



UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING REPORT AT HEEJAB INTERNATIONAL SDN BHD

MARCH 2023- 15 AUGUST 2023

H
HEEJAB

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MBA240

EXECUTIVE SUMMARY

During a six month of internship program at Heejab International Sdn Bhd, the trainee was assigned to be in the sales and marketing department where the trainee gained valuable real-world industry experience and exposure to other departments like operations, creative and customer service. The trainee gained valuable knowledge, skills and experience, particularly in understanding customer behaviour. Knowing customer preferences and needs is crucial in sales and marketing as it enables the trainee and sales team to tailor the approach and recommend to meet customer demands. In this report consist the trainee's resume, company's profile which include the company's background, vision, mission, goals, organizational structure and product and service. In this report, the trainee need to identify and explain the SWOT analysis of the company where businesses and organizations utilize SWOT analysis as a crucial strategic tool to evaluate their internal strengths and weaknesses as well as external possibilities and threats. It gives an in-depth understanding of the company's existing situation and assists in developing successful plans for the future.

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Alhamdulillah, first of all the trainee would like to thank Allah as finally be able to finish written report for internship. This task had been done with all effort even though a little bit of a problem happened while doing this. Luckily, all the problems can be settled down and the trainee be able to finish it properly and wisely. This has been done with all effort the trainee always work hard to produce a good report with full commitment and responsibility.

Besides that, big thanks to beloved advisor, Miss Masliana Tamrin because without her guidance the internship report cannot be done properly like this. She always gives support and guidance on how to do the in order to produce a good outcome. Besides, special thanks to Mr Affifudin Bin Sohaini and Heejab team to give the opportunity to pursue the internship at Heejab International Sdn Bhd. Finally, special dedicated thanks to the beloved parents because of their moral support, material support and everything they have done to complete this written report.

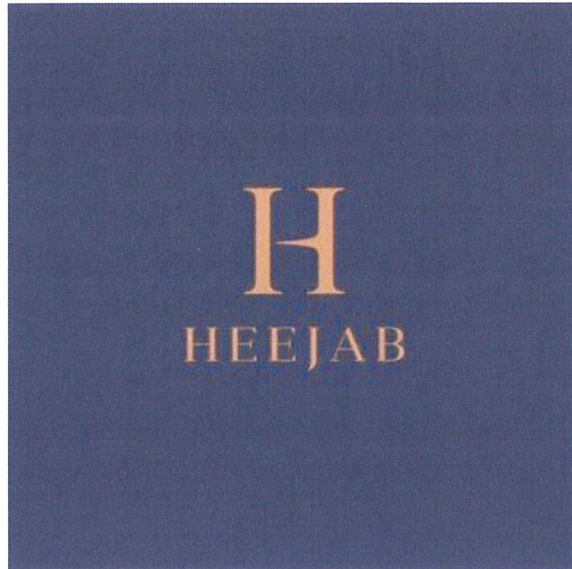
Thanks to the beloved friends and those who directly and indirectly contributed to this study but not mentioned above, who always stick together and also work hard to produce a good assignment with all effort and responsibility. Hope that all the effort will give a lot of benefits to us. The trainee really appreciated the kindness and it meant a lot. Above all, wishing everyone happiness and prosperity in life. May Allah Bless our lives with loved ones in this world and the hereafter. Thank you very much.

1.0 RESUME

 <h1 style="text-align: center;">NUR ISMA SYAHMI BINTI MOHD NOR</h1> <p style="text-align: center;">Date of Birth: 2nd June 2000 Age: 23 Years Old Nationality: Malaysia CGPA: 3.65 Language: Malay (native), English (intermediate)</p>			
<h3>My Contact</h3> <p>✉ 📞 📍</p>	<h3>About Me</h3> <p>I am a motivated student in Bachelor of Business Administration Major in Marketing at Universiti Teknologi MARA Kampus Bandaraya Melaka. Currently seeking for internship placement on March 2023. I would like to be part of a company where I could use, sharpen and enhance my skills that I have obtained during my studies as well as gain experiences for the future development of myself and country.</p>		
<h3>Education Background</h3> <table style="width: 100%;"> <tr> <td style="width: 50%;"> <p>UiTM Bandaraya Melaka, Melaka 2021- Current Bachelor of Business Administration (Hons) Marketing Dean List for semester 2&4, CGPA: 3.55 GPA: 3.65</p> </td> <td style="width: 50%;"> <p>UiTM Alor Gajah, Melaka 2018-2021 Diploma in Banking Studies Dean List for Semester 2,3,4 &5 with CGPA: 3.67</p> </td> </tr> </table>		<p>UiTM Bandaraya Melaka, Melaka 2021- Current Bachelor of Business Administration (Hons) Marketing Dean List for semester 2&4, CGPA: 3.55 GPA: 3.65</p>	<p>UiTM Alor Gajah, Melaka 2018-2021 Diploma in Banking Studies Dean List for Semester 2,3,4 &5 with CGPA: 3.67</p>
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<h3>Work Experience</h3> <p>December 2017- July 2018 Part time promoter of Ciano Shoe Brand at Parkson Promote, sales and approach customers</p> <p>April 2019- November 2021 Part time online seller of Thysoo Product Create content by using hard sell and soft sell Engage with customer, after sales service</p> <p>October 2019- November 2021 Part time service crew at Nando's Alamanda Serve, promote customer with a positive manner.</p> <p>July 2022- October 2022 Part time crew at Ah Cheng Laksa Taking orders, communicate with customers</p>	<h3>Achievements</h3> <p>March 2019- August 2019 Vice President of College Representative Committee (JPK of Tun Perak College)</p> <p>October 2019- October 2020 Treasurer position College Representative Committee (Zone C)</p> <p>August 2021 In charge to create marketing plan for Aping Barat Rabbitry (startup company)</p> <p>January 2023 Promotion Bureau of SoCCom 2.0 SHInE, social community for Forum #KamiGraduanBerintegriti</p>		
<h3>Skills & Proficiencies</h3> <ul style="list-style-type: none"> • I am punctual and responsible for completing assigned tasks within the specified period. • I excel in communication skills and manage to divide between work time and personal matter. • Able to use graphics editor such as Photoshop (Basic) • Able to use technology computer skills like Ms Office (Word, Excel and PowerPoint). • Hardworking 	<h3>References</h3> <p>Dr. Mastura Roni Penasihat Akademik Universiti Teknologi MARA, Kampus Bandaraya Melaka.</p>		

2.0 COMPANY'S PROFILE

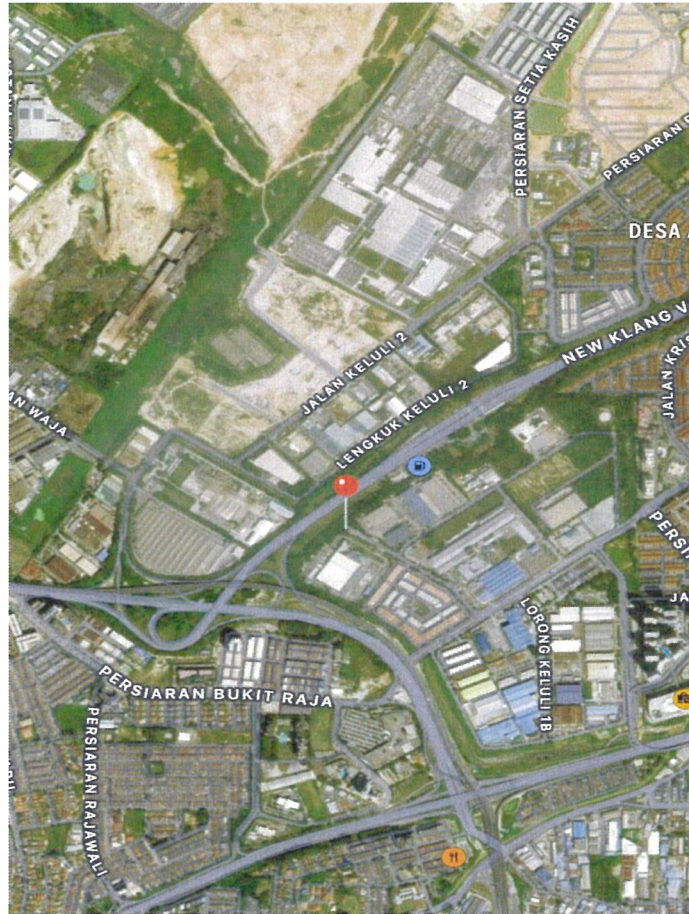
2.1 Company's Name, Location and Background



Heejab.My is one of the businesses that offer various types of instant headscarf that are more comfortable and in line with the current trends. The company is owned by Encik Muhammad Affifudin bin Sohaini and he was a UITM graduate student majoring in engineering. Heejab.My was established in 2017 and has grown until now. Until today the company already achieved many great achievements in the headscarves industry.

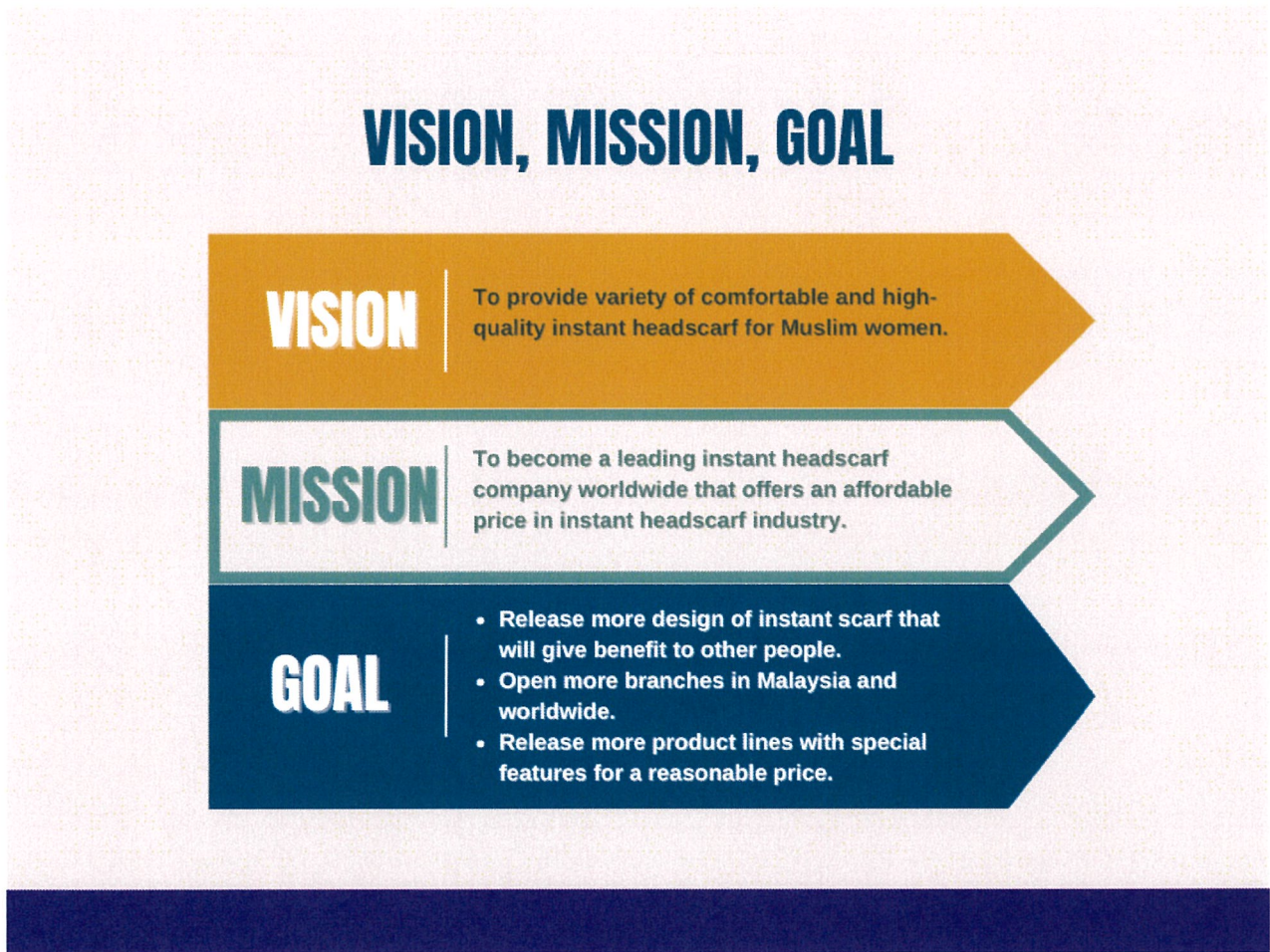
Heejab International Sdn.Bhd is located at No.14, Jalan Keluli AJ7/AJ, Pusat Perniagaan Bukit Raja Seksyen 7 Shah Alam, 40000 Shah Alam, Selangor. The company's mission is to become a leading instant headscarf company worldwide that offers an affordable price in instant headscarf industry. The vision is to provide variety of comfortable and high quality instant headscarf for Muslim women.

The company is focused on online strategy marketing which Heejab promote the product on several platform such as websites, Facebook, Shopee, Instagram, Tiktok, recently Lazada. The company also have the physical store where located near the headquarter. Heejab.My has several form of sales team which include in house sales team, remote and agent where every sales team has their own roles but with the same goals.



The company's location, No 14 Jalan Keluli AJ 7A, J Pusat, Taman Perindustrian Bukit Raja Selatan, 40000 Shah Alam, Selangor.

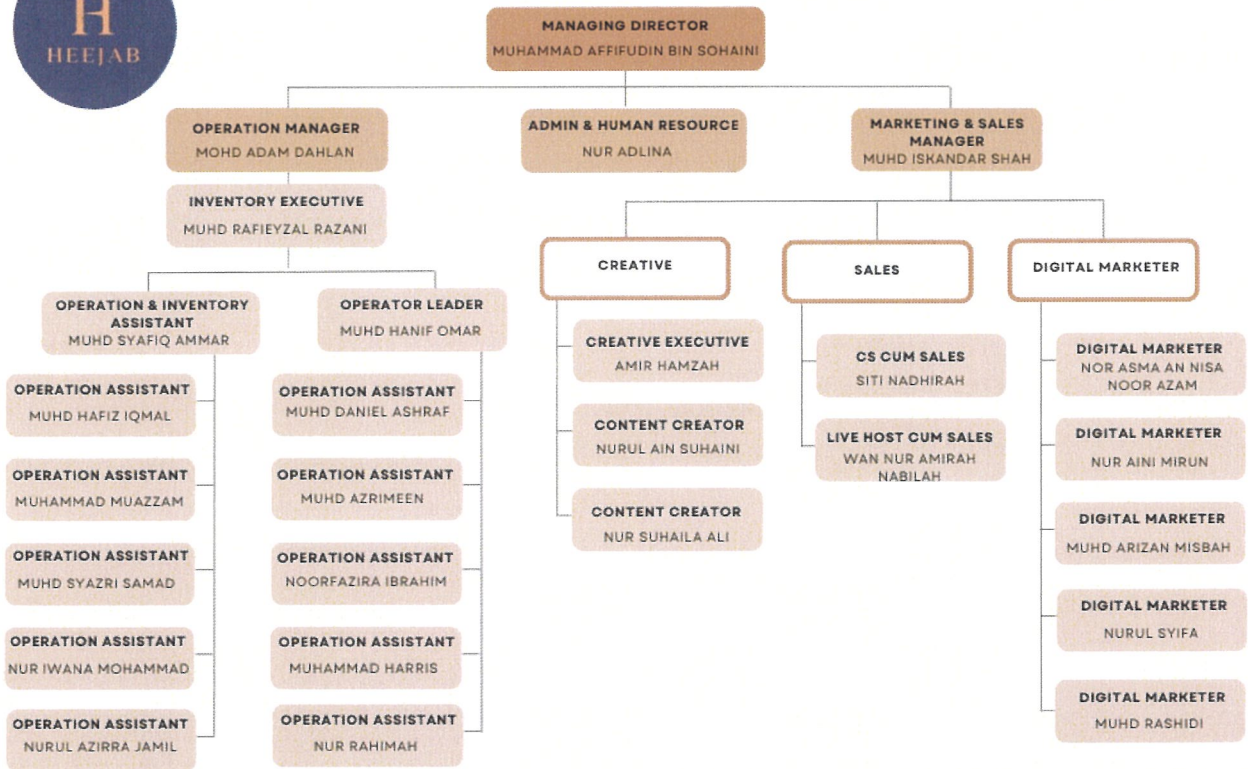
2.2 Vision, Mission, Objective, Goals



2.3 Organizational Structure



ORGANIZATIONAL CHART
(HEEJAB INTERNATIONAL SDN BHD)



2.4 Product and Services

Heejab International Sdn Bhd offers instant headscarf with a various of design and colours available in the market. Heejab offers instant headscarf to muslim women with a modest and trendy design but still comfortable for the daily use. With the affordable price yet offer high quality material, a lot of muslim women in Malaysia prefer Heejab brand compared to other brand.

The material that Heejab currently used is Korean mosscrepe, Cey Crepe material, heavy chiffon and satin. But Heejab focus to used more Korean mosscrepe and Cey Crepe material as the main fabric. With the lightweight and ironless fabric, Heejab has success to produce about 30 collection of instant headscarfs and the best-selling product is product that used Cey Crepe which is Durra Cey Crepe, Medina Instant and Thea Instant.

Heejab International offers an affordable price which the price range is RM 29 to RM35 where affordable with high quality material used. All the collection from Heejab is ready to wear and instant yet still look style and elegant. Heejab's instant scarf is made for daily used where the design is minimalist and basic that is suitable for wear daily. Heejab also has gold colour H tag at the bottom of the headscarf which the tag looks expensive and it will differentiate Heejab instant headscarf and other brand.

3.0 TRAINING'S REFLECTION

3.1 Duration: Specific Date, Working Day and Time

The industrial training take place on 1 Mac 2023 and end at 15 August 2023. The internship program will be on going for 6 months at Heejab International Sdn Bhd and has normal working hours where the working hour is from Monday to Friday with 2 days rest day and the company offer for over time if the trainee wants to. Besides, the trainee working hour will be on 9 a.m to 5.00 p.m.

3.2 Details: Department, Roles, Responsibilities

The trainee was assigned to be in the sales and marketing department since the position suit the trainee's background which is marketing. During six months of being an intern in the company, there are lot of new knowledge that could be gain since the trainee are expose to the real industry. Even though, the trainee be place in the sales and marketing department, the trainee also knows the surface of other department such as the inventory, operation, creative and customer service. Regarding the sales, the trainee is responsible to make as sales with the lead given by the team leader. Thus, the trainee gets to know other staff's role in the company. Apart from that, there are several sales team in the company which are in house sales team, remote and agents. As for in house sales team, the team will make sales on working days where the team will attend to the office and facilities to make sales are provided by the company such as handphone, mobile data and many more. Meanwhile, remote sales team are the team who make sales from home without entering the office mostly there are student and housewife will be joining the team. Aside from that, agent is also a sales team who make sales without entering the office but still connected to the headquarter regarding the stock, return or any issue arise related to the brand.

Besides, the trainee is responsible in the sales and marketing department where the trainee will be given some lead and from the lead itself to make sales. In sales, the trainee learns the real selling process with the customers which is prospecting, preparation, approach, presentation, handling objections, closing and follow up where it is a general guideline of selling process that business to customer use to connect with the potential customer and build strong customer base. Other than that, the trainee needs to update sales report everyday to the team leader to know the personal and team's sales performance which is good to track the

momentum and motivation to make sales. Hence, the trainee will know daily, weekly and monthly sales performance that given by sales leader. Moreover, the team leader will assign coaching if the trainee and the sales team shows unfavourable performance regarding the sales.

On the other hand, the trainee also in charge in customer service role as TikTok chat customer service where the role is to chat with the customer on TikTok platform regarding customer's problem and solve the issue arise. Most of the time, the trainee will answer all the inquiries from the customer related to the product features, price, discount, how to make an order, order status, delivery status and many more. Besides, there are also mistake from the operation team such as insufficient item and wrong design and colour. So for this issue, usually the trainee will ask customer to direct main customer service in the office in order to handle the repost and return to the customers. The trainee also handles the customer cancellation and refund where the trainee will accept or reject the cancellation, refund and return by review the customers reason and evidence which if the customer has reasonable reason and evidence, the trainee could resume to accept the cancellation, return and refund.

Apart from that, the trainee also involves in the photoshoot session when the company has incoming product to produce. Basically, the photoshoot will be held at the studio outside the company where the company will hire the photographer and rent a studio to shoot. This task exposes the trainee to manage time wisely. It is because the trainee and team need to make sure the photoshoot going as planned without any missing part to prevent the waste of time and money. Other than that, the trainee need to focuses and concentrate to give 100% effort to the photoshoot in return to produce a great picture and content about the new product. As a people behind the scene, it plays the important role during the photoshoot session since the trainee and team create and arrange the session to run smoothly according to the plan.

Other than that, the trainee also gets involve in operation such as folding, picking and packing the customer's order from the online platform like Bizzapp, Shopee, Tiktok, Website and Lazada. Once the new stock arrived, the staff will start to stamp the metal H tagging at the bottom of the scarf and followed by folding the scarf and put into the packaging without any defect. Then, there are the staff who responsible to print the airway bill that contain the customer's details including the order and the staff will pick the product at the shelf without any mistake according to the customer's order. After done picking, the staff will pack the order into the plastic courier bag according to the customer's order and pack it neatly. This task needs to be focus to prevent from any mistake because it could affect the business such as customer

get wrong product, customer receive insufficient product and receive defect item that could affect the brand's name.

3.3 Gains: Extrinsic & Extrinsic Benefits

Six months of industrial training at Heejab International Sdn Bhd give the trainee experience that never receive at any places since it provides the real experience and exposure in the business industry where the trainee learn a lot of things that never know before entering the company. It gives motivation and inspiration to open up a business since the company is a start up company so the trainee could gain some knowledge and have the intention to become a business owner. This is the expensive experience that trainee could never get at anywhere else. Moreover, the workplace has a pleasant environment in which the colleagues were kind and helpful, making it a pleasure to work together.

There are the advantages that the trainee gains during the six months of internship. The first one is the allowance, which is RM600 per month provided by the company to the trainee during the industrial training. During Hari Raya season which is Hari Raya Puasa and Hari Raya Aidil Adha, the company offers for over time from 5 pm until 9 pm that pays RM8 per hour to help settle customer's parcels since during Raya season there are a lot of order from customers that need to be settle before holiday so that customers will receive their parcel early and get to wear it during Raya. Other than that, as a sales team in the company, the company will give a sales commission every month as a reward for the trainee succeed to make sales where the commission is rely on the total sales of the month. For instance, 1.5 % if the sales team success to make sales under RM20,000 and 2% if when sales team hit RM20,000 and above. Besides, the company provide a bonus to sales team if the team hit the sales target. Basically, every month has different incentive depending on what company want to offers where usually the company will provide certain amount as a bonus.

Apart from that, the trainee also gain new knowledge, skill and experience since the trainee are assigned in sales and marketing department, the trainee could know customer behaviour. Understanding customer behaviour is important in sales and marketing where it help the trainee and sales team being able to know what customer needs and wants as the sales team know how to tackle the customer to purchase the product based on their preferences. It also affects customer purchase decision where the customer will purchase more than one product or purchase in large quantity if sales team understand the customer preferences. For example, the trainee should know the customer well by ask what customer like, what customer looking

for and make assumption regarding customer's age because by age sales team could know customer's preferences towards the headscarf. Thus, it could be easier for trainee and sales team to advice and recommend the product that suit the customer since each of the product has target market.

The second one is the trainee know how to handle rejection. Handling rejection is common in the business industry since not everyone will be interested to try new product. As a trainee in sales and marketing department, rejection by customer is a common thing that need to be handle wisely and it depends on how an individual control the rejection. If the sales people handle it wise then it could make salesperson keep motivated and try to close other customers and vice versa. Other than that, the trainee also exposes to the real selling process where the trainee does the process almost every day. It gives the trainee the skill of selling in the real industry which the trainee could practice the knowledge in the company.

As for knowledge and skills related to personal development is the trainee learn being punctuality, problem solving skill and communication skills. In term of the punctuality, the trainee learns to be a punctual person where the trainee will arrive at the office at 9 am and will try to finish work before 5 pm so that the trainee could be discipline person and have positive outlook. For example, the trainee will answer all the inquiries from TikTok customer without skipping the question before back home.

Next is problem solving skills where the trainee learns how to solve customer's problem by giving wise advice to the customer. Usually, customer will ask the advice to solve the problem regarding the payment, customer receive wrong product and suggest product that suit the customer preferences since sometimes the customer did not what suit them. Thus, the trainee needs to think wise and fast to give the best advice to the customers.

Last but not least is a communication skill. The trainee learns the communication skill in the company where the trainee knows how to greet people in the company and socialize with other colleagues. The communication is important since the trainee has the ability to convey and receive information with other people to achieve mutual understanding. The trainee could listen well where the trainee could pay attention to the speaker, understanding context and respond it well. As a result, effective communication could enhance personal relationship and boost productivity in individual.

4.0 SWOT ANALYSIS



4.0 DISCUSSION AND RECOMMENDATION OF SWOT ANALYSIS

SWOT analysis is a strategic planning technique developed at Stanford in the 1970s. SWOT stands for Strengths, Weaknesses, Opportunities and Threats, and it is a structured planning tool for evaluating the four parts of an organization, project or business initiative. A SWOT analysis is a simple yet effective framework for utilizing an organization's strengths, fixing weaknesses, reducing threats and capitalizing on opportunities.

5.1 STRENGTHS OF SALES AND MARKETING DEPARTMENT

5.1.1 Creative Marketing Campaign

Customer needs change over time as a result of rapid technological advancement and the emergence of the Internet, making it difficult for brands to adapt the marketing campaign strategy while remaining innovative and effective in meeting the customer demands. Creative marketing campaign is a strategic and innovative approach to promote the product where it involve the unique ideas to capture the target audience's attention, evoke emotion and encourage engagement with the brand (Urdea, 2021). Basically, marketers create strategies by gathering information that is directly relevant to the target market where strategy is important for marketer before create the marketing campaign in order to successful influence the customer to involve in the campaign.

The trainee observe that the sales and marketing department conduct a creative marketing campaign such as "Heejab Glamz Raya Contest" was successful marketing campaign that garnered an overwhelming response from both existing and new customer. The campaign spanned from March until May aimed to increase sales and engagement among target audience during the festive Raya season and it conducted on social media platform where sales and marketing department blast and promote the campaign to the customer. Next, when customer purchase the product from Heejab, the customer will get a QR code in the parcel, once customer scan the QR code it will bring customer to the Heejab's telegram group and customer will create an interesting caption about their experience of wearing Heejab scarf. At the end of the campaign, the customer who has the best caption will get a prize from the company. This campaign attract new customer to purchase the product and encourage existing customer to make a repeat purchase. This creative marketing campaign have a impact to the business where the company could enhance the revenue and increase the brand awareness (Woramol & Muhammad Shafiq, 2023).

Moving on, there are the recommendation to sustain the strength where the company should has a long term campaign marketing planning. Long term campaign marketing planning is when the company has a strategic process of creating and implementing marketing campaign with extended timeframes (Santiago &Castelo, 2020). The company could implement the campaign for several months or years so that it will be a continuous campaign where the company could come up with the variety of contest and change the contest for every three

months according to the compatibility of the occasion. Instead of focusing on short term campaign, long term campaign planning strives to achieve sustainable and continuous growth for a brand over an extended period of time.

Other than that, implement the campaign calendar where it helps the company to understand the entire campaign and providing clear overview of important dates and tasks (Reddy, 2023). The timeline is important because it shows the entire campaign in term of the start and end date of the campaign. Timeline also enables the marketing team to maintain focus and execute the campaign activities smoothly and effectively.

5.1.2 Variety of Platform to Market Product

The rapid advancement of technology and the rise of social media help the businesses have access to an unprecedented number of channels that may help to reach the target audience efficiently. Heejab has variety of platform to market the product where each platform will cater to a different audience and offering unique features. This strategic strategy not only increases brand awareness but also helps companies tailor their marketing strategy to appeal to a specific customer segment in term of customer's preferences and behaviours.

The trainee observed that Heejab has variety of platform such as TikTok, Shopee, Website, Facebook, Instagram, Lazada and also physical store to reach their customer. Currently, TikTok is a leading platform compared to others where the platform could reach many customers which TikTok has evolved as an effective platform for market products especially when targeting younger and trend focused consumers. With the contribution of host live where host live will go on live everyday in order to promote and influence customer to purchase makes the brand visible on that platform directly will increase the brand awareness.

Other than TikTok and Shopee also has their own audience which this platform has a unique feature that differentiate it from other e-commerce platform such as it has Shopee live, free shipping and coin reward and flash sales and so on. This feature makes customer loyal to this platform and effective platform to market Heejab's product. Since Shopee provide free shipping and coin reward and flash sales, Heejab's customer will purchase the instant scarf with a lower price and encourage customer to purchase large quantity.

Besides, the company could generate sales from different platform since the company are not relying to a single platform where the company still have the back up to cover the loss if another platform having a sales drop. Other than that, variety of platform help the company

enhance the brand awareness where customer will familiar and recognize the brand since the product has appear on many platforms. Next, variety of platform could achieve larger audience since every platform has their audience where customer will purchase the product on the platform that they familiar and prefer. Thus, the larger the audience the high possibility for the company to increase their sales.

The recommendation to sustain the variety of platform to market product is consistent branding in order for the company to have brand identity by using the same logo, tagline and speak with single word in every platform to retain the brand image (Baig & Wahid, 2022). A consistent brand identity makes it easier for customer to recognize the brand even when customer did not see the logo. Where this enhanced brand recognition leads to increased recall and referrals. Moreover, even though customer is from different platform, the customer tends to recognize and associate the brand with its product. Other than that, in order to sustain variety of platform, the company need to regularly review all the platform to ensure the platform is valid and effective to market the product such as through performance evaluation where it helps company identify which platform that give the best result and which one that need to improve (Haenlein et al., 2020).

5.2 WEAKNESSES OF SALES AND MARKETING DEPARTMENT

5.2.1 Too Many Outsource Sales Team

In Heejab, there are various number of outsource sales team in order to help the company in boost sales. However, having too many outsource sales team could be a weakness of sales and marketing department when marketer not managed it strategically which lead to lack of control and coordination and communication challenge where the issue could affect the sales performance and company reputation. It is because with the few marketers in the company but need to handle too many outsources sales team could be a challenge since the marketer could not be able to have full of control over the outsource sales team.

One of the risks if too many outsource sales team is lack of control and coordination between the marketers and outsource sales team which marketers having a difficulty to control the team's performance where marketer did not know the real issue if outsource sales team could not be able to achieve the target. It could be the outsource sales team missing in action in the same time the marketer provides the lead to the outsource sales team. So, when outsource sales team are not making the sales, it is obviously could not making the return of the money

spent to generate lead for the outsource sales team where it could affect other team sale's performance. Other than that, outsource sales team might not clear regarding the product knowledge where the outsource sales team cannot touch the product in term of the scarf material and colours since the colour is slightly different because of the lighting. Apart from that, the risk of having outsource sales team is communication challenge where it has the communication barrier since marketer and the outsource sales only communicate through phone where it could lead to ineffective communication. The marketer did not be able to know the outsource sales team response because it has the border to know the expression where sometimes has misunderstanding issue such as misinterpret the message.

The recommendation to overcome the weakness is the company need to create a coaching session with outsource sales team where the marketer and outsource sales team could conduct the session for every two weeks by sharing the product knowledge if new product has launch and review the sales performance so that it could increase the team motivation to sell the product (Anderson & McKenzie, 2021). In term of the product knowledge sharing, the outsource sales team could confidently answer customer inquiries relating to the product by giving the advice to customer and suggest the best scarf that suit the customer. Other than that, the recommendation is enhance communication and collaboration where it foster clear and open communication between in house and outsource sales team which this effort will encourage information sharing in term of the product knowledge, tips to close deal and copywriting that usually used to ensure the outsource could achieve the sales goals (Zoltners et al., 2021).

5.2.2 Lack of Training

The second weakness in sales and marketing department at Heejab International Sdn Bhd is lack of training where the company provide minimum training to the employees. Minimum training could affect the performance of sales team such as poor sales technique and inadequate product knowledge.

Lack of training may lead to poor sales technique where it could reduce the effectiveness of sales team's performance which lead to drop in sales performance, ineffective marketing campaign and missed the opportunities to reach goals. Thus, without the right training, sales team could have a hard time using important techniques like prospecting, objections handling, closing and developing connections with customers (Sharma et al., 2020). By having the right sales technique, it could help sales team to reach and achieve the target

goals. On the other hands, invest in training program is a best decision that provide comprehensive and continuous learning opportunities where the training aims to enhance the skill, knowledge and expertise that will improve the performance and increase productivity where Heejab provide coaching session with team leader to some extent could increase sales knowledge to boost sales. Other than that, internal and external training resources can be suggest to the company to execute it (Sandova et al., 2019). The external training could be the best idea to sharpen and strengthens the skills since the talk is from expert people in the industry. Other than that, internal knowledge sharing encourages the employees to share the experience and knowledge in order to has better understanding and could be a team work to produce marketing campaign that will enhance sales.

The impact lack of training in sales team is sales team inadequate the product knowledge. Basically, sales team must master the product knowledge before start sell it to the customer. It is because master in product knowledge could be easier to sell and close the customer since the sales team know the functionality of the product in term of the product features on how to wear. Thus, by having adequate product knowledge so that it could give advice to customer on what design or product that suit them because sometimes customers not really know if the product suit them or not (Lim et al., 2020). It is to lower the possibility that the product being returned to warehouse and to increase customer satisfaction after purchase the product. Then, when customer happy with the product probably the chance to repeat purchase is higher. As be mentioned, inadequate product knowledge could affect sales team's performance like how sales team want to sell the product if the information about the product is lack. Hence, training helps sales team to become confident and motivated because sales team feel capable and prepared for their role. As a result, sales team could improve performance and outlook indirectly drive sales team to hit target sales.

Overall, investing in training program is an excellent decision that may greatly enhance sales techniques and product knowledge. Sales teams should have access to ongoing training and development opportunities to remain updated of industry developments and strengthen the weaknesses.

5.3 OPPORTUNITIES OF SALES AND MARKETING DEPARTMENT

5.3.1 Strong Connection with Customer

A strong connection with customer could be opportunities to the company since it refers to the ability of sales and marketing department to establish and maintain meaningful relationship with customer by understanding the needs and wants and delivering good experience to the customer. Customer are the people or businesses who purchase the products, generating income and supporting the operations. Customer understanding and prioritization are critical for company success. Thus, strong connection with customer is the opportunity to sales team to increase the brand awareness and boost sales. A strong connection between customer could foster customer loyalty, worth of mouth marketing and brand advocacy.

The trainee observes that strong connection with customer is important to the company since it could foster customer's loyalty toward the product which customer being loyal to the brand and regularly make a repeat purchase. When customer loyal to the brand, the company could reduce the marketing cost and it will become free marketing because the customer already know the product in term of the product function and familiar with the brand where everytime the company launch a new product, the sales team will approach the customer to blast the new product by deliver the specialty of the new product and sharing the new product knowledge which usually the loyal customer tend to purchase again since the customer has trust the brand because it meet the desire and suit the customer's preference that could bring customer's satisfaction.

Other than that, customer that has the strong connection with customer tend to spread positive word of mouth where it is a powerful marketing where customer who satisfied with the product will share the positive opinion and experience of product and influence others to purchase the same product since the product give customer satisfaction. For example, the customer satisfy with instant scarf by Heejab then it will share the positive experience with other because the product is easy to wear, ironless and can be wear for daily use. Customers who are pleased with the purchases are more likely to return and purchase again the product in the future which it will increases revenue and helps to ensure long-term profitability.

Besides, strong connection with customer could foster brand advocacy. Customers that have a good experience with the brand are more likely to become brand advocacy or brand supporters which the customer became fans of the product produce by Heejab. For instance,

the customers may promote the brand aggressively because the customer satisfy with the product and share the satisfaction to other people. Besides, the customer will defend the brand it against criticism, it is because it has emotional connection where customers who are loyal frequently have an emotional attachment to a brand. The customer have a sense of ownership and pride in their involvement with the brand which makes customer willing to protect it when attacked.

Moving on, the company can take advantage of strong connection with customer by execute a customer loyalty program where this marketing approach could encourage repeat purchase and retain the existing customer (Arslan, 2020). Customer loyalty program could increase customer retention where the program tend to encourage repeat purchase where the company could give reward and price discount to the customer in order to strengthen the connection and encourage repeat purchase. For example, repeat customer will have the loyalty card where everytime customer purchase the product at boutique, the customer will receive stickers or stamp and will get a reward or gift from the company. Other than that, the company can take the advantage of strong connection with customer by continuous engagement where maintain strong relationship with customer by sharing any update of new product such as new colour or design to customer and update the new promotion to the customer which it will attract the customer to being loyal to the brand and tend to maintain the relationship between customer and the company (Darmayasa & Yasa, 2021).

5.3.2 Economic Growth

Economic growth is defined as a rise in a country's production and consumption of goods and services over a specific period. It allows people to purchase more products and services and enjoy higher living standards. By having economic growth, it could increase the purchasing power of customer where customer willingness to purchase the product.

The trainee observes that, when the economy grows there are the positive impact towards the business where sales of the product has increase. It can be view through the company itself where the monthly sales have increase from time to time. Customer has the purchasing power to purchase the product since the range price of Heejab's product is RM29 to RM35 where customer could afford to purchase the instant headscarf. Every day, marketer provide lead to the sales team to make sales depending on the lead given. Basically, marketer will provide 20 to 40 lead everyday in order to generate sales. So usually, sales team could

close half of the lead given which mean sales team could achieve the sales and achieve the closing rate meaning that it is a profit to the company.

Other than that, the trainee observes that on online platform such as TikTok and Shopee, customer demand for the instant headscarf where the trainee could view the customer inquire regarding the stock where customer ask for restocking the instant headscarf that the customer prefer. Apart from that, the instant headscarf has been sold thousands of pieces since the customer has ability to purchase the product.

The company could take the advantage of economic growth by invest in targeted marketing campaign where it aims to increase consumer spending during the economic growth where the company focus on promoting the product to attract new customer and retain the existing one. By spending in marketing, the company will definitely gain high return since marketing is the most important in the business. Other than that, the advantage of economic growth is customer retention where during the economic growth, competitive also become active in promoting their product so company need to focus on customer retention by conduct a loyalty program and provide great customer service in order to keep customer loyal and satisfy with great service given by the company.

5.4 THREATS OF SALES AND MARKETING DEPARTMENT

5.4.1 Supply issue

A supply issue in a business refers to a situation where there is a disruption in the product availability where the disruption will affect the production process which it will make it difficult to meet customer demand. Supply issues can arise for many reasons and have significant implications for business and customer. The supply issue could be a threat to the company because it could affect the production process of the product and affect the sales.

The trainee observe that Heejab has the supply issue such as product shortage issue where the stock is insufficient to meet the demand of the customer where this might result in the desired product being unavailable on the market. Product shortages can arise for many reasons and one of the reason is low quantity of fabric. Fabric is from supplier and when supplier short of the fabric it will lead to product shortage where the supplier could not be able to produce the product even though there are lot of demand from the customer. It also affect

the sales and marketing department where the marketer could not be able to run the advertisement of the product which will lead to drop in sales.

Next, the issue in term of the supplier is quality control problem where poor quality product received from supplier could lead to production delay which the production will focus on sorting the product. The poor quality product from the supplier will lead to customer unsatisfied with the product that they bought. It happened once, when the customer receives tight scarf at the face part where the supplier produces a scarf with wrong measurement given by the company. It is directly affecting the brand image where the company receive lots of complaint from the customer on social media platform which customer unsatisfied with the product. Other than that, supplier sent the wrong colour of the product where the production order the specific colour but received different colour which will affect the production process.

To overcome the supply issue, the company need to communicate with the supplier regarding the issue happen so that the production could run smoothly without any repetitive mistake. The company's representative that deal with the supplier could give a clear order so that the supplier did not confused by the order given where mutual understanding is important to prevent any issue regarding the product. Other than that, regular meeting and update with the supplier could overcome the supply issues where the company and the supplier could discuss and find the solution in order to lessen the impact of the issues.

5.4.2 Too Many Competitors

In the business, competitors also a business that offers similar products and services where the customer has the right to choose what brand offers the product that could satisfy the needs and wants. To be the leading brand in the industry, Heejab need to be one step ahead of the competitors, it is because the leading brand is the one who hold market share in order to become one of the leading brands, Heejab need to perform well. Competitors might directly affect company's market share by attracting customers who would have selected the products or services otherwise. Too many competitors could be a threat to the company because it is difficult to sustain in the business since competitors is very competitive to be a leading brand. Indirectly, too many competitors could affect sales team to make sales because sales team need to compete with other brand that sell similar product.

The trainee has observed that Heejab has many competitors in the industry. However, Heejab is the first brand that produce instant scarf's design where the design is being imitate

by another brand. Thus, it could impact the sales team to make sales because the competitors sell the same design with a lower price which make it difficult to the sales team to achieve the closing rate.

There are the way to lessen the impact where the company must has product differentiation to differentiate Heejab product compared to competitors product. The way to differentiate Heejab product from the competitors is the customer service and unique features of the product that could encourage customer to purchase Heejab's product (Etro, 2021). In term of the customer service, by providing quality service to the customer will create customer loyalty and customer will choose Heejab's product compare to the competitor's product (Juanamasta et al., 2019). Other than that, by adding unique features to the product could different Heejab's product to its competitors.

Besides, in term of marketing and branding, Heejab needs to increase the visibility in the online platform to attract customer so that customer will looking to Heejab's scarf over competitors since the company has brand's unique value and reach target audience well (Dash et al., 2021). Competitors has become the crucial part in business because it keeps imitate or chase to be the leading in the industry. Hence, Heejab need to keep innovating and creating new product to the customer so that Heejab could be trendsetter in every product in order to leading the market and satisfy customer's demand. Heejab also might provide customers with alternatives and options where could making it critical to differentiate the brand and persuade customer to choose Heejab's product over the competitor's product

6.0 CONCLUSION

In conclusion, the trainee got priceless and incomparable business experience throughout the six-month industrial training at Heejab International Sdn Bhd. The internship exposed the trainee to real world business practices, especially in the sales and marketing department. The trainee was expose and has the opportunity to gain new knowledge and skill such as able to observe consumer behaviour, deal with rejection and take part in the real selling process was provided to the trainee. The industrial training helped the trainee grow personally as the trainee learn to be punctual, solve problems and communicate clearly. These skills will surely benefit in their future careers. Thus, industrial training program at Heejab International Sdn Bhd proved to be a priceless and fulfilling experience that laid a solid basis for the trainee's future in the corporate world.

The sales and marketing department at Heejab International Sdn Bhd possesses several strengths that could contribute to its success where the department has creative marketing campaign and has variety platform to market product. In order to sustain these strengths, the company should consider adopting a long-term campaign marketing planning approach. By creating and implementing marketing campaigns with extended timeframes, Heejab can achieve continuous and sustainable growth over the long run. Other than that, regularly changing the contest themes according to occasions ensures freshness and relevance to the target audience.

Next, in term of the weaknesses of the department is too many outsource sales team and lack of training where Heejab should invest in ongoing training and development opportunities for the sales team by providing necessary resources and support will enable the sales team to stay updated on industry developments, improve sales technique and boost overall performance which will lead to greater success in reaching sales goals.

On the other hands, sales and marketing department at Heejab International Sdn Bhd has various opportunities which are strong connection with customer and economic growth. The company can leverage its strong connection with customers through the implementation of a customer loyalty program and continuous engagement. The loyalty program aims to encourage repeat purchases and retain existing customers by offering rewards, discounts and incentives. To take advantage of economic growth, the company should invest in targeted marketing campaigns to increase consumer spending. In term of retain customers, the company can implement a loyalty program and provide excellent customer service, ensuring customer satisfaction and loyalty.

Last but not least, there are the threats of sales and marketing department that could impact the sales performance and competitiveness in the market which are supply issue and too many competitors. To overcome supply issues, effective communication with suppliers is crucial. The company needs to communicate openly with suppliers about any issues that may arise to ensure smooth production without repetitive mistakes. In terms of marketing and branding, Heejab needs to increase its online visibility to attract customers and differentiate itself from competitors.

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8.0 APPENDICES



Picture 1: Photoshoot with team



Picture 2: Photoshoot with team



Picture 3: Meeting (Post Mortem first quarter)



Picture 4: Weekly meeting



Picture 5: Weekly Meeting

TikTok Shop Seller Center



Data Compass Affiliate Marketing Live Manager Academy

Home page Products Orders Manage Orders Manage Cancellations Manage Returns Shipping Promotions Store Finance Apps & Services Ads **NOT** Growth Center My Account Account Health Help Center

Order ID Time created All time

More filters Reset

474 orders Export Orders Export History Ship by date (oldest first)

Order ID	Order Status	Delivery	Payment Method	Action
577642859971643560  buyer12345678	Awaiting Collector Collector failed	Standard shipping	Total RM32.90	Print all documents Print shipping label Print packing list
57764717724232700  zzy268	Awaiting Collector Collector failed	Standard shipping	Total RM54.90	Print all documents Print shipping label Print packing list
HEEJAB Express scarf SAFA (2 He al) RM55) x1				
HEEJAB Express scarf SAFA (2 He al) RM55) x1				

Buyer Message

Picture 6: Manage TikTok Chat