



اَبُو سَيِّدِي تَكْنُوْلُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS

**INDUSTRIAL TRAINING REPORT
(MGT 666)**

**INDUSTRIAL TRAINING REPORT AT
GASTRO SCHOLAR & VENTURES**



Prepared by :
MUHAMMAD ANUAR BIN SALLEH

Prepared for:
Sir Mohd Zaki bin Sadik

1.0 EXECUTIVE SUMMARY

My memorable and enlightening 6-month industrial training began here at Gastro Scholar & Ventures. This internship report details my internship period that I have finished in Gastro Scholar & Ventures, which started on March 1st, 2023, and ends August 15th, 2023. The main service that Gastro Scholar & Ventures offer is providing a LEGAL platform for students to carry out consultancy work, supply and provision of food and beverage services. The other service is F&B services which this company will be involved in offering services related to the supply and preparation of food and beverages. Gastro Scholar & Ventures also offer training services related to food and beverage services for the development of competence of staff, students and interested external parties.

During the 6 months of industrial training, I had the opportunity to perform tasks and work well guided by my supervisor. I am able to apply some of the knowledge I learned at university and put it into practice at work. I was also placed at Caffeine & Calories (C&C), a brand under Gastro Scholar to do work such as opening the kiosk as early as 8 a.m. and supervising and monitoring sales every day. I also got guidance from 3 UTHM students who are baristas for C&C kiosks on how to operate a business, deal with stock-related sellers and how to promote products to UTHM staff and students.

As you will see, the strength of Gastro Scholar & Ventures is their SWOT analysis. In addition, we have business networking with industry players and our company obtains university assistance in terms of knowledge, expertise and facility. The latter are weaknesses, which are insufficient financial resources and unsatisfactory social media initiative which needs to be overcome by Gastro in order to survive in business. Gastro also has several opportunities including business collaboration opportunities with potential strategic partners and franchise potential outside the university area. Not only opportunities, threats which are external factors are also likely to be faced by Gastro. The threats are such as stiff competitions from other businesses and the operational cease.

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3.0 ACKNOWLEDGEMENT

First and foremost, I would like to express my heartfelt gratitude to Allah SWT for His guidance, blessing, and providing me with the strength to carry out my responsibilities as student and complete this report on time. I would like to express my deepest appreciation to all those who provided me the possibility to finish this report. A special gratitude I give to our final year project advisor, Sir Mohd Zaki bin Sadik, whose contribution in stimulating suggestions and encouragement, helped me to coordinate my project especially in writing this report.

Furthermore, I would like to acknowledge with much appreciation the crucial role of the staff of Gastro Scholar & Ventures, who gave the permission to use all required equipment and all necessary materials to complete my industry training report. A special thanks to my supervisor, Sir Mohd Akmal bin Rohiat for his assistance and guidance from the beginning to the end of industrial training. He helped me a lot in giving me ideas and support in how to prepare an excellent report. I have to appreciate the guidance given the panels especially in my project presentation that has improved my presentation skills thanks to their comments and advice.

Last but not least and not to forget my beloved family, who gave me full support and are always open to help me and give me the best solution when I am stuck in doing my tasks. Thank you for becoming my parents and family only. To conclude my acknowledgement, I would like to give my standing ovation and thankful to those who had helped me complete my tasks.

4.0 STUDENT'S PROFILE



MUHAMMAD ANUAR BIN SALLEH

Dedicated employee in the field of business administration and responsible for assisting in compiling Gastro Scholar & Ventures files which are the most daily work routine and promoting the Gastro brand which is Caffeine & Calories (C&C).

EDUCATION

- Bachelor's in Business Administration (Hons)

International Business

Completed in 2023
Current CGPA: 3.56

- Johor Matriculation College
Major in Accounting

Completed in 2020
CGPA: 3.75

CONTACT

Email:
Phone:

SKILLS AND ABILITIES

- Excel - Intermediate
- Word - Intermediate
- Powerpoint - Intermediate
- Adobe Photoshop - Beginner

WORKING EXPERIENCE

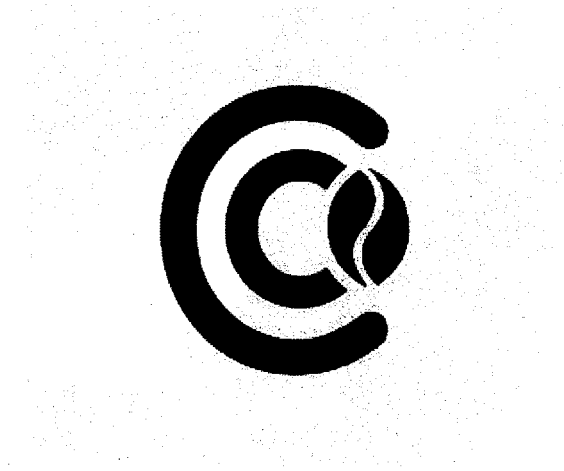
- **INTERN AT UTHM**
2023 – Present
Key responsibilities:
 - Worked for 6 months in the field of business administration
 - Assisting in compiling Gastro Scholar & Ventures files which are the most daily work routine
 - Promoting the Gastro brand which is Caffeine & Calories (C&C).
 - Preparing company profiles and business cards
- **Bookkeeper 99 Speedmart**
2019
Key responsibilities:
 - Experienced working as a bookkeeper for 2 and a half months due to seeking knowledge and experience after SPM.
 - Deal with customer questions and suggestions
 - Record the price of goods sold by entering the information on the receipt into the cash register

ACTIVITIES AND SOCIETIES

- The liaison for the "Digital Nomad" webinar project is in charge of inviting and confirming the participation of international business lecturers.
- Class Representatives - monitor day to day operations
- Fundraising for a donation program for residents of quarantine centers and covid-19 treatment

5.0 COMPANY PROFILE

5.1 COMPANY'S NAME, LOGO, LOCATION, OPERATION HOUR



GASTRO SCHOLAR & VENTURES

My company name is Gastro Scholar & Ventures, located at Ka-302-28, Level 1, Blok Ka, Fakulti Pendidikan Teknikal Dan Vokasional, Universiti Tun Hussein Onn Malaysia, 86400 Parit Raja Johor. Gastro Scholar & Ventures provide a LEGAL platform for students to carry out consultancy work, supply and provision of food and beverage services, F&B services and training services. Our operation hours are from 8 a.m. until 5 p.m.

SSM
Suruhanjaya Syarikat Malaysia
Johor Bahru

BORANG (K.A.ED.01.13)

PERAKUAN PEMBAHARUAN PENDAFTARAN
AKTA PENDAFTARAN PERNIAGAAN 1956

Dengan ini diperakui bahawa perniagaan yang dijalankan dengan nama
GASTRO SCHOLAR & VENTURES

sebab didaftarkan dari hari ini sehingga 26 MAC 2024 di bawah Akta Pendaftaran
Perniagaan 1956, beralamat di KA-302-28, LEVEL 1, BLOK KA, FAKULTI
PENDIDIKAN TEKNIKAL DAN VOKASIONAL, UNIVERSITI TUN HUSSEIN
ONN MALAYSIA, 86400 PARIT RAJA, JOHOR.

Bil. Cawangan: TIADA

Issuorah di SINTESIS EZBIZ pada 27 MAC 2023.

[Signature]
DATUK NOR AZIZUDDIN ABDUL AZIZ
Pendaftar Perniagaan
Sembojanang Malaysia

SSM CERTIFICATE

5.2 VISION, MISSION, OBJECTIVE

Gastro Scholar & Ventures vision is sustainable TVET-Technopreneur provider in TVET related industry.

Gastro's vision is to be TVET-Technopreneur platform Hub to support the students or graduates in business or education sectors by providing training, support and partnership collaboration to the stakeholders.

Gastro Scholar & Ventures' objective is to create an ecosystem of technopreneurs among TVET students at FPTV, especially for Bachelor of Technology students, where student companies will run businesses based on projects obtained by STU.

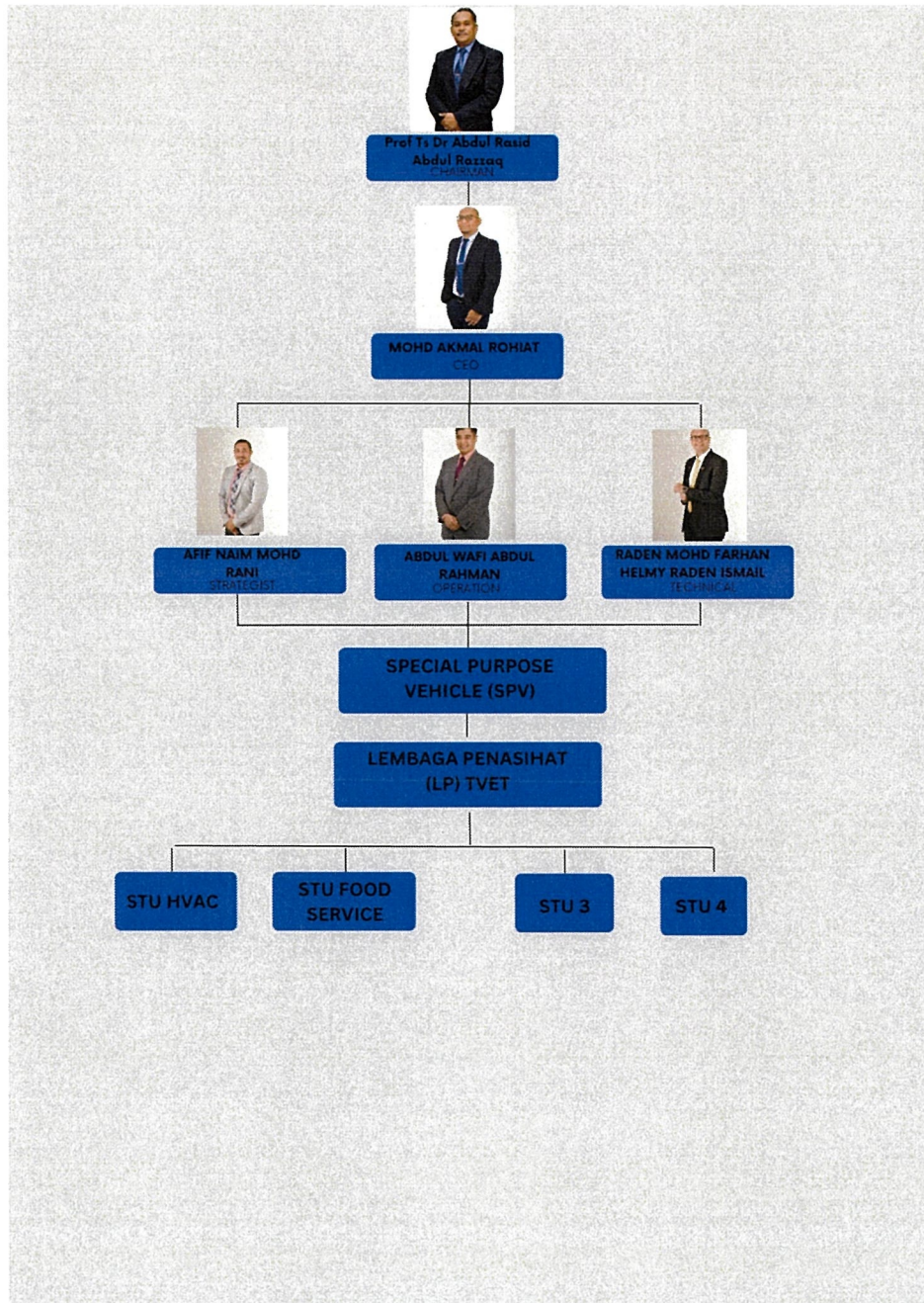
5.3 BACKGROUND OF ESTABLISHMENT

UTHM is committed to driving the transformation of TVET towards a global techno-entrepreneurial university for universal development. Through the philosophy of education and training that is based on the paradigm of monotheism, towards producing competent, professional and entrepreneurial graduates driven by advanced technology, all campus citizens must bear absolute togetherness. UTHM also set a new direction which is to become a Global Technopreneur University by the year 2030 (GTU 2030). Starts with a TVET-Technopreneur project in Bachelor of Technology program which focuses on producing more graduates that will be "job creators" instead of "job seekers".

Gastro Scholar Sdn Bhd is a company that was established on 1 March 2022. Early Establishment of Gastro Scholar, it was registered as Enterprise under SSM with registration no. 202203059856 (003376446-D). It also focuses on providing a legitimate platform for the student. The main activities are operating coffee business, F&B and Training services. Gastro Scholar is a company established to create an ecosystem of technopreneurs among TVET students at FPTV, especially for Bachelor of Technology students, where student companies will run businesses based on projects obtained by STU.

5.4 ORGANIZATIONAL STRUCTURE

The highest position in the company is the chairman, Prof Ts Dr Abdul Rasid Abdul Razzaq. Gastro Scholar was established and managed by Mohd Akmal Rohiat. He is responsible for the performance of this business and focuses on managing and overseeing the business performance of Gastro Scholar Sdn Bhd. Gastro Scholar is also assisted by Afif Naik Abd Rani, Abdul Wafi Abdul Rahman and Raden Mohd Farhan Helmy Raden Ismail.



5.5 PRODUCTS / SERVICE OFFERED

The main service that Gastro Scholar & Ventures offer is Providing a LEGAL platform for students to carry out consultancy work, supply and provision of food and beverage services.

This company is proposed to act as a main business company under FPTV that patronizes all student businesses that operate individually or any business entity registered individually (sole-proprietor) or partnership from among students who wish to carry out consulting, supply works and food and beverage preparation in the field of food service.

Besides, this company will be involved in offering services related to the supply and preparation of food and beverages. Moreover, Gastro provides training services. Organization of training and courses related to food and beverage services for the development of competence of staff, students and interested external parties

Caffeine & Calories (C&C) is one of the brands under Gastro Scholar & Ventures. Caffeine & Calories provide a wide range of beverages to its customers. Coffee such as Americano, Caramel Macchiato, and Coffee latte are well known beverages that Caffeine & Calories offer aside from flavoured coffee and frappe. The Caffeine & Calories kiosk is located on the 1st level of the Research Management Centre (RMC) building.

5.5.1 LIST OF PRODUCTS OFFERED BY CAFFEINE & CALORIES (C&C)

CAFFEINE & CALORIES menu

COFFEE	HOT	ICE
Americano (Espresso, Plain water)	5.00	6.00
Caramel Macchiato (Espresso, Milk, Vanilla syrup, Caramel sauce)	9.00	10.00
Coffe Mocha (Espresso, Milk, Dark Chocolate sauce)	9.00	10.00
Coffe Latte (Espresso, Milk)	8.00	9.00
FLAVOURED COFFEE	HOT	ICE
Caramel Latte (Espresso, Milk, Caramel syrup)	9.00	10.00
Hazelnut Latte (Espresso, Milk, Hazelnut syrup)	9.00	10.00
White Chocolate Mocha (Espresso, Milk, White Chocolate sauce)	9.00	10.00
NON COFFEE	HOT	ICE
Matcha Latte (Matcha powder, Milk)	10.50	11.50
Chocolate (Milk, Cocoa powder)	7.50	8.50
ADD - ON		
Cold Foam	2.00	
Drizzle Upside-Down	2.00	
Espresso Shot	2.00	
Flavoured Syrup	2.00	
Whipped Cream	2.00	

BY GASTRO SCHOLAR

CAFFEINE & CALORIES menu

FRAPPE	Frappé
Espresso Frappé (Espresso, Syrup, Plain water)	8.00
Caramel Macchiato Frappé (Espresso, Milk, Vanilla syrup, Caramel sauce)	12.50
Mocha Frappé (Espresso, Milk, Dark Chocolate sauce)	12.50
Caramel Frappé (Espresso, Milk, Caramel sauce)	12.50
Roasted Hazelnut Frappé (Espresso, Milk, Hazelnut syrup)	12.50
White Chocolate Mocha Frappé (Espresso, Milk, White Chocolate sauce)	12.50
FRAPPE	Frappé
Matcha Frappé (Matcha powder, Syrup, Milk)	13.50
Double Chocolate Frappé (Milk, Cocoa powder)	10.50
Double Chocolate Chip Frappé (Milk, Cocoa powder, Chocolate chips)	12.50
Strawberry Frappé (Milk, Strawberry powder)	12.50
ADD - ON	
Chocolate Chip	2.00

BY GASTRO SCHOLAR

6.0 TRAINING REFLECTION

6.1 DURATION

My industrial training experience and my first career begins here in Gastro Scholar & Ventures, the duration of my internship training is from 1st March 2023 until 15th August 2023. During my industrial training, I had the opportunity to learn many things from making friends to practising and applying what I learned during my degree to the world of work. I am thankful to be part of UITM students because the syllabus and campus culture with the environment has made me easily adapt in the working environment.

6.2 SPECIFIC DEPARTMENT

For the first 2 weeks, I was placed at the kiosk under Gastro Scholar & Ventures which is Caffeine & Calories (C&C) to gain experience opening a kiosk starting at 8 am until 5 pm. I was given the opportunity to learn the basics of coffee and how to make it. At that time, I was helped by my supervisor, Sir Mohd Akmal and also guided by other baristas consisting of UTHM students. In the following week until the end of the industrial training, I was placed in Sir Mohd Akmal's office to do administrative work. Most of my time has been spent in the administrative field. I had used all my knowledge in administration to settle my tasks.

6.3 ROLES, RESPONSIBILITIES, AND TASKS

My roles and tasks are daily administration work such as handling phone calls, compiling Gastro Scholar & Ventures files and preparing company profiles. My specific tasks are assisting in compiling Gastro Scholar & Ventures files which are the most daily work routine and promoting the Gastro brand which is Caffeine & Calories (C&C).

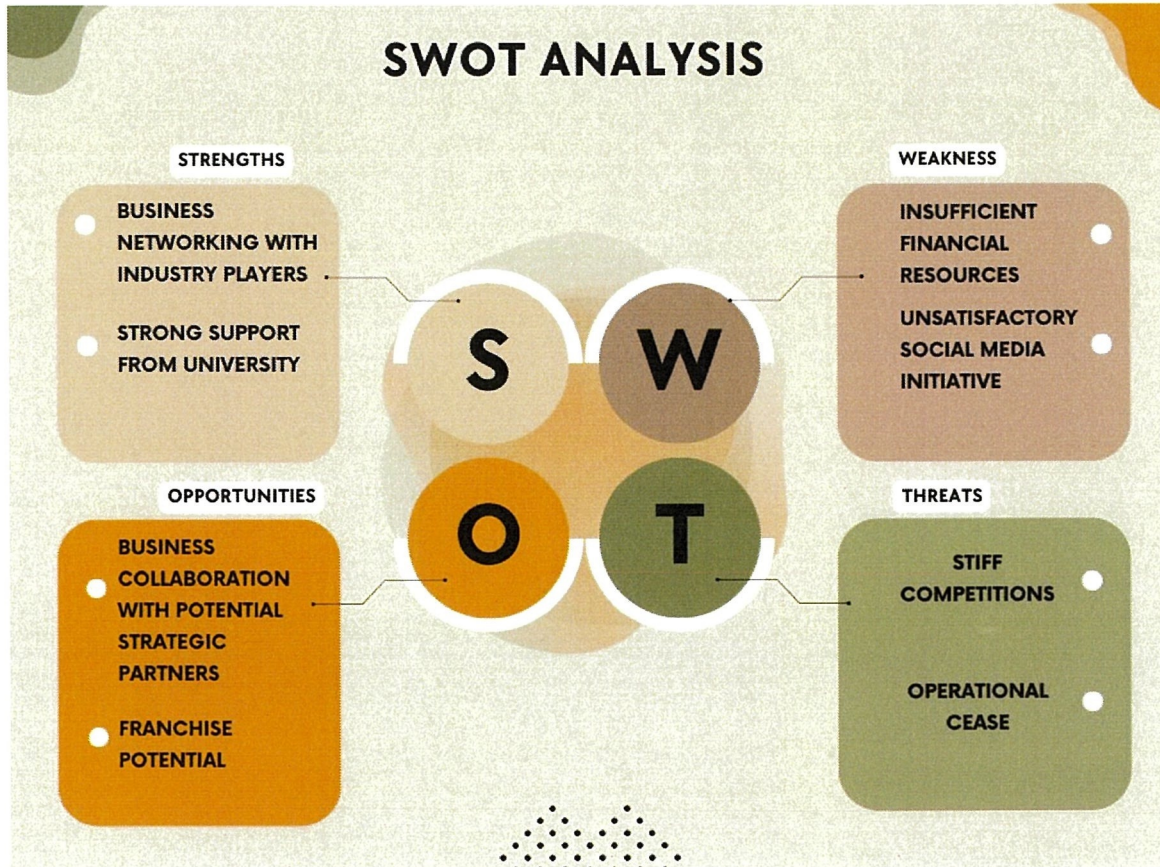
Besides, my responsibility is to help upgrade the company from a sole proprietorship to a limited liability partnership (LLP). where it is my supervisor's order so that we can further develop our brand around UTHM. I also helped in giving ideas about the establishment of a coffee-related book module under the faculty of technical and vocational education (FPTV).

6.4 BENEFITS

There are several benefits that I get throughout the industrial training. First and foremost, I have earned an allowance of RM300 per month. Universiti Tun Hussein Onn Malaysia (UTHM) gives a maximum of RM15 per a day and a maximum of RM300 per month. In addition, I also get facilities in terms of Wifi network to make it easier for me to do the work that has been given. In addition, the advantage of working at Gastro Scholar & Ventures is that I get a comfortable office or workspace at the Faculty of Technical and Vocational Education (FPTV) that provides desks and chairs so that I can carry out my work well.

Gastro Scholar has taught me a lot of work such as making a business profile, business card, procedures before buying items and equipment such as display cooler glass chiller, display food warmer and wall fan for the needs of the Caffeine & Calories kiosk.

7.0 SWOT ANALYSIS



8.0 DISCUSSION AND RECOMMENDATION

8.1 STRENGTH

8.1.1 BUSINESS NETWORKING WITH INDUSTRY PLAYERS

Date of signed	Company
2021	Barista Guild Asia
2021	McDonald's
2021	Malaysian Food And Beverages Executives Association (MFBEA)
16 February 2023	Domino's Pizza Malaysia

Sources: Mr Akmal bin Rohiat

Networking is the exchange of information and ideas among people who share a shared profession or special interest, usually in an informal social situation (Kagan, 2022). According to Eatough (2023), networking is a mutually beneficial interaction in which persons who have a shared profession, industry, or interest exchange ideas and information. Small companies do networking in order to develop cooperation and relationships between other companies that will likely do business together in the future. According to Indeed Editorial Team (2023), business networking is the act of maintaining positive relationships with clients and other industry professionals. Keeping a contact list allows you to share essential ideas, remain up to date on industry trends, and achieve business objectives. Gastro Scholar & Ventures has established business networking with other companies. In 2021, it signed a collaboration with Barista Guild Asia, McDonald's and Malaysian Food And Beverages Executives Association (MFBEA) and also Domino's on 16 February 2023. For Gastro Scholar & Ventures, networking with industry players is very important, especially to help students gain experience working with companies such as McDonald's and Domino's. The Council signed a Memorandum of Understanding (MoU) on February 16, 2023, between Universiti Tun Hussein Onn Malaysia (UTHM) and Dommal Food Services Sdn. Bhd., which is located at Domino's Pizza Sri Hartamas in Kuala Lumpur. This Memorandum of Understanding with Domino's Pizza Malaysia will benefit both parties in the execution of Work-Based Learning WBL by providing Degree Apprenticeship programmes and TVET Technopreneur Competency Course to Domino's Pizza Malaysia employees. At the same time, Domino's Pizza created the Jana Kerjaya Programme in conjunction with UTHM, which offers opportunities to learn while working (BSB). In addition, Gastro also gets recognition

from professional bodies from Malaysian Food And Beverages Executives Association (MFBEA) when establishing cooperation and students can undergo training or seminars under Barista Guild Asia. Among the impact of business networking on Gastro is getting exposure related to the way companies in the food industry conduct their business and further help Gastro to further develop in doing business.

This strength can be developed by the organisation by creating good networking opportunities. Gastro can meet with industry players to discuss a variety of topics, including the quota of FPTV students that must be placed in their organisation and if these students are capable of performing successfully as managers. Once a month, all progress can be discussed, as well as what needs to be addressed. As a result, Gastro and business partners such as Domino's and McDonald's can communicate effectively because communication is a crucial element of successful business relationships (Indeed Editorial Team, 2023).

8.1.2 STRONG SUPPORT FROM UNIVERSITY

In the short term, non-monetary assets are difficult to convert into a set amount of money (CFI Team, 2020). Resources or items that don't have a particular cash value but nonetheless have worth to an individual or an organization are considered non-monetary assets. Gastro Scholar is very fortunate to receive support from Universiti Tun Hussein Onn Malaysia (UTHM) in terms of knowledge, expertise and facility. Knowledge and expertise means Gastro headed by individuals with business leadership expertise. For instance, Mr. Akmal, along with Mr. Afif Naim, who serves as a strategist, Mr. Abdul Wafi, who handles operations, and Mr. Raden Mohd Farhan, who handles technical duties, is the biggest contributor in terms of Caffeine & Calories (C&C) management. Gastro Scholar is led by Mr. Mohd Akmal bin Rohiat who is the originator of this company which was established and has grown until today. The brand under Gastro Scholar, namely Caffeine & Calories, also initially received placement facilities in the Research Management Center building of Universiti Tun Hussein Onn Malaysia in early March 2020. This facility is one of the initiatives or support from UTHM in helping to further increase business for our company. The placement facility provided is very good because it provides an opportunity for Gastro Scholars to generate income while also helping baristas who are also business students and gain experience. In order to manage its brand, Caffeine & Calories (C&C), Gastro Scholar receives assistance from UTHM in the form of knowledge, resources, and kiosk placement. Under the direction of instructors who actively assist as much as possible, UTHM students who work as C&C baristas are given advice and the chance to run a company within the University.

One of Gastro's ways to maintain business is to maintain profits from the sale of the Caffeine & Calories brand. In fact, maintaining a profit is essential for running a profitable and lasting firm. Profit is the money that a company keeps after all costs have been deducted from its sales. As a result, it can attract more funds and support from UTHM or other organisations that are willing to sponsor Gastro. Besides, Gastro can attract the interest of sponsors by describing what is done in the business such as a mission statement and you need to have really great benefits for the sponsor you're approaching (Morand, 2023).

8.2 WEAKNESS

8.2.1 INSUFFICIENT FINANCIAL RESOURCES

All financial resources available for usage in an organisation are referred to as financial resources. They are part of a company's liquid assets, which are typically utilised as business continuity funds to ensure the smooth operation of all processes inside the firm (Tomilova, 2023). Funding is one of the resources in finance and a critical resource when seeking to expand a firm. Businesses across all industries need funding for day-to-day functions and long-term growth. New firms in their early stages will require money and excellent cash flow is critical for a small business (Cunningham, 2022). The estimated funds received at the initial stage are RM20,000 to start our brand, Caffeine & Calories (CNC) where it is a fund from Infaq from the Majlis Professors of UTHM University where it helps the operation of Gastro Scholar & Ventures. However, the funds are only received once by Gastro and Gastro needs to get its own funds to expand and sustain the business. Gastro Scholar lacked funds and had to find its own funds for improvements, especially to manage the Caffeine & Calories brand. A noticeable effect that can be clearly seen is that it takes a long time to grow a business. The Caffeine & Calories brand basically makes a profit but the profit is not enough for Gastro to further develop the brand. This is because the sale of food and drinks is not maximally profitable when compared to the sale of cosmetic products for example. For Gastro Scholar & Ventures, 70 percent is the cost for the Caffeine & Calories kiosk, machine coffee, maintenance machine and coffee bean, meanwhile 30 percent is just the gross profit.

This weakness can be reduced by obtaining shares. Shares are ownership units in a company or financial asset that are owned by investors who exchange capital for them (Scott, 2023). When a company is organized as a corporation, it is divided into equal parts, and each of them is referred to as a share. A percentage of the company's ownership is represented by these shares. Typically, shares are represented by stock certificates or, more frequently today, by digital entries in the shareholder registry of the corporation. Owners of shares called shareholders entitled to certain benefits for example, voting rights, dividend and information rights. In this case, Gastro Scholar & Ventures need to Determine the amount of capital needed to fill the financial gap and support the company's expansion goals by assessing the funding needs. It is very important that Gastro knows how the funds will be used in the operation company. For example, the funds are used to develop the C&C brands and support daily expenses for the coffee business operation.

8.2.2 UNSATISFACTORY SOCIAL MEDIA INITIATIVE

All the latest technologies and knowledge are available anywhere in a more advanced society. As a result, it is critical that Gastro adapt to new technology in order to increase their business performance. Social media is an important element to all businesses to provide companies with a way to engage with existing customers and reach new ones. Social media marketing is a platform that allows people to create social networks and share information in order to build a company's brand, boost sales, and drive website traffic (Hayes, 2023). Platforms like Facebook, Instagram and Twitter transformed the way businesses can influence customer behaviour in a variety of ways, ranging from marketing content that encourages engagement to gathering geographic, demographic, and personal data that allows messaging to resonate with people (Hayes, 2023). Gastro Scholar & Ventures does not completely utilise social media for the goal of selling their own brand, Caffeine & Calories. They had social media accounts such as Facebook, Instagram, and Twitter, but they only update content once a week and not frequently. As a result of failing to use social media on occasion, Gastro did not receive adequate exposure to grow. The advantages of marketing via social media is less expensive and provides greater exposure, even if it might get negative feedback.

The most effective way to address the lack of social media is for Gastro to use these platforms to attract more consumers and boost sales. According to (Marmer), Gastro needs to post on social media 4 to 6 times a week in order to optimize usage for promotion and product introduction purposes. Gastro can also do promotions such as buy 2 free 1 coffee on certain days because it can attract customers, encourage loyalty and repeat purchases. Although the Gastro brand that is C&C always receives new and regular customers, they still need to use social media efficiently in order to further develop this brand outside the University area. Besides, Gastro also can overcome this challenge by responding to comments or feedback from customers and asking for feedback for the improvement of their products.

8.3 OPPORTUNITIES

8.3.1 BUSINESS COLLABORATION WITH POTENTIAL STRATEGIC PARTNERS

According to Kissflow (2022), business collaboration is making intentional connections, both internally and externally, to achieve goals or solve problems by sharing diverse skill sets, abilities, and perspectives. Business collaboration is very important in order to further develop the business and open up more collaboration opportunities for the future. Gastro has the chance to collaborate with potential strategic partners such as the Department of Agriculture. This collaboration is more focused on coffee-related research, such as planting, seeding, and harvesting. This collaborative opportunity is fantastic since Gastro and students can learn about the production and processing of coffee beans. Furthermore, Gastro may collaborate with the Federal Agricultural Marketing Authority (FAMA) to market coffee beans and other products like cold brew coffee. Gastro also has the chance to collaborate with the Department of Skills Development which is an agency under the Ministry of Human Resources for coordination and control of training skills for Malaysian citizens. The partnership is focused on providing training certification as well as level 2 and 3 for baristas who focus on Malaysian skills certificates. Students who are also baristas can get certified provided they go through well-planned training.

Joining professional networks and groups related to your field of interest is one of the best recommendations for collaboration chances. Gastro can attend industry events such as exhibitions, seminars and workshops involving FAMA for example. Gastro's involvement in exhibitions related to coffee bean processing can give exposure to students, especially students in the field of food service. As a result, they can see and gain new knowledge physically. Besides, the advantage of joining professional networks and groups is knowledge exchange. Being part of a professional network allows you to keep up with the latest developments, best practices and trends in your field. Members regularly share their experiences and insights, which can help you expand your knowledge and abilities.

8.3.1 FRANCHISE POTENTIAL

A franchise is a sort of licence that allows a franchisee access to a franchisor's unique business expertise, procedures, and trademarks, allowing the franchisee to offer a product or service under the franchisor's corporate name (Hayes, 2023). According to Gleeson (2019), a franchise business is one that is owned by an entrepreneur or group of entrepreneurs and offers a good or service that is branded by a company and this company offers support in every aspect of the business in exchange for a fixed fee as well as payments based on sales or profits. C&C baristas who are also UTHM students have the potential to run a franchise business outside of the institution once they have completed their studies. With this franchise, they can be owners of business while receiving assistance such as knowledge, skills, and expertise from the franchisor and UTHM. The benefit of franchising is the franchisor's assistance to their firm. They might be given everything they need to run the business, including the brand, equipment, supplies, and marketing strategy. Gastro Scholar is quite proud that its brand may be franchised and become well-known among the community's residents, thereby becoming a local brand. As a result, this franchise can expand C&C's market reach and offer a variety of coffee drinks, flavoured coffee, and frappe. In addition, this franchise can provide opportunities for C&C to penetrate new markets which were previously only in the UTHM area.

The best suggestion for this franchise is that Gastro encourages students to seek it out by creating a franchise outside of UTHM. If these students desire to create a franchise outside of the university, Gastro should assist them. Assistance with equipment, raw material distributors, proper premises, and location is critical for students to succeed in business. This franchise also allows students to utilise any brands and copyrights, as well as promote Gastro outside of the university grounds. The consequence of students running a franchise is that they gain new experience in how they hire personnel to help them run a business. Franchises also have a lower failure rate than solo businesses because they get business assistance from the franchisor (Lauckner, 2020).

8.4 THREATS

8.4.1 STIFF COMPETITIONS

In economics, competition is described as an activity involving two or more firms in which each firm attempts to persuade people to buy its own goods over the goods of the other firm (Tomasetti, 2023). According to Pahwa (2023), competition in business is the contest or rivalry between companies providing similar items and targeting the same target audience in order to earn more sales, revenue, and market share. Gastro Scholar faces competition from several competitors who have been doing business for a long time and are known in the market. Competition with brands with a distance of approximately 12 kilometres from C&C such as Richiamo coffee, Zus coffee, McCafe and Procento Cafe. This brand and cafe is located in the Parit Raja where it is close to the business run by Gastro Scholar under the Caffeine & Calories brand. There are advantages and disadvantages when there is competition for Gastro Scholar & Ventures. One of its advantages is that it assists businesses in determining their competitive advantage. Gastro will always study and analyze what competitors are doing and how they provide their products to customers. As a consequence, Gastro can offer the best products and improve service to customers better. The disadvantage when there is competition is that it puts pressure on business. When there is pressure faced, the business will be at risk of failure due to Gastro's inability to compete with large market players. For example, Richiamo has 2 branches around Batu Pahat and the closest one is at Taman Universiti Parit Raja.

My recommendation for overcoming the competitiveness issue is to understand the company's target market. Most organisations are going to study a group of potential clients who would purchase their products, which is important because it is one of the most successful ways to reach out to customers and generate business. Since beginning in early March 2022, Gastro has served about 95% of UTHM students and employees. We can sustain customer loyalty with existing clients if Gastro can recognise our target market and create a solid relationship with them. Customer loyalty is essential since it encourages loyal customers to spread the word about your brand and return to purchase products more often (Freedman, 2023). The way to create loyalty is to ask for feedback and do membership programs.

8.4.2 OPERATIONAL CEASE

Business closures frequently occur due to poor economic conditions. Low national economic growth, which is frequently brought on by a recession or depression, has an immediate impact on how the business operates (Vitez, 2023). Any company that experiences financial difficulties, lacks direction, or fails to meet its goals faces the possibility of closing and that can also happen to Gastro. Gastro Scholar & Ventures may face the operational cease. Gastro brand Caffeine & Calories may be closed from the order of University board of directors. There are reasons that it may happen and one of the reasons is if Gastro does not reach the objective of establishment of Caffeine & Calories. In addition, Caffeine & Calories may be closed if the kiosk is not well managed by baristas as UTHM students. For example, if the coffee machine is broken and not fixed on time, it will affect the business that produces coffee drinks. Besides, students as baristas have to perform well to sustain C&C business so as not to affect business performance. They have to be smart in promoting the C&C brand to increase sales and prevent the operation from being closed.

My recommendation to reduce these threats is to expand the customer base. In business, increasing the number of consumers or clients that make purchases from a company is referred to as expanding the customer base. It is essential to the development and sustainability of businesses. Successful customer base expansion can boost a company's revenue, market share, and overall success. Increasing the number of customers requires both attracting fresh ones and keeping hold of the ones you already have. There are some effective strategies to expand the customer base. First and foremost is to create a strong online presence. Creating a solid online reputation by maintaining active social media accounts and a business website is important for Gastro to develop and expand Caffeine & Calories. Gastro must fully utilise its social media for example through Facebook and Instagram by marketing its products and promoting to attract more customers outside from the UTHM. Besides, Gastro needs to do continuous improvement by gathering feedback from consumers frequently and use it to enhance the products you provide to customers as an entire. Survey related to products and services offered is an example of gathering the feedback. As a result, Gastro can make an improvement from the feedback given.

9.0 CONCLUSION

During my six months of industrial training at Gastro Scholar & Ventures, I received a lot of experience, knowledge, and growth. This internship has taught me the value of a company's potential to succeed. I learnt a lot about the tasks assigned in business administration at Gastro, such as assisting in the compilation of Gastro Scholar & Ventures files, which is the most common daily job routine, and promoting the Gastro brand, Caffeine & Calories (C&C). With the help of my supervisor, Sir Akmal bin Rohiat, I was able to successfully execute the following work. Although I completed my duty, I still need to work on several weaknesses in order to deliver a better performance. I also work in a positive environment that encourages me to work harder and achieve success.

I am more confident in my ability to succeed in my job, no matter where I work. When I was assigned certain tasks, I became more professional and confident. I believe that the field of business administration is well suited to my desire to work in any industry in the future. I'd also like to thank Gastro Scholar & Ventures for offering me the opportunity to undergo industrial training, as well as UiTM for providing this opportunity for students to strengthen their abilities and prepare them for employment in the real world.

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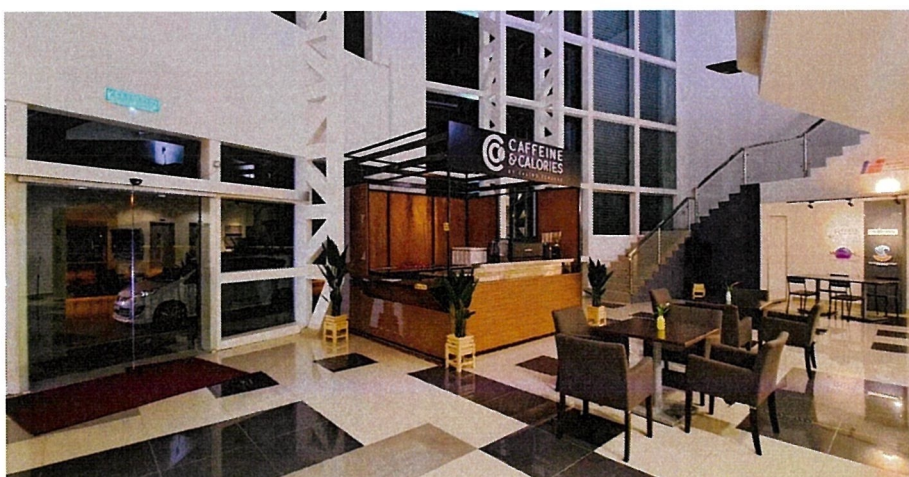
11.0 APPENDICES



CAFFEINE & CALORIES REPORT



BARISTA BUSINESS CARD



CAFFEINE & CALORIES BY GASTRO SCHOLAR

9. Keterangan Bekalan/Perkhidmatan/Kerja-kerja :

Bil	** Jenis/Alatan/Perkhidmatan/Kerja (perlu disusun dan dijumlahkan mengikut vot)	Kuantiti	** Vot	Anggaran Harga Seunit (RM)	Jumlah	Tax Code
1	Display Cooler Glass Chiller	1		3,835.00	3,835.00	
2	Display Food Warmer Showcase	1		1,280.50	1,280.50	
3	Wifi CCTV	1		102.70	102.70	
4	Essential Monitor	4		622.70	2,490.80	
5	Single Arm Desk Table Computer Monitor	4		57.46	229.84	
6	Wall Fan	3		168.87	506.61	
JUMLAH KESELURUHAN					8,445.45	

APPLICATION FOR PURCHASE OF NEW EQUIPMENT AND TOOLS



