

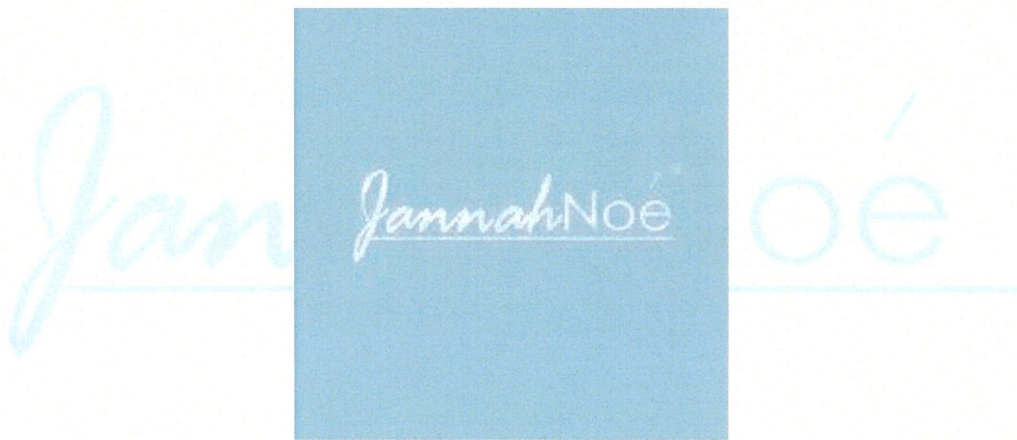


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UNIVERSITI
TEKNOLOGI
MARA

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
IN HUMAN RESOURCE MANAGEMENT**

INDUSTRIAL TRAINING (HRM666)

INDUSTRIAL TRAINING REPORT AT JANNAHNOE EMPIRE SDN BHD



1st MARCH - 15th AUGUST 2023

PREPARED BY:

NOOR AISHA BINTI ABD RAHMAN

STUDENT ID:

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GROUP:

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PREPARED FOR:

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ACKNOWLEDGEMENT

First and foremost, I would like to express my gratitude to Allah SWT for His guidance and blessing by keeping me in good health and providing me with the strength in order for me to complete this report on time. I would also like to convey my heartfelt gratitude to those who made it possible for me to complete this report. I am very much thankful to my beloved family members and my close friends whose advice and support have helped me a lot throughout in composing this industrial training report.


Moreover, I cannot accomplish this assignment without the assistance of my advisor lecturer, Madam Norazira Binti Mohd Abas and I would like to express my gratitude to her for her guidance and for constantly assisting and answering my queries. I am quite grateful to her for always assisting and connecting with me in order to complete this report. I might not be able to complete this report correctly without her guidance.

Thirdly, I want to express my gratitude to my wonderful parents for their unwavering support and some of the information they provided to help me in completing this project. I am very much thankful for financially assisting me during my studies. Next, we want to express our gratitude to all my good friends who were part of my assignment process and gave their full cooperation to generate the greatest output possible.

1.0 STUDENT'S PROFILE: UPDATED RESUME



CONTACT

 nooraishaabdrahman@gmail.com



SKILLS

- Teamwork
- Adaptability
- Communication skills
- Time management
- Video editing
- Microsoft Office

LANGUAGES

- Malay
- English
- Basic Mandarin

REFERENCES

Nurhidayah Binti Zaini
Academic Advisor

Nur Hazwani
Practical Training Coordinator

NOOR AISHA

BINTI ABD RAHMAN

PROFILE

A final year human resources student that is estimated to complete studies in August 2023. To secure a position in HR or any related field by using my knowledge, positive attitude, professional abilities, and detailed oriented that will benefit the organization.

EDUCATION BACKGROUND

**BACHELOR IN BUSINESS ADMINISTRATION (HONS)
HUMAN RESOURCES MANAGEMENT**

UiTM Kampus Bandaraya Melaka | 2021 - present

- CGPA 3.52

DIPLOMA IN ACCOUNTANCY INFORMATION SYSTEM

UiTM Kampus Tapah, Perak | 2018 - 2020

- CGPA 3.54

SIJIL PELAJARAN MALAYSIA (SPM)

SMK Tinggi Kluang | 2013 - 2017

- 5A 1C 1D 1E

PARTICIPATIONS

**STUDENTS' FORUM: MUSLIM VS NON-MUSLIM
PRODUCTS**

Assistant Secretary | 22th November 2019

SEMINAR: PEMANTAPAN MINDA CILIK

Treasurer | October 2022 - February 2023

**WEBINAR EQUITY AND DISCRIMINATION ISSUES IN
RECRUITMENT: HIRING EX-CONVICTS**

Secretary | November 2022 - February 2023

ACHIEVEMENTS

**VIRTUAL MELAKA INTERNATIONAL INTELLECTUAL
EXPOSITION 2022**

Silver award | 28th June - 6th July 2022

VIRTUAL TALENT TALK BATTLE 2021 (VATTLE 2021) SERIES-2

Silver award | 13 - 14th Dec 2021

2.0 COMPANY'S PROFILE

2.1 Name

- JannahNoe Empire Sdn Bhd



Diagram 2.1 shows a headquarter of JannahNoe Empire Sdn Bhd

2.2 Location

- 40, Persiaran Skudai 8, Pusat Perusahaan Skudai 8, 81300 Skudai, Johor.

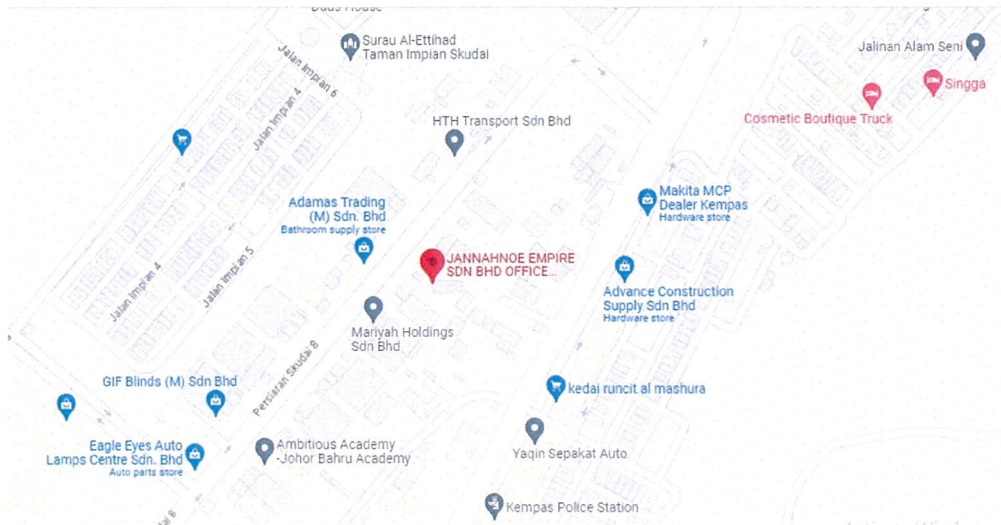


Diagram 2.2 shows a map location of JannahNoe Empire Sdn Bhd

2.3 Background

Jannahnoe Empire Sdn Bhd is a leading fashion company established in February 2015 founded by Madam Siti Nurul Jannah Binti Mohd Noor. Its major line of business is production of women's clothing which is modern baju kurung. Around last year they began to manufacture modern baju melayu and for kids. The headquarters is located at Skudai, Johor. It has a sub company named Celynda Enterprise and is managed by her spouse, Mr. Mohd Nurul Azwan Bin Roya.

Furthermore, JannahNoe has expanded its business to a larger market by using an official website and social media platforms such as WhatsApp, Facebook, and Instagram. The business process is Business to Consumer (B2C), which means to offer products directly to customers. The business provides a high quality selection of modern baju kurung designs and casual wear at reasonable pricing. Simple, yet lovely and unique is their goal in creating a fantastic selection for pastel enthusiasts. JannahNoe is one of the first fashion boutiques in Johor to sell basic and pastel collections. As a result, the business is well-known among Southerners. The majority of their collections are simple and acceptable Modern-Kurung collections with no excessive detailing or components.

Most of the customers would agree that less is more after looking at our collection. Due to the great demand from the customers throughout Malaysia, pastel colours make up the majority of the colour choices for their collections. Baby blue, Tiffany green, nude, pink, and lavender are some of the pastel colours that have seen a lot of customers demand. More recently, they have expanded their selection of design options in bold series to include colours such as black, emerald green, blue black, and maroon. For the majority of our Modern-Kurung line, the business uses fabrics like lace, cotton spandex, and chiffon. The sizes vary from XS to XXL.

2.4 Vision

- To penetrate into the international market while preserving our unique and local style.

2.5 Mission

- Delivering high quality products.
- Provide our customer with a high-end and wide variety of fashion trends to our collections in a competitive market.
- Satisfying customers demand by delivering from basic and casual wear to fine and cutting-edge couture.
- Simple yet elegant.

2.6 Objective/ Goal

- It has always been a dream of building an empire that is well-known throughout this region of SouthEast Asia and become undoubtedly a brand that Malaysian fashion enthusiasts will recognise.

2.7 Organizational Structure

The hierarchical structure and reporting links within JannahNoe Empire Sdn Bhd are depicted as shown in Diagram 2.7 organisational chart. It highlights the many departments and their roles, demonstrating the delegation of power and responsibility as well as the connections between various groups and people.

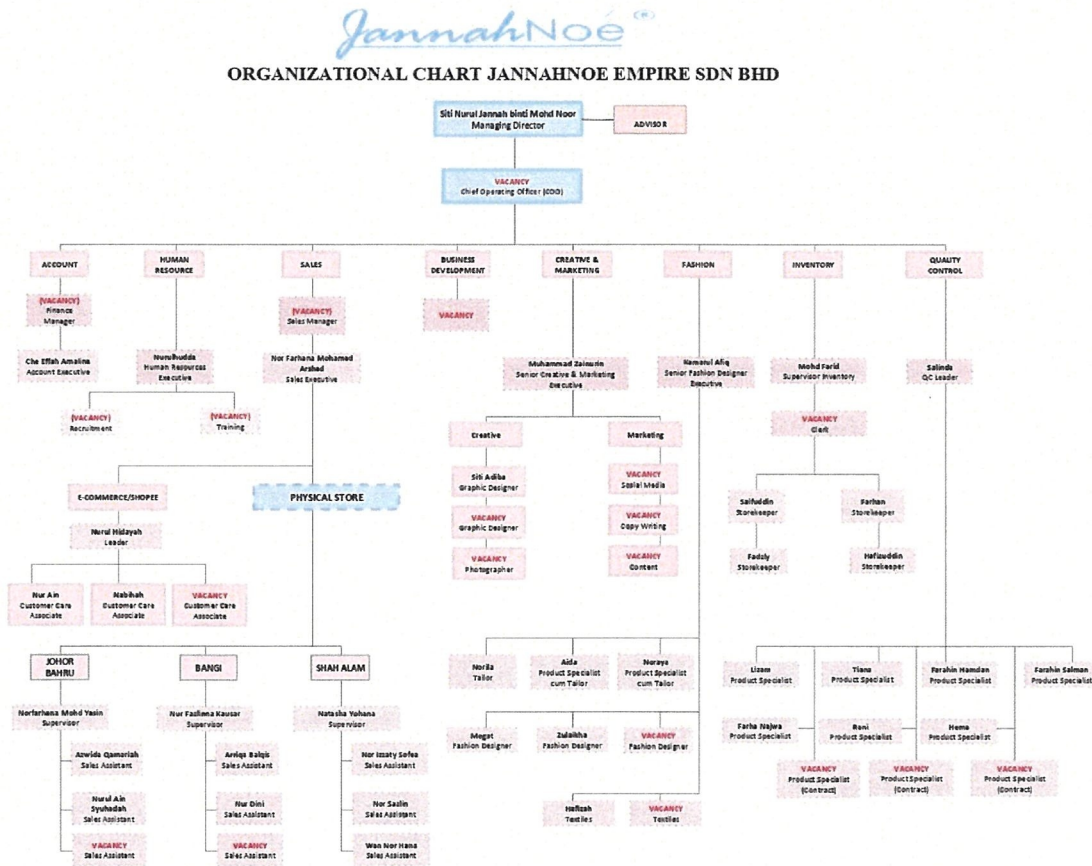


Diagram 2.7 shows an organizational chart of JannahNoe Empire Sdn

2.8 Products and Services

From 2022 till the present, JannahNoe has created more than 40 designs across more than 10 product categories. The business is specialized in creating their own designs based on current trends and demands from customer's perspectives. JannahNoe has begun to widen their target market by producing men's wear and kid's wear in 2022.

The product line is categorised into four (4) types:

- a) JannahNoe Adult
- b) JannahNoe Kids
- c) Noe Adult
- d) Noe Kids

The products is categorised into a few groups:

1. Lebaran: Women 23

Designs	
	<p>Name: Caleona kurung</p> <p>Colours: Baby Blue, Baby Pink, Light Yellow</p> <p>Size: XS, S, M, L, XL, 2XL</p> <p>Price: RM268.00</p> <p>(pay as low as RM89.33 x 3 interest-free instalments with shopback)</p>
	<p>Name: Calea kurung</p> <p>Colours: Baby Blue, Baby Pink, Light Yellow</p> <p>Size: XS, S, M, L, XL, 2XL</p> <p>Price: RM268.00</p> <p>(pay as low as RM89.33 x 3 interest-free instalments with shopback)</p>

	<p>Name: Milea kurung Colours: Green, Baby Blue, Sherbet Orange Size: XS, S, M, L, XL, 2XL Price: RM258.00 (pay as low as RM86.00 x 3 interest-free instalments with shopback)</p>
	<p>Name: Milara kurung Colours: Green, Baby Blue, Sherbet Orange Size: XS, S, M, L, XL, 2XL Price: RM338.00 (pay as low as RM112.67 x 3 interest-free instalments with shopback)</p>
	<p>Name: Mileynn kurung Colours: Green, Baby Blue, Sherbet Orange Size: XS, S, M, L, XL, 2XL Price: RM298.00 (pay as low as RM99.33 x 3 interest-free instalments with shopback)</p>
	<p>Name: Calista kurung Colours: Baby Pink, Baby Blue, Light Yellow Size: XS, S, M, L, XL, 2XL Price: RM268.00 (pay as low as RM89.33 x 3 interest-free instalments with shopback)</p>



	<p>Name: Denara kurung</p> <p>Colours: Sky Blue</p> <p>Size: XS, S, M, L, XL, 2XL</p> <p>Price: RM268.00</p> <p>(pay as low as RM89.33 x 3 interest-free instalments with shopback)</p>
	<p>Name: Delaney kurung</p> <p>Colours: Sky Blue, Purple, Nude Sand</p> <p>Size: XS, S, M, L, XL, 2XL</p> <p>Price: RM248.00</p> <p>(pay as low as RM82.67 x 3 interest-free instalments with shopback)</p>
	<p>Name: Dareena kurung</p> <p>Colours: Sky Blue, Purple, Nude Sand</p> <p>Size: XS, S, M, L, XL, 2XL</p> <p>Price: RM298.00</p> <p>(pay as low as RM99.33 x 3 interest-free instalments with shopback)</p>
	<p>Name: Athena kurung</p> <p>Colours: Pink, Baby Blue, Orange</p> <p>Size: XS, S, M, L, XL, 2XL</p> <p>Price: RM318.00</p> <p>(pay as low as RM106.00 x 3 interest-free instalments with shopback)</p>

	<p>Name: Nourah kurung</p> <p>Colours: Dusty Pink, Baby Blue, Green Olive</p> <p>Size: XS, S, M, L, XL, 2XL</p> <p>Price: RM298.00</p> <p>(pay as low as RM99.33 x 3 interest-free instalments with shopback)</p>
	<p>Name: Carrie kurung</p> <p>Colours: Pink, Nude Brown, Dusty Green</p> <p>Size: XS, S, M, L, XL, 2XL</p> <p>Price: RM258.00</p> <p>(pay as low as RM86.00 x 3 interest-free instalments with shopback)</p>
	<p>Name: Diana kurung</p> <p>Colours: Baby Yellow, Baby Pink, Nude Sand</p> <p>Size: XS, S, M, L, XL, 2XL</p> <p>Price: RM298.00</p> <p>(pay as low as RM99.33 x 3 interest-free instalments with shopback)</p>
	<p>Name: Elayne kurung</p> <p>Colours: Mint Green, Gold Brown, Baby Blue</p> <p>Size: XS, S, M, L, XL, 2XL</p> <p>Price: RM258.00</p> <p>(pay as low as RM86.00 x 3 interest-free instalments with shopback)</p> <p>Description:</p> <p>Top: Back zipper, Puffy sleeve, Fit cutting</p> <p>Skirt: Back zipper</p> <p>Materials: Shantung Silk, Organza, Luxe Poly (lining), Lace with custom beads</p>



	<p>Name: Ishana kurung</p> <p>Colours: Lilac, Blue, Pink</p> <p>Size: XS, S, M, L, XL, 2XL</p> <p>Price: RM248.00</p> <p>(pay as low as RM82.67 x 3 interest-free instalments with shopback)</p> <p>Descriptions:</p> <p>Top: drape statement, sleeve zipper, fit sleeve, back zipper, scallop at the bottom of top, custom beaded lace</p> <p>Skirt: draped skirt, side zipper</p> <p>Materials: cotton, custom beaded lace, luxe crepe (lining), chiffon (skirt).</p>
	<p>Name: Dheara kurung</p> <p>Colours: Baby Pink, Baby Yellow, Lilac</p> <p>Size: XS, S, M, L, XL, 2XL</p> <p>Price: RM248.00</p> <p>(pay as low as RM82.67 x 3 interest-free instalments with shopback)</p> <p>Descriptions:</p> <p>Top: drape statement, puffy sleeve, back zipper</p> <p>Skirt: mermaid skirt, side zipper</p> <p>Materials: textured fabric, custom sequin net lace</p>



	<p>Name: Elyana kurung</p> <p>Colours: Maroon, Black, Royal Blue</p> <p>Size: XS, S, M, L, XL, 2XL</p> <p>Price: RM268.00</p> <p>(pay as low as RM89.33 x 3 interest-free instalments with shopback)</p> <p>Descriptions:</p> <p>Top: modern kurung, round neck, puffy sleeve, back zipper</p> <p>Skirt: draped pencil skirt, side zipper</p> <p>Materials: lace, cotton spandex, organdy polka dot, caston beads</p>
	<p>Name: Rosie kurung</p> <p>Colours: Dusty Blue, Mint Green, Orange</p> <p>Size: XS, S, M, L, XL, 2XL</p> <p>Price: RM268.00</p> <p>(pay as low as RM89.33 x 3 interest-free instalments with shopback)</p> <p>Descriptions:</p> <p>Top: draped statement, fitted sleeve, lace end of sleeve, back zipper</p> <p>Skirt: draped skirt, side zipper</p> <p>Materials: poly silk, lace with custom beads, chiffon, luxe creeper (lining).</p>



2. Lebaran: Men 2023


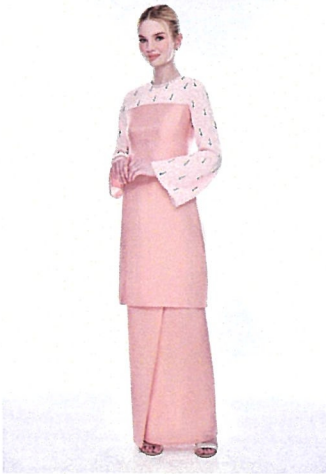
	<p>Name: Harry Teluk Belanga</p> <p>Availability in:</p> <ul style="list-style-type: none">• Colours: Yellow, Dandelion Yellow, Deep Air Blue, Dusty Pink, Royale Blue, Red, Emerald Green, Pickle Green, Grey, Sky Blue, Lilac, Lime Green, Baby Yellow, Nude Cream, and Flamingo Pink.• Size: XS, S, M, L, XL, 2XL <p>Price: RM198.00 (pay as low as RM66.00 x 3 interest-free instalments with shopback)</p> <p>Descriptions: Top: button, round neck Pant: slack pant, 2 side pocket</p> <p>Material: Gabardine</p>
	<p>Name: Charles Cekak Musang</p> <p>Availability in:</p> <ul style="list-style-type: none">• Colours: Powder Blue, Black, Navy Blue, Maroon, Emerald Green, Jade Green, Sherbet Orange, Egg Shell Cream, Grey, Tiffany Green, Frost Blue, Lilac, Dusty Pink, Baby Yellow, Fern Green.• Size: XS, S, M, L, XL, 2XL <p>Price: RM208.00 (pay as low as RM69.33 x 3 interest-free instalments with shopback)</p> <p>Descriptions: Top: stand collar Pant: button, 2 side pocket</p> <p>Material: cotton will</p>

3. Off Season Women 22'



	<p>Name: Eliese Kurung</p> <p>Availability in:</p> <ul style="list-style-type: none">• Colours: Shocking Pink, Blue Turquoise• Size: XS, S, M, L, XL, 2XL <p>Price: RM99.00 (pay as low as RM33.00 x 3 interest-free instalments with shopback)</p> <p>Descriptions:</p> <p>Top: mini kurung, loose sleeve, square neck, back zipper, border lace</p> <p>Skirt: mermaid skirt, side zipper</p> <p>Material: printed cotton twill, border lace</p>
	<p>Name: Thea Kurung</p> <p>Availability in:</p> <ul style="list-style-type: none">• Colours: Light Tiffany Blue, Mint Turquoise• Size: XS, S, M, L, XL, 2XL <p>Price: RM99.00 (pay as low as RM33.00 x 3 interest-free instalments with shopback)</p> <p>Descriptions:</p> <p>Top: mini kurung, beads chiffon lace with embroidery, back zipper, loose sleeve</p> <p>Skirt: draped pencil skirt</p> <p>Material: chiffon beads lace, poly silk, luxe crepe.</p>

	<p>Name: Artelea Kurung</p> <p>Availability in:</p> <ul style="list-style-type: none"> • Colours: Lilac, Light Tiffany Blue, Mint Turquoise • Size: XS, S, M, L, XL, 2XL <p>Price: RM99.00 (pay as low as RM33.00 x 3 interest-free instalments with shopback)</p> <p>Descriptions:</p> <p>Top: mini kurung, beads chiffon lace with embroidery, loose sleeve, back zipper</p> <p>Skirt: draped pencil skirt</p> <p>Material: chiffon beads lace, poly silk, luxe crepe</p>
	<p>Name: Artelea Kurung</p> <p>Availability in:</p> <ul style="list-style-type: none"> • Colours: Blue • Size: XS, S, M, L, XL, 2XL <p>Price: RM99.00 (pay as low as RM33.00 x 3 interest-free instalments with shopback)</p> <p>Descriptions:</p> <p>Top: modern kurung, back zipper, v-neck, fitted sleeve, sleeve zipper, draped statement, fiit kurung</p> <p>Skirt: mermaid skirt, side zipper</p> <p>Material: tencel blended woven, chiffon</p>

	<p>Name: Eliora Kurung</p> <p>Availability in:</p> <ul style="list-style-type: none"> ● Colours: Blue ● Size: XS, S, M, L, XL, 2XL <p>Price: RM99.00 (pay as low as RM33.00 x 3 interest-free instalments with shopback)</p> <p>Descriptions:</p> <p>Top: kaftan kurung, round neck, open back button</p> <p>Skirt: pencil skirt, side zipper, back pleated</p> <p>Material: polysilk, cotton spandex</p>
	<p>Name: Eva Kurung</p> <p>Availability in:</p> <p>Colours: Peach</p> <p>Size: XS, S, M, L, XL, 2XL</p> <p>Price: RM99.00 (pay as low as RM33.00 x 3 interest-free instalments with shopback)</p> <p>Descriptions:</p> <p>Top: kaftan kurung, stand collar, back zipper</p> <p>Skirt: draped skirt, elastic waist, side zipper</p> <p>Material: cotton spandex, chiffon, luxe crepe</p>
	<p>Name: Maya Kurung</p> <p>Availability in:</p> <ul style="list-style-type: none"> ● Colours: Brook Green ● Size: XS, S, M, L, XL, 2XL <p>Price: RM99.00 (pay as low as RM33.00 x 3 interest-free instalments with shopback)</p> <p>Descriptions:</p> <p>Top: mini kurung, back zipper, loose sleeve, round neck, neck beads</p>


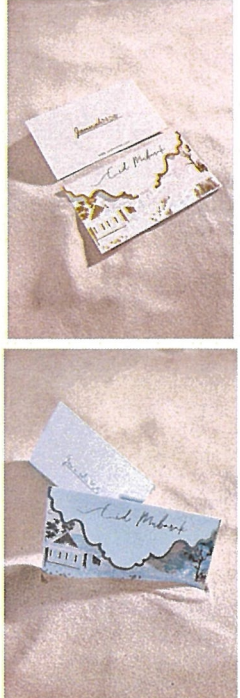

	<p>Skirt: mermaid skirt, elastic skirt</p> <p>Material: printed cotton twill, printed pleated chiffon, luxe cotton (lining)</p>
	<p>Name :Zoella Kurung</p> <p>Availability in:</p> <ul style="list-style-type: none"> ● Colours: Maroon ● Size: XS, S, M, L, XL, 2XL <p>Price: RM99.00 (pay as low as RM33.00 x 3 interest-free instalments with shopback)</p> <p>Descriptions:</p> <p>Top: kurung pahang, back zipper, puff shoulder, flower embroidered</p> <p>Skirt: pencil skirt, side zipper</p> <p>Material: cotton sateen with embroidered</p>
	<p>Name: Ilya Kurung</p> <p>Availability in:</p> <ul style="list-style-type: none"> ● Colours: Peach ● Size: XS, S, M, L, XL, 2XL <p>Price: RM99.00 (pay as low as RM33.00 x 3 interest-free instalments with shopback)</p> <p>Descriptions:</p> <p>Top: back zipper, loose sleeve, round neck</p> <p>Skirt: lipat batik, back zipper, pencil skirt</p> <p>Material: shiny cotton, embroidery chiffon with floral sequin, border lace.</p>

4. Off Season Noe Men 22'

	<p>Name: Baju Melayu (Iskandar)</p> <p>Availability in:</p> <ul style="list-style-type: none">• Colours: Baby Blue, White, Black, Navy Blue, Mustard, Dusty Pink, Grey, Brown• Size: XS, S, M, L, XL, 2XL <p>Price: RM99.00 (pay as low as RM33.00 x 3 interest-free instalments with shopback)</p> <p>Descriptions:</p> <p>Top: teluk belanga's style, 1 button (marble noe's button), 3 pockets (1 upside/downside), standard slim cutting, long sleeve</p> <p>Skirt: standard slim cutting, fly zipper, right & left pocket, hock, button & loop</p> <p>Material: cotton textured</p>
	<p>Name: Baju Melayu (Mateen)</p> <p>Availability in:</p> <ul style="list-style-type: none">• Colours: Soft Pink, Sandstone Nude, Papaya, Jade Green, Shark Grey, Navy Blue, Maroon, Light Nude, Emerald Green, Dusty Pink, Blue, Black• Size: XS, S, M, L, XL, 2XL <p>Price: RM99.00 (pay as low as RM33.00 x 3 interest-free instalments with shopback)</p> <p>Descriptions:</p> <p>Top: cekak musang's style, 4 gold button, hidden pocket (top), standard slim cutting, long sleeve</p> <p>Skirt: standard slim cutting, fly zipper, right & left pocket, hock, button & loop</p> <p>Material: cotton textured (plaid)</p>

5. Merchandise

	<p>Name :Tote Bag</p> <p>Price: RM49.00 (pay as low as RM16.33 x 3 interest-free instalments with shopback)</p>
	<p>Name :Exclusive Box Batik Series 1</p> <p>Price: RM10.00 (pay as low as RM3.33 x 3 interest-free instalments with shopback)</p>
	<p>Name :Exclusive Box Batik Series 2</p> <p>Price: RM10.00 (pay as low as RM3.33 x 3 interest-free instalments with shopback)</p>
	<p>Name :Exclusive Box Batik Series 3</p> <p>Price: RM10.00 (pay as low as RM3.33 x 3 interest-free instalments with shopback)</p>

	<p>Name :Exclusive Box Bride Series</p> <p>Price: RM10.00 (pay as low as RM3.33 x 3 interest-free instalments with shopback)</p>
	<p>Name :Sampul Duit Raya (Nude & Blue)</p> <p>Price: RM10.00 (pay as low as RM3.33 x 3 interest-free instalments with shopback)</p>
	<p>Name: Shopping Bag</p> <p>Price: RM10.00 (pay as low as RM3.33 x 3 interest-free instalments with shopback)</p>

3.0 TRAINING'S REFLECTION

3.1 Duration

- Specific date: 1st March 2023 - 15th August 2023
- Working day: Monday - Friday
- Time: 9:00am - 7:00pm

3.2 Details:

- Department: Human Resource
- Roles: HR/Admin Intern
- Responsibilities:

I was given a variety of tasks that required effective engagement with the organization's workers. One of my main jobs was to manage and organise staff profile files. This role entailed handling a variety of documents, including employment agreements and files from municipal governments. I learned how to keep correct documentation and comply with necessary requirements. In addition, I was in charge of preparing offer letters for new candidates who had completed their interviews. This process entailed communicating with the recruiting manager and ensuring that the letters had accurate information. In addition, I learned vital abilities in manually computing salaries and applying methodical procedures. Puan Nurulhudda assisted me in this area, allowing me to understand the complexities of salary computation.

- Assignments/Tasks:
 - Prepare a daily staff lateness report.
 - Managing chat messages of staff, candidates interviews, suppliers, job seekers in Whatsapp platform.
 - Check, screening, and print out resumes from platforms such as Indeed, Myfuture Jobs, Jobstreet, LinkedIn, and many more.
 - Prepare offer and appointment letters for confirmed staff.
 - Do any ad hoc or tasks that are given from time to time.
 - Call candidates for arranging an interview for a position needed.
 - Follow up with candidates before, during, and after the interview.

3.3 Gains:

Intrinsic benefits:

- I learned important abilities for personnel management and administrative responsibilities. Managing staff profile files gave me the opportunity to hone my organisational abilities and pay attention to detail. In addition, I learned about the documents necessary by several

authorities, including MBBJ, SSM, and MEMO, to ensure compliance with legal and regulatory standards. Learning to write appointment letters improved my communication skills and gave me a better grasp of the hiring process. Furthermore, my exposure to pay calculation procedures, both manual and automated, provided me with a thorough understanding of this critical area of human resource management.

- My interactions with government agencies and other outside parties enabled me to build excellent interpersonal skills and effective communication tactics. Coordination with organisations such as JTK, IPD, and MBBJ demanded professionalism, patience, and the capacity to negotiate complex processes. Collaboration with vendors and foundations strengthened my negotiation and coordination skills, allowing for effective partnerships for a variety of events and initiatives. I gained practical experience in e-commerce operations, customer engagement, staff management, document handling, event management, problem-solving, and teamwork. These abilities were developed via hands-on experience and trials.

Extrinsic benefits:

- Allowances: RM500.00 per month.
- Free lunch provided for every Friday.
- Overtime (if needed) is paid for RM7.21 per hour.
- Facilities provided such as prayer hall, toilets, dining area.

4.0 SWOT ANALYSIS

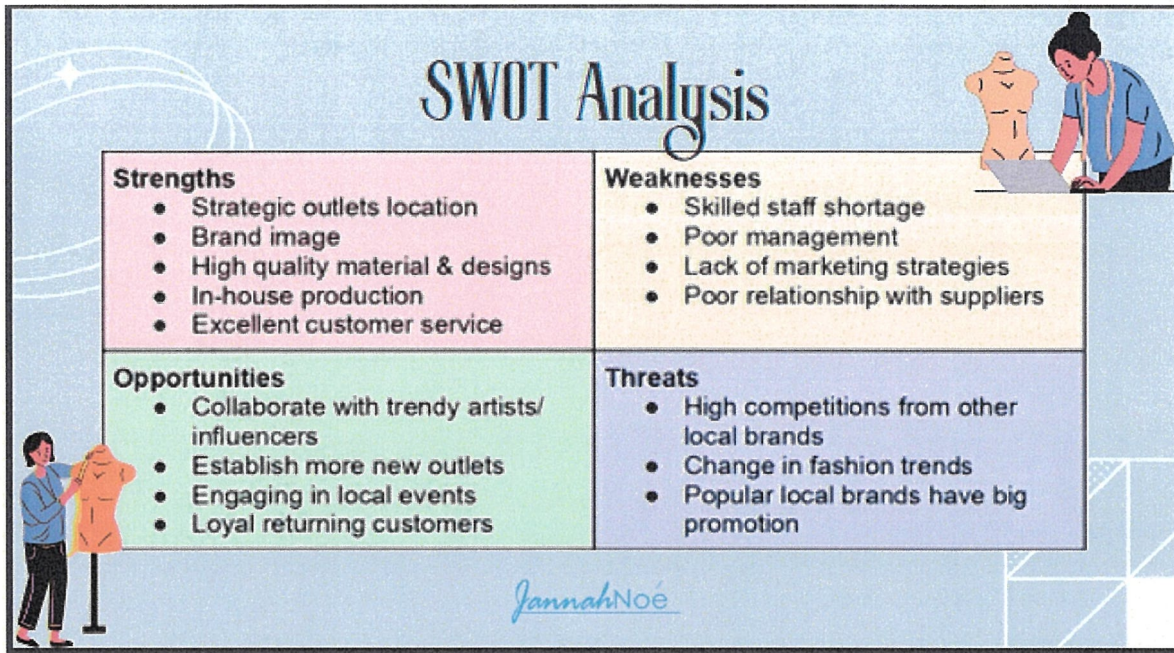


Figure 4.0 shows a SWOT Analysis of JannahNoe Empire Sdn Bhd

5.0 DISCUSSION & RECOMMENDATION

5.1 Strength

a) Strategic outlets location

A business location strategy aims to identify the ideal location for a company. It is important to find a location that corresponds to the goals and objectives of the business. The business should align its overall structure or plan with its geographic strategy. Hence, it is crucial to have a strategy when choosing a location because it allows in determining a setting that accommodates everyone's needs (Dughi, 2021). Some industries will depend on customer foot traffic in selecting a location including retail and restaurants. For instance, medical practices and other healthcare services should take into consideration prioritising access to patients and closeness to developing neighbourhoods. Those who cater to B2B clients might be more concerned with a cost reduction in choosing the right location for their business.

As of 2023, JannahNoe Empire Sdn Bhd has owned three (3) physical stores located in three different places, one store is located in Bandar Baru Uda, Johor, and another two stores are located in Bangi and Shah Alam in Selangor. The reason for choosing these two states is because they have higher exposure locations to attract more customers. Johor is very close to Singapore which is a good opportunity for the business to widen their targeted customers. It is recommended for the business to establish more outlets or branches in other states such as Melaka, Kedah, Sabah, and Sarawak. This can result in expanding the business in order to market the brand name around Malaysia.

b) Brand image

Creating a new brand is a thrilling and frequently challenging endeavour. Simply said, branding small business entails developing a website, developing a brand identity, and generating marketing materials like campaigns and logo designs to tell the story of the business to the world. Securing the attention of the targeted market is one of the objectives of branding. And above all, establish a long-lasting and reliable rapport with them.

According to Jenna Romano (2022), the best piece of advice as a branding specialist for accomplishing this long-term objective is to pay attention to what audiences think about the brand itself. A brand's reputation is merely a reflection of a brand image. It is a dynamic force that the business should always be aware of as the term "brand image" describes how audiences view the company and how clients feel about working together. Numerous elements, including the value of the business brand's goods, marketing strategy, and the quality of customer service, have an impact on consumer perception.

JannahNoe is a Malaysia's homegrown modest fashion brand that offers a current trend and modern style of women's wear. The business has only recently begun to design and produce men's wear as well as for kids around last year. It is recommended for the business to actively promote the brand through their social media platforms in order to increase their engagement with customers.

c) High quality materials and designs

A product with high product quality represents a good that is well-made, dependable, and delivers the desired results. It is frequently linked to dependability, potency, and customer fulfilment. A high-quality product is often long-lasting and created to meet or surpass the needs and expectations of the end user. It is crucial to a product's success since it can encourage repeat business, good word-of-mouth, and general customer happiness. According to Sammi Caramela (2023), the success and profitability of your brand can be made or broken by the quality of your products, but what constitutes a high-quality product relies on the end customer. Every customer has a different sense of what makes a product value; while some could settle for something unassuming and simple to use, others may prefer a fancy and long-lasting product as proof of quality.

The founder of the business will personally choose the fabric and materials from their supplier in China. Each department will usually undergo a brainstorming session or have a short briefing with their team members where they will generate and discuss their ideas. It is advisable for the business to maintain the quality materials and designs as it can be symbolised as their own uniqueness.

d) In-house production

In-house production is defined as to carry out a task or activity within the same business that is delegating the responsibilities. This means that the primary business uses its own time, personnel, and resources to perform a task rather than depending on a subcontractor or another company. By keeping activities in-house, the business has more control over them and avoids any misunderstandings that can arise from working with a third party. It can be more expensive, but some businesses choose them because they better fit the culture of the company. Moreover, in-house business operations can provide an additional revenue stream by providing services that customers might otherwise find elsewhere. Automakers frequently provide in-house financing at higher rates than banks or credit unions. As the business is the direct employer of the teams doing business operations, it has greater control over the execution of those processes (Adam, 2022).

The business has their own designated employees in creating and producing the designs for each product line. All the process is conducted within the warehouse from designing, quality checking, shipping, storekeeping, and others. Each department is responsible for every single task in

producing or preparing the products that are requested by the employer. The business is recommended to maintain the in-house production as it is often a more cost-effective avenue especially for businesses that manufacture highly customized products that cannot be found in other stores.

e) Excellent customer service

According to Mitchell Grant (2023), customer service is a critical component of any organisation. A solid customer service plan raises sales, increases brand loyalty, produces referrals, aids in client retention, and gives firms a competitive advantage over competitors in the same industry. Effective customer service representatives are adept at listening and empathising. They are also excellent at problem solving and taking initiative. It's critical for them to maintain a professional demeanour, which means that when things get heated, they can take a step back and not take anything personally. Providing a kind and warm experience, listening, and empathising are some methods to deliver great customer service. Customers must also believe that their issues and difficulties are real and that they are being addressed. Good customer service also includes being proactive, not taking things personally, and following up.

The business is actively engaging with the customers through their social media platforms such as Instagram, JannahNoe's official websites, Shopee, and recently on Tiktok. They are also busy in promoting or introducing their product line by doing Live sessions on those platforms. Moreover, they will immediately approach the customers in an appropriate manner if issues arise regarding the purchased products. It is advisable for the business to improve their services by knowing or learning the right way to deal with unexpected situations especially during peak seasons.

5.2 Weakness

a) Skilled staff shortage

A further distinction should be made in the definitions of scarcity. This is the difference between workers who lack key technical skills on the one hand and workers who are perceived to lack the level of enthusiasm and other human attributes that employers seek on the other. The supply of any specific skill to the economy is not fixed, and neither is the demand for it. Instead, when the terms of employment improve, supply will increase. Additionally, demand will decrease as the cost of hiring individuals with specific abilities increases. However, if both supply and demand are resistant to wages and other job conditions, the market will not function well.

The business lacks manpower that has experience or a little knowledge in performing the required tasks. The existing staff feel the burden due to the pending work tasks as they are unable to do it at one time. Hiring internship students and part time staff to cut costs is not a great solution in reducing the work task as they are also new to the work environment and still learning in adapting to it. For example, in the HR department there is only one permanent staff member which is Human Resource Executive and is assisted with one or two internship students. It is recommended for the business to hire more skilled manpower for each department to prevent overdue tasks and assisting existing staff in performing them on time.

b) Poor management

The adage "people leave managers, not companies" is absolutely right on. Everything depends on leadership. Leadership has an impact on every aspect of the organisation. Many businesses are run by inept executives, and many employees are led by inept leaders. It's surprising how many individuals despise their bosses. People will quit if the management is not good. The money and prestige can be wonderful, but if the management is not good, they will leave. What exactly is poor management? Poor management occurs when a manager does more harm to the organisation and its members rather than leading them to success, productivity, and joy (Kyler, 2020).

There are few signs in identifying poor management. When a manager scrutinises and nitpicks everything, from the smallest jobs to daily operations, this is known as micromanaging. A micromanager might watch their staff members' shoulders while they work. Employees are treated more like cogs in a machine than as teammates working together to accomplish a task. Positive acknowledgment and praise are far more effective than micromanagement, which undermines confidence. A manager must be able to articulate what is required to complete a task. This means that managers must establish job requirements, establish procedures, and make choices, and then monitor and enforce these fairly throughout the organisation. If a manager is unable to convey decisions

clearly, nothing is accomplished or what is accomplished is subpar. Employees are left with a hazy sense of purpose, and they may be performing the same activity in different ways.

In addition, it will have a negative effect on employees and the company. The employees are not seen as worthwhile members of a team by the upper management. This can cause those workers to feel discouraged and uninterested in performing their job. Thus, it may cause high employee turnover and a decrease in productivity. It is suggested for the business to provide a proper training on developing empathy and try to understand what motivates them in performing the tasks given.

c) Lack of marketing strategies

Although many people equate marketing with advertising, marketing is actually a broad concept that includes a variety of activities that a business must carry out to ensure effectiveness. Product, pricing, site, and promotion which includes advertising all need to be taken into account and managed well. Any of these can have an impact on a company's bottom line if improper marketing is not done effectively. A company's promotional efforts, which include advertising, sales promotion, public relations, and events, will almost definitely reveal a lack of proper marketing. Marketers now have the flexibility to choose from a wide range of communication channels to reach their target audiences with information about their products and services, but they must choose intelligently to ensure that resources are spent effectively and that outcomes are positive. Promotional efforts should be chosen with the specific audience in mind, as well as a thorough grasp of that audience and the communication tools most likely to reach them at a time when they will be receptive and interested in the message.

There is a quote that says "Failing to plan is planning to fail". Failing to develop a marketing plan can result in budgeting problems, low customer volume, and in a worst scenario is the closure of a business. The business might be using the right channels but the marketing is not getting to the right people. It is advisable for the business to have a marketing plan as it can help to assess the market, determine target audience and select appropriate marketing channels for promoting the products.

d) Poor relationship with suppliers

Supplier relations relate to the relationship that exists between a firm and its suppliers. It covers the process of communicating with, negotiating with, and creating relationships with suppliers who offer goods and services to an organisation. Supplier relationships are critical for organisations because they help them maintain a competitive advantage in their industry while also ensuring high-quality products or services. Maintaining solid supplier relations is crucial in every business to ensure a consistent supply of resources and products.

However, many businesses may find this difficult. A number of variables, such as inadequate communication, can contribute to challenges in supplier relations. Misunderstandings and misaligned expectations can result from inadequate communication between buyer and seller. This can lead to stress and disagreement, making it difficult to keep a healthy relationship going. Any problems or discrepancies that arise in the process of obtaining goods and services from vendors. It includes payment delays, quality of defects, incorrect orders, delivery disruptions, logistical problems and others. It is recommended for the business to work on their communication in dealing with the process of requesting and receiving goods. The business should be able to get everything in writing in order to prevent any mistakes from occured.

5.3 Opportunity

a) Collaborate with trendy celebrities/ influencers

Influencer marketing is immensely popular among brands since it is a highly successful promotional tactic. Consumers value recommendations from genuine people significantly more than typical brand advertisements. Influencers are idolised by their fans, who want to be just like them, which includes using the same items. Collaboration with influencers can help you expand your business and increase sales. Sponsored social media content is one of the most prevalent and effective sorts of influencer collaboration. This entails an agreement between your organisation and the influencer in which they generate and share material promoting your brand on their social media platforms. Companies prepare a brief that defines the content requirements and approach their desired influencers. The influencer is compensated each post. Influencers can be found and recruited directly for this purpose, or through influencer agencies.

Furthermore, influencer relationships are taken to the next level with brand ambassador programmes. A brand ambassador programme is a longer-term partnership in which your chosen influencer promotes your brand or products on an ongoing basis online. A brand ambassador will post frequently about their day-to-day experiences with your products or services. They may hold giveaways to promote your items among their fans, or they may represent your company at events.

Moreover, gifting can be an efficient and low-cost technique of collaboration. It entails giving things to influencers for free, which means they don't have to pay and you only have to pay for the product. This is done by brands to entice influencers to use their products and generate content that features and promotes them. The disadvantage of this method is that the influencer is under no duty to promote your items because no formal arrangement exists. In this regard, it is a bit risky. If, on the other side, they like your products and decide to share them with their followers, you can get a lot of attention and a lot of money.

b) Establish more new outlets

Retail sales no longer have a stranglehold on the consumer world because the commercial marketplace has developed. To elaborate, consumers used to rely almost entirely on retail outlets for their necessities, but today you may buy from internet stores, auction sites, wholesale outlets, liquidation centres, and in some circumstances, directly from the manufacturer. There are still benefits to using traditional retail outlets if you sell any type of item. With a retail location, you can sell a wide range of products and introduce people to stuff they didn't know they needed. For example, a customer may visit the outlet seeking a pair of baju kurung but leave with baju melayu, three kids' clothes. Consolidating a range of items in one central location significantly boosts your sales potential. You might even draw clients who were on their way to another establishment in the same region.

Consider some of the same benefits if you are a consumer looking for reasons to shop at traditional retail establishments rather than online. You may save money on shipping, get quick gratification, carefully inspect your things before purchasing, and avoid having packages lost in the mail. In addition, rather than relying on email messages and phone calls, you can have all of your queries answered instantly by friendly employees.

c) Engaging in local events

Hosting a regional trade fair or conference is a different experience from planning a local community event. A community event's promotion is less successful when done using blogging, emailing, press releases, and other digital marketing strategies. Instead, you must adopt a local strategy that takes into account the community's requirements and preferences. Many communities provide free resources to publicise local events. They will gladly provide you with broadcast time, sign space, or print space if the event benefits the community in some manner. This is a simple approach to get your event in front of locals who are involved in the community.

Another easy win is the local newspaper. Ad space in local periodicals is typically reserved for community activities. Call and inquire about adding an event to their community calendar. They may publish you in the print edition, add you to their website, and even promote you on their social media platforms. Local newspapers, in fact, desire to hear about these kinds of incidents because it offers them something to write about that is highly relevant to their readership. If you request that your event be announced in their paper, there's a high possibility they'll put you in touch with someone who will write a whole story about it. You'll have to inquire around to find free opportunities.

d) Loyal returning customers

Loyalty develops when a customer has a positive experience with a seller's products or services and develops an emotional attachment to them. As a result, it will produce satisfied customers and improve their purchasing frequency. Furthermore, because there are so many competitors in the market, it takes a lot of effort to maintain the same level of monthly sales. As a result of having loyal returning customers, the business will be able to protect and sustain their profit since those consumers will bring their friends and family to share the valuable product purchased. It is a common error to put off serving current clients in favour of acquiring new ones. Meeting the requirements of your current client base can be just as crucial for business success as customer acquisition. Businesses that adopt an effective client retention strategy will benefit (Beehive, 2020).

According to a well-known study by Bain and Company, an increase in retention rates of just 5% can boost earnings by up to 95%. Repeat consumers typically spend more money and are more

inclined to try new products than new customers. To see their earnings grow over time, businesses should consequently seek to develop a consumer base that has faith in and loyalty to their brand. It can cost up to five times as much to attract a new customer as it does to keep an existing one. Because your present consumers are already aware of your products and services, why not direct your efforts towards maintaining them rather than just selling to potential new customers? After all, word-of-mouth recommendations from satisfied consumers might be more profitable and credible than any marketing campaign.

Furthermore, loyalty comes about when a customer has a good experience with a seller's product or services and feels emotionally connected to them. By doing this, the business is able to secure and increase their profit sales because those customers will tell and bring their friends and family about the products that they have purchased. It is suggested for the business to take good care of their loyal customers by rewarding them by offering discounts or giveaway free items with multiple purchases.

5.4 Threat

a) High competitions from other local brands

In business, competition is a contest between numerous enterprises selling identical goods or services. Different companies try to address the same consumer wants with their version of a product and, if successful, gain more cash as people buy their offering. Consumer concerns about product quality, pricing, and functionality must be addressed by each firm in a competitive business climate. These pressures usually result in companies developing new items and seeking to offer reduced pricing, which directly benefits the consumer. There are many local brands that sell identical products such as Wanzar, Calaqisya, Poplook, and others. The customers will compare the brands based on price offer, pattern designs, and product quality. It is important to understand how to use competition to grow the business.

For the recommendations, it is advised to ensure the business to retain competitive advantage by tackling important aspects such as emphasising the uniqueness of the products. The business can create or add on merchandise that will attract more customers such as tote bags, custom made water bottles, and scrunchies.

b) Change in fashion trends

The new gradually replaces the old. Athletes, musicians, movie stars, social media, and royalty are all influenced by popular culture. They are also interested in what individuals wear in popular films, television shows, online videos, books, and music. We are also impacted by advertising in the fashion business. Famous people in popular culture do not stay famous by performing the same things over and over. Instead, they are constantly looking for new ways to preserve their popularity. These new perspectives are frequently expressed through new attire or haircuts.

The economy is critical to the evolution of fashion trends. People do not have enough money during a recession to buy or even produce sophisticated and customised clothing. When the economy is doing well, people buy high-end stylish garments which are pricey and when the economy is doing poorly, they buy cheaper clothes. The talents of an individual are another factor that could create changes in fashion trends. For instance, a gymnast may wear leos or tracksuits, and a chef who enjoys cooking could put on an apron. Finally, one of the most fascinating, impressive, significant, and forward-thinking industries in the world will always be the fashion industry. Fashion will never be deemed out-of-date because it is a necessity, and it will only get better through time. As a result, it will only get better and get rid of outdated appearances to make it modern once more.

6.0 CONCLUSION

In conclusion, JannahNoe Empire Sdn Bhd is a local brand that successfully blends traditional Malay apparel with a modern look. The company has a distinct identity that will undoubtedly improve earnings and brand awareness throughout the South Asian region. It is critical to conduct a SWOT analysis to examine internal elements that may affect the firm (strengths and weaknesses) as well as external factors (opportunities and threats). A SWOT analysis will aid decision-makers in defining the firm's future roadmap by examining a company's position in a competitive market and what steps need to be made for further strategic planning. Finally, my internship experience at Jannahnoe Empire Sdn Bhd in HR departments gave me important insights into the issues and opportunities that these departments face. Using the SWOT Analysis framework, I was able to identify critical strengths, weaknesses, opportunities, and threats related to my responsibilities.

Last but not least, I received experience in employee management, document processing, and legal compliance during my internship at Jannahnoe Empire Sdn Bhd. Overcoming obstacles throughout my internship improved my resilience, adaptability, and problem-solving skills. Furthermore, the internship provided me with the opportunity to hone my interpersonal skills through collaboration and conversation with coworkers and consumers. Overall, this practical training aided my professional development by increasing my confidence, self-awareness, and preparedness for future employment chances.

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8.0 APPENDICES



Figure 8.0 One of the outlet of JannahNoe



Figure 8.1 The environment inside the boutique



Figure 8.2 Poster for Warehouse Sales