

1 MARCH - 15 AUGUST 2023

HEART N ART

MAGAZINE

SEMESTER 6




INTERNSHIP
FINAL
REPORT

MUADZMAN BIN MUSATAFA

2020872876

HEART N ART[®]

DECLARATION FORM

 <p>UNIVERSITI TEKNOLOGI MARA</p>	<p>FACULTY OF BUSINESS AND MANAGEMENT</p> <p>ASSESSMENT / TEST DECLARATION FORM</p>
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Student's Name : MUADZMAN BIN MUSTAFA
.....

Student's ID : **Student's I/C No** :

Program Code : BA240 **Part** : 6 **Course Code** : MGT555
.....

Course Name : INTERNSHIP
.....

Final Assessment/ Test No. : 1 **Date** : 2 AUGUST 2023 **Time** : 9.00 p.m.
.....

Lecturer's Name : NOR HAMIZA BINTI MOHD NOOR
.....

I hereby declare that the work in this final assessment/ test was carried out in accordance with the regulations of Universiti Teknologi MARA.

I acknowledge that I have been supplied with the Academic Rules and Regulations for Universiti Teknologi MARA's Diploma/ Bachelor Degree/ Master's Degree students, regulating the conduct of my study and exams.

I hereby declare that this assignment/ project is written by me and:

- is a result of my own work;
- has not been used for another assessment at another department/ university/ university college in Malaysia or another country;
- does not refer to/quote works of others or own previous writings without stating it both in the text and in the reference list; and
- mentions explicitly all sources of information in the reference list.

I am aware that disciplinary action (which may include the deduction of marks in the final assessment/ test) **WILL BE TAKEN AGAINST ME IF I AM FOUND TO BE AN OFFENDER.**

2 AUGUST 2023

AMAN

.....
Date

.....
Student's Signature



EXECUTIVE SUMMARY

The company I chose for the internship program in semester 6 is Heart N Art. This company is a shirt printing center where they also accept students to undergo practical training there.



Heart N Art has 2 branches which are in Selandar and Jasin. Heart also has its own factory in Selandar and its headquarters is located in the center of Jasin city. I was assigned to the Sales and Marketing department because that department is very needed by the Heart N Art company. This is also because my supervisor, Mr. Mohd Khairil bin Ibrahim has no staff in the department. He is also aware that this department can have a big impact on his company in the future.

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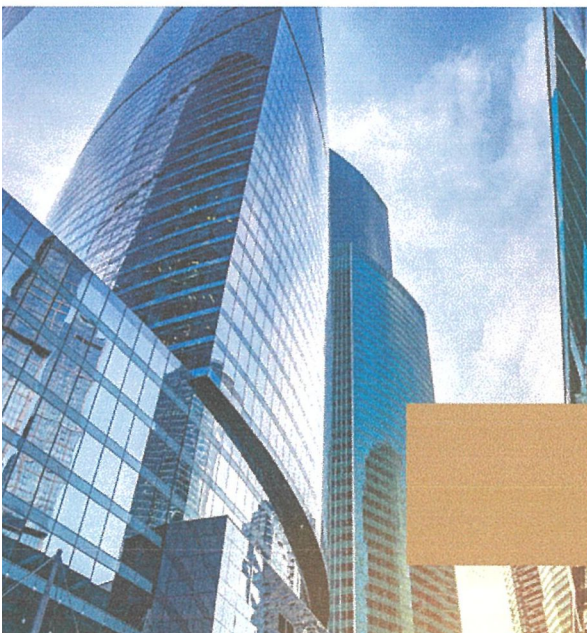
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ACKNOWLEDGEMENT



Deep in my heart, I am grateful for being able to complete this internship program for 6 months at Heart N Art. Without the support of my family and the help from Allah, I might not have reached this point. I got a lot of experience during my internship at this company. All the good and bad things that have happened in this company are experiences for me to prepare to work in the future.

First and foremost, I would like to express my gratitude to Mr. Mohd Khairil bin Ibrahim who is the boss of Heart N Art and also my supervisor for accepting me as an intern Marketer and believing that I can market his company and products more widely. I am very happy to have the opportunity to experience how a company can develop from an old building to an office that is the Heart N Art Headquarters. In addition, I would also like to thank my advisor, Madam Nor Hamiza binti Mohd Noor, for guiding me in completing this report. Without her guidance, I would be lost.

Finally, I would like to thank my friends who are also interns with me for helping me implement marketing in this company and giving me confidence when interacting with customers throughout these 6 months. It will also be difficult without them to find sales.

Muadzman

MAGAZINE EDITOR

1.0 STUDENT'S PROFILE

UPDATED RESUME



MUADZMAN BIN MUSTAFA

ENTHUSIASTIC MARKETING STUDENT

DETAILS

BIRTH DATE

13 June 2000

EMAIL

|

NATIONALITY

Malaysian

PHONE NUMBER

DRIVING LICENSE

D: Manual Driving Car License (Malaysia)

SUMMARY

I am currently a Bachelor of Business Administration Marketing Student from UiTM Bandaraya Melaka. I am also used to communicating and building relationships with customers while working as a customer service in a restaurant before. Exposing myself in a new environment is one of the challenges I want to face to increase my self-confidence. Self-involvement in various program through my studies years gives the opportunities for me to sharpen my interpersonal skill and leadership skill while balancing my studies with flying colour results.

WORK EXPERIENCE

HEART N ART

1 March 2023 - Present
Sales & Marketing Intern

NIPPON SUSHI RESTAURANT

March 2020 - Sept 2020
Service crew

ASAM PEDAS PAKMAN RESTAURANT

Dec 2017 - Dec 2018
Customer Service

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

2020 - Present
Universiti Teknologi Mara (UiTM), Malaysia
CGPA: 3.34/4.00

SIJIL TINGGI PERSEKOLAHAN MALAYSIA

2018 - 2019
SMK Bukit Baru

AWARDS RECEIVED

- Second Place Winner in Choir competition on Minggu Aspirasi Budaya - 2022
- Dean's Award for Semester 3 Bachelor of Business Administration (Hons.) Marketing - 2022
- Third Place Winner for Under 18 Men's 800m Event in Kejohanan Olahraga Terbuka Bawah 18 Tahun Ke-53 at Malaysian Technical University Stadium

1.0 STUDENT'S PROFILE

UPDATED RESUME



ORGANIZATION INVOLVEMENT

- **Exco Protocol for Avengers:** Mission to accomplish event, collaboration with SK Bachang. - 2022/2023
- **Student consultant for social campaign with community (SoCCoM 2.0),** consulting marketing strategies for local entrepreneur Kampung Bukit Senggeh, Melaka (D'meraa Enterprise) - 2022/2023
- **Exco Project and Documentary for Brand Community Project (BCOP),** collaboration with Ittihad Trading and Resources SDN BHD - 2021/2022
- **Student Consultant for MARCOM Community Project (MACOMP),** consulting Marketing Strategies for Ittihad Trading and Resources SDN BHD - 2021/2022
- **Route & Checkpoint Judge** of Kejohanan Merestas Desa SMK Bukit Baru - 2019
- **First aid assistance** of Kejohanan Sukan Olahraga SMK Bukit Baru Kali Ke-25 - 2019
- **Secretary** of Kejohanan Badminton Tertutup SMK Bukit Baru - 2019
- **Secretariat** of Melaka State Pre-U Speech Competition - 2019

PARTICIPATION IN SELF-DEVELOPMENT ACTIVITY

- Participated in Practical Guidelines on Administration of Estate in Malaysia. - 2022
- Participated in Webinar Beware of The New Trend of Financial Crime - 2022
- Participated in Siswapreneur Virtual Talk: Langkah Awal Memulakan Perniagaan - 2022
- Participated in Program Wacana Semarak Patriotisme: Anda Tanya, Pakar Jawab - 2021
- Participated in Forum: How to Balance Between Study and Leadership - 2021
- Participated in Seminar Kesukarelawan Kebangsaan - 2021
- Participated in Program Wacana Semarak Patriotisme: Patriotisme Berteraskan Pelembagaan Persekutuan: Peranan Mahasiswa UiTM - 2021
- Participated in Kursus Latihan Pengendali Makanan - 2020
- Participated in Kejohanan Olahraga Terbuka Bawah 18 Tahun Ke-53 at Malaysian Technical University Stadium
- Participated in Program Selangkah ke Menara Gading at Universiti Kebangsaan Malaysia - 2019
- Participated in Larian Merdeka Sempena Pelancaran Bulan Kebangsaan Dan Kibar Jalur Gemilang - 2019
- Participated in Pertandingan Mengambil Gambar Semepena Bulan Kemerdekaan Peringkat Negeri Melaka - 2019

LANGUAGES

MALAY	NATIVE	ENGLISH	MODERATE
ARABIC	BEGINNER		

SKILLS

MICROSOFT WORD	INTERPERSONAL SKILLS
MICROSOFT POWERPOINT	PRESENTATION
MICROSOFT EXCEL	PRODUCT KNOWLEDGE
CANVA	CAPCUT

REFERENCES

MOHD KHAILIL BIN IBRAHIM (MR.)
The Founder of Heart N Art
heartnart9906@gmail.com
019-3699906

NOR HAMIZA BINTI MOHD NOOR (MRS.)
Lecturer UiTM Bandaraya Melaka
norhamiza226@uitm.edu.my
017-2895084

2.0 COMPANY'S PROFILE

COMPANY'S LOGO



HEART N ART LOGO

The company I chose for the internship program as a marketing student is Heart N Art. Image on the side shows the Heart N Art company logo. This company has 2 branches in Selandar and Jasin, Melaka. The headquarters of Heart N Art is located at No. 9111-A, Jalan Rim, Pusat Bandar Jasin, 77000 Jasin Melaka, while the Heart N Art factory is located at No. 4,9 & 10, Kompleks Usahawan Selandar, 77500 Selandar, Melaka. Heart N Art Company operated every Monday until Friday from 8.00 A.M to 5.00 P.M. On Saturdays, this company only operates for half day which is at 8.00 A.M to 2.00 P.M.

HEART N ART®

Vision & Mission

VISION

Heart N Art aims to be a one-stop center for solving t-shirt printing and embroidery problems.



MISSION

- ✔ Strengthening the role in the service as a design studio, promoting and meeting the needs of every customer's needs.
- ✔ Fulfilling the demands and tastes of customers through t-shirt marketing.



Objectives & Goals

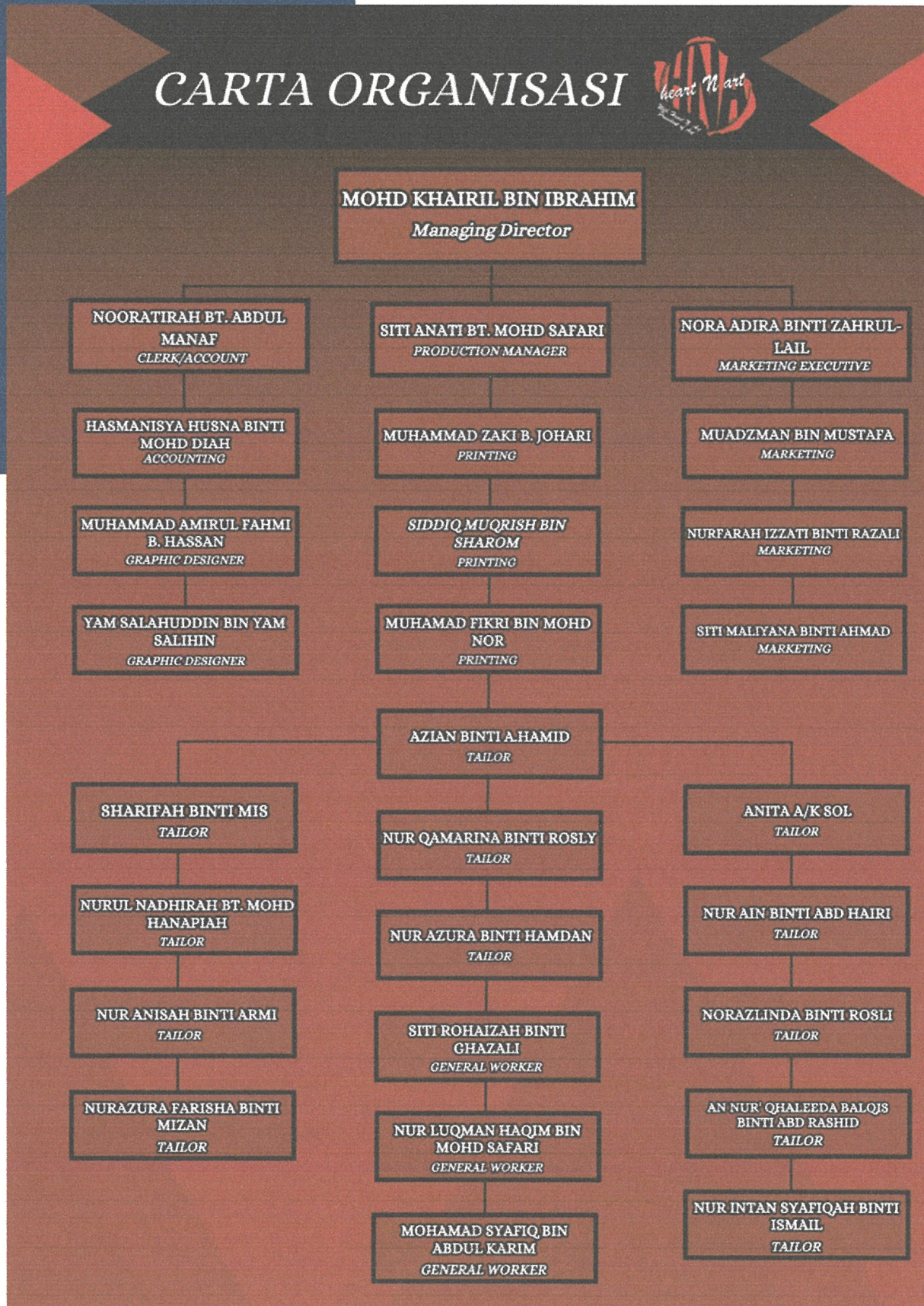
- 1** *To respond to the government's call to produce skilled native entrepreneurs.*
- 2** *Compete with well-known companies and be able to maintain the company's status at the international level.*
- 3** *Create high-quality branches that can be found throughout Malaysia.*
- 4** *Apply skilled energy users in producing quality manufacturing.*
- 5** *To meet the demand according to the customer's taste and wishes and provide the best service.*



ORGANIZATIONAL CHART



CARTA ORGANISASI



COMPANY DEPARTMENTS



Heart N Art company has several departments to launch t-shirt printing and embroidery business. Among them are Sales & Marketing Department, Accounting Department, Graphic Design Department, and Production Department. Each department has responsibility for various tasks, goals and different results in order for the business to run efficiently. Usually in small businesses, sales and marketing teams will be combined into one department because they are interrelated (Duncan, 2021).

SALES & MARKETING DEPARTMENT



There are 3 interns including the company owner Mr. Khairil in this department. Their job is to find sales and market their products either face to face or online. Sales and Marketing Department was created to increase sales of Heart N Art shirts in various ways.

For example, Heart N Art will market their products by following the latest trends. The marketing of Heart N Art products is marketed online or face-to-face. This is because each customer has their own comfort ways when dealing in purchases.

PRODUCTION DEPARTMENT



The production team is the backbone of Heart N Art responsible for carrying out tasks in the manufacturing process, carrying out quality inspection procedures for finished shirts, and checking the efficiency of items before distribution. There are 5 teams in the production department which are Inkjet Printer, Sublimation, Printing, Sewing, and Packaging teams. In these five teams also have their own leaders to lead each task that needs to be done.

(PRODUCT AND SERVICES OFFERED BY HEART N ART)



• **SUBLIMATION SHIRT**



• **PRINTING SHIRT**



• **CORPORATE SHIRT**



• **BANNER**



• **HEART N ART X ORENSPORT**



• **SOUVENIR**

3.0 TRAINING REFLECTION



INTERNSHIP PERIOD	1st March 2023 - 15th August 2023 (24 weeks)
WORKING DAY	Monday - Saturday (half day)
WORKING TIME	8.00 a.m - 5.00 / 8.00 a.m - 2.00 p.m (Saturday)

Each semester 6 student will undergo an internship at a company of their choice for 24 weeks as stated by UiTM Kampus Bandaraya Melaka. Therefore, the duration of my internship at Heart N Art company is from 1st March 2023 to 15th August 2023 (24 weeks). Heart N Art has also agreed to accept the internship period as set by UiTM. After that, my working hours are every Monday to Saturday from 8.00 a.m. to 5.00 p.m. On Saturdays it only operates for half day which is from 8.00 a.m. to 2.00 p.m.

“ *Specific Department* ”

I have been assigned in sales and marketing department located at Heart N Art Headquarters, Jasin, Melaka. This department was officially developed by Heart N Art for me and some other interns to run it.

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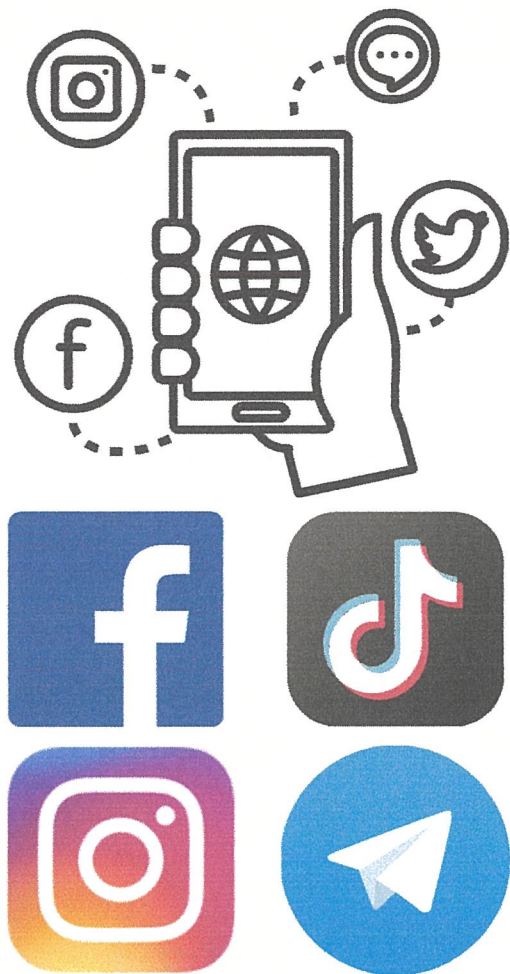
ROLES, RESPONSIBILITIES, AND TASK



First of all, sales and marketing are two different things but they are interconnected in business. What differentiates them is what their objectives and methods are. Sales focuses on closing deals and generating revenue from products and services, while marketing encompasses a wider range of activities to create awareness, generate leads and build relationships with customers (Emeritus, 2023).

In this case, I am an intern student at a shirt printing company that offers custom and ready-made shirts. My role in this company is sales and marketing where my responsibilities in this role is to promote the products offered by Heart N Art. After that, I also need to promote by introducing deeply about this company so that customers know what Heart N Art is. Today is the age of technology where almost everyone uses technology such as mobile phones, computers and others to shop. Today is the age of technology where almost everyone uses technology such as mobile phones, computers and others to shop.

Therefore, I use social media platforms such as Facebook, Instagram, TikTok, WhatsApp Business, and Telegram to promote Heart N Art products and services. Every day I will create softsells about shirts such as jerseys, corporate shirts and others to be posted on those platforms. The purpose I was assigned to promote this company was to expand the Heart N Art brand not only in the Jasin area, but throughout Malaysia.



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ROLES, RESPONSIBILITIES, AND TASK



Other than that, I also need to find sales by serving customers either online or physically. Usually, I will deal with customers through the WhatsApp platform or direct call and payment can be done by bank in or pay cash in the store. Because my supervisor, Mr. Khairil, has various networks and he also often does direct marketing, most of my customers and the team will serve. This is because he cannot afford to serve many customers at one time. In addition, I also need to do filings regarding company data, utilities, payment receipts after using petty cash, and more to strengthen the management at the Heart N Art Headquarters. I am also responsible for holding petty cash either in cash or online money transfer.

Furthermore, there are various tasks that I need to be done for this company. Among the tasks are creating new company profiles, register the Companies Commission of Malaysia (SSM), Inland Revenue Board (LHDN), and the Intellectual Property Corporation of Malaysia (MyIPO). After that, I also need to get confirmation from the Institute of Language and Literature (DBP) about the Malay language that will be used on the business signboards at the Heart N Art Jasin Headquarters.



SURUHANJAYA SYARIKAT MALAYSIA
COMPANIES COMMISSION OF MALAYSIA



Perbadanan Harta Intelek Malaysia
Intellectual Property Corporation of Malaysia

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BENEFIT RECEIVED



a) Real Working Environment



After I was accepted to intern at Heart N Art, I was treated like a real employee rather than an intern. At the first place, I think it's unfair because I'm only paid with an allowance and not a real salary like other staff. After a few days where I was able to manage my time well and work under pressure, it opened my eyes that this is what the real work environment is like and that opportunity is hard to find anywhere else. Therefore, I was able to build good discipline, good working experience, habits, and practices in this company.

b) Allowance

- After that, Heart N Art also helped me by giving a monthly allowance of RM1200 and RM100 for car fuel. The allowance is also a company's appreciation to me for being able to help in developing the Heart N Art brand more widely using the marketing knowledge I have learned at UiTM.



BENEFIT RECEIVED



c) Communication Skills

After I was accepted to intern at Heart N Art, I was treated like a real employee rather than an intern. At the first place, I think it's unfair because I'm only paid with an allowance and not a real salary like other staff. After a few days where I was able to manage my time well and work under pressure, it opened my eyes that this is what the real work environment is like and that opportunity is hard to find anywhere else. Therefore, I was able to build good discipline, good working experience, habits, and practices in this company.



d) Product Knowledge



Product knowledge is important for any business. As a result, I also learned about the features, benefits, and uses of each Heart N Art product so that I can explain to customers more effectively. Before this, I thought every jersey fabric was the same, but during my intern at Heart N Art, I just learned that there are different types of fabric for jersey shirts such as microfibre eyelet, interlock, mini eyelet, diamond and more. Each type of cloth has its own features and benefits according to certain activities. For example, microfiber eyelet fabric is suitable for sports and rugged activities while microfiber interlock fabric is suitable for relaxing activities such as fishing, picnics and others because of its soft fabric.

4.0 SWOT ANALYSIS



Notes : The swot analysis below is about Heart N Art products which are Jerseys, Corporate Shirts, Souverirs, and products from the Orensport company (collaboration).

S

STRENGTHS

- i. Have a wide selection of shirt fabrics.
- ii. Shirts can be customized.
- iii. Long lasting clothes.

W

WEAKNESSES

- i. The price is expensive if order in small quantities.
- ii. Product become expensive on certain size.
- iii. Ready stock shirts shortage / stock out.

O

OPPORTUNITIES

- i. Environment change
- ii. High demand

T

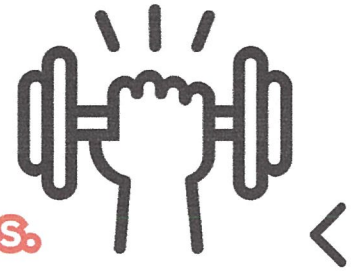
THREATS

- i. Copy rights issue.
- ii. Competitors.
- iii. Economic downturn

5.0 DISCUSSION & RECOMMENDATION



STRENGTH



1) Have a wide selection of shirt fabrics.

Heart N Art also offers various types of fabric for their customers such as Microfibre Eyelet, Mini Eyelet, Interlock, Cotton and more which can provide opportunities for customers to place orders later. This is because each customer has their own taste to choose the fabric they want. According to Truents (2018), the selection of the type of fabric is one of the important steps in designing a project because the fabric is designed for a specific application or activity, the fabric that has been produced has a specific purpose, perhaps it cannot be adapted for other uses. Usually customers will choose the type of fabric online or physically. WhatsApp is a platform where fabric types such as Microfibre Eyelet and Interlock will be sent with clear and easy-to-understand pictures for customers. After that, if there are customers who are more comfortable to choose the fabric physically, Heart N Art has a log book for each type of fabric so that they can feel the fabric physically and can increase the confidence to proceed order.

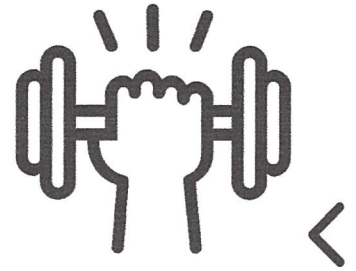
Based on the types of fabric that have been offered, Heart N Art needs to add another type of fabric which is Lycra fabric because the fabric has a high demand in this generation. Sewport (2020) has stated that since the early days of production of this Lycra fabric, the extraordinary elasticity of this fabric has been observed to increase in certain consumer clothing markets. Furthermore, there are also government employees who choose Lycra fabric for ordering their shirts because this fabric has features such as fabric thickness, comfort to wear, suitable for various activities and more.

5.0 DISCUSSION & RECOMMENDATION



STRENGTH

2) Shirts can be customized.



There are various customers who request different types of trendy shirts such as Family Day Shirt, Festival Day Shirt, Trip Shirt and more. This is because within a year, there are many public holidays that create the intention of customers to order custom shirts or jerseys. Furthermore, Heart N Art prioritizes the production of custom shirts compared to ready made shirts because they have their own factory to produce the custom shirts. Custom shirts are in high demand because most customers want to have a shirt that is different from other people. For example, it will feel awkward when we come across people wearing the same clothes as us. Because of that, customers will find or look for shirt printing centers where they can customize their own unique shirts.

As a consequence, Heart N Art can further promote the shirt designs available in their catalog which is in the Linktree application, whether there are new or old designs by using marketing techniques. This is because not many customers know that there are catalogs for shirt designs such as Family Day, Sports, Leisure and other themes in that application. Furthermore, some customers will also consider it as a big problem if they don't have an idea for their shirt design. They think they have to hire professional designers, to design solutions to the problems they face (Bowen, 2018).

5.0 DISCUSSION & RECOMMENDATION



STRENGTH



3) Long lasting clothes

Everyone loves a shirt that has durable features. Therefore, the custom shirts offered by Heart N Art are durable because they use a process where the ink becomes part of the fabric instead of adding a layer on top. Only jersey fabric can be used for sublimation machine and not cotton fabric. After that, the factors that determine the strength of the fabric is the durability of the fabric because it also depends on the ability of the fabric to bounce back to its original shape, even if it is wrinkled. Tensile strength is also another factor where it is present in the fibers used to produce the fabric. Heart N Art has fabric suppliers where the fabrics supplied almost all have tensile strength characteristics. The last factor is abrasion resistance, which is the fabric's ability to resist any friction when washing and rubbing the fabric.

In order to attract more customers to proceed orders, Heart N Art also needs to explain to customers in more detail that they have a type of fabric that can last for a long time such as cotton. Vujić (2023) said that, cotton, linen, silk, wool, hemp, and others which will last the longest in your closet. Furthermore, the cotton shirt offered by Heart N Art can also add accessories such as adding the name of the department, individual, school and others on the back of the shirt using the silk screen printing technique. It is a sophisticated stenciling technique to add words to a shirt.

5.0 DISCUSSION & RECOMMENDATION



WEAKNESSES



1) The price is expensive if order in small quantities

Heart N Art also has a Minimum Order Quantity (MOQ) where it is the minimum order that is willing to be accepted. These companies need to create this way because they also face various costs and constraints. After that, on a set number of days, they have to make sure that they have received a certain amount of profit on each order. Furthermore, Heart N Art also still has handling, transportation and administrative costs that they need to cover. Due to the MOQ method, Heart N Art lost some customers because some of them could not afford to buy a custom shirt at an expensive price. As we mentioned earlier, Heart N Art focuses more on the production of custom shirts rather than ready made shirts.

To overcome the weaknesses of increasing the price for large shirt sizes. Heart N Art needs to do a promotion where if there are customers who buy shirts in large quantities, they don't have to pay extra for sizes 3XL and above. Any promotion such as no additional charge or free gift, it will also have a positive impact on the business in the future. According to Wagner (2018), well-managed promotions can create a lot of interest in our business, especially if we use marketing tools. Therefore, the customers will be satisfied with the promotion set by Heart N Art and at the same time, maybe they will spread the promotion to their closest contacts.

5.0 DISCUSSION & RECOMMENDATION



WEAKNESSES



2) Product become expensive on certain size

The price of the shirt will increase if the customer orders a shirt size over 3XL. This is because every shirt size 3XL and above will be charged RM5. This is also one of the ways Heart N Art does business by offering large shirt sizes to customers, besides they have to pay extra if they order shirts size 3XL and above even up to size 10XL. Therefore, the customers will think that the price offered by Heart N Art is expensive and will not want to proceed with the order.

In order to reduce the implications of the issue of losing customers due to price increases on oversize shirts, Heart N Art needs to explain to their customers first why they need to increase the price on sizes 3XL and above. Embrace (2022) states that short and sweet delivery of information will help clarify and accelerate our message. So, if we present information or stories excessively to the point of confusing customers, they will think that the information is just fiction.

MEASUREMENT SIZE

SIZE DEWASA LENGAN PENDEK

SIZE	BAHU	DADA	LENGAN	LARIH BAJU
XS	16"	36"	8.5"	26"
S	16"	38"	8.5"	27.5"
M	18"	40"	9"	28.5"
L	18"	42"	9"	29"
XL	19"	44"	10"	30"
2XL	20"	46"	10.5"	31.5"
3XL	23.5"	48"	10.5"	32.5"
4XL	25.5"	56"	10.5"	33.5"
5XL	27"	58"	10.5"	34.5"
6XL	28"	60"	10.5"	35.5"
7XL	29"	62"	11"	36.5"



SIZE DEWASA LENGAN PANJANG

SIZE	BAHU	DADA	LENGAN	LARIH BAJU
XS	16"	36"	21"	26"
S	16"	38"	21"	27.5"
M	18"	40"	22"	28.5"
L	18"	42"	22.5"	29"
XL	19"	44"	22.5"	30"
2XL	20"	46"	23"	31.5"
3XL	23.5"	48"	23"	32.5"
4XL	25.5"	56"	23.5"	33.5"
5XL	27"	58"	23.5"	34.5"
6XL	28"	60"	24.5"	35.5"
7XL	29"	62"	24.5"	36.5"



5.0 DISCUSSION & RECOMMENDATION



WEAKNESSES



3) Ready stock shirts shortage

There are some customers who want to buy Heart N Art ready made shirts in large quantities and at an urgent time, but due to the lack of stock and limited size, that customer had to cancel their intention to buy shirts with Heart N Art. This issue happens so often that it can risk a lot of losses to Heart N Art. This is because Heart N Art limits in accepting a lot of staff which causes them to lack manpower to produce a lot of ready stock shirts and only focus on making custom shirts.

A suitable suggestion for Heart N Art to produce its own ready stock shirts in large quantities even though they lack manpower is that company managers need to deepen their human or interpersonal skills. It is the ability of managers to communicate more effectively, motivate or relate more effectively to their employees. In addition, these skills can also have an impact on employees to get better results (CFI, 2023). Therefore, Heart N Art managers need to implement those skills by managing time and work well so that their employees can produce custom shirts and ready stock shirts.

5.0 DISCUSSION & RECOMMENDATION



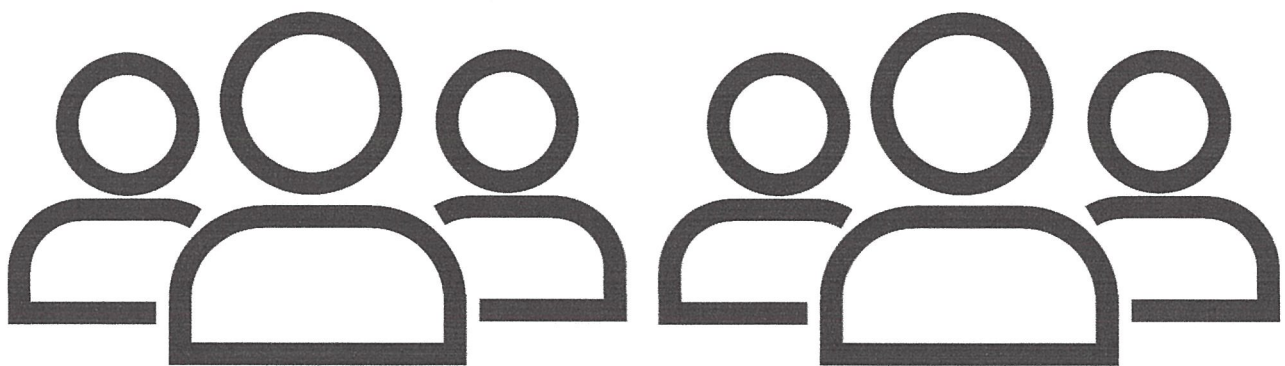
OPPORTUNITIES



1) Environment Change

Nowadays people are interested in retro collared shirts because today is a viral age. For instance, when there is only a viral trend such as people wearing retro collar shirt, mostly other people will immediately buy it either through online or walk in to the nearest store. So, Heart N Art can also continue their business consistently or more even if the trend or the environment changes because they are also able to produce retro collar shirts where it is still trending today.

According to McQueen (2021), she said that one of the methods for him to be ahead of the trends in his industry is to do research and understand trends or changes in the environment that are related to her industry. Therefore, Heart N Art needs to research customers and some of their data that has the same potential as what they are working on such as the production of retro collared shirts. At the same time, they can also produce new ideas and keep ahead of their closest competitors.



5.0 DISCUSSION & RECOMMENDATION

OPPORTUNITIES



2) High Demand

For instance, there are many clients of government employees such as local government, police, teachers, and others who request for custom corporate clothes. One department already involves a very large quantity to produce the corporate shirts they request. In addition, there will be repeat orders because there are customers who want custom clothes for upcoming events such as Merdeka's month. Finally, Heart N Art has a high demand because they have a contract with the school to be used as a jersey supplier for students and teachers.

Lately, the weather in Malaysia is getting hotter which has an impact on departments or schools to always wear clothes that are not warm. Therefore, demand will continue to increase in the production of jersey shirts that are less hot which is using Microfibre Interlock fabric. Cauthorn (2018) said that, smart entrepreneurs will see the opportunity as a plant to stay developed. Therefore, Heart N Art needs to plant the seeds of the opportunity to nourish it so that soon the opportunity will continue to grow and become a successful business venture.



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5.0 DISCUSSION & RECOMMENDATION



THREATS



1) Copyright issue

The issue of copy rights occurs when there are outsiders who copy designs produced by Heart N Art. Heart N Art also has their own design catalog to give customers a choice of designs before proceeding with the order. Furthermore, the design that has been imitated by the outsider will be sold at a cheaper price without the Heart N Art brand. According to the supervisor, if there are customers who want to buy a Heart N Art shirt design, they have to pay an expensive price because the designs that have been produced use the designer's own ideas.

Because the Heart N Art shirt design catalog is easily imitated by outside parties, they need to put the Heart N Art 'watermark' on each design that has been produced. According to Team (2021), the outsiders will be less inclined to steal our pictures because there is a 'watermark' on the picture which shows that the picture has been stolen and the picture will not look attractive with the 'watermark'. Therefore, Heart N Art needs to update their catalog on Linktree where each shirt design already has a 'watermark'.



5.0 DISCUSSION & RECOMMENDATION



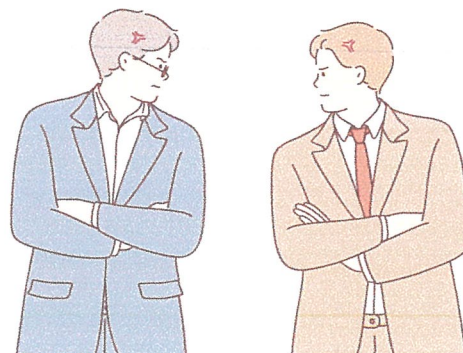
THREATS



2) Competitors

Heart N Art also has to compete with a lot of competitors in the shirt printing industry. In addition, there are also competitors who want to buy shirts from Heart N Art in large quantities and resell them to their own customers at a higher price. This is because most of Heart N Art's competitors do not have machine technology in sublimation shirt printing which requires a very high capital. This will also have an effect where customers will be confused because the shirts they buy from competitors are almost less similar to Heart N Art shirts in terms of design.

Hence, what Heart N Art can do to overcome the problem in the competition is that they need to invest in digital marketing. According to Taylor (2022), people nowadays prefer to shop online rather than going to a store or mall, so digital marketing is important to expand our brand awareness and further expand our customer base. For that reason, Heart N Art can promote their own factory located in Selandar online. This is because Heart N Art has been assisted by the Rubber Industry Smallholder Development Authority (RISDA) by providing sublimation machines (heat press) and Inkjet Printers where most competitors do not have those machines in T-Shirt printing centers.



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5.0 DISCUSSION & RECOMMENDATION



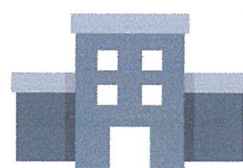
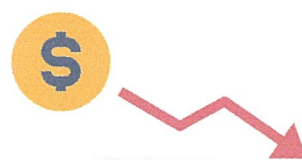
THREATS



3) Economic downturn

Due to the economic downturn, the price of Heart N Art shirts had to increase from the normal price due to the increase in the price of raw materials such as fabric, thread and others. Therefore, customers will tend to spend less money. The result of this economic downturn will also lead to the decreasing of Heart N Art profits to continue to grow. Other than that, it will also cause Heart N Art to have to re-plan in operational changes. With cash flow dwindling, it will also impact the company's need to turn around the business and do things differently. It also depends on Heart N Art whether to scale back operations, reduce the number of employees temporarily, or postpone major investments.

Therefore, the best suggestion based on the issue of economic downturn is that Heart N Art needs to optimize operations and profit and loss statement (P&L). Ivanov (2023) stated that one of the things that an organization can do during an economic downturn is that they need to look again carefully at the income statement and need to consider optimizing business operations. So, Heart N Art can reduce their expenses or freeze a small line of business. By doing so, Heart N Art can maintain their margins and have cash that can make investments.



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To sum up, I am very grateful for having gained various knowledge and experience from the internship at Heart N Art. In conclusion, all the knowledge and experience are very useful for me to bring in the real work field in the future. In my capacity as a student in this organization, my efforts in making sales and marketing can yield good results such as getting more than RM30,000 in sales, proposing marketing strategies, and implementing sound management for the company. Semester 6 students are required to carry out internship programs at companies of their choice independently for 6 months (24 weeks). So, I am also confident that Bachelor of Business Administration (Honors) Marketing. Of course the students will get various benefits from the companies they choose for internship.

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APPENDICES

Document Information

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Sources included in the report

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	Receiver: norhamiza226.UiTM@analysis.ouriginal.com	

Entire Document

- 1 | Page EXECUTIVE SUMMARY The company I chose for the internship program in semester 6 is Heart N Art. This company is a shirt printing center where they also accept students to undergo practical training there. Heart N Art has 2 branches which are in Selandar and Jasin. Heart also has its own factory in Selandar and its headquarters is located in the center of Jasin city. I was assigned to the Sales and Marketing department because that department is very needed by the Heart N Art company. This is also because my supervisor, Mr. Mohd Khairil bin Ibrahim has no staff in the department. He is also aware that this department can have a big impact on his company in the future.
- 2 | Page ACKNOWLEDGEMENT Deep in my heart, I am grateful for being able to complete this internship program for 6 months at Heart N Art. Without the support of my family and the help from Allah, I might not have reached this point. I got a lot of experience during my internship at this company. All the good and bad things that have happened in this company are experiences for me to prepare to work in the future. First and foremost, I would like to express my gratitude to Mr. Mohd Khairil bin Ibrahim who is the boss of Heart N Art and also my supervisor for accepting me as an intern Marketer and believing that I can market his company and products more widely. I am very happy to have the opportunity to experience how a company can develop from an old building to an office that is the Heart N Art Headquarters. In addition, I would also like to thank my advisor, Madam Nor Hamiza binti Mohd Noor, for guiding me in completing this report. Without her guidance, I would be lost. Finally, I would like to thank my friends who are also interns with me for helping me implement marketing in this company and giving me confidence when interacting with customers throughout these 6 months. It will also be difficult without them to find sales.
- 3 | Page 1.0 STUDENT'S PROFILE (Updated Resume)
- 4 | Page
- 5 | Page 2.0 COMPANY'S PROFILE Company's logo The company I chose for the internship program as a marketing student is Heart N Art. Image 1 above shows the Heart N Art company logo. This company has 2 branches in Selandar and Jasin, Melaka.

Appendix 1: Ouriginal Result

APPENDICES



Appendix 2: Meeting with the staff and boss of Heart N Art



Appendix 3: Product knowledge

APPENDICES



Appendix 4: Promote 'Kementerian Pendidikan Malaysia' corporate shirts



Appendix 5: Heart N Art team

APPENDICES



Appendix 6: Sales & Marketing Department at Jasir



Appendix 7: Sublimation Machine (Heat Press)

APPENDICES



Appendix 8: Heart N Art Factory at Selandar



Appendix 9: Heart N Art Headquarters at Jasin