and many other things. I also learned on how to edit the raw materials more quickly and easily using software. Others, I also learned on how to handle international shipping, handle seller accounts, and other things. I gained more comprehensive understanding of the business environment thanks to my industrial training at Firdieyra.

# SWOT ANALYSIS



## 5.1 STRENGTHS

### a) Products's Type and Design

The strength of Firdieyra's business from others, is their type and design of the products that they produce. All their hijab collections released come with a good quality fabric and beautiful designs. The easy-to-wear hijab design, which is instant, is the key component of Firdieyra's competitive advantage. Due to the simplicity, quickly, and neatness of the Firdieyra brand concept, customers do not require any buttons when wearing it. The concept of "instant" and "iron-less" is used for all Firdieyra's collections because it has attracted many customers regardless of age, to buy it. If we observe, there aren't many companies in Malaysia that make instant hijabs like Firdieyra. The majority of them only produce something like shawls or tudung bawal.

My recommendation is to increase the number of instant hijabs made so that women everywhere can benefit from Firdieyra's strength. In order to gain the interest of both the young and the old, the design or printed must also be up to date with the current trends. This is due to the instant hijab's popularity among women as it makes it simpler for them to wear it when they are pressed for time. They do not have to iron it or style it because it already has a attractive design.

### b) Affordable price

The second quality that distinguishes Firdieyra from other well-known brands is its affordable price. Implementing low prices every day can help businesses increase their sales volume. (*Maria Jose Guerrero, 2022 April 8*). The cost of the Firdieyra's product never exceeds RM50 for one piece, despite the good standard and high quality of the hijab. For example, the Aisyah Basic's collection, which is their best-selling line, costs just RM39. Firdieyra also frequently offers discounts to clients in an effort to boost buy ratings. For instance, the buyer can save as much as RM17 when purchasing a combo of 3 pieces of Aisyah Basic for only RM100. The price flexibility used by Firdieyra is what makes them more preferred by customers over well-known brands with high pricing out there.

For the recommendation, I suggest that Firdieyra need to continue to use flexible pricing games like this. This is due to the fact that it will undoubtedly draw in more customer to stick with Firdieyra brand and make repeat purchases. Frequently make sales and promotions are also necessary to draw in customers and keep them coming back for more. Frequently do promotions will provide customer a cause to purchase that time.

## 5.2 WEAKNESSES

### a) Less Resources Spend on Marketing

The fact that Firdieyra spends less money on marketing is one of their shortcomings. They only employ the staff or close companions for do the marketing and not hiring models to display their new collections. They also run less ads on social media, and only rely on posts made by the staff. Also, because they do not rent a studio to do the photo-shoot session, it is very limited for the staff to choose the place to do the task. This is why Firdieyra's brand is less well-known than other brands because the resources allocated for marketing are very less. Sales revenue can only be obtained through regular customers on “whatsapp” and customer interaction from social media.

I propose that Firdieyra increase its marketing spending in order to make up for this deficiency. Since now, more business is now conducted online, then Firdieyra has many competitors and must fight with them all, especially in terms of marketing. For example, at the very least, Firdieyra need to hire an influencer to promote their latest collection, as this is how many businesses are doing it currently.

### b) Has no other Branch

The non-existence of any branches or outlets is another flaw with Firdieyra Global Sdn Bhd. Firdieyra only has its headquarters, which is now located in Setia Alam, Selangor, after previously being in Sentul, Kuala Lumpur. Firdieyra's management and operations are limited to its headquarters, and all dealings are conducted entirely online. In the meantime, Firdieyra also has agents and dropships that work under them, but they do not hold the stock. They only take orders, but delivery management is all handled at HQ only. Customers find it difficult to view the products clearly because the headquarters location is very limited for them to reached. It also makes it difficult for customers who need the product quickly, because the delivery process usually takes 2 to 3 days to arrive. The structure of Firdieyra, which solely transacts business online, has a serious deficiency that needs to be addressed in order to simplify client affairs.

In my opinion, Firdieyra should open at least one outlet or branch, to make it easier for customers to come and see for themselves the quality of the product. Sometimes, customers prefer to see and try for themselves in real instead of buying online. Customers can indirectly benefit from the setting up of an outlet or branch by evaluating the product themselves and making the best decision.

### 5.3 OPPORTUNITY

#### a) Employment Opportunities

Various job opportunities in a variety of sectors are one of the opportunities can be discovered in the Firdieyra Organization. This organization is not constrained by work laws that demand high certifications or people with a lot of experience because it is a private company unaffiliated with any government authority. It depends more on the wishes of the superiors. The scope of work at Firdieyra is not so heavy that it requires high skills, it is only work that can be done by all levels above 18 years, with the proper training. Because of that, Firdieyra opens up opportunities for university students to do their industrial training, with a higher allowance than other organizations. Additionally, Firdieyra gives everyone the chance to do the part-time jobs by signing up as an agent and drop-shipping under them, notably students and housewives. Firdieyra organization's has indirectly created a lot of job chances for those in need.

Through this discussion, I hope that Firdieyra Global Sdn Bhd will continue to provide job opportunities to the community, especially students who want to do their practical training or full-time housewives that want to generate side income. This is due to the fact that the variety job scope at Firdieyra enables one to get knowledge and useful experience from various industries and fields.

#### b) Actively Join Carnival

In Malaysia, there are a lot of carnivals that are organized by different groups. Among them are the "Career carnival", "Food Carnival", "Sport Carnival", "Family Carnival" and many more. If we look at this, here is Firdieyra's opportunity to become more widespread. Firdieyra has only ever participated in one carnival, which is "Sales Carnival" that held at Setia Alam, Lotus Square, on June 11&12, 2018. For those two days, sales at Firdieyra managed to reach up until RM1,200, thanks to the promotion they ran that offered only RM30 for 1pcs scarf, throughout the Carnival.

For the recommendation, in an effort to draw more consumers to come, Firdieyra should be more active to join the carnival and appoint an "influencer" to promote their booth. Also, Firdieyra will have the chance to get to know their customer more closely by always setting up a booth at the carnival. Additionally, it makes it simpler for buyers to select, physically inspect, and try on the collections they are interested in before making a purchase. This step has been done a lot by many business people out there, to expand their business.

## 5.4 THREATS

### a) Parcel Delivery Problem

Delivery issues are the biggest and most frequently mentioned threat to all businesses out there. One of the factors contributing to this problem is the high volume of parcel they need to delivered. (*Haydn Fleming, DropOff. 2023, May 31*). When the management completes the packaging and delivery operations correctly, then the courier itself, is the one who starts the delivery problem. For instance, Firdieyra once ran into the issue of lost parcel that not made it into the hands of the people who purchased it. It was lost while in transit. Firdieyra must then also take responsibility for the actions and company will suffer losses.

Firdieyra encounter this delivery issue frequently. Then for the recommendation, I suggest that Firdieyra should be more selective when picking a courier to do the delivery. Put a note on the parcel to remind the delivery person to be more alert, aware, and not missing it. Firdieyra must stay connected with their customers and give them the necessary information about the delivery status.

### b) Exists and New Rival

As we know, Fashion industry, is a sector that has too many competitors. “They say knowledge is power, and if you sell online, you certainly need to know who your competitors are and what they are up to.” (*Marketing Donut, 2020*). Particularly in the present era, there are a lot of business that conducting online. It has causes Firdieyra to have more competitors since Firdieyra is completely conducting online business. For instance, there are currently too many competitors and outlet open in the same sector along Firdieyra’s HQ at Setia Alam. Few of them are Hijabista, Proper Hijab, Siti Khadijah, By Chefiza and Amaryllis and also Hijab Designer. The fact that each of these competitors has both an online and physical store has gives them more benefit. In turn, they will have more customers. Therefore, Firdieyra must put in more effort to keep up with their competitors.

For the recommendation, Firdieyra needs to know all their competitors and what strategies they use. Firdieyra should at the very least set up a modest showroom at their headquarters and make it available for customers to visit and try the products since they don't have any actual stores where customers may go. Additionally, Firdieyra needs to be more active in marketing products online by frequently going "live" and regularly updating content on social media. To compete with their rivals, Firdieyra will have to put in more effort.



## 6.0 CONCLUSION

Overall, I had a really valuable experience during my industrial training with Firdieyra Global Sdn Bhd. Even though the duty or scope of work is occasionally quite unrelated to my field, I greatly value the experience when completing the task. I get the chance to gain new information that is difficult for me to acquire indirectly. Here, I started to know the ins and outs of managing a business. I learned more about other outstanding organizations and how they spread their name over the globe. Then, in terms of job scope, when I was assigned to the editing team, I was able to find out how to produce high quality and interesting pictures and videos. I gained knowledge on how to use lighting, pick the right color tones and much more. Other than that, when assisting the customer service team, I was able to learn how to interact with customers and help them fulfill their needs. It has taught me to be more patient, kind, and respectful while dealing with customers. I have also tried a wide range of different tasks and experiences, including making "live" in social media, managing stock in and out, engaging with third parties like couriers and suppliers, and also performing quality checks on products. I greatly value the experience I have gained from performing lots of tasks outside from my profession and for sure I will use it for myself in the future.

I am also very grateful for being given a boss, madam and superiors who are very kind and close to the employees. They care deeply about their staff members and frequently provide them with excellent encouragement to improve themselves. Despite the fact that Firdieyra has several flaws, these are not significant and can be improved. I am also really grateful for being given a very good office-mate while working here. The staff members here are really welcoming, polite, and helpful to one another. I also get along well with them. I also dream of having an organization like this and practicing the work style applied by my current boss and madam. They are very high energy and always positive in everything. I believe, it is a positive environment that helps a company grow further.

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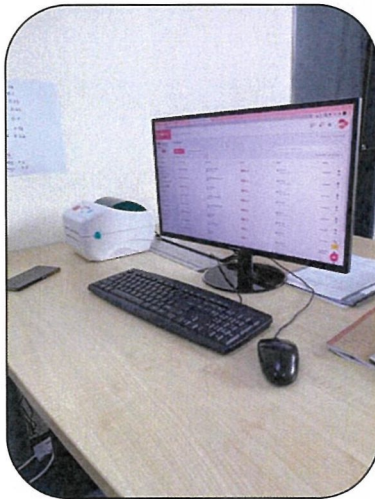
8.0 APPENDICES



OFFICE HQ



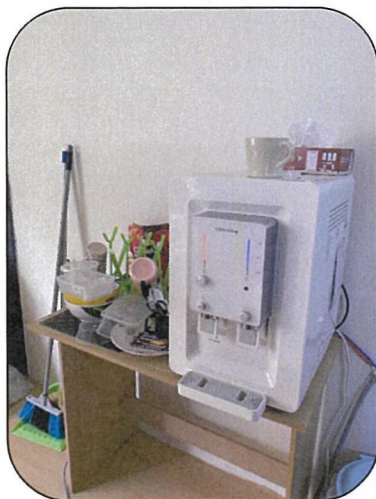
OFFICE ENTERANCE



PC AND WAYBILL MACHINES



STOCK RACK



PANTRY



PRAYER'S SPACE

COMPETITORS



PHOTOSHOOT SESSION

