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HEEJAB

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# HEEJAB

TUDUNG MARHAEN PALING SELESA

Dimiliki Oleh: Heejab International Sdn. Bhd. 202001022548 (1378)

## INDUSTRIAL TRAINING REPORT AT HEEJAB INTERNATIONAL SDN. BHD

1 MARCH 2023 - 15 AUGUST 2023

**NUR IZZ DALILAH BINTI MUHAMMAD**

**2021118005**

**BA240**

## **EXECUTIVE SUMMARY**

The six-month industrial training at Heejab International Sdn Bhd in the Product Development Department provided the trainee with valuable and transforming experience. The trainees have actively participated in all stages of the product development process, from creating ideas to product launch, throughout the internship. This report gives a thorough profile of Heejab International Sdn Bhd, highlighting the company's outstanding working environment, which contributes to their successful operation. The report also covers the trainee six-month training experience as a reflection. It also contained SWOT Analysis which is essential for the company's strategic decision-making and planning. It enables Heejab International to expand on the company's strengths, address the company weaknesses, maximize on opportunities, and prevent potential threats. Overall, this report gives useful insights into the operations of Heejab International and functions as a great resource for strategic planning and continued growth in the competitive hijab fashion business. The focus on both positive and negative factors ensures a full understanding of the company's overall performance and future.

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## **ACKNOWLEDGEMENT**

Praise to Allah SWT, for providing the trainee with the opportunity, ability, and endurance to finish the report.

First of all, the trainee wants to sincerely thank Miss Masliana , as the trainee advisor, for her assistance and never-ending motivation in putting the trainee report into action. The trainee can finally finish this project with her assistance. The trainee sincerely appreciates her exceptional cooperation and support provided to the trainee remotely through social media.

Not to mention Mr. Affifudin, the trainee supervisor at Heejab International Sdn Bhd, for trusting and giving the trainee the chance to work at this business. In addition, the trainee wants to express appreciation to the trainee's manager and the entire team for the direct and indirect support over the course of the trainee employment here. The team showed effort and dedication from the first day the trainee started working here until the trainee successfully completed the industrial training, and the trainee owes them a debt of appreciation for that.

The trainee also wanted to thank the trainee's family and friends for always being there for the trainee during the practical training, especially when the trainee needed them the most. Without them, the trainee might not be able to maintain the motivation to finish this internship successfully. Thank you very much

Last but not least, thank you dearself for going and surviving this far toward all the hardship along this study life journey. From diploma years 2018 until now, it is a really a long journey to hold a degree certificate.

## 1.0 RESUME



### EDUCATIONS

- UiTM Bandaraya Melaka  
*Bachelor of Business Administration (Hons) Marketing*  
2021 until current  
Dean list in semester 2 and 4  
GPA: 3.77, CGPA 3.59
- UiTM Alor Gajah  
*Diploma in Business Studies*  
2018 until 2021  
Dean List in semester 1,2,4 and 5  
CGPA: 3.59

### SKILL

- Very good in communicate and work together in a team
- I am able and easy to negotiate with the customer and also with the other employee
- Basic editing skill in Canva and Capcut
- I am able to give many idea to futher develop the company

### REFERENCES

**Dr. Mastura Roni**  
Penasihat akademik ,  
Universiti Teknologi Mara,  
Kampus Bandaraya Melaka.

## NUR IZZ DALILAH BINTI MUHAMMAD

**Bachelor in Business Administration (Hons)  
Marketing UiTM Bandaraya Melaka**

### WORK EXPERIENCES

Nadee Home Tuition

2021-2020

- Part time home school teacher for tuition
- Have taught students in grade 3 and 4
- Assisted them for their homework for all subject in school
- Assisted them in learning new skill such as communication skill, higher order thinking skills as encouraged by the government.
- Done many creative and interesting activity to attract student interest in study.

First Mart

2019

- Work as Store and Sales Assistant
- Assisted client in taking order
- Inventories taking stock
- Packing stock for store sales
- Make sure every stock are in order and neat

Aishah Kama And Sabri

2018

- Work as a receptionist at this firm
- Handled and assisted client
- Keyed in customer data

### ACHIEVEMENTS

January 2023

*Involved in SoCCom 2.0 SHInE campaign forum as Food bureau*

- Assisted , managed , handled and contacted with the food company for students and vip food
- Make banner for forum day

August 2021

*Associated in Appin Barat Compa*

- Done marketing plan for Appin Barat Rabbity company
- Posted marketing content for Appin Barat

August 2021

*Engaged in From No one to someone talk as a External Communication bureau*

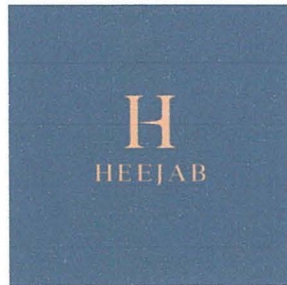
- Contacted and dealt with the speaker
- Maintained relationship and assisted the speaker for the forum

August 2018

*Involved in Mathematics Subject programmes as committee member*

- Give and created idea in what to do at the programme
- Give full effort in guarding the checkpoint

## 2.0 COMPANY PROFILE



Heejab International Sdn Bhd is a company that offers various types of instant headscarf that are very comfortable and follow current trends. Heejab International Sdn Bhd was established in 2017 and has grown until now. 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 location of this store is very strategic and easy for customers to reach because Shah Alam is well known as a business place. The company operation hours are from Monday to Friday from 9 am until 5 pm. Until now the company has about 30 product ranges with various trendy headscarves. The company is focused on online strategy marketing, they promote the product online on websites, Facebook, Shopee, Instagram, Tiktok and also offline . All the headscarves produced by the company are made using quality products. The company also sells various headscarves that are very easy to use, ironless and instant that are ready to wear but look beautiful and proper. The company also offers an affordable price of headscarf that everyone can buy but still maintain the quality of products.



Figure 1.0 : The company headquarters, No.14, Jalan Keluli AJ7/AJ,Pusat Perniagaan Bukit Raja Seksyen 7 Shah Alam, 40000 Shah Alam, Selangor.

## **2.1 COMPANY BACKGROUND**

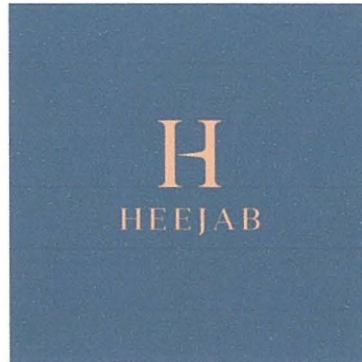
Heejab International Sdn Bhd is a sole proprietorship founded by Mr Affifudin Bin Sohaini who set out on a journey to invent and produce numerous instant headscarves. Mr Affifudin made the bold choice to launch his own product in 2017, despite the lack of support from his family. Heejab Enterprise was founded as a result of his desire to show his ability.

Encik Affifudin had major obstacles in the early phases. His first product, the Medina headscarf, failed to sell effectively, resulting in no revenue. He however, did not let this failure discourage him. Instead, he saw it as a chance to learn and grow. Recognizing the significance of marketing, research and development, and other abilities required for producing a high-quality headscarf, he set out to improve his knowledge in these areas. Mr. Affifudin made a breakthrough in 2019 with the successful launch of the Safiyya headscarf, through hard effort and patience. Customers' interest in the industry of instant headscarves was sparked by this product. The good response to the Safiyya headscarf was an important turning point for Heejab Enterprise, setting the way for its future growth.

By 2021, the company had experienced significant transformations, becoming Heejab International Sdn Bhd. This transformation represents the significant progress and success gained under the leadership of Mr. Affifudin. Until now in 2023, the company has witnessed significant development and expansion, with revenues reaching up to RM1 million. Furthermore, the product line has extended to include over 15 designs, providing a greater choice of headscarves to cater to a variety of consumer tastes.



## 2.2 COMPANY'S VISION, MISSION, AND GOAL



|                |  |
|----------------|--|
| <b>Vision</b>  | To provide a variety of comfortable and quality instant headscarf for Muslim women.  |
| <b>Mission</b> | To become a leading instant headscarf company worldwide that offers an affordable price in the instant headscarf industry.   |
| <b>Goal</b>    | <ul style="list-style-type: none"><li>● Release more design of instant scarf that will give more benefit for the other people.</li><li>● Open more branches in Malaysia and also worldwide.</li><li>● Release more product lines with special features for a reasonable price.</li></ul> |

## **2.3 PRODUCT AND SERVICES**

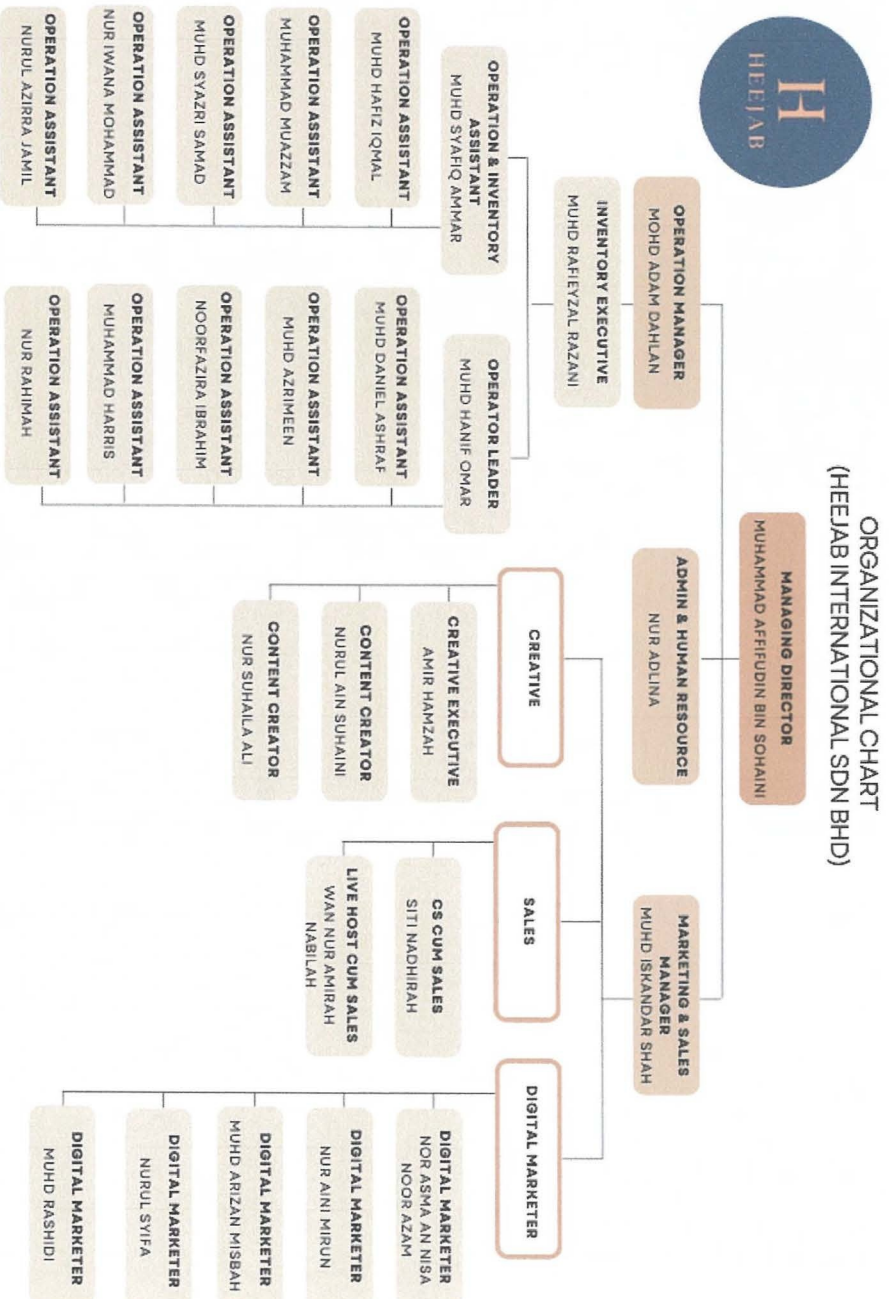
Heejab International Sdn Bhd is a trustworthy company that specializes in offering a diverse range of instant headscarves. What distinguishes the company is the company dedication to offering comfort while being current with fashion trends. All of the company's headscarves are made using high-quality materials, ensuring durability and customer pleasure. Now the company has about 30 product ranges with various designs of headscarf.

The usage of ironless and lightweight textiles is an important part of Heejab International Sdn Bhd headscarves. This design not only saves time for consumers who enjoy hassle-free style, but it also assures that the headscarves are pleasant to wear all day. Nowadays, chi crepe material is in trend in the fashion industry, because of that most of the products in the company are using this material such as Thea instant, Medina Instant and also Durra Instant.

The company also sells a wide range of headscarves designed that are easy to use. Customers are able to create a stylish and proper appearance without the need for difficult wearing processes. These instant headscarves are ideal for people who value both convenience and elegance. Such as Thea Instant , it is an instant 'bawal' design where consumers just need to wear and style the headscarf of their preference.

Despite the company's dedication to quality and fashion, Heejab International Sdn Bhd also offers reasonable and affordable prices of products. The company has managed to find a compromise between maintaining low rates for the headscarves and maintaining good product standards. This method ensures that their headscarves are affordable to a diverse variety of customers while maintaining overall quality. The product range of headscarf is only from RM29 until RM39 for pieces. The price is very reasonable and affordable.

## 2.4 ORGANIZATIONAL CHART



### **3.0 TRAINING REFLECTION**

#### **3.1 DURATION: SPECIFIC DATE, WORKING DAY AND TIME.**

The trainee had the chance to fully involve in the business' operations during my six-month internship from March to 15 August 2023 at Heejab International Sdn Bhd, and the trainee learned a lot about the industry. A meaningful experience was given by the internship, which lasted from March to August. The trainee worked five days a week, Monday through Friday, which helped the trainee to understand the demands and difficulties faced by this industry. I maintained an organized work schedule and a positive work-life balance during the week by working from 9 a.m. to 5:00 p.m.

#### **3.2 ROLES RESPONSIBILITIES TASK**

During the six month internship at Heejab International Sdn Bhd, the trainee was assigned the responsibility of product development. Product Development is critical for the company's potential to innovate, be creative, and develop. Its main duties and goals center on coming up with innovative and visually appealing headscarf designs that are in line with consumer tastes and industry trends. In order to sustain in the business, product development plays an important role to the company, because with a good product the company will gain more revenue and drive business growth. The company needs to constantly release attractive headscarf designs. Because of that the company can bring in new customers as well as keep its current customers by expanding its product offering

As for the trainee in product development, the trainee also feels that it is the big responsibility for the trainee to release a good product because product is the main factor for the company. Throughout the trainee's internship programme the trainee was involved in managing and planning the full product lifecycle, from idea to launch. The journey is really long because to gain success in developing a new product the product needs to go through the product development process.

First of all the trainee was involved in idea generation and concept development. Usually in the idea generation process the trainee will gain the idea through brainstorming within the marketing and creative team. It is because the marketing team and creative team know very well the trend and in order to release a good product the company needs to be in line with the trend. In the 6 month journey of the trainee, the trainee already brainstormed about 30 designs of ideas and listed out with sketching the idea and listing. During this phase the trainee has proposed the ideas and concept of where the product is actually an instant scarf but does not look exactly like an instant scarf because at the face part it actually can be folded with the other special features and not like the other instant scarf.

Next , after the brainstorming process idea, the trainee is also assigned in testing marketing strategy and business analysis. The trainee was involved in market research and evaluating potential product ideas regarding potential. Usually the trainee will make a question and answer using the features in instagram, to ask the customer regarding the product that the company will release . Other than that, the trainee also uses a face interview method where the trainee interviews directly from the customer who walks in to buy a product from the boutique. The trainee will ask the customer regarding the idea, wear the product prototype and if the customer is interested or not to buy the product. With this way, the company and department will gain many valuable insights from the customer and know the customer preference better on what type of instant headscarves that the customer wants. The trainee also usually analyzes the market trend with scrolling in the social media to analyze the competitors products.

Moreover , the trainee role as product development is to release real product development and test marketing. In this phase usually the trainee will collaborate with manufacturer and supplier. The trainee will search for the best material to use to release the new design. In Heejab there are 3 different suppliers of material, from Swat material company, Mega company and also supplier from China. The trainee was assigned to order and choose the best material to use including in choosing the color. The trainee also will be involved in discussing with the Heejab's tailor to make sure the design was the same as with the product idea. To make sure the product arrives with the time, the trainee will be involved and planned with the production department. The trainee will arrange the product from ordering the material from the supplier until ordering

from the tailor. Other than that, the trainee will also assist the creative and marketing teams with the new product photoshoot. The trainee will plan on the product photoshoot on the new product with a variety of colors including , order for sample from the tailor, booking the model, place and makeup artist to make sure the photoshoot planning goes smoothly.

The trainee also gained trust from the company to handle Premium Heejab group in Telegram platform where the buyer of Heejab was gathered in the group. All of the marketing projects in the group were handled and managed by the trainee. For Hari Raya Aidilfitri there are lucky draw events for the customer. It takes one month to gather all of the customers and only for the customer who already bought and joined the Telegram group has the chance to win the lucky draw. Before the big event, every week Heejab will announce a contest for the customer to win such as contest feedback and outfit of the day contest. All of the customers gain the specialty from Heejab such as discount price, be the first member that knows what design that Heejab will release and others. This marketing way gives a significant impact for Heejab and the customer because this activity makes Heejab more appreciative of the customer who keeps supporting Heejab.

Lastly, the trainee is also involved with the product launch. The trainee was assigned in handling giveaway reviews with influencer, giving a special price for the customer in the Heejab Premium Group, and giving a free gift for the consumer for marketing and promotion when the product launched in order to attract the customer of the new product . After the new product is released, the trainee normally monitors the product's sales to see if it gets a good acceptance in the market.

Overall, the trainee experience as a product developer provided the trainee with important knowledge across the full product lifecycle, from concept to launch. It gave the trainee the opportunity to contribute to major decision-making processes, work with cross-functional teams, and get practical experience in product management and marketing strategies. The journey in releasing a new product is really challenging but it gives a big impact for the trainee because product development plays an important role in the company.

### **3.3 GAINS: INTRINSIC & EXTRINSIC BENEFITS**

The trainee got the opportunity to work in the Product Development Department throughout my six-month industrial training at Heejab International Sdn Bhd, which exposed the trainee to many experiences. These experiences went above and beyond what the trainee had learnt in the studies and captured the trainee interest in the field of product development.

One of the benefits of the trainee internship was the monthly allowance of RM 600. Furthermore, as an employee, the trainee had the benefit of purchasing Heejab products at employee prices, which was a great benefit for the trainee. The company also provides the trainee with food in the pantry that is always full restock, the trainee's own place and table and also WIFI . The company has provided everything that the trainee needs and the trainee just needs to work for the best for the company.

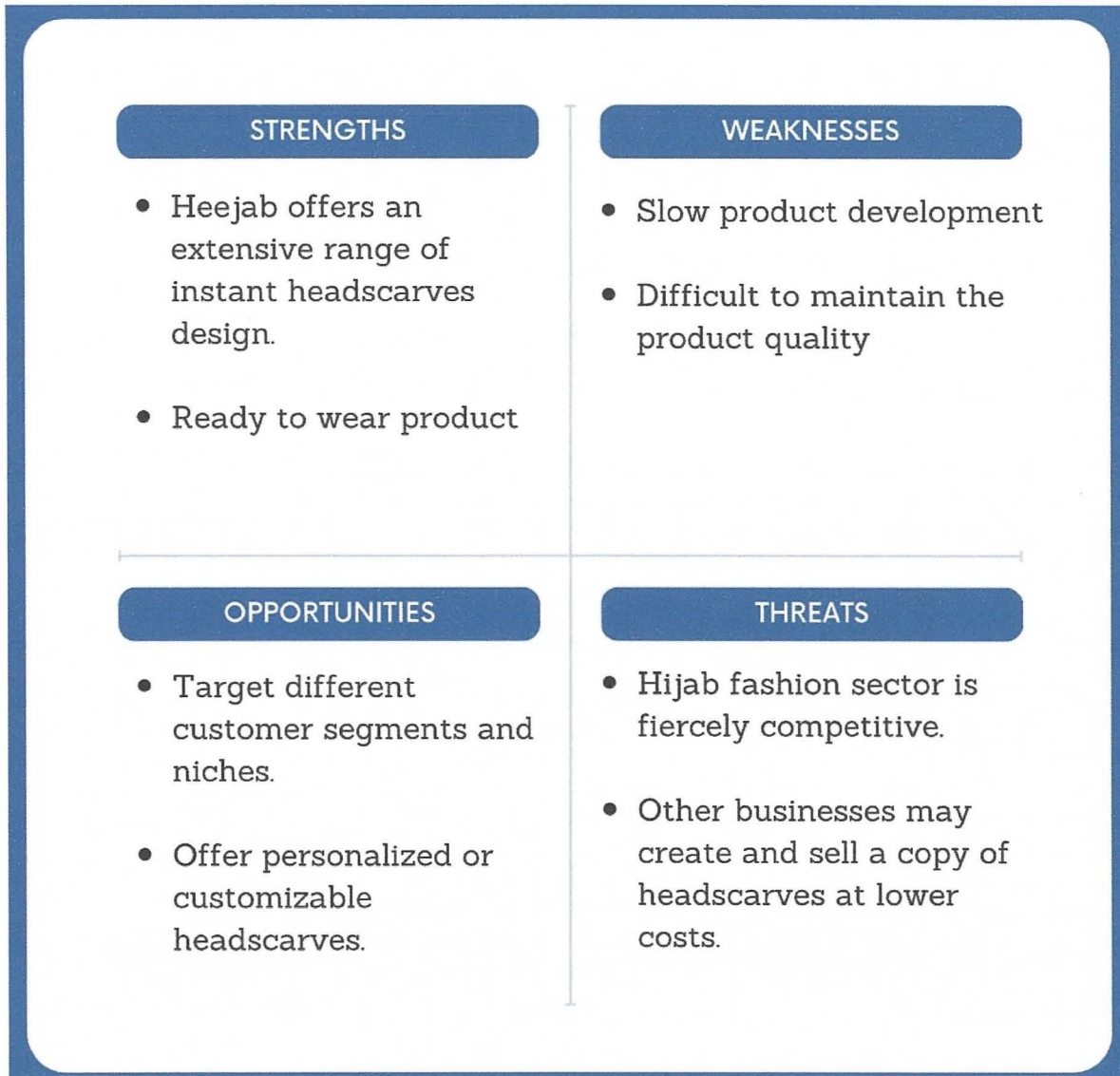
Other than that, the company workplace culture is also pleasant and calming. It is because in the company all people are treated equally and there are no senior and junior titles in the company. During the six months, the trainees are not feeling pressure to come to the company because of the environment of the company and also friends and coworkers that always support the trainee toward ups and down during the trainee internship. The trainee was really happy to work in the company without worrying about anything in the company. Because of that, the trainee had to grow personally as a better person and work hard in the product development and reduce mistakes in work and find better opportunities in doing work.

Last but not least, the trainee internship programme helps the trainee a lot in skills development. From the 6 month journey , the trainee makes a lot of mistakes in conducting the product development. With the supervisor and friend's support the trainee had learned a lot and improved everyday. The supervisor and colleagues also helped the trainee to overcome some of the trainee flaws and give advice whenever the trainee needed it. Everyday the trainee will find a way to improve the mistake and because of that the trainee has learnt and improved a lot of skills such as skill in dealing, communicating and leading the product development process.

To conclude, the experience the trainee had gained from six month industrial training was a really valuable and beneficial experience that the trainee cannot get anywhere. The experience had made the trainee a better person in every aspect from the development of the knowledge, skill and also abilities. The trainee was really grateful for the support that the trainee had obtained from the supervisor and colleagues.



#### 4.0 SWOT ANALYSIS



## **5.0 DISCUSSION AND RECOMMENDATION OF SWOT ANALYSIS**

### **5.1 STRENGTH OF HEEJAB INTERNATIONAL SDN BHD**

First of all the strength of Heejab International Sdn Bhd is that the company offers an **extensive range of instant headscarves design**. Heejab offers an extensive collection of instant headscarves, providing customers with a diverse selection of designs, colors, and styles.

There are about 30 designs and 20 colors to choose from every design. Customers can select headscarves that match their personal styles, giving a personalized buying experience due to their taste and preferences. Customers also can select and purchase headscarves that are appropriate for a variety of occasions, whether it's a formal event, a casual outing, or everyday use, due to the collection's variety of styles. From the observation of the company, each customer who buys from any platform of Heejab such as Boutique will never walk out from the store empty-handed. The customer will choose and buy any product that they like, even though sometimes the color that the customer likes for the design is not available the customer will choose for the other design for the color the customer likes. Because of the variation of the company's offer in every design every month Heejab can sustain and make about a hundred thousand.

Heejab also differentiates itself from its competitors by being able to stay fashionable and offer a variety of fashionable head scarves. Customers who are trendy are more likely to be attracted to a brand that follows the newest fashion style, ensuring that they remain fashionable and stylish when wearing headscarves. This provides Heejab with a competitive advantage and establishes it as a modern and relevant brand in the hijab fashion business.

For recommendation Heejab can consider the following strategy by collaborating with influencers and designers. Work together with influencers and fashion designers to add fresh perspectives and creative concepts to the product line-up. The design collaborations involve engaging an influencer who works on creating a product or collection with the company team (Design Collaboration with influencer, 2023). It will benefit the company by influencer marketing & brand exposure. When the influencers work with Heejab, they engage the support

of their followers and audiences. This influencer marketing approach may increase brand awareness, attract new customers , and improve Heejab's position in the fashion sector. For example, the company can collaborate with Sallywho, who has won the APBPH for influencer award . This marketing approach may increase brand awareness and attract new customers.

Next, the strength of Heejab International is that it offers a **ready to wear product**. Customers, especially those who lead busy and active lifestyles, value the instant feature of Heejab's instant head scarves because of its hassle free features. These headscarves are a popular option for many different customer groups because of their attractive design and functional qualities, which add to their practicality and ease of use. Customers also can save time and effort in style by focusing on instant headscarves because of the ironless material. This ready to wear product also benefits the customer as a travel friendly product and suitable for the active lifestyle customer. For example, the company gains a lot of feedback from the customers who share their journey while traveling while wearing a headscarf to many countries such as Mecca, Madinah, Korea, Turkey and also other countries. Most of the customers share that the products from Heejab are travel friendly because they can be packed without using much space and ready to wear. The customer also shared that the product from Heejab is suitable for the active lifestyle customer where it is a practical option for customers to wear for daily activities such as going to work, shopping and others.

This product strength on ready to wear products has impacted the business in various ways. It has impacted the company through customer satisfaction and loyalty. Heejab's headscarves are easy to wear and hassle-free. Customers like and value the convenience of the products, which contributes to better customer satisfaction. Customers who are satisfied with a product or service are more likely to stay loyal to it and promote it to others, resulting in greater customer retention and favorable word-of-mouth marketing. Satisfaction is the level of one's feelings after comparing performance or perceived results with expectations. Satisfaction is closely related to loyalty, a consumer is likely to be loyal if his or her satisfaction is at a high level (Gunawan, 2022). For example, on the Tiktok platform, there are approximately 7930 returning customers who have purchased from the site. There are also many good comments and feedback from customers after wearing the product. The company also has a loyal customer

since 2019 that grabbed the first design of Saffiya and until now they still keep repeating to buy products from Heejab.

For the recommendation , to sustain and expand this strength, Heejab can consider material innovation. The company may look into new innovative materials that provide extra benefits, such as breathable features or environmentally friendly options where it is an essential focus of attention for any brand striving to improve the environment (Robyn, 2021). Introducing innovative materials may be attractive to environmentally concerned customers while also offering a wide range of interests. While, the breathable features of the headscarf can attract the customer who always feels uncomfortable and hot when wearing a headscarf. So that the company can create various easy to wear and hassle free products using the material innovation.

## 5.2 WEAKNESS OF HEEJAB INTERNATIONAL SDN BHD

The first weakness of the company is the **slow development process of new products**. Long product development cycles may postpone the introduction of new designs, making it difficult to respond quickly to changing consumer wants and market trends. It is because to produce a new product the company needs to consider every aspect from material, product design and others. From the company's perspective, usually Heejab needs about 1 to 3 months before releasing the new product and it will make the product late to enter the trend market.

The weakness of the slow development process for Heejab International Sdn Bhd can have impacts on the business such as competitive disadvantages. In a competitive industry, staying ahead of competitors demands constant innovation. Being late to enter the market could reduce Heejab's competitive advantage, making it difficult to attract new consumers and retain existing ones. Competitors who consistently launch new designs could beat Heejab in the perspective of fashion-conscious customers.

Other than that, it also will impact customer satisfaction. If a company is not developing its products or services over time, it will struggle to meet customer expectations, leading to lower satisfaction ratings from customers who expect something new and interesting (Barrie, 2023). In today's fast-paced and ever-changing market, customers have increasingly high expectations for new and improved offerings. When a company becomes stagnant and does not introduce fresh and exciting products or services, several negative impacts on customer satisfaction can arise.

To overcome this limitation, Heejab could encourage collaboration between teams across all of the departments taking part in the product development process. It is a process where a team is formed up of individuals from customer, employee and others that work together to start with initial planning, design, and delivery product (Team International, 2022). Knowledge and expertise can be transferred between departments. The process of developing a product is by the distinct knowledge and experience that each department contributes. Teams that work together are able to understand the needs and difficulties of the product since they have combined their knowledge, abilities, and experiences. The decision-making process also occurs more quickly and

with greater knowledge when teams collaborate because the team members discuss real time conversation rather than wait for the approval.

The weakness of the company is that it is too difficult to **maintain the product quality consistently**. Maintaining product quality may present issues as Heejab seeks to provide affordable headscarves. While cost is critical for attracting an extensive target audience, there is the risk of sacrificing materials or manufacturing processes to meet budgets. For example, because the cost of cotton ribbed material is very high, the company needs to sell it for RM35 for pieces. The company target market will consider the price is high for the instant headscarves, because of that the company needs to search for the same material but with the different quality to make sure the price is affordable. Other than the problem is the rejected item, usually the employee will quality check for the product before packing it, sometimes there will be human error and the customer will get the defect product. So it is really hard to maintain the quality of the product before delivering it to the customer.

Heejab International Sdn Bhd could face serious implications, including negative customer impression and an increase in return and refund requests, if it is unable to provide affordable headscarves while maintaining consistent product quality. In relation to consumer perception, inconsistent product quality might lead to disappointed customers who believe Heejab to offer low-quality products with good material. Negative experiences for customers may damage the brand's reputation, resulting in reduced customer trust and loyalty. Next is refund and return is also a significant impact for the company . Customers who get poor-quality headscarves may request returns or refunds, resulting in significant organizational and financial costs for the company.

To overcome this weakness and minimize its effects, Heejab must establish a balance between affordability and quality. Heejab must do value based pricing to overcome the weakness. Instead of focusing only on the lowest acceptable price, Heejab should explore value-based pricing. This method involves setting prices depending on the perceived value and benefits of the product (Andrew ,2022). Customers are often willing to spend a somewhat greater price for improved quality and comfort.

For example, nowadays the price of cotton material is very high, but the customer did not mind paying for it because the customer understands the value and comfort that the cotton material offers.

### 5.3 OPPORTUNITIES OF HEEJAB INTERNATIONAL SDN BHD

First of all the opportunity for Heejab International Sdn Bhd is **targeting different customer segments and niches** . Heejab may expand its market reach by targeting various customer categories in the hijab fashion business and also in the other niches. Currently, the brand focuses on instant headscarves, which attract customers looking for convenience and simplicity of wear. Heejab, on the other hand, can appeal to a variety of diverse markets and niches with different preferences and needs. For example, Heejab may create a line of premium headscarves for customers who value luxury materials and premium designs for the other customer segment. This market segment may be willing to pay a premium price for exclusive and high-quality products. While for the others, the company may consider offering budget friendly headscarves to customers who want to save money without sacrificing design. Heejab also could target in different niches by women sportswear The niche is very small and not many businesses target this niche.

Targeting different market segments and niches gives several options and possible implications for Heejab International Sdn Bhd. First and foremost, Heejab can increase its market reach and engage into new consumer bases by targeting varied customer demographics. This enables the company to access customers with a wide range of tastes, budgets, and stylistic preferences, improving its overall market share and income potential. Next the possible implication is that Heejab also can increase the revenue streams. Targeting to different consumer segments allows Heejab to offer a variety of items at varied prices. Premium offers may appeal to higher-end customers who are ready to pay a premium, whilst budget-friendly solutions may appeal to price-sensitive customers. This product diversification may result in expanded revenue streams for the company.

For the recommendation, Heejab International may use the following method to take advantage of this opportunity. First and foremost, the organization must conduct market research. Conduct extensive market research in order to identify prospective customer segments and their preferences. It is the process of determining the viability of a new service or product through direct research with prospective customers (Alexandra, 2023). Understand each segment's



individual needs, fashion preferences, and price sensitivity in order to adjust product offerings accordingly.

Targeting different consumer segments and niche may result in increased sales and revenue for Heejab International. Heejab can increase sales and revenue from its diversified product offerings by reaching a wider range of customers. Heejab may also benefit from customer loyalty and retention. Satisfying the unique needs of various consumer segments helps increase customer loyalty and retention. Customers who are satisfied are more likely to become repeat purchases and brand supporters.

It means that by targeting different customer segments and niches presents a valuable opportunity for Heejab International Sdn Bhd. Heejab can position itself as a specialized and innovative brand by entering niche markets, responses to different customer wants and differentiating itself from other competitors.

Last but not least is Heejab can **offer personalized or customizable headscarves** as the opportunities. Providing personalized or customizable headscarves could be attractive to customers who are looking for a more personalized buying experience. Heejab might allow customers to choose certain colors, patterns, or fabrics to make their own personalized headscarves.

Offering personalized or customizable headscarves can have many kinds of effects on Heejab International Sdn Bhd's business. First of all, it can improve brand image. The focus on customization aligns with the current trend of focusing on consumers' customized buying experiences. It demonstrates Heejab as a brand that values its customers' preferences and is willing to go above and beyond to meet unique requirements. Aside from that, it is also the company's differentiation from competitors. Personalization distinguishes Heejab from competitors that sell basic, mass-produced headscarves. Heejab can attract customers looking for greater originality in their fashion choices by offering unique and personalized options.

Heejab International can consider the following recommendation to take advantage of this opportunity. The first method is an online customization platform. Create an online platform

that allows customers to quickly modify their headscarves by integrating an innovative product configuration platform with abilities including real-time product imagery updates, 3D product visualization, and augmented reality (AR) (Paula, 2022). Customers should be able to select colors, patterns, materials, and other design components through the website. Involving customers in the design process might result in unique and trendy offerings which appeal to the target demographic. This level of customization increases customer engagement and creates a sense of ownership and connection to the product.

Increased sales and revenue are also the possible consequences for Heejab International from providing personalized or customizable headscarves. Customers are willing to pay a premium for customized products, therefore personalized headscarves can lead to increased sales. This can help the company boost its revenue and profitability. It also will make the company an industry differentiation. Personalization distinguishes Heejab from competitors, allowing the company to stand out in the fast fashion industry. This differentiation can help Heejab in gaining a competitive advantage and attracting more customers. In conclusion, offering personalized or customizable headscarves presents a valuable opportunity for Heejab International Sdn Bhd.

#### 5.4 THREATS OF HEEJAB INTERNATIONAL SDN BHD

First of all the threats for Heejab International is **the hijab fashion sector is fiercely competitive, with various brands selling instant headscarves**. Heejab International Sdn Bhd is always challenged to keep ahead of the competition in this fast-paced market because of the fiercely competitive market. Nowadays there are many similar companies that sell similar products with Heejab with a few specialties. It will impact the company from many aspects such as the customer will buy from the other competitors and the customer cannot differentiate the specialty of the company with the competitors.

Heejab International can use the following recommendation to deal with the threat of strong competition. First and foremost, by differentiation. The company can involve identifying on highlighting the product's unique features while highlighting the differences between the product and other competitors. Such as concentrating on offering innovative designs, materials, or styles that set Heejab apart from competition (Carol, 2021). Developing a signature look or introducing new features can attract customers who are looking for something unique.

While Heejab International cannot completely eliminate the threat of competition, it may reduce its impact by remaining adaptable, quick to respond, and innovative. It must avoid comfort and strive for ongoing improvement and progress. The company must accept full responsibility for its market position and take action to develop its brand, products, and relationships with customers.

Transferring the threat to a third party may not be possible in this situation because competition is a fundamental aspect of the market. Instead, the focus should be on maximizing the opportunities that come with competition, such as using it to drive innovation and progress.

Heejab International Sdn Bhd must recognize and meet the challenge of severe competition in the hijab fashion business. The organization may successfully manage the competitive environment and keep growing in the industry by focusing on difference, and implementing a customer-centric approach.

Other than that , Heejab, a brand known for its instant headscarves, **may attract copycats who aim at replicating the company success by manufacturing and selling low-cost imitation products** that are also the threats for Heejab. This is a major threat to Heejab's market share and brand reputation. Nowadays, there are many other brands that are selling the duplicate and replicate the design that was already launched by Heejab for a lower cost such as Medina Instant. There are also companies that copy the creative team design of posters and make the other customer confused with Heejab posters.

It will impact the company because revenue and market share are both decreasing. If copycat products gain acceptance, Heejab's market share may drop as buyers choose for more less cost alternatives. Next is brand reputation decline. Copycat products can cause customer confusion and have a negative influence on Heejab's brand name if they are of poor quality.

For the recommendation, Heejab International may use brand awareness strategy to deal with this threat. Dealing with the threat requires brand awareness and trust from the customer. Invest in establishing a strong brand identity where the company can make the customer familiar with products from Heejab and gaining customer trust (Carol, 2022). To set the brand apart from imitations, highlight its dedication to quality, originality, and customer pleasure by using high-quality materials while setting consistent product standards.

Lastly , avoiding the threat of imitation products is difficult because it is frequent in competitive markets. Rather than avoiding the problem, Heejab should accept responsibility and handle it directly in order to defend its brand and market position. Transferring the threat to a third party may not be possible because it requires identifying and collaborating with organizations willing to combat imitation products on Heejab's behalf. It is more effective for Heejab to address the matter immediately in order to save its brand integrity.

## 6.0 CONCLUSION

Finally, the six-month industrial training at Heejab International Sdn Bhd was a valuable and enriching experience for the trainee. The trainee was exposed to different areas of the product development lifecycle in the Product Development Department, from idea creation to product launch. This internship has given the trainee a significant opportunity to learn and grow professionally and personally.

The trainee had the pleasure of working with a motivated and dedicated team led by Encik Affifudin, the founder of Heejab, throughout the internship. Despite early challenges and failures, the trainee watched his determination and dedication, which resulted in expansion into Heejab International Sdn Bhd. The trainee is very grateful for the hands-on experience the trainee gained in product development, where the trainee contributed ideas and partnered with designers and suppliers to make stylish and comfortable headscarves for Muslim women. Dealing with suppliers, negotiating for quality supplies, and organizing photoshoots provided the trainee with opportunities to improve the communication and project management skills.

Furthermore, being involved in the marketing department showed the trainee the value of understanding customer needs, being up to date on current trends, and effectively using social media and influencer collaborations to promote the brand. Next, the trainee also gained the benefits provided by Heejab, such as a monthly allowance and employee pricing for headscarves, proved the company's commitment to its employees and established a healthy work environment.

This SWOT analysis on the report also can be used to determine the advantages, threats, and weaknesses of the company. It directs the company to enhance the strengths, fill in the weaknesses, take advantage of fresh opportunities, and reduce risks

From the trainee internship experience, the trainee is convinced that the knowledge, skills, and experiences the trainee obtained will be beneficial in the future profession. This internship programme strengthened the trainee's desire to work in the fashion business and pushed the trainee to pursue a career in product development and marketing. Overall, the trainee internship programme at Heejab International Sdn Bhd was a life-changing and amazing experience.

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**APPENDICES**



Figure 1 : Catalog of Material from the customer



Figure 2 : Trying different material from the other supplier





Figure 3 : Sample printing for the new product



Figure 4 : Discussion with tailor



Figure 5 : Product design sample



Figure 6 : Sample Feedback

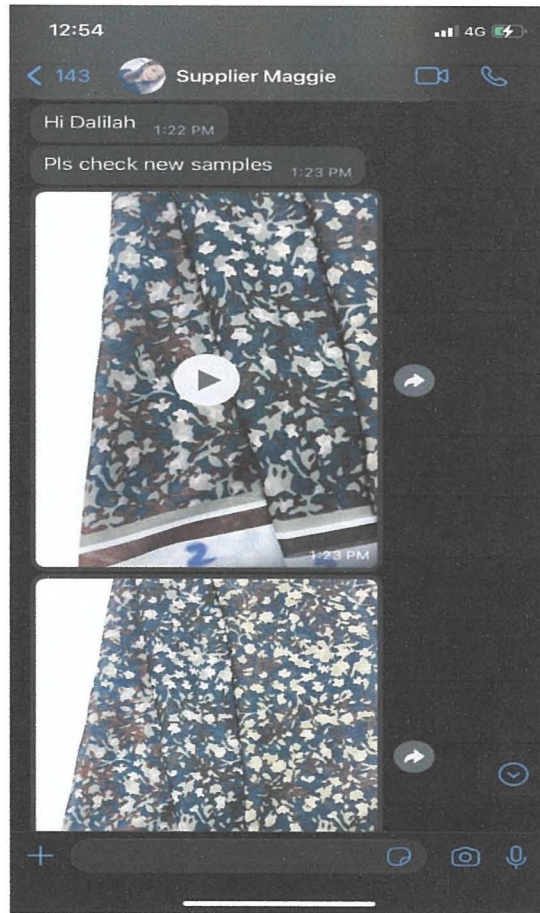


Figure 7 : Contact the supplier from China

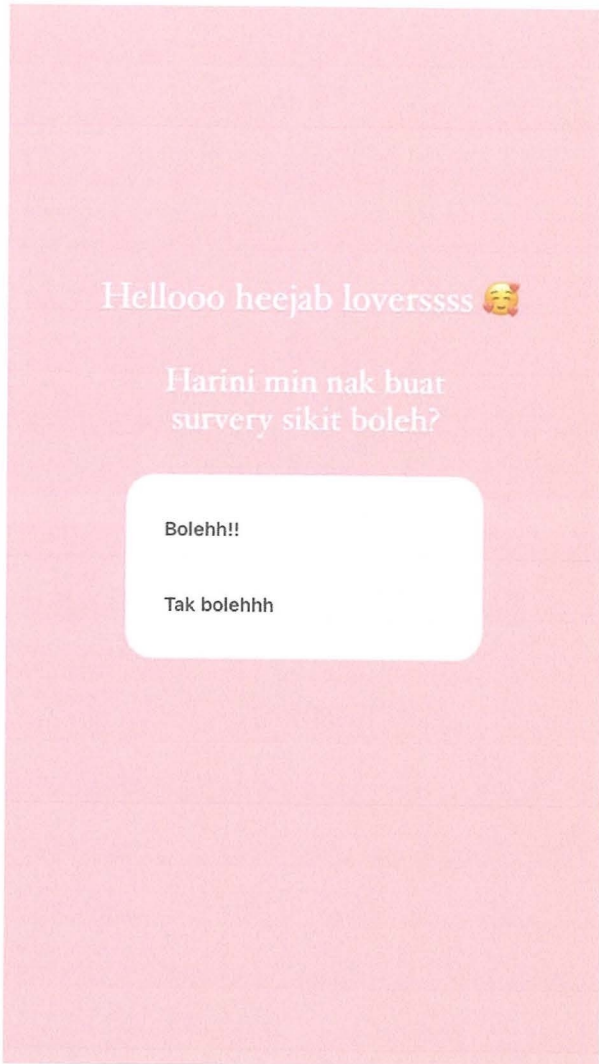


Figure 8 and 9 : Survey



Figure 10 : Selfie while photoshoot

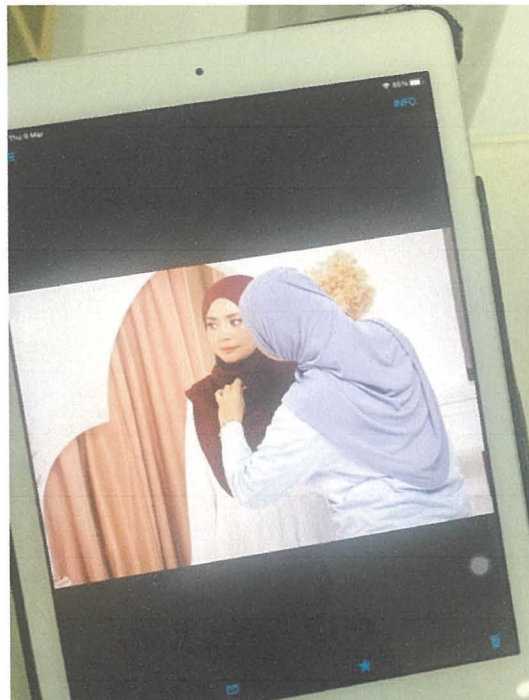


Figure 11 : Adjust model's head scarf on photoshoot for upcoming design



Figure 12 : Photoshoot with team



Figure 13 : Lucky draw present

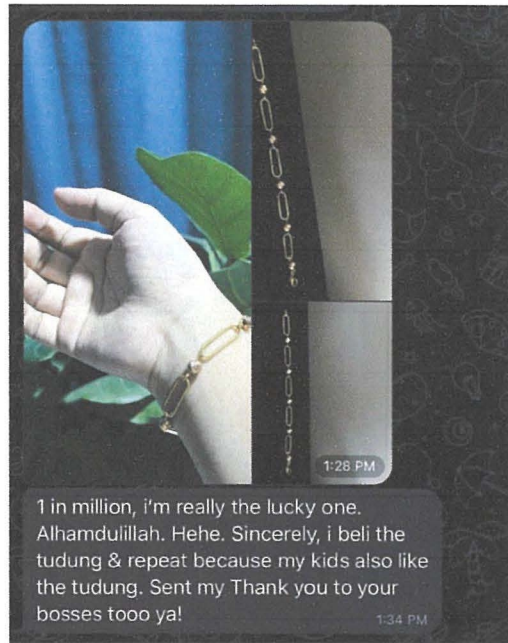


Figure 14 : Lucky draw winner



Figure 15 : Lucky draw live

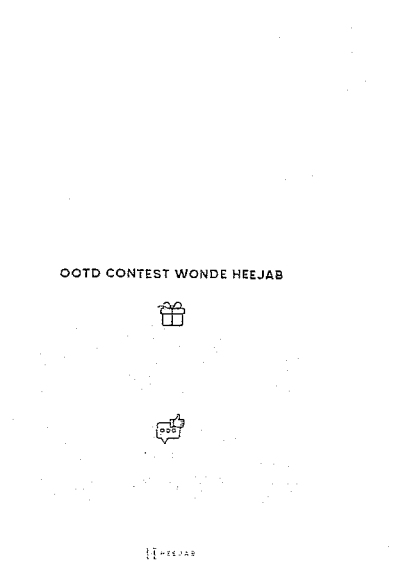


Figure 16: Lucky draw contest activity



Figure 17 : Discount price





Figure 18: Paper bag idea screening



Figure 19 : New paper bag design



Figure 20 : Internship friend



Figure 21: Supportive team and co-workers



Figure 22 : Heejab's team