



# MGT666 INDUSTRIAL TRAINING REPORT AT FARM FRESH BERHAD



EYAMINAH BINTI ABD AZIZ  
2020608198  
BA2406A



# Executive Summary



## Company Profile

Briefly explain on company profile such as name, location and background. In addition with vision and mission also with goal and objective of the company. There are also an organizational structure (team management). In this section also, there is a product line produced by company.

## Training Reflection

Training reflection is where elaboration of what is my internship journey in form of duration, details of the work and what I gain personally during this internship training.

- Duration: specific date, working day and time.
- Details: department, roles, responsibilities, assignments, tasks.
- Gains: Intrinsic & Extrinsic benefits such as allowance, compensation, experiences, knowledge, skills, etc

# SWOT Analysis

This part is crucial where explanation of SWOT analysis of company. The elaboration of SWOT were based on observation and experienced along the internship.

SWOT is an efficient tool to use during the evaluation phase in order to get a general idea of potential future effects. A straightforward analysis technique known as the SWOT analysis can offer a realistic interpretation of a company's strengths and weaknesses (Rahman, M. ,2021)

## Discussion & Recommendations

Discussion and Recommendation part is where elaboration of SWOT more deeper in term of impact toward business.

- **Strength:** Recommendation on should company expand or maintaining the strength
- **Weakness:** Recommend to the company what to do to reduce the weakness or lessen the impact
- **Opportunities:** Recommend how can the organization take advantage of this opportunity? What potential outcome can the company gain?
- **Threat:** Recommend what can the company do to deal with this threat? Should they avoid it? How can they lessen the impact?

## Conclusion

Overall, this report is the 6 months finding of Farm Fresh company. My findings indicate that the company had a strong SWOT analysis. But there were also a suggestions and recommendations for company to improve in little fine detail and strengthen the core of the business. The decision to work here must take into account these considerations for future employees and interns. We can assume that Farm Fresh Sdn Bhd. is a reputable dairy company in Malaysia that is already the TOP 1 preferred among Malaysians by following the recommended steps outlined in this report.

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# ACKNOWLEDGEMENT

This acknowledgement sincerely I wrote to thanks a lot of people and organization that support my internship journey from the beginning until an end. The first one that I would like to thanks for is The Creator of All, Allah SWT that makes everything smooth and easier my way on this internship. The second one is the company that I learned about nature of work, Farm Fresh Berhad. My supervisor, Chiam Gek Leng Sr Manager of Business Development who provided guidance and support along my journey. Next one is I wanted to say thank you to my family who given endless love and support in term of transportation.

Next one is my team, Syaril Shah and Sharvin Sharma for their collaboration, teamwork, and dedication. Last but not least, I want to thank me for believing in me I want to thank me for doing all this hard work, I want to thank me who never quitting.



**Acknowledgement**



# EYAMINAH ABD AZIZ

Business Development Intern

## CONTACT ME



## EDUCATION

### Diploma of Applied Science

University Teknologi MARA (UiTM) Pahang  
2017-2020

#### Contribution:

Alias, AS., Sapongi, NA., Abd Aziz, E., Baharudin, SN.,  
Abd Jalil, FI., Seman-Kamarulzaman, AF. (2021).  
From Food Additives to Plant Fertilizer: Effect of  
MSG towards Spinacia oleracea. Kolokium PPS 2021,  
UiTM Pahang, e-ISSN 2682-7670. pp 29-34.

### BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

University Teknologi MARA (UiTM) Melaka  
2020-2023

-Marketing and management

## SKILLS

Ms Office (Word, Excel, Powerpoint)	Intermediate
Marketing	Intermediate
SEO/SEM	Basic
CRM	Basic
Canva editing	Intermediate

## LANGUAGE

Bahasa Malaysia	Expert
English	Intermediate

## WORK EXPERIENCE

Retailing and Sales 2020

### Badan Cemerlang Sdn Bhd

- Performed under different department which are, children department, educational department, Islamic department and stationery section.
- Discussed with the supervisor on assorting different books in different shelf.
- Introduced new books to the loyal customer using point of purchase (POP) and sales promotion

Internship 2023-Now

### Farm Fresh Berhad

- Developed a detailed event plan, including, scheduling and resource allocation.
- Identified suitable venues, technical equipment and distributor for the event
- Communicate with relevant stakeholders, such as parents, schools, or community organizations, to generate interest and participation.

## EXTRA CURRICULAR ACTIVITIES

Vice President 2018-2019

### Persatuan Diploma Sains (Perdipsa)

- Discussed with association adviser about problem that happened to the student and plan the solution.
- Keep in touch with the secretary and team member through meeting and detailed about upcoming event.
- Accomplished an event paperwork with advisers guidance

## ACHIEVEMENT

Leader of team & Second Place Winner 2021

### Strategic Marketing Communication Planning for Ittihad Trading & Resources Sdn Bhd

- Held a meeting and discussed with the board director of Ittihad Trading Sdn Bhd. about what to improve in their marketing plan.
- Executed the plan in form of digital marketing using their social media like, Facebook, Twitter, Instagram, and Website.
- Concluded Marcom presentation with the board director and lecturers through Google Meet.

Silver award 2022

### Virtual Melaka International Intellectual Exposition 2022

- Planned with the team member on what to innovate with the very detail idea.
- Accomplished a paperwork and video to present to the judges

## REFERENCES

### Aemillyawaty Binti Abas

Academic Advisor  
Faculty of Business &  
Management

Phone:  
Email :

### Muhammad Fairuz Bin Jamil

Lecturer  
Faculty of Business &  
Management

Phone:  
Email :

# COMPANY PROFILE

An elaboration of Farm Fresh company

- **Name:** Farm Fresh Sdn Bhd.
- **Location:** No 11, 1, Jalan Petaling, Kawasan Perindustrian Larkin, 80350 Johor Bahru, Johor

- **Background:**

Our primary goal as a Malaysian dairy company is to provide high-quality milk to consumers. Every customer should be able to take advantage of fresh, wholesome, and nutritious dairy products. Throughout our manufacturing process, we strive to meet the highest quality and safety standards.

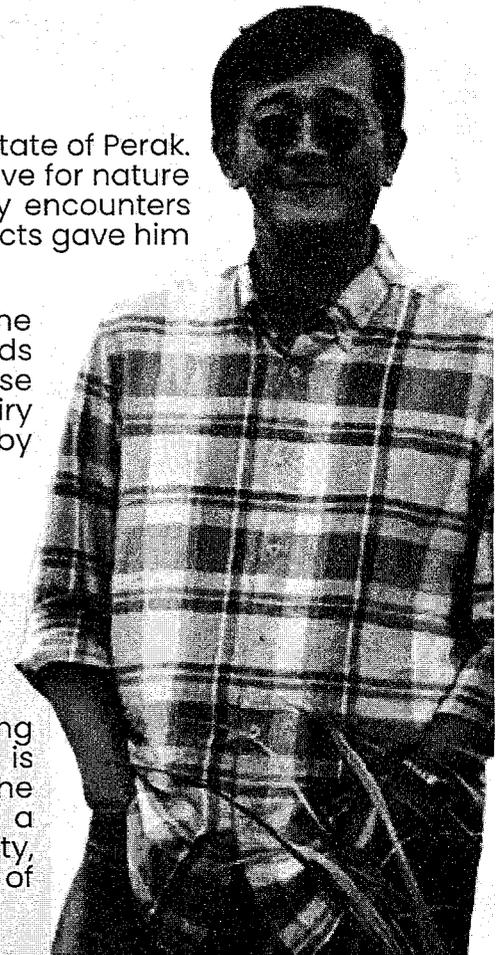
## A little throwback

Loi Tuan Ee's journey began as a child in a small town in Malaysia's state of Perak. He developed a profound appreciation for agriculture and a deep love for nature while growing up in rural landscapes and natural beauty. His early encounters with the land and its potential to produce wholesome, natural products gave him a deep sense of connection to it.

As he grew older, Loi Tuan Ee noticed a worrying development in the Malaysian market such as a proliferation of brands selling goods made from powdered or reconstituted milk. He recognized that these products lacked the purity and nutritional value that true fresh dairy could provide. His desire to alter the current situation was stoked by this realization, and it motivated him to act.

With the land secured and the cows in place, he founded "Farm Fresh Milk Sdn. Bhd.," a company that symbolises his commitment to providing milk that is truly farm-fresh and free of unnecessary processing. Under Malaysian law, the "Sdn. Bhd." in the company name indicates that it is a private limited company.

His unwavering passion for agriculture, the environment, and giving Malaysians access to fresh, pure, and unadulterated dairy products is evident in Loi Tuan Ee's journey from a small town in Perak to the founding of Farm Fresh Milk Sdn. Bhd. Farm Fresh Milk is not only a successful business because of his commitment to quality, sustainability, and the well-being of his cows, but it is also a symbol of his dream to produce dairy in the way that nature intended.



# COMPANY PROFILE

An elaboration of Farm Fresh company

## 01 Vision

Our vision at Farm Fresh is to be the leading provider of high-quality dairy products in Malaysia. We strive to be recognized as the most trusted and preferred brand, known for our commitment to excellence, sustainability, and customer satisfaction

## 02 Mission

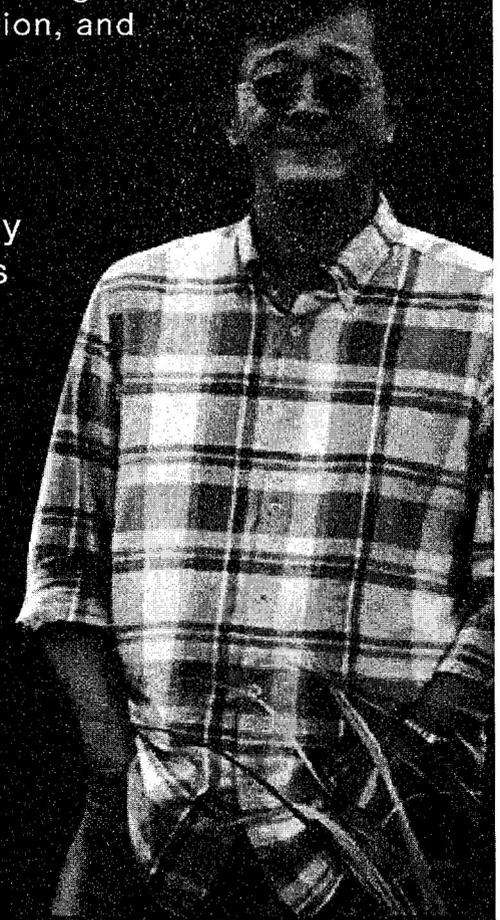
Our mission is to supply the Malaysian market with the finest and freshest dairy products, ensuring the highest standards of quality, nutrition, and taste

## 03 Objective

Producing fresh and healthy dairy and plant-based products

## 04 Goal

“It's all about quality produce, ensuring we have healthy and happy cows, preserving the environment and giving our customers what they truly deserve.”





# ORGANIZATIONAL STRUCTURE

Strain of team management in Farm Fresh Sdn Bhd.



**Loi Tuan Ee**

Non-Independent Executive Director,  
Group Managing Director and Group  
Chief Executive Officer



**Azmi Bin Zainal**

Group Chief Operating Officer



**Mohd Khairul Bin Mat Hassan**

Group Chief Financial Officer



**Loi Tuan Kin**

Plant Operations Director



**Jacob a/l Mathan**

Group Senior Farm Manager



**Chiam Gek Leng**

Sr. Business Development Manager

# PRODUCT LINE

Chilled Milk, UHT Fresh Milk, Growing Up Milk, Yogurt, Other Product

## CHILLED MILK

Chilled Milk is pasteurised to destroy any harmful bacteria and microorganisms in milk so that you can enjoy wholesome milk safely! This milk should always be chilled and must be cold chained throughout the entire process, from transportation, all the way to your home!



FRESH MILK

FLAVOURED MILK



PLANT BASED MILK



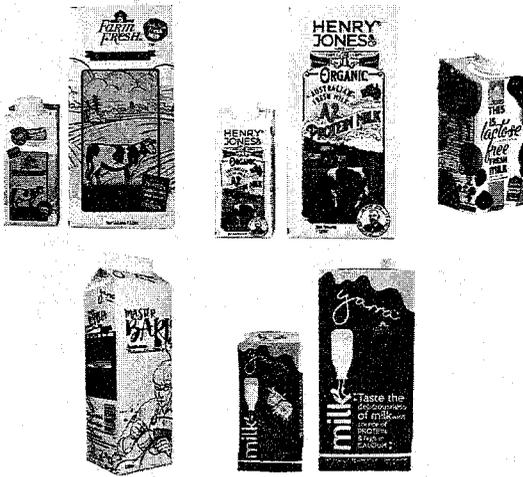
YOGURT DRINK

# PRODUCT LINE

Chilled Milk, UHT Fresh Milk, Growing Up Milk, Yogurt, Other Product

## UHT FRESH MILK

UHT milk is treated in a higher temperature compared to pasteurised milk and the entire process is sterile. This process will increase the shelf life of the product and will allow milk to last longer and stable in room temperature!



UHT FRESH MILK



UHT FLAVOURED MILK



UHT PLANT BASED MILK



UHT WARNER JUNIOR (125ml)

Product Line

# PRODUCT LINE

Chilled Milk, UHT Fresh Milk, Growing Up Milk, Yogurt, Other Product

## FORMULATED MILK

roducing Farm Fresh Grow, made with natural cow's milk that's packed with DHA (Algae), Inulin Fibre, natural source of Calcium and Vitamin D for optimum growth, protein and fortified with 22 added vitamins and minerals with no maltodextrin, no calcium carbonate and no vegetable oil! With Farm Fresh Grow, we promise growing up milk that's filled with goodness and nothing else! So your child gets the nutrition they need to grow up happily and healthily



## YOGURT



NATURAL YOGURT



GREEK YOGURT



FRUIT FARM YOGURT (FLAVORED)

Product Line

# PRODUCT LINE

Chilled Milk, UHT Fresh Milk, Growing Up Milk, Yogurt, Other Product

## OTHER PRODUCT



NUBIAN GOAT MILK



IBU SANTAN



WHIPPING CREAM

Product Line

# Training Reflection

A detail information of what 6 months internship looks like in Farm Fresh

- **Duration** : 1 March 2023-15 August 2023 (6 Month)
- **Detail**: A cycle of job scope

01

## Make a cold call

To talk to the person in charge of kindergarten for our project which is kindy programme

02

## Do a presentation

Do a presentation to the PIC or send an attachment to the PIC (where applicable) about the program detail

03

## Follow up

Follow up with the PIC about the kindy program that we decide. Asked if the date is confirmed so we can lock in the schedule

04

## Make a call

Give a courtesy reminder to the PIC of the kindergarten that we will go to their school tomorrow and confirm their address

05

## Activity day

Give a presentation and do activity with the kids on how to choose the right growing up milk and tell them the goodness of Farm Fresh Grow milk

06

## Upload a photo

Upload a photo of the event just now so that our branding team can upload to the social media or for their report

07

## Notify the PIC

We will notify the PIC if the order form is ready to collect after a week of event date. Normally will cooperate with distributor

08

## Notify the distributor

Notify the distributor to go to collect order form from the school that mentioned. The whole process of pick order will handle by distributor

09

## Milk delivery

Milk delivery will be handle by the distributor or stockist assist. They will deliver right in front of school or to the teacher

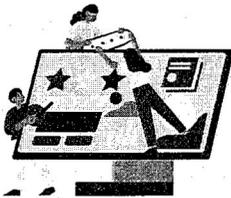
10

## Follow up

After a month of event we will normally do follow up session to the teacher incase there is any repeat order from the parents

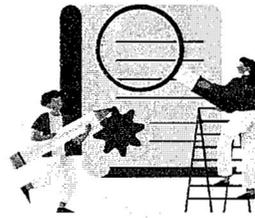
Training Reflection

# WHAT I GAIN?



## CLEARLY DEFINE MYSELF AS A PERSON

My confidence skill is developed more for this about 6 months. I know myself better what is pros and what is cons that I need to improve



## REPETITIVE PRESENTATION

It relate with first one, because of repetitive presentation, I am now more calm and be prepared whenever I need to do presentation



## TEAM PLAYER

Work in team skill more developed than before, I can manage to work with both gender without care about race



## PLANNING WISELY

Make a planning for a day is quite challenging to me before but now as an intern I can manage my schedule daily and more focus on that



## RUN THROUGH ADMINISTRATIVE DUTIES

With a help of my manager I now can do administrative duties like do an excel. I learned many tips and tricks throughout the process



## COMMUNICATION SKILLS

I developed more my communication skill, I learned how to communicate with different level of age, and different level of rank in work place

# SWOT ANALYSIS

STRENGTHS	WEAKNESS
<ul style="list-style-type: none"><li>• High quality of product</li><li>• Strong brand reputation</li><li>• Well established company</li><li>• Diverse product line</li></ul>	<ul style="list-style-type: none"><li>• Limited market reach</li><li>• Low service during peak seasons</li><li>• Relatively higher price than the competitors</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>• A growing demand for organic, natural and locally source food</li><li>• Developing new markets</li><li>• Product diversification</li></ul>	<ul style="list-style-type: none"><li>• Competitor environment</li><li>• Price of raw material increase</li><li>• Peninsular Flood happened</li></ul>



# STRENGTH ANALYSIS

## STRENGTHS

- High quality of product
- Strong brand reputation
- Well established company
- Diverse product line

### Skillful production

Tuan Loi's mostly recruit the best expertise in production process so that the technique they use can preserve the authenticity of the product.

### Hygienic process

The process of collecting the milk SOP is quite tight that worker need to follow. They use an equipment that directly supply the milk to the tank instead of traditional method.

### Texture of product

The texture of Farm Fresh product especially their milk is very rich and premium. The purity of milk can feel in one sip

### Packaging

Used Tetra-Pak packaging for secured and not leak milk

- Ingredient:
- Most of Farm Fresh Milk and product were produce from a good natural cow milk. The pureness of milk and other product were maintain from the milking process to the store (Farm Fresh Sustainability Report, 2020)
- Fresh and Pure:
- Farm Fresh product were free from artificial additives, additional preservative, or harmful ingredient. It is produced with strict quality control procedures to preserve its purity, and it is fresh.

DETAILED MATERIALITY ANALYSIS			
Area	Materiality	Impact	Response
<p><b>Production, Health &amp; Safety</b></p> <p>Health and safety data of our four regions is comparable and our quality of service</p>	<p>• Customers' Requirements &amp; Expectations</p> <p>• Customers' Commitments &amp; Requirements</p> <p>• Customers' Satisfaction</p>	<p>• Continued to promote our strong presence and offerings across our full product range</p> <p>• Adopted an integrated supply chain for seamless management of dairy production and fast quality control</p> <p>• Diversified complementary nutrition products, such as yogurt-based milks, that have to meet our customers' without compromising on our nutritional promises and commitments</p>	<p>• 100% of our products are free from trans fats and cholesterol</p> <p>• 100% of our products meet advanced nutritional guidelines</p>
<p><b>Animal Health &amp; Welfare</b></p> <p>The health of our cows is our top priority. We are committed to the welfare and safety of the animals we take care of</p>	<p>• Customers' Commitments &amp; Requirements</p> <p>• Customers' Satisfaction</p>	<p>• Aligned with leading standards in the dairy sector, we have implemented our Animal Health and Welfare (AHW) program for Animal Health and Welfare</p> <p>• Adopted best practices to ensure that our dairy cows are in the best care, from the moment they are born until they are sent to the farm's processing plant</p> <p>• Employed comprehensive animal training and care, covering the entire lifecycle of the cow, from birth to culling</p> <p>• Continued to invest in research and development to improve the health and welfare of our cows</p> <p>• Continued to invest in research and development to improve the health and welfare of our cows</p>	<p>• 100% of our products are free from trans fats and cholesterol</p> <p>• 100% of our products meet advanced nutritional guidelines</p> <p>• 100% of our products are free from trans fats and cholesterol</p> <p>• 100% of our products meet advanced nutritional guidelines</p>
<p><b>Environment</b></p> <p>Our commitment to the environment is a key part of our business strategy. We are committed to reducing our carbon footprint and improving our energy efficiency</p>	<p>• Customers' Commitments &amp; Requirements</p> <p>• Customers' Satisfaction</p>	<p>• Continued to invest in research and development to improve the health and welfare of our cows</p> <p>• Continued to invest in research and development to improve the health and welfare of our cows</p>	<p>• 100% of our products are free from trans fats and cholesterol</p> <p>• 100% of our products meet advanced nutritional guidelines</p>

# STRENGTH ANALYSIS

## STRENGTHS

- High quality of product
- Strong brand reputation
- Well established company
- Diverse product line

Commitment to the quality  
 Farm Fresh select their sourcing especially in term of their product type and raw material. As for their packaging they used Tetra Pak Packaging and it was safe from preservative (Source: Tetra Pak Website)



No Preservatives, No worries

Milk in Tetra Pak Cartons is exposed to a specific high temperature during the UHT treatment, deactivating any micro-organisms, killing all bacterial spores; making the milk absolutely safe to consume.

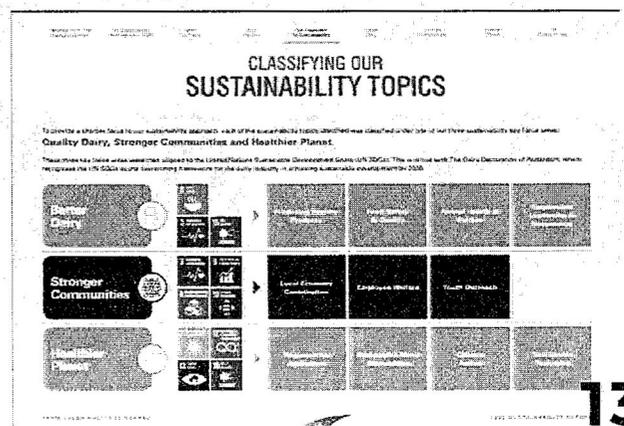
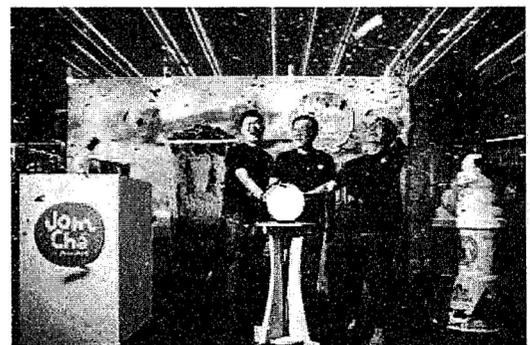
- Maintaining Sustainability
- Farm Fresh were care about sustainability to maintain their product and company name. They prove that they care on ethical care of animals and mostly relate with Sustainability Development Goal. (Sustainability Report,2022)

- 10 years in market
- Farm Fresh were celebrating their 10 years of manufacturing. This is the proof why most of Malaysian choice is Farm Fresh Milk. Since they have a 1 decade in the market, they could expand the business to the F&B retail store which is Jom Cha brand. (Source: BusinessToday News,2023)

News

### Malaysia Top Dairy Farm Company Farm Fresh Bhd Announces F&B Expansion Under Jom Cha Brand

By Business Today Editorial - February 15, 2023



# STRENGTH ANALYSIS

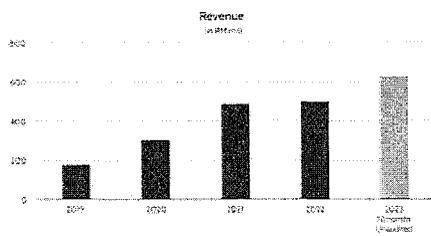
## STRENGTHS

- High quality of product
- Strong brand reputation
- Well established company
- Diverse product line

## Financial Stability

Over the year, Farm Fresh had a very strong financial stability. The increment of revenue and net profit increased. (Farm Fresh Annual Report, 2022)

HOME ABOUT US PRODUCTS GROWING UP FILE INVESTOR RELATIONS SUSTAINABILITY OTHER PARTS



- Contribution to the economy
- Farm Fresh were highlighted that they were helping in local economy since they helping in hiring more people and expertise. They were helping a lot of people who lost their job to be one of their stockist and distributor at the same time they can grow together

- Award and Recognition
- In 2022, Farm Fresh Berhad were given an award for the best brand in 2022-2023. "Farm Fresh Berhad has been selected to receive the "Brand of the Year" award at the 2022-2023 World Branding Awards ceremony" (The Sun, 2022). This reward and recognition really help Farm Fresh in maintaining the company strength and in return customer more trust.

## Farm Fresh Dairy Products awarded Brand of the Year



Lee Tian Ke, Group Managing Director and Group Chief Executive Officer (CEO) of Farm Fresh Berhad with Richard Rowe, Global Chairman of World Branding Forum during the Award Giving Ceremony at Kensington Palace, London.

### LOCAL ECONOMY CONTRIBUTION

Working hard to get a better standard of life for the people of the East Coast region is the primary mission of Farm Fresh Berhad. We are committed to providing the best quality products and services to our customers and to contributing to the local economy through our various initiatives.

At Farm Fresh Berhad, we are committed to providing the best quality products and services to our customers and to contributing to the local economy through our various initiatives. We are committed to providing the best quality products and services to our customers and to contributing to the local economy through our various initiatives.

Our commitment to the local economy is reflected in our various initiatives, including our support for local farmers and producers, our commitment to providing quality products and services to our customers, and our commitment to contributing to the local economy through our various initiatives.

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# STRENGTH ANALYSIS

## STRENGTHS

- High quality of product
- Strong brand reputation
- Well established company
- Diverse product line

- Health and Dietary Product
- Farm Fresh produce a product that consider dietary preferences and health requirement from consumer. Such as, lactose-free milk, lactose-intolerant individuals, low fat or skimmed milk, Farm Fresh also have plant base milk such as oat, almond and so on. In the future they will added the range of product especially plant base milk. (Sustainability Report Farm Fresh 2020 & 2022)

- Comprehensive range of product
- Farm Fresh offers a comprehensive range of dairy product that cater to Malaysian preferences and needs. Such as Fresh Milk, Skinny Milk, Lactose-free Milk, plant base milk, Yogurt, Santan and Whipping Cream. (Refer Product Line section)

- Ready-to-eat Product
- Farm Fresh has a product that were ready to eat such as yogurt. The cup of yogurt is easily to open up and a spoon prepared on top of the packaging. Its very convenience to customer to eat.

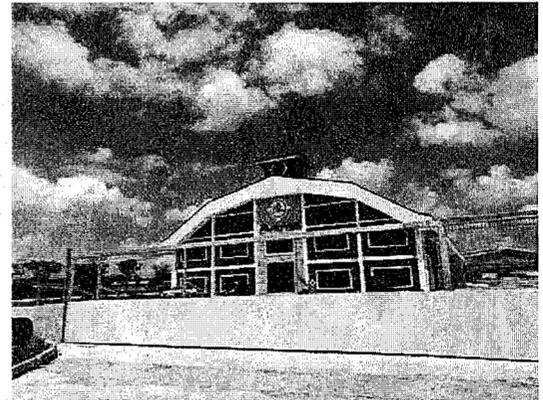


# WEAKNESS ANALYSIS

## WEAKNESS

- Geographic Constraints
- Farm Fresh had a difficulties of their location of farm and production. The largest as for now to produce UHT is at Muadzam, Pahang. Since the Pahang had an difficulties especially on logistics. Thus it effect the arrival of milk to the warehouse. Futhermore, is Farm Fresh HQ in Larkin Johor but the production is in Pahang were actually close to Selangor rather than Johor. (References: Executive Production and Warehouse,2023)

- Limited market reach
- Low service during peak seasons
- Relatively higher price than the competitors



Farm Fresh on expansion mode

### Farm Fresh on expansion mode

CORPORATE NEWS  
Wednesday, 12 Oct 2022



Farm Fresh Qld managing director and group chief executive officer Loh Tian Fa

**KUALA LUMPUR:** Milk producer Farm Fresh Bhd aims to expand its presence both locally and in the region, as part of its strategy to maintain competitive advantage.

While its expansion will allow the company to meet its near-term demands, group managing director and group chief executive officer Loh Tian Fa said the group's longer-term plans "provide an even more transformational outlook".

"Currently, we are in the planning phase of developing a new manufacturing hub in Bandar Eastek, Negri Sembilan, which will function as a central processing facility for our products in Peninsular Malaysia.

"By integrating our research and product development capabilities, we intend to use the facility to develop and test new product offerings for the Malaysian market," he said in the company's latest annual report.

Loh added that Farm Fresh had also earmarked Sabah and Sarawak as a growing market for its products.

"We aim to set up a farm and integrated processing facility, which will allow for raw milk to be processed and a greater volume of our products delivered to key market centres in this region of Malaysia."

- Sabah & Sarawak
- Sabah and Sarawak is a cities that affected because of limited market reach, Farm Fresh having home dealer there but the supply chain were effected since they do not have reliable warehouse there. The location of the warehouse is not suitable for certain region. Thus it is impact the customer based and home dealers. Thus Loh Tian, were planning to expand the market there (TheStar News,2022)

# WEAKNESS ANALYSIS

## WEAKNESS

- Increased demand
- During Ramadan especially is the season where Kurma UHT and Fresh Milk is typically demand surges. This make the production team the operation team were stressing about. This happen because, the resources and the operation need to divided equally with other production. Thus sometime the demand surge but low supply. (Discussion session with manager, April 2023)

- Limited market reach
- Low service during peak seasons
- Relatively higher price than the competitors

- Logistics matter
- As we can relate with the first point, Farm Fresh were having a logistics matter on route of transportation. The main supply were in Pahang sometime having flood and traffic matter. Other than that, their limited lorry. UHT and Fresh Milk need to have a different lorry to pick up the milk. The Fresh Milk range need to have a chiller lorry while UHT can go with any lorry provided by Farm Fresh. Usually UHT is the one who being so slow in logistics since they need to wait for request from Executive line to fit in in one tank. Thus, it impact the service especially on seasonal month like Ramadan.



# WEAKNESS ANALYSIS

## WEAKNESS

- Price sensitivity
- Most of consumer said even they loved Farm Fresh they can't deny that Farm Fresh Price were slightly higher rather than competitors. In future, the consumer can change to the other product because most of the time people were price sensitive especially on this economy state, additionally Farm Fresh product were everyday product.

- Limited market reach
- Low service during peak seasons
- Relatively higher price than the competitors

- Reduced market share
- In recent news, there were saying that Farm fresh market share were drop to 0.99 sen since they have a pricing issue on the product. The investor feel hard to sell back because the market share keep on falling down. "The company wishes to clarify that the announcement made by the company yesterday was voluntary to provide clarity to the public in relation to the market price volatility and trading volume of the Farm Fresh shares in Bursa Malaysia," The trading stock for Farm Fresh reached an all-time low of 99 sen per share on July 4, 2023, before closing the session at RM1.14 on a record trading volume of 77.38 million shares.

The Star

StarPlus News Asean Business Sport Metro Lifestyle Food Tech Education Opinion Videos

TOPICS: Susta Pella 2023 StarExtra Flood Alert StarESG Urban Biodiversity True or Not SCBA 2023

### Farm Fresh says announcement on share price volatility to provide clarity to public

CORPORATE NEWS

Wednesday, 05 Jul 2023  
2:02 PM MYT

#### Related News



BUSINESS 50e ago  
Slower manufacturing activity ahead

COMMODITIES 42h ago  
Gold futures may trade on downside bias

BUSINESS 14h ago  
Jefferies: Banks are failing to price in water risk



KUALA LUMPUR: Farm Fresh Bhd (50) has clarified that the recent announcement it made regarding the unusual trading activity of its shares was voluntary and not in response to any query from Bursa Malaysia.

"The company wishes to clarify that the announcement made by the company yesterday was voluntary to provide clarity to the public in relation to the market price volatility and trading volume of the Farm Fresh shares in Bursa Malaysia," it said in a bourse filing.

On July 4, 2023, the trading stock in Farm Fresh had plunged to an all-time trading low of 99 sen a share before ending the session at RM1.14 on record trading volume of 77.38 million shares.

# OPPORTUNITY ANALYSIS

## OPPORTUNITIES

- A growing demand for organic, natural and locally source food
- Developing new markets
- Product diversification

### ANIMAL HEALTH & WELFARE

Our animals are the foundation of our business. It's essential that they are well looked after, both physically and mentally, and are not overworked or stressed. This is why we have a strict policy on animal health and welfare.

Through our animal health program, we ensure the quality of our products and the safety of our customers. We also ensure that our animals are kept in the best possible conditions, both physically and mentally.

Our animal health program is a key part of our overall business strategy. We are committed to ensuring that our animals are well looked after, both physically and mentally, and are not overworked or stressed.

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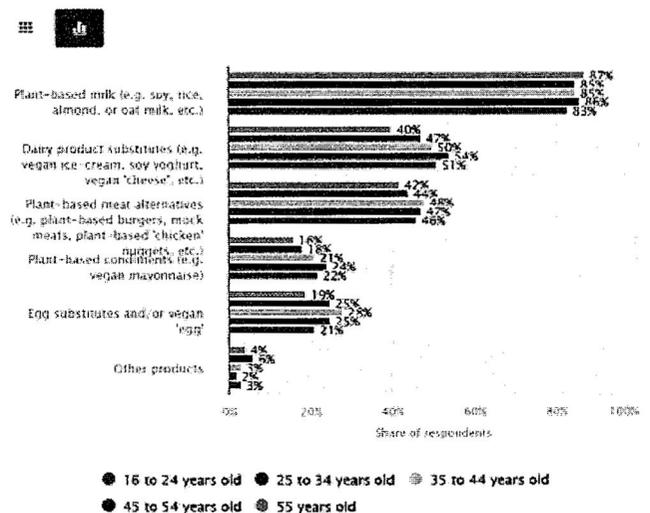
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- Consumer preferences changing
- Recently a research were conducted by researcher upload in Statista and Rakuten Insight, January 2022, shown a high percentage of people that changing the preferences to plant based milk. Since most of Malaysia were aware of obesity issue risen up in this past year. Thus most of them change the taste to taking protein intake more than the other. Some of people changing their habit since they consult to the doctor.

Types of consumed plant-based foods among Malaysians as of November 2021, by age



www.statista.com/statistics/1075780/malaysia-plant-based-food-consumption-by-type-and-age/

- Environmental Concern and Animal Welfare.
- Little did we know that, plant based milk is much lower in carbon footprint rather than animal milk. A consumer more reliable to think about nature than before. Recently also, many consumer were changing to plant based since there were animal welfare that we trying to protect in the whole world. Farm fresh also include this issues in the sustainability report 2020-2022.



# OPPORTUNITY ANALYSIS

## OPPORTUNITIES

- A growing demand for organic, natural and locally source food
- Developing new markets
- Product diversification

- Market demand
- Farm Fresh wanted to expand their business to Sabah and Sarawak because they can untapped the customer based they can't reach before. This present opportunity can expand the Farm Fresh user thus it may impact to the brand name and revenue. They also planned to adding up a new production factory at Neger Sembilan since its more efficient place rather than Pahang.

- Increase the competitive advantage

Farm Fresh most likely wanted to increase their competitive advantages than the international dairy company. By developing new markets, they can beat the other company in term of sources and supply. They also believe that if they develop market they can increase the branding and empower Farm Fresh more. It allows the company to differentiate itself from competitors and position its products as unique and desirable in the new market.

 **The Star** Farm Fresh expansion mode

### Farm Fresh on expansion mode



CORPORATE NEWS

Wednesday, 12 Oct 2022



Farm Fresh Bhd managing director and group chief executive officer Lim Guan Eng

KUALA LUMPUR: Milk producer Farm Fresh Bhd aims to expand its presence both locally and in the region, as part of its strategy to maintain competitive advantage.

While its expansion will allow the company to meet its near-term demands, group managing director and group chief executive officer Lim Guan Eng said the group's longer-term plans "promise an even more transformative outcome".

"Currently, we are in the planning phase of developing a new manufacturing hub in Bandar Enstek, Negeri Sembilan, which will function as a central processing facility for our products in Peninsular Malaysia.

"By integrating our research and product development capabilities, we intend to use the facility to develop and test new product offerings for the Malaysian market," he said in the company's latest annual report.

Lim added that Farm Fresh had also earmarked Sabah and Sarawak as a growing market for its products.

"We aim to set up a farm and integrated processing facility, which will allow for raw milk to be processed and a greater volume of our products delivered to key market centres in this region of Malaysia."

# OPPORTUNITY ANALYSIS

## OPPORTUNITIES

- A growing demand for organic, natural and locally source food
- Developing new markets
- Product diversification

• Sustainable Initiative of Farm Fresh introduces plant-based alternatives or sustainable dairy products, it will be able to align its brand with environmentally conscious consumers, thus expanding its customer base. For example, Farm fresh were concern about latest issue of animal welfare, instead of saying to improve their animal milk line but they likely to added up the plant based milk line. Furthermore, the packaging of product also sustain to keep the healthy world

### Developing Complementary Nutrition Products

As consumer preferences and dietary requirements continue to evolve, alternative milk products and plant-based milks are capturing a growing market share. Supported by our strong research and development capabilities, we have responded proactively, becoming the first company to launch organic milk, kurma milk, lactose-free milk, oat milk and almond milk products within the Malaysian market. Free from preservatives and colourings, just like our dairy varieties, these new additions to our product range are equally nutrient-dense, providing high quality protein, vitamins and minerals in an easily absorbable form. Furthermore, many are available in UHT/ambient varieties, maximising their shelf life and hence their reach outside larger population centres.

### Future Plans

- We will continue to explore ways to enhance the nutritional and functional benefits offered by all our products and carry out further research and development into new dairy and plant-based recipes.
- We will further drive awareness and uptake of our products amongst children and families, aided by our strategic penetration into school canteens and our impending development of a fresh-milk based formula milk for children aged two to six years old.

- Innovation and brand image
- Farm Fresh planned to adding up the product line in order for company to increase their innovation in R&D and increase their brand image. The launch of new and innovative products demonstrates the Farm Fresh company's dedication to continuous improvement and adaptability. In turn, this strengthens customer loyalty and fosters a favourable brand image.

FARM FRESH BERHAD | SUSTAINABILITY REPORT 2022

## SUSTAINABLE PACKAGING

OUR PERFORMANCE
<p>As a producer of packaged goods, we now a duty to consider a variety of sustainability issues including the origin and volume of the raw materials used, the environmental impact of processes used to manufacture the packaging, the recyclability of the packaging and the ability of the packaging to contribute to food waste reduction. Each of these factors carries a large external ecological footprint.</p> <p>Moreover, consumers are more environmentally aware than ever and are increasingly choosing FMCG brands based on their sustainability credentials of which packaging is one of the most visible.</p>
<ul style="list-style-type: none"> <li>• 28% of our turnover comes from products that use fully recyclable, FSC Forest Stewardship Council certified packaging.</li> </ul>

OUR SUSTAINABLE INITIATIVES
<p>Our commitment to sustainable packaging starts with using packaging that is sustainably sourced – that is, sourced from certified forests and sustainably and responsibly managed. Doing this means that we are limiting the long-term impact that our products have on the depletion of these resources.</p> <p>The second part of our commitment, which we are currently developing further, is to reduce the footprint of our products after consumption by generating recycling. What we are transitioning towards using fully recyclable materials for all our product varieties, we also want to play a bigger role in recycling education and adoption, especially amongst younger generations.</p> <p><b>Adopting Sustainably Sourced and Recyclable Packaging</b></p> <p>In 2020, we adopted Tetra Pak paper packaging for our UHT products, which is made from 75% water, 20% plastic, 5% aluminium and is 100% recyclable. Furthermore, all paperboard used on the Square e-PAC Paper, Goodship Square certified and fully traceable, coming from 100% certified forest and other controlled sources.</p> <p>By transitioning Tetra Pak packaging, we are supporting the socially, environmentally and economically sound management of forests. Key aspects of Tetra Pak's commitment also include:</p> <ul style="list-style-type: none"> <li>• Identifying and upholding indigenous people's legal and customary rights of ownership, use and management of land, territories and resources affected by activities</li> <li>• Contributing to reforestation or enhancing the social and economic wellbeing of local communities</li> <li>• Maintaining and conserving ecosystem services and environmental values in the area of impact</li> </ul> <p>Moving forward, we strive to ensure that all packaging suppliers we work with have a similar robust commitment and action plan relating to sustainable packaging. We will achieve this by developing appropriate sustainability criteria for suppliers with a focus on ingredients and packaging materials, and by maintaining a significant portion of our key suppliers according to defined sustainability assessment templates that include sustainable packaging.</p>

# THREAT ANALYSIS

## • Key Players

The major key players in dairy industry for Malaysian is Nestle, Marigold and Dutch Lady. Thus most of the time people knowing the other brand also produce a familiar milk. Nestle especially Milo is the largest named in Malaysia in term of chocolate taste. In addition, The market share of Nestle were not compatible to Farm Fresh since they were the biggest and top players in dairy in Malaysia.

Nestle (Malaysia)

14 Feb 2019

### INVESTMENT CASE

#### □ Market leader in FMCG space

Nestle is the market leader in the FMCG market with 15.5% share with well-known local brands such as Milo, Nescafe and Maggi. The group has consistently delivered a CAGR of 4% in its sales in the past 10 years.

Nestle was able to achieve stable growth due to the affordability and innovativeness of its products. Its sheer size and established presence will cement its position as the market leader in the FMCG space.

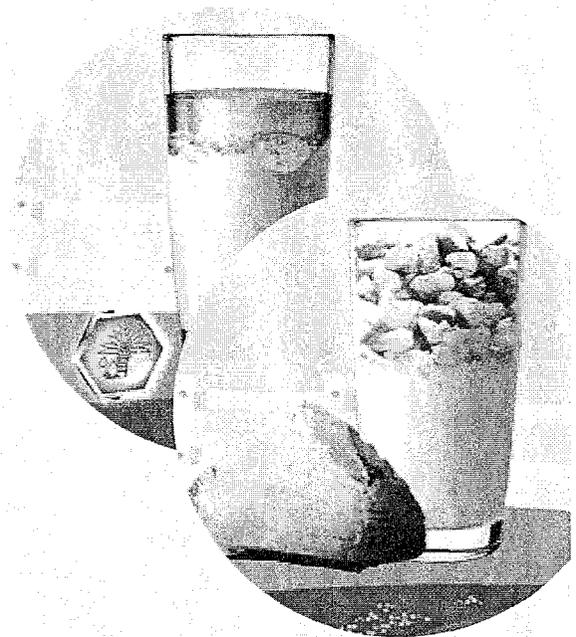
#### □ Establishment of procurement hub in Malaysia

One of three Nestle SA global procurement hubs was established in Malaysia in 2017. The hub provides a wide range of services including the management of global procurement of cocoa, coffee, packaging materials, services, etc. The hub in Malaysia improves the efficiency, quality, safety, availability and sustainability of Nestle's procurement activities. We believe the procurement hub strengthens Nestle's capability to hedge its margins in spite of fluctuating raw material prices.

### RISKS

## THREATS

- Competitor environment
- Price of raw material increase
- Peninsular Flood happened



## • Product Differentiation

Differentiation of ingredient in milk is the main key for customer to choose what is the best for them. Adding up the maltodextrin, a common sugar added in the milk to make the pure milk more sweet than the other. Most of the milk in the other brand added the sugar and vegetable oil to make the texture of milk more cream and tasty. Other than that, packaging is one of the product differentiation that customer look for. Tetra Pak is the best packaging industries that maintaining the sustainability.

# THREAT ANALYSIS

- The basic economic principle of supply and demand is one of the primary reasons for the rise in raw material prices. Prices will rise if demand for dairy products exceeds supply of raw materials such as milk.
- Prices can be influenced by the cost of transporting raw materials to the dairy company. Transportation costs can rise due to fluctuating fuel prices and logistical challenges, which are then passed on to consumers.
- Veterinary services, animal feed, and fertilizers are just a few of the inputs needed for dairy farming. The price of raw materials will increase if these inputs become more expensive because doing so will raise production costs as a whole.
- Government policies, subsidies, and taxation related to agriculture can have an impact on raw material prices. Changes in these policies can influence the costs incurred by dairy farmers and, in turn, affect raw material prices.

## THREATS

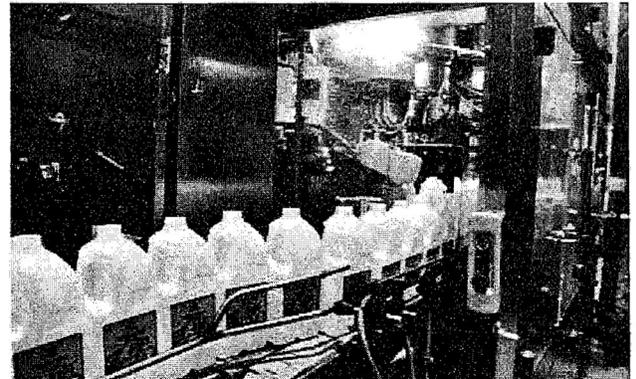
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**The Malaysian Reserve**  
THURSDAY, JULY 26TH, 2023

NEWS ECONOMY BUSINESS MONEY COMPANIES MARKETS WORLD PROPERTY SPORTS INDUSTRY

Home / Business / News / Farm Fresh's 4Q net profit plunges 72% amid rising dairy raw material prices

**Farm Fresh's 4Q net profit plunges 72% amid rising dairy raw material prices**



# THREAT ANALYSIS

## THREATS

- Competitor environment
- Price of raw material increase
- Peninsular Flood happened

When the peninsular flood happened, most of the time logistic of Farm Fresh is the one who being affected. This is a part that will be disturb during flood

- During floods, the safety and well-being of dairy animals is jeopardized. Animals in low-lying areas may have trouble being rescued if the floodwaters rise quickly, putting them in danger of drowning or being carried away by the currents.
- Barns, milking station, and feed storage facilities are just a few of the farm infrastructure items that can be damaged by floodwaters. Dairy operations may need to be interrupted, and there could be financial losses as a result of expensive repairs or complete reconstruction.

- Floods can cause transportation routes to be disrupted, making it difficult for milk collection trucks to access the dairy farm. If the milk is not collected and processed quickly, it will spoil.

### Floods: Main road to Felda Selancar, Perwira Jaya in Rompin closed to all vehicles

By Bernama - March 1, 2023 @ 11:44am



The main road to Felda Selancar and Perwira Jaya in Rompin was closed in both directions after a section of the road collapsed due to overflowing water following heavy rain yesterday. Pic credit Twitter @bernamadotcom & Bernama

# DISCUSSION & RECOMMENDATION

## Recommendation for the company

Company should sustain the high quality of the product and maintaining strong brand reputation while for diverse product line company need to expand

## How does it impact to the business?

- Customer Satisfaction & Customer trust and loyalty  
Consumers have trust and confidence in a well-established and reputable brand. Customers are more likely to choose a brand's products or services over competitors when they have faith in it. Positive experiences and *consistent quality delivery foster customer loyalty, which leads to repeat business and increased customer lifetime value.*(Malekpour, M. 2022)

- Competitive Advantages  
A company can stand out from its rivals in a crowded market by building a strong brand reputation. Even when there are similar offerings available, a positive brand image can help to attract customers. When buying goods or services from well-known brands, consumers frequently are willing to pay more.

- Increase customer reach  
A company can serve a larger customer base by providing a diverse range of products. Customers have different preferences, needs, and budgets. A business can attract and serve a larger segment of the market by offering a diverse product line, increasing its customer reach and potential sales.

# DISCUSSION & RECOMMENDATION

## Recommendation for the company

For limited market reach and high price than other competitors company need to lessen the impact while low service during peak season company should overcome the issues.

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## What company should do with their weakness

Company should focus on:-

- Market research
- Strategic planning of logistics
- Effective marketing strategies
- Production costs

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## How does it impact to the business?

- Missed Opportunities

Due to a limited market reach, opportunities to explore new trends, emerging markets, or untapped customer needs may be lost. Finding and exploiting market opportunities or adjusting to shifting market dynamics becomes more difficult. As a result, the company may struggle to innovate and stay ahead of competitors.

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- Customer Dissatisfaction

Peak times are frequently accompanied by times of increased demand and expectations from customers. Customers may become generally dissatisfied with a company if it falls short of their expectations due to poor service. Unhappy customers might decide not to use the company again or refer them to others, which could lead to lost sales and reputational harm for the company. (Høyer, M. R.2019)

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# DISCUSSION & RECOMMENDATION

## OPPORTUNITY

### **Recommendation for the company**

Demand on organic milk among Malaysian is one of the potential to grow the revenue since right now Farm Fresh is TOP 1 dairy company chosen by the Malaysian. For the new market development and product diversification company should take an advantages in the future

### **What outcome from opportunities?**

- Increase market demand

Demand for Farm Fresh Milk's organic and locally produced milk may increase as consumers prioritise organic and locally sourced products. This can open up new opportunities for the company to grow its customer base and sales.

- Revenue growth

Businesses can enter new markets and customer segments by diversifying their product. As a result, there will be fewer reliance on a single product or market and more revenue sources. If demand for one product falls, other products can help offset the impact and maintain overall revenue stability.

- Competitive advantages

Having a broad selection of products can give a company a competitive advantage. It enables the company to distinguish itself from competitors and cater to a broader range of customer needs. Diversification can assist in attracting new customers, retaining existing ones, and increasing customer loyalty. Additionally, it gives the company a reputation as a one-stop shop for solutions raising market perceptions of its value. (Al-Ghazi, 2022)



# DISCUSSION & RECOMMENDATION

## Recommendation for the company

Farm Fresh should lessen the impact of competitive environment and peninsular flood. While for price raw material company need to accept of changing economy system

- Farm Fresh should lessen the impact of competitive environment by increase their competitive advantages and brand equity (da Silva, M. L 2020)
- Farm Fresh should lessen the impact of flood by reaching a new place for operation and by plan what should do before flood rise
- Farm Fresh should accept the economy changes as the raw material suppliers all are increasing the price

## How does it impact to the business?

- Dairy companies may focus on product differentiation to differentiate themselves in a crowded market. To appeal to customers who are becoming more ethical and environmentally conscious, this can involve offering distinctive flavors, organic or specialty products, or emphasizing sustainable and ethical practices.
- Dairy companies may be forced to raise their product prices in some cases to compensate for rising raw material costs. The problem is that if prices rise too much, consumers who may be price-sensitive may choose to buy alternatives that are less expensive.
- The dairy company may have to pay higher insurance premiums as a result of the flood-related losses, as insurers may view the area as being more vulnerable to future floods.

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# CONCLUSION

To be conclude, Farm Fresh is a well established company that always in the eye of Malaysian and always in the heart. Furthermore, Farm Fresh has their own employees that has their own strength to encounter their weaknesses.

In this 6 month of training, I faced sweet and sour moment throughout my journey to know more about cooperate and my job scope. But once I'm stable, I am more confident with myself and my job. Everything went so smooth after many trials and practices.

I hope in future I'm manage myself to learn more about career ladder and I can gain a lot of experience in manufacturing in the future with a good hearted and hyper energy like how my colleagues was.



Conclusion

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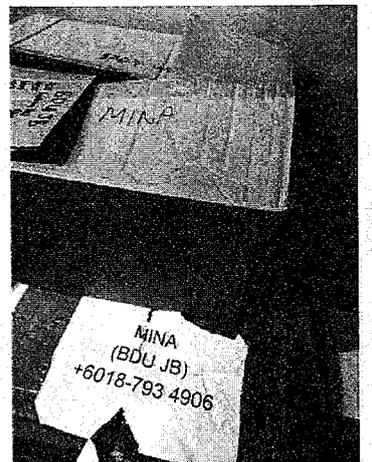
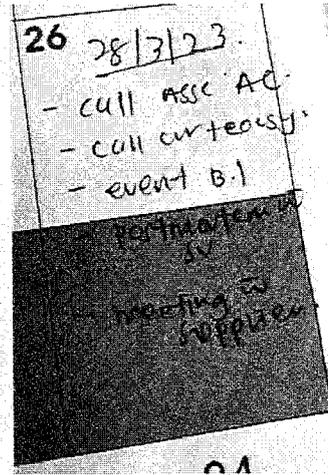
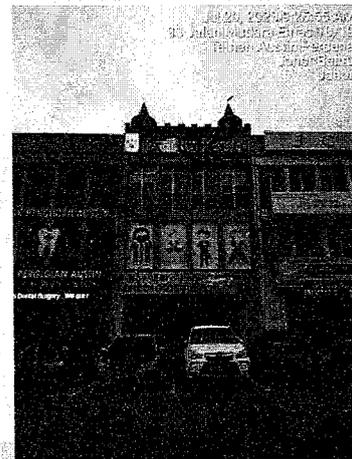
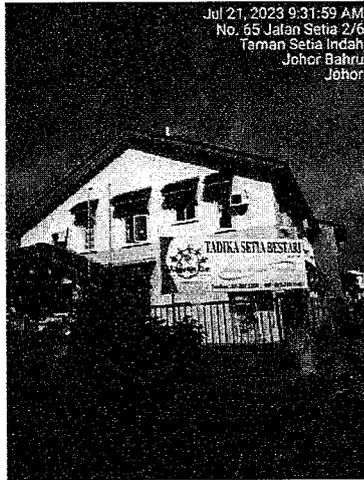
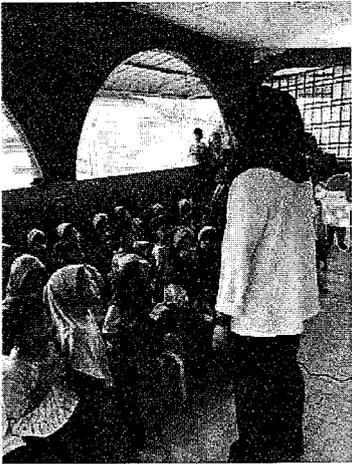
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# APPENDICES



# APPENDICES

