Cawangan Melaka

UNIVERSITI TEKNOLOGI MARA

AZIATEX GLOBAL

MGT666 : INDUSTRIAL TRAINING REPORT

AZIATEX GLOBAL SDN BHD   1/3/2023 until 15/8/2023

PRESENTED TO	DR ZUHAIRAH HASAN
PRESENTED BY	IZZ ZULHILMI BIN ZAINOR @ ZAINAL
NO MATRIX	2020470312

EXECUTIVE SUMMARY

This report provides a brief overview of the SWOT analysis conducted during the practical training. This analysis aims to assess the company's internal strengths and weaknesses, as well as external opportunities and threats, to gain insight into its competitive position and growth prospects.

The SWOT analysis revealed several key findings. Internally, the company demonstrated strengths in the form of a dedicated and skilled workforce, innovative product offerings, and a strong brand reputation. These strengths provide a solid foundation for the company to capitalize on market opportunities and maintain its competitive edge.

However, the analysis also identified areas of improvement, such as streamlining internal processes, enhancing employee training and development, and expanding the company's digital presence. Addressing these weaknesses will be crucial in achieving operational efficiency and long-term sustainability.

Externally, the analysis identified various opportunities for the company to explore, including growing market demand, emerging technologies, and potential strategic partnerships. By embracing these opportunities, the company can expand its market reach and diversify its offerings.

Nonetheless, the SWOT analysis also highlighted potential threats, such as changing consumer preferences, economic uncertainties, and intensified competition. The company needs to implement robust risk management strategies and stay vigilant to mitigate these threats effectively.

In conclusion, the SWOT analysis serves as a valuable roadmap for [Company Name] to shape its strategic direction and drive sustainable growth. By leveraging its strengths, addressing weaknesses, exploring opportunities, and mitigating threats, the company can position itself for success in a dynamic business landscape. The findings of this analysis will guide decision-making and provide a solid foundation for the company's future endeavors.

As the internship concludes, the recommendations derived from the SWOT analysis will aid in steering company towards achieving its goals, staying competitive, and thriving in the market. The insights gained during this internship are instrumental in shaping the company's future trajectory and fostering a culture of continuous improvement and innovation.

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1.0 ACKNOWLEDGEMENT

I would like to take this opportunity to express my deepest gratitude to the individuals and organizations who have contributed to the successful completion of my internship and the preparation of this report.

First and foremost, I would like to thank my internship supervisor, Nor Hazliza Binti Jusoh, for providing me with this invaluable opportunity to gain practical experience and insights into the sale department. Their unwavering support, guidance, and encouragement throughout the internship were instrumental in shaping my career aspirations and helping me to achieve my goals. I am grateful for the time and effort they invested in mentoring me and for sharing their vast knowledge and expertise in the sale representative life.

I would also like to extend my sincere appreciation to the management and staff of Aziatex Global, where I completed my internship. I am grateful for their warm welcome, the opportunity to work with a team of professionals who were knowledgeable and supportive, and the exposure to the inner workings of the sale department. The working environment was conducive to learning, and I appreciate the opportunities I had to develop my skills and broaden my perspective.

I would like to acknowledge the contribution of Dr Zuhairah Binti Hasan, who provided me with invaluable advice, constructive criticism, and feedback. Their mentorship was instrumental in refining my skills and improving the quality of my work. I am grateful for their support and guidance throughout the internship.

I would also like to express my gratitude to all my faculty members, who provided me with academic support, guidance, and encouragement throughout my internship. Their expertise and insights were essential in helping me to understand the practical implications of the theories and concepts I learned in class. I am grateful for their unwavering support and encouragement.

Finally, I would like to thank my family and friends for their constant support, encouragement, and prayers throughout my internship. Their unwavering support and encouragement were a source of strength and motivation during my internship.

In conclusion, I express my heartfelt thanks to everyone who contributed to my success during this internship, and without whom this report would not have been possible.

2.0 STUDENT'S PROFILE

PROFILE INFO

I am currently a student of Business Management Administration Hons. (Marketing) from UiTM Bandaraya Melaka. I'm a person with self-involvement in various programs, especially a program that relates to my studies years which gives me the opportunity for me to be someone with good interpersonal skills. To best utilize my knowledge and skills in marketing to fulfill your agency development objectives to gain more experiences and to improve myself in career enhancement and looking for a new knowledge and stable working environment.

EDUCATION

- **2020-Present**
  Bachelor Of Marketing
  UITM BANDARAYA MELAKA
  CGPA: 3.34
- **2018-2019**
  Malaysian Higher School Certificate (STPM)
  SEKOLAH MENENGAH KEBANGSAAN ASTANA
  CGPA: 2.84
- **2013-2017**
  Malaysian Certificate of Education (SPM)
  SEKOLAH MENENGAH KEBANGSAAN ALOR AKAR

WORK EXPERIENCE

Part-Time Barbershop Worker   2017-2020

- Manage barbershop operations from opening to closing.
- Delivering presentations and demonstrations of products to customers.
- Engaging in meaningful interactions and building good relationships with customers.
- Adapting the latest trends for customer satisfaction.

EXPERIENCE

Social Community Campaign (SoCCom 2.0: Shine)
Committee member (2022)

- Ensure the program runs smoothly.
- Contribute ideas for program.
- Activating activities for program completion.

Effective Communication Program
External Communications Bureau (2022)

- Meet and reach an agreement with external parties.
- Discuss and deliver information related to the program.
- Always be aware of changes from external parties.

Marcom Community Project (MACOMP)
Student consultant (2020-2021)

- Consulting Marketing Strategies for Ittihad Trading and Resources SDN BHD.
- Provide ways to Ittihad for marketing development.

MY REFERENCE

MOHD FADHIL BIN ABD RAHMAN	MUHAMMAD FAIRUZ BIN JAMIL	AEMILLYAWATY ABAS
Barbershop Owner	Marketing Lecturer	Academic Advisor

Figure 1: Student Resume

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3.0 COMPANY'S PROFILE

Figure 2: Company's Name

Figure 3: Company's Logo

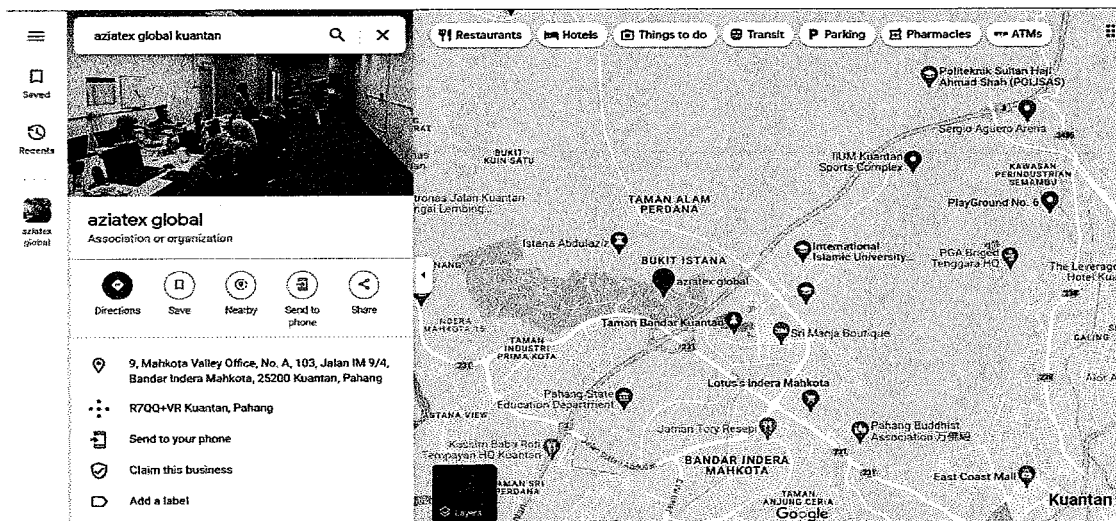*Figure 4: Company's Location on Map*

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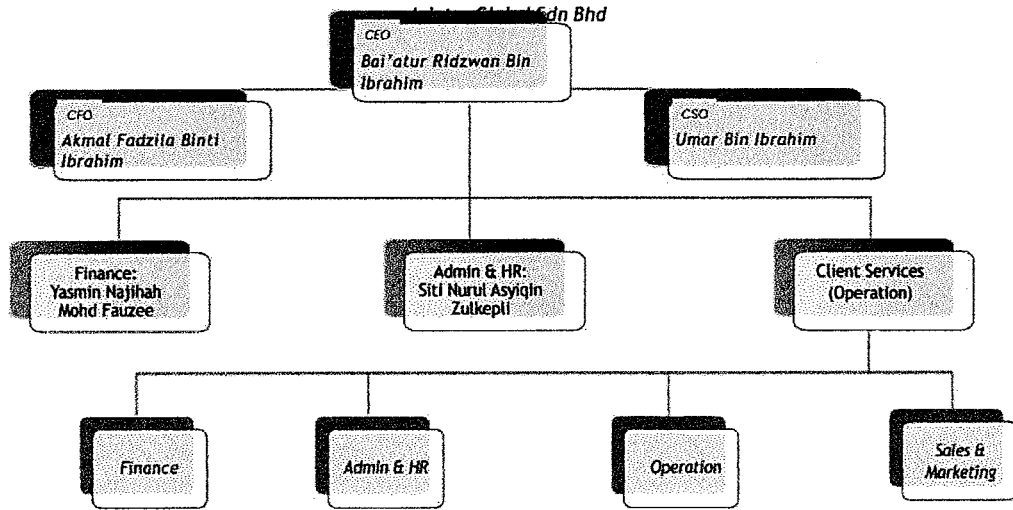| Company's Name	Aziatex Global SDN. BHD
Company's Tagline	Let's Grow Together
Location	The main headquarters is located in the Federal Territory of Kuala Lumpur. Address, Third Floor, 102-3, Jalan Dwitasik, Dataran Dwitasik, 56000 Kuala Lumpur, Federal Territory of Kuala Lumpur. The second headquarters is located in Kuantan, Pahang. Address, 9, Mahkota Valley Office, No. A, 103, Jalan IM 9/4, Bandar Indera Mahkota, 25200 Kuantan, Pahang.
Operation Hour	Monday until Friday 9am - 6pm
Operation Hour for Sale Department	Monday until Sunday 9am - 6pm 2 off day per week
Vision	Our vision is what we are committed to helping customers and staff with whatever problems they face to ensure they get better and will be successful in the future.
Mission	We believe when we can do something to make progress in the industry us, we can always move towards greater success, together. If a problem comes, there will definitely be a solution for the problem.
Background of Establisment	Aziatex was establish in 2018 in Kuala Lumpur, aziatex providing services such as human resources, finance, operation management and sales and marketing to spa and beauty companies. The aziatex company helps customers generate a total of 1 million in revenue every year with the service they provide. and within 4 years Aziatex now manages Fourteen (14) spa and beauty salon branches throughout West Malaysia. The company consists of 2 head offices, the main headquarter in Kuala Lumpur which allocate the human resource, financial and operation departments and the second headquarter in Kuantan which allocate the sales & marketing department.

ORGANIZATION CHART

...dn Bhd

CEO
Bai'atur Ridzwan Bin Ibrahim

CFO
Akmal Fadzila Binti Ibrahim

CSO
Umar Bin Ibrahim

Finance:
Yasmin Najihah
Mohd Fauzee

Admin & HR:
Siti Nurul Asyiqin
Zulkepli

Client Services
(Operation)

Finance

Admin & HR

Operation

Sales &
Marketing

Figure 5:Organizational Structure

AG AZIATEX GLOBAL

Sales & Marketing

We offer our customer searchwide customer throughsales department and our marketing that effective for spread awareness, care and attraction against the model customer business.

Operations

We ensure the productivity of the operational team in the most efficient way by using Standard Operating Procedures and minimizing operational expenses.

Core Service

Human Resource & Admin

We offer our clients with outsourcing solutions to fulfill their administrative and human resources needs.

Finance

We provide a complete control service to ensure cash in the business is sustainable and prepared for any future risks and possibilities for our clients.

Figure 6: Product/services Offered

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**Sale & Marketing
Deparment Services**

Social Media Management

Customer Engagement

Adsvertising

Campaign Analysis

Website Management

Lead Generation
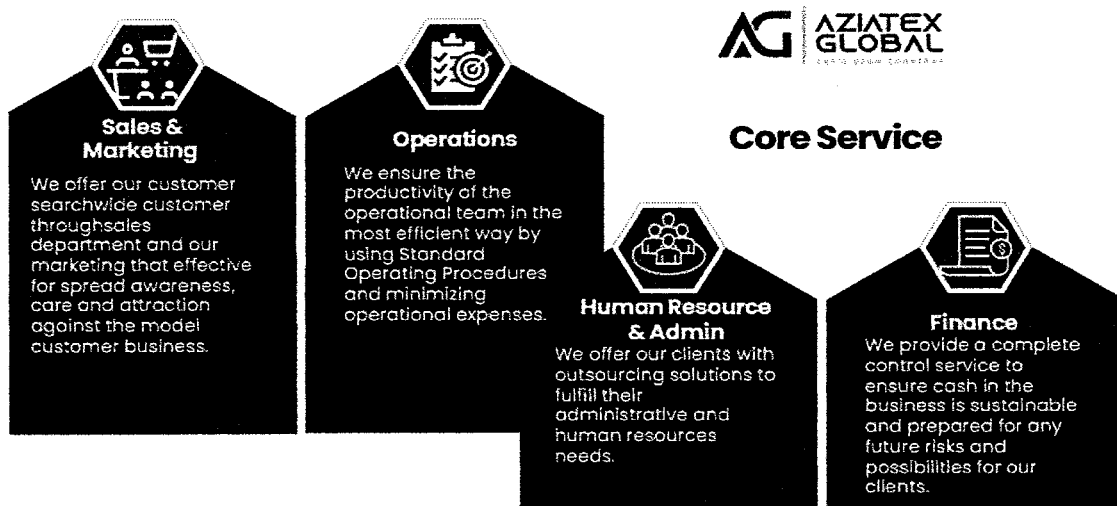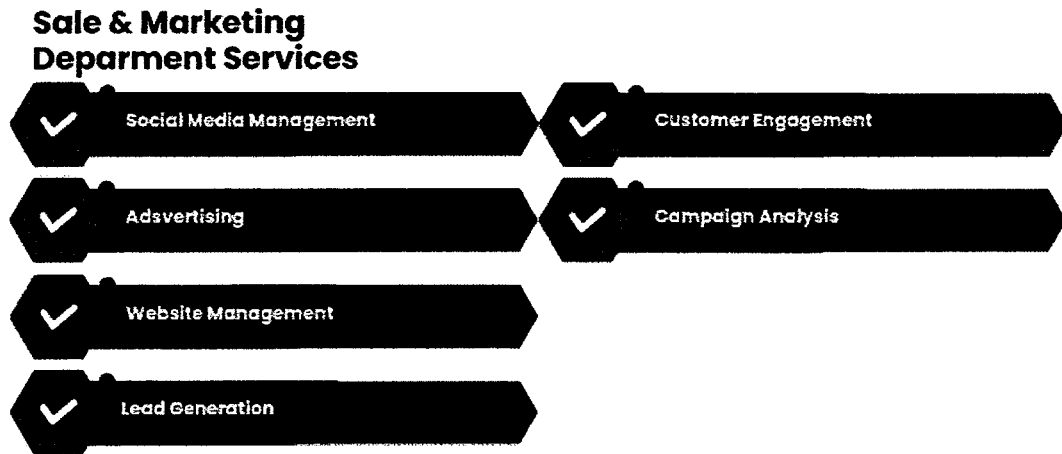
Figure 7: Sale & Marketing Service

Social media management falls within the purview of the content creation team. The primary responsibility of the content creation team entails the preparation of daily content, the establishment of content schedules, the daily posting of content, and the monitoring and response to customer messages or comments on various social media platforms, including Facebook, Instagram, TikTok, Google, and Twitter. The responsibility for generating content utilised on social media platforms lies with content creators.

The management of advertising activities is overseen by the Advertising Team. The team is tasked with disseminating advertisements across various social media platforms, including Facebook, Instagram, TikTok, and Google, in alignment with events, promotions, and content. The collaboration between this department and the marketing team is integral in ensuring that the advertisement is congruent with the overarching marketing strategy of the company. The Advertising team employs data analytics to monitor the effectiveness of advertisements and implement any required modifications.

A group of marketing professionals assumes the responsibility of overseeing, rectifying, and enhancing the website. Marketing leaders will also endeavour to enhance the website's standing in search engine optimisation (SEO). The individual in charge of marketing will collaborate closely with the marketing team to ensure that the website is in accordance with the client's marketing objectives.

The process of lead generation for social media entails the examination of the intended market, the compilation and organisation of customer data, and the development of tailored advertisements with the aim of effectively reaching the appropriate audience and generating potential customer leads. This can be achieved through the utilisation of social media platforms such as Facebook and TikTok, where in the creation of captivating content, implementation of targeted advertisements, and acquisition of customer data are employed. By adhering to these prescribed procedures, enterprises can effectively generate a greater number of potential customers through the utilisation of social media platforms, thereby facilitating the expansion and development of the business. This is the department accountable for the advertising team.

Customer engagement, encompassing interactions with customers through various communication channels such as messages and calls, as well as soliciting feedback from customers, constitutes an integral component of the customer service department. Customer service and sales are distinct organisational units that collaborate synergistically to deliver a cohesive and seamless customer experience. Every department within an organisation plays a distinct role in the process of attracting customers and ensuring their satisfaction.

4.0 TRAINING'S REFLECTION

The intership session for UITM KBM, which is the final 6-year semester course, dates from 1 March 2023 to 15 August 2023, which is for 167 days, approximately 24 weeks.

I have been placed in an apartment sale representing Seri Wajah Muslimah which is a special beauty spa for Muslim women. Seri Wajah is one of the 5 companies that get services provided by Aziatex. Seri Wajah has 13 branches which are branches in Wanga Maju, Kluang, Kuantan, Kemaman, Bandar Seri Permaisuri, Petaling Jaya, Kuala Selangor, Batu Pahat, Pasir Gudang, Iskandar Puteri, Rawang Bandar Tun Hussein Onn and Temerloh. All these branches are divided into 2 groups, the first group will handle Wanga Maju, Kluang, Rawang, Kuantan, Petaling Jaya and Bandar Tun Hussein Onn branches while the second group will handle the rest. At first I was assigned to take care of the Kuantan and Bandar Tun Hussein Onn branches in turn, but after the reshuffle, I was assigned to take care of 2 branches at the same time assisted by the AI system, namely the Rawang and Petaling Jaya branches.

As an online salesperson, my daily routine revolves around promoting and selling the products and services of the facial spa company I represent while providing exceptional customer service. Each morning, I start by reviewing my sales targets and goals for the day, ensuring I am well-prepared for the tasks ahead. Engaging with customers is at the core of my responsibilities, so I promptly respond to inquiries and provide personalized recommendations based on their specific needs. Through persuasive sales techniques, I highlight the unique benefits of our facial spa products and services, aiming to convert potential customers into satisfied clients.

Alongside promoting ongoing promotions and loyalty programs, I also ensure post-purchase customer support, addressing any concerns and facilitating a smooth shopping experience. Beyond sales, I actively manage the company's social media presence, creating engaging content and fostering meaningful interactions with our online community. Throughout the day, I maintain a meticulous record of sales activities and customer interactions to provide insightful feedback for continuous improvement. My commitment to time management and staying updated on the latest skincare trends allows me to excel in my role, building strong customer relationships and contributing to the overall success of the facial spa company.

The benefits provided by the company encompass a monthly allowance of RM 250, a daily food allowance of RM 7 during working days, and an additional allowance of RM 100

based on attendance and performance. Furthermore, the organisation affords trainees the chance to acquire novel knowledge and cultivate technical proficiencies pertinent to their designated department.

As an online salesperson, I acquire a wide range of knowledge and technical skills that are essential for excelling in the digital sales environment. Firstly, I gain an in-depth understanding of the facial spa company's products and services. This knowledge allows me to confidently and accurately convey information to potential customers, addressing their inquiries, and highlighting the unique benefits of each offering. Understanding the products also helps me to identify the best fit for customers' specific needs, resulting in more successful sales conversions.

In the online sales realm, strong communication skills are crucial. I develop the ability to effectively engage with customers through various online channels, including email, live chat, social media, and video conferencing. Clear and compelling communication helps me build rapport with customers, showcase the spa's offerings persuasively, and address any concerns they may have. This skill is instrumental in establishing trust and credibility, crucial factors for online sales success.

Digital marketing knowledge is another critical skill I develop as an online salesperson. Learning about search engine optimization (SEO), social media marketing, content creation, and email marketing allows me to effectively promote the facial spa's products and services to a wider online audience. Leveraging these marketing techniques helps me generate leads, drive traffic to the company's website, and ultimately increase sales.

Data analysis and interpretation become integral to my work. I learn how to analyze sales metrics, customer behavior, and website analytics to gain insights into customer preferences, identify trends, and refine my sales strategies accordingly. This data-driven approach allows me to make informed decisions, optimize my sales efforts, and continuously improve performance.

Furthermore, I cultivate a strong customer-centric mindset. Understanding and empathizing with customers' needs and preferences is key to tailoring my sales approach, providing personalized recommendations, and delivering exceptional customer service. This focus on customer satisfaction not only leads to higher sales conversion rates but also fosters long-term customer loyalty and positive brand reputation.

Lastly, as an online salesperson, I embrace adaptability and resilience. The digital sales landscape is ever-changing, with new technologies and trends emerging regularly. I learn to stay agile and embrace new tools and methodologies to stay ahead in the competitive online marketplace.

In summary, as an online salesperson, I gain knowledge and technical skills that encompass product expertise, communication proficiency, digital marketing know-how, data analysis, customer-centricity, and adaptability. These skills equip me to thrive in the digital sales realm, contribute to the success of the facial spa company, and prepare me for future opportunities in the dynamic world of online sales and marketing.

As an online salesperson, I also gain valuable knowledge and technical skills related to personal development, which play a significant role in my growth and success. Firstly, I cultivate strong time management skills. Balancing customer interactions, sales tasks, and administrative responsibilities in the fast-paced online environment requires efficient time allocation and prioritization. Learning to manage my time effectively not only boosts productivity but also helps me maintain a healthy work-life balance, reducing stress and enhancing overall well-being.

Continuous learning becomes a cornerstone of my personal development journey. As the online sales landscape evolves, I am motivated to stay updated on industry trends, digital marketing strategies, and new product developments. Engaging in webinars, online courses, and industry events keeps me informed and sharpens my expertise, making me a more knowledgeable and valuable salesperson.

Another skill I develop is adaptability. The online world is dynamic and ever-changing, presenting new challenges and opportunities regularly. Embracing change and being open to adopting new technologies and sales techniques is vital for staying relevant and competitive. This adaptability not only enhances my performance as a salesperson but also helps me navigate various situations in my personal life with ease.

As I interact with customers from diverse backgrounds, cultures, and preferences, I also gain valuable interpersonal skills. Active listening, empathy, and effective communication are essential in building rapport and trust with customers. These skills not only contribute to successful sales conversions but also foster better relationships with family, friends, and colleagues in my personal life.

Working in an online sales role often involves handling rejection and overcoming setbacks. Through resilience, I develop the ability to bounce back from disappointments, maintain a positive attitude, and persevere in pursuit of my goals. This mental fortitude empowers me to handle challenges effectively, not only in my professional life but also in personal endeavors.

As I engage with customers and colleagues from different backgrounds, I become more culturally aware and sensitive. Understanding and respecting diverse perspectives and values enhance my ability to connect with people on a deeper level, fostering an inclusive and harmonious work environment.

Lastly, being an online salesperson nurtures my self-confidence. Successfully engaging with customers, meeting sales targets, and receiving positive feedback boosts my self-esteem, empowering me to take on new challenges and believe in my abilities. This newfound confidence spills over into various aspects of my personal life, encouraging me to explore new opportunities and embrace personal growth outside of my professional role.

In summary, as an online salesperson, my personal development flourishes as I hone time management skills, embrace continuous learning, practice adaptability, cultivate interpersonal abilities, build resilience, develop cultural awareness, and nurture self-confidence. These skills not only enhance my performance in the online sales domain but also enrich my personal life, allowing me to lead a fulfilling and well-rounded journey of growth and self-improvement.

5.0 SWOT ANALYSIS
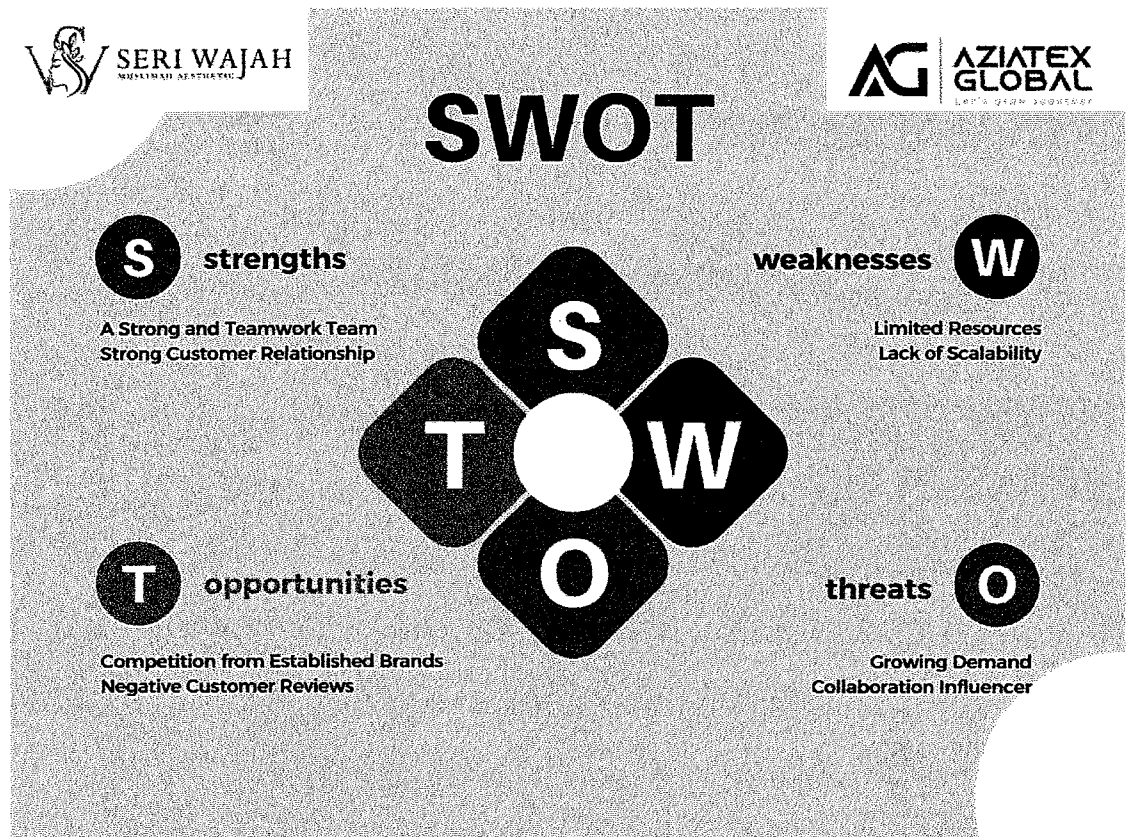
Figure 8: SWOT Analysis

6.0 DISCUSSION AND ECOMMENDATION

6.1 STRENGTH

6.1.1 A Strong and Teamwork Team

A sales team is solely responsible for taking care of sales related activities and achieving the sales goals of an organization. Usually, the sales manager heads the team which consists of sales reps, sales executives, sales specialists who work on a daily basis to meet the quarterly or annual sales goals. The sales team takes care of sales generation, customer acquisition and retainment, which favours business growth. Each company's sales team vary depending on the size and type of the organization.

Teamwork is considered one of the most effective work forms (A. W. Richter, 2011). The 21st century has brought many changes to the since the beginning of time humans have been driven to form groups and work together to achieve their goals, solve problems, generate more ideas, develop skills, survival, among other purposes. Teamwork is one of the most noticeable and essential work configurations of the 21st century. The 21st century has brought many changes to the structure of organizations and also to the nature of jobs. Levi (D. Levi, 2014) suggests that even though the use of teams in the workplace has a long history, the past decades have shown that the notion of organizational teamwork has reformed.

As a sale team for Aziatex Global that represented Seri Wajah, we are responsible for generating reveue, building customer telationship, and driving growth. Aziatex has a strong sales team where the sales team helps in generating revenue for the business. We actively pursue leads, convert prospects into customers, explain products, solve customer face-related problems, and close deals. According to a study by Zoltners, companies with effective sales teams experience an average revenue growth rate that is 50% higher than companies with less effective teams. (Zoltners, Sinha, & Lorimer, 2012)

As a strong and cooperative sales team, we indirectly provide a competitive advantage for the Seri Wajah Muslimah sales products. Seri Wajah's sales team with deep product knowledge and market insight can differentiate their offering from competitors such as Hannan Medispa and Estetika. We are able to effectively communicate a unique value proposition and persuade customers to choose our products or services. In a study by the Liu, it was found that salespeople's knowledge and expertise positively affect customer satisfaction and loyalty. (Liu, Annie & Leach, Mark, 2013)

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Additionally, teamwork within the sales team is essential to resolving conflicts and fostering a positive work environment. Teamwork encourages open and honest communication among team members, which is essential to resolving conflicts. When conflicts arise, team members engage in constructive dialogue, listen actively, provide feedback or solutions for each other, and express their concerns. For example, when we as a sales person face a problem such as not being able to provide an answer to a customer's question, we will directly ask each other about the customer's question and the problem can be solved in a short time because of the ideas and views from many parties in a sales team. According to a study published in the International Journal of Conflict Management, open communication is associated with effective conflict resolution in teams. (Ayoko, 2007)

Teamwork is crucial for building trust in a sales team selling facial services online. Collaborating allows team members to share expertise and provide comprehensive information to customers, demonstrating a commitment to reliable service (Liao, 2007). Consistency in messaging and a coordinated approach across customer touchpoints establish trust by showcasing professionalism and competence. A customer-centric approach, with active listening and personalized solutions, prioritizes customer satisfaction and builds trust. Transparent communication and feedback within the team foster trust, creating a culture of continuous improvement. Mutual support and assistance among team members further strengthen trust by showcasing unity and dedication to customer satisfaction. By emphasizing collaboration, consistency, customer-centricity, transparency, and mutual support enables the sales team to build trust with customers, leading to loyalty and business growth.

To maintain or expand the strength of the sales force, organizations can implement the following strategies, among which are, foster a culture of continuous learning. Aziatex companies must encourage continuous learning and skill development in the sales team by providing access to training programs, workshops and resources that enable the sales team to improve their knowledge and capabilities. A study conducted by Purwantini found that firms with a learning-oriented sales force experienced higher sales growth than firms that did not focus on learning. (Purwantini, 2020)

In addition, Aziatex Company can also provide targeted coaching and mentoring. Aziatex Company offers a personalized coaching and mentoring program to help the sales team refine their skills such as customer handling skills, how to communicate, problem solving, customer satisfaction etc. and at the same time to overcome challenges whether they are

expected or unexpected. Companies should assign experienced mentors to provide guidance and support, and conduct regular coaching sessions to identify areas for improvement. Research published in the Journal of Personal Selling & Sales Management suggests that sales coaching has a positive impact on sales performance, with a direct relationship between coaching frequency and sales results.

Sales team is considered as the backbone for any business. Without a good sales team in place, a company will have tough times in making sales. Sales team enhances the growth of the company and maximizes the profitability of the firm. Hence building a good sales team is necessary in order to achieve the sales goals and objectives in an effective manner.

6.1.2   Strong Customer Relationship

Customer relationships are an important aspect of any business and can have a significant impact on its success. Building and nurturing strong customer relationships can provide a competitive advantage and contribute to long-term business growth.

Maintaining strong relationships with existing customers leads to higher customer retention rates. Research has shown that increasing customer retention rates by just 5% can increase profits by 25% to 95% (Amy Gallo, 2014). In the context of salespeople, customer retention becomes even more critical as they play a key role in building and maintaining strong customer relationships. As salespeople, we are often a customer's primary point of contact, and their interactions can have a significant impact on customer retention rates. We have the opportunity to provide personalized service to clients, understanding their unique needs and preferences. By taking the time to build relationships and actively listen to our customers, we are able to offer customized solutions that meet our customers' needs. This personalized approach creates a sense of trust and satisfaction, increasing the likelihood of customer retention. Additionally, effective salespeople proactively communicate with customers to maintain strong relationships beyond the initial sale. Frequent follow-ups, check-ins, and updates help salespeople stay engaged with customers, address any concerns or issues, and demonstrate our commitment, salespeople, to long-term satisfaction. This proactive communication builds trust and strengthens the bond between salesperson and customer.

In addition, positive customer relationships can result in valuable word-of-mouth marketing, where satisfied customers share their experiences with others. A study by Nielsen found that 92% of consumers trust recommendations from friends and family over all other forms of advertising. By delivering exceptional customer experiences, companies can tap into

this powerful form of marketing and expand their customer base. As a salesperson, our primary focus should be on ensuring exceptional service and delivering outstanding results to each customer. By providing personalized consultations, understanding their skincare concerns, and recommending appropriate treatments, we can help our customers achieve their desired outcomes. When customers are delighted with their facial treatment experience and see noticeable improvements in their skin, they are more likely to share their positive experiences with others.

To maintain and develop the strength of customer relationships in an organization, there are several key strategies that can be implemented. This strategy focuses on continuous engagement, personalized interactions and a customer-centric approach.

The first thing Aziatex company can do is to implement a customer relationship management system (CRM). CRM systems can help organizations effectively manage and nurture customer relationships. It allows tracking customer interactions, preferences and purchase history, enabling salespeople to provide personalized recommendations and a tailored experience. According to a study by O'Reilly & Paper, CRM systems provide an average return of $8.71 for every dollar spent, demonstrating their effectiveness in driving customer loyalty and business growth.

The second thing is, foster a customer-centric culture. Aziatex Company can create a company-wide culture that prioritizes customer satisfaction and focuses on delivering exceptional experiences. Companies should encourage all employees, not just salespeople, to actively engage with customers, listen to their feedback, and go the extra mile to meet their needs. According to a study by Touminen, 2022, customer-centric companies are 60% more profitable than non-customer-centric companies, highlighting the positive impact of a customer-centric approach on business success.

The third thing is, always look for customer feedback. This can be done with a running company regularly solicit feedback from customers through surveys, feedback forms or online reviews. Actively listen to customer opinions, suggestions and concerns, and use this feedback to improve products, services and the overall customer experience. According to a study by Qualtrics, 80% of companies that prioritize customer experience outperform their competitors, highlighting the importance of customer feedback in maintaining a competitive advantage.

The last thing is, invest in continuous training and development. Companies can provide regular training and development opportunities for salespeople and other customer-

facing employees. This training should focus on improving their communication skills, product knowledge and ability to deliver exceptional service. By investing in the development of customer-facing employees, organizations can ensure consistent, high-quality customer interactions. According to a study by Lorri Freifild, 2021, companies that offer comprehensive training programs achieve 218% higher revenue per employee than companies that have less comprehensive training.

In conclusion, customer relationships are a significant strength for organizations. By prioritizing customer retention and satisfaction, organizations can drive long-term business growth. Building strong customer relationships leads to increased loyalty, positive word-of-mouth, and brand advocacy. Implementing strategies such as personalized interactions, a customer-centric culture, leveraging technology for personalization, seeking continuous customer feedback, and investing in employee training and development can sustain and expand this strength. By nurturing customer relationships, organizations can differentiate themselves, achieve higher profitability, and maintain a competitive edge in the market.

6.2 WEAKNESSES

6.2.1 Limited Resources

Limited resources can create significant challenges and weaknesses for Aziatex Company. Limited resources often mean a smaller workforce or outdated technology, which can result in inefficiencies and bottlenecks in day-to-day operations. As is the case in Aziatex Company, the sales group uses technology such as telephones and laptops which can be considered not up to date because most of the salespersons are supplied with laptops and telephones manufactured in 2015 and below. In addition, salespersons are also provided with a work area that is not conducive because they have to share it with other sales teams. This causes delays in handling customers, longer lead times, increased error rates and decreased overall operational efficiency.

When resources are limited, it becomes challenging to meet customer expectations immediately because there are some customers who hope that their facial skin problems can be solved quickly and expect their questions to be answered quickly. Delays in customer service, order fulfillment can affect customer relationships. This leads to dissatisfaction and the company potentially losing customers.

Limited resources in terms of the number of employees can lead to overworked employees, increasing stress levels and lack of growth opportunities. As is the case in the Aziatex Company, the number of permanent staff representing a sales team to look after 6 branches is only 4 people. So, there are some staff who have to take care of 2 branches at the same time. This results in decreased employee morale, reduced productivity and higher turnover rates as employees seek better opportunities elsewhere.

To overcome the disadvantages related to limited resources and reduce their impact on the company, there are several steps that Aziatex Company can take to overcome them.

The first thing that Aziatex Company can do is to do strategic resource allocation which is prioritizing resource allocation based on critical needs and long-term goals. Conduct a comprehensive assessment of resource utilization and identify areas where resources can be optimized or reallocated more effectively. Online sellers must ensure their websites are optimized for performance and provide a smooth user experience. These include fast loading times, intuitive navigation and mobile responsiveness. By investing in robust hosting infrastructure, using caching techniques, and conducting regular website maintenance, sellers can improve customer satisfaction, reduce bounce rates, and increase conversion rates.

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Additionally, companies should focus on efficient customer service and support processes are essential for online sellers. Implementing a centralized customer support system, using help desk software and providing timely responses to customer inquiries and issues can help maintain customer satisfaction and loyalty. Automation and self-service options, such as FAQ sections or chat bots, can also reduce the workload on customer service teams and increase overall efficiency.

Next is that companies can focus on improving data analysis and insights. Leveraging data analytics tools and techniques can provide valuable insights into customer behaviour, demand patterns and operational performance. By analyzing sales data, website metrics and customer feedback, online sellers can make data-driven decisions, optimize product offerings, identify operational bottlenecks and drive continuous improvement. This approach ensures that limited resources are focused on key areas that drive growth and competitive advantage. (David, 20120)

The next point is, companies should develop clear strategic priorities and align resource allocations accordingly. Focus on initiatives that align with the organization's core objectives and have the highest potential for impact. Like investing in the right technology infrastructure to support online facial services. These include robust e-commerce platforms, secure payment gateways, video conferencing tools for virtual consultations and customer relationship management (CRM) systems to manage customer information and preferences. Allocating resources to upgrade and maintain these systems ensures smooth online operations and improves customer experience.

Lastly, companies should allocate resources to continuously train and develop staff members to improve their skills and keep up with the latest industry trends and techniques. Allocate budget for professional development programs, online training courses, workshops and certifications to ensure the team remains competent in delivering high-quality facial services online. This ensures that limited resources are directed to activities that generate the most value. (Avanish K.Dixit & Barry J. Nalebuff, 2010)

In conclusion, limited resources can present significant weaknesses for organizations, impacting their competitiveness, growth potential, operational efficiency, and overall sustainability. The challenges arising from limited resources include a reduced ability to invest in critical areas, strained customer relationships, compromised quality, employee dissatisfaction, and financial vulnerability. However, by implementing strategic measures,

organizations can mitigate these weaknesses and lessen their impact. These strategies include strategic resource allocation, operational efficiency improvements, strategic partnerships and alliances, fostering innovation on a budget, effective prioritization, and innovative cost-saving measures. By adopting these approaches, organizations can optimize their resource utilization, enhance operational effectiveness, drive innovation, and maintain financial stability, despite resource constraints. It is important for organizations to tailor these strategies to their specific context and industry, ensuring a balanced approach that aligns with their overall goals and objectives.

6.2.2 Lack of Scalability

Scalability in the context of business is the ability to handle high sales volumes. When sales rise, it may become difficult for businesses to retain profitability or efficiency. The type of business that can sustain volume changes without suffering from reduced profitability or efficiency has flexible and scalable systems. It encompasses profitability, efficiency, productivity, and everything else necessary to reach higher standards.

Lack of scalability is a significant disadvantage for any company that provides online sales services for face products. Scalability refers to the ability of a business to handle increasing demand, expand its operations and adapt to growth without sacrificing performance or customer experience. When a company does not scale, it faces several challenges that can hinder its success and competitiveness in the market. The problem faced by the Aziatex company is limited infrastructure. Good scalability for a company requires a robust and flexible infrastructure capable of handling increasing traffic, transactions and data. If a company does not have the necessary infrastructure, such as servers, equipment or storage capacity, it will struggle to keep up with growing customer demands. As is the case with the Aziatex company, the sales person and other sales teams are only provided with the convenience of a phone and a laptop that was released around 7 or 9 years ago. The condition of other facilities such as the workplace, Seri's website that provides expired coupon discounts, and the slow operation of Seri Wajah business meta suit is the reason why this company cannot provide full performance to many customers. This can result in slow website performance, frequent downtime and an overall poor user experience. Indirectly this will worsen the reputation of the company and sales team who have worked hard to raise the image and name of Seri Wajah. This could result in limited availability for customers, longer wait times, and potentially turning away potential clients, leading to missed revenue opportunities.

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In addition, without scalability, Aziatex faces the problem of poor customer support. As the customer base expands, providing timely and effective customer support becomes more challenging. Without scalable customer support systems, a company may struggle to handle a growing number of customer inquiries, complaints, and requests. This can result in longer response times, decreased customer satisfaction, and potential loss of business. Scalability is crucial for maintaining a positive customer experience. Without scalability, a company that provides sales service for facial spa business may struggle to deliver consistent and high-quality services. This could result in longer wait times, rushed appointments, and compromised customer satisfaction. Dissatisfied customers may not only abandon future purchases but also share negative reviews, harming the business's reputation. Such negative experiences can tarnish the business's reputation and discourage customers from making repeat purchases or recommending the spa to others.

To overcome the weakness of lack of scalability and lessen its impacts for a business, Aziatex company can take several actions. The first is that organizations can upgrade their server capacity and bandwidth to handle increased website traffic. A study by Jiang et al. (2015) highlights the significance of scalable infrastructure for handling peak loads and maintaining website performance in e-commerce businesses. Indirectly, scalability enables the organization to handle increased demand and expand its operations. By addressing scalability limitations, the organization can accommodate more customers, process more orders, and offer a broader range of services. This, in turn, drives business growth and revenue generation.

The second is to expand and diversify service offerings. To address scalability limits in service offerings, organizations should analyse customer preferences and market trends to identify opportunities for expansion. By introducing new facial treatment options, packages or customizations, organizations can attract a wider customer base and meet diverse needs. This is because scalability enables the organization to adapt to changing market dynamics and customer demands. By introducing new services, diversifying offerings, and quickly responding to market trends, the organization remains agile and responsive. This flexibility allows it to capitalize on new opportunities and stay ahead of competitors.

Third is to implement an efficient appointment scheduling system. Adopting a scalable appointment scheduling system will help organizations manage bookings and availability effectively. This may involve integrating online booking software, optimizing scheduling algorithms and providing real-time availability updates to customers. An efficient scheduling

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system can minimize conflicts, increase customer satisfaction and optimize resource allocation. By deploying scalable order management systems, organizations can automate processes, streamline order fulfilment, and minimize errors. A case study by Massaro (2018) illustrates how implementing scalable order management software helped an e-commerce business improve efficiency and handle growth. Indirectly, overcoming scalability weaknesses gives the organization a competitive edge in the market. By expanding service offerings, implementing efficient appointment scheduling systems, and providing excellent customer support, the organization can differentiate itself from competitors. This attracts new customers and enhances customer retention rates.

Lastly is that companies should strengthen customer support capabilities. Scaling customer support is essential to deal with increased inquiries and requests. Organizations can implement scalable customer support systems, such as chatbots or ticketing systems, to handle higher volumes of customer interactions. Additionally, investing in training and empowering support staff can ensure timely and effective responses to customer inquiries. By offering self-service options like online appointment scheduling or chatbots, organizations can scale their customer support capabilities to handle a higher volume of inquiries. A study by Anh D. et al. (2021) explores the use of chatbots for scalable customer support in e-commerce. Providing self-service options brings multiple benefits to organizations in the online sales services for facial spas industry. Self-service options enhance customer satisfaction by offering convenience, control, and accessibility, allowing customers to access information and perform actions independently. It improves response times, reduces reliance on traditional support channels, and enables cost savings by automating customer interactions. Self-service options also scale effortlessly, empowering customers, fostering engagement, and providing valuable data for analysis and personalized marketing. Overall, self-service options enhance the customer experience, optimize operations, and contribute to the success and competitiveness of facial spa businesses in the online sales service domain.

In conclusion, enterprises that sell face cosmetics or spa services online are hampered by scalability. It inhibits their capacity to meet demand, grow services, and provide a great customer experience. Organisations may address these limitations by investing in scalable infrastructure, efficient systems, diversified services, and self-service. This boosts corporate growth, customer satisfaction, competitiveness, operational efficiency, and market adaptability. Online sales services for face spas can match consumer expectations and succeed by tackling scalability issues.

6.3 OPPORTUNITIES

6.3.1 Growing Demand

The demand for online beauty and wellness services has been steadily increasing in recent years. This growth can be attributed to several factors, including the convenience and accessibility offered by online platforms, changing consumer preferences, and advancements in technology. Consumers today are increasingly seeking convenience in their daily lives, including their beauty and wellness routines. Online platforms provide a convenient solution by allowing customers to access a wide range of beauty and wellness services from the comfort of their own homes. This eliminates the need to travel to physical locations, saving time and effort.

Moreover, the COVID-19 pandemic has accelerated the adoption of online beauty and wellness services. Lockdowns and social distancing measures limited access to physical establishments, prompting consumers to explore virtual alternatives. Many individuals turned to online platforms for their beauty needs, including skincare consultations, virtual makeup sessions, and virtual fitness classes. Furthermore, changing consumer preferences have contributed to the growth of online beauty and wellness services. The younger generation, particularly millennials and Gen Z, are digitally native and comfortable with online shopping and digital experiences. They value convenience, personalization, and accessibility, making online beauty and wellness services an attractive option for them.

The growing demand for online beauty and wellness services has a significant impact on businesses in the industry, particularly those offering facial spa services. According to Statista, the global beauty and personal care market is projected to reach $716.6 billion by 2025, indicating the immense growth potential for businesses operating in this space. By providing facial spa services online, companies can tap into a larger customer base beyond their local area, expanding market opportunities.

Operating online also provides cost-saving benefits for businesses, eliminating expenses associated with physical storefronts such as rent, utilities, and additional staff. This can result in higher profit margins and the ability to offer competitive pricing. With online services, businesses can reach customers beyond their local area and even on a global scale, expanding their geographical reach and potentially driving significant growth. (Statista Market Forecast, 2021)

Technology further enables personalization in online beauty and wellness services, allowing businesses to tailor their facial spa offerings to individual customer needs and preferences. This personalized approach enhances customer satisfaction and strengthens customer relationships.

Lastly, operating online provides businesses with access to valuable customer data, which can be utilized to refine marketing strategies, improve service offerings, and develop targeted promotional campaigns. Overall, the growing demand for online beauty and wellness services presents businesses in the facial spa industry with opportunities for increased market reach, cost-effective operations, improved customer satisfaction, and the ability to leverage technology for personalization, ultimately contributing to long-term success in a rapidly evolving industry. (Statista Market Forecast, 2021)

To take advantage of the growing demand for online beauty and wellness services in the facial spa industry, the organization can implement several strategies. Firstly, establishing a strong online presence through a user-friendly website and engaging social media profiles can increase visibility and connect with the target audience. Secondly, investing in technology and virtual platforms enables the organization to provide personalized online experiences, such as virtual consultations and AI-driven skincare assessments. Offering comprehensive and tailored online spa services, such as virtual facials and personalized product recommendations, can cater to diverse customer needs and preferences. Thirdly, focusing on customer engagement and retention through exceptional service, loyalty programs, and ongoing communication helps foster loyalty and repeat business. Lastly, collaborating with influencers and experts in the beauty industry can further enhance brand visibility and credibility. (The State of Fashion, 2022)

By embracing this opportunity, the potential outcomes for the company include increased revenue and profitability as it taps into the growing demand for online beauty and wellness services. (Statista Market Forecast, 2021) The organization can also gain a competitive advantage by establishing a strong online presence and delivering personalized experiences. Additionally, focusing on customer engagement and providing exceptional service can enhance brand reputation and foster customer loyalty. Access to valuable customer data allows for data-driven decision-making and the identification of new trends or opportunities. Finally, the online nature of the business enables potential expansion into new markets and reaching customers beyond the local area.

In conclusion, the growing demand for online beauty and wellness services in the facial spa industry presents significant opportunities for businesses. By embracing this trend, companies can expand their market reach, tap into a larger customer base, and benefit from increased revenue and profitability. Offering convenient and personalized online spa services, leveraging technology, and focusing on customer engagement can lead to a competitive advantage and enhanced brand reputation. Access to valuable customer data and the potential for market expansion further contribute to the positive outcomes that businesses can achieve in this evolving industry. Taking advantage of these opportunities can position organizations for long-term success and growth in the online beauty and wellness market.

6.3.2   Collaboration Influencer

Influencer marketing is a form of social media marketing that leverages the influence of popular individuals, known as influencers, to promote products or services. These influencers have established credibility and a dedicated following on social media platforms like Instagram, YouTube, TikTok, and blogs. For the facial care industry, influencers can be beauty bloggers, skincare experts, makeup artists, or celebrities known for their flawless skin. When collaborating with influencers, companies can tap into their existing audience, gaining access to potential customers who trust the influencer's opinions and recommendations. (Scheetz, 2020)

Influencer marketing offers a level of authenticity that traditional advertising often lacks. Influencers are seen as authentic and relatable, building trust with their followers. When an influencer genuinely enjoys and recommends a facial care product, their audience perceives it as a genuine endorsement, leading to higher trust in the brand and its offerings.

Next, influencers create engaging content showcasing the facial care products in action. User-generated content, such as reviews, unboxing videos, and before-and-after shots, further reinforces the product's effectiveness and impact on real customers. This social proof can be shared by the company across their marketing channels, strengthening the brand's credibility.

Then, influencers often have a niche audience that aligns with specific facial care products. Companies can select influencers whose followers match their target market, ensuring that their products reach the most relevant and interested audience. This targeted approach improves the effectiveness of marketing campaigns and drives higher engagement.

Using influencer also can raise brand awareness and exposure. Companies that partner with influencers can expose facial care brands to a wider audience. An influencer's reach can

extend beyond a brand's existing followers, leading to increased brand visibility and awareness. This exposure is especially beneficial for new brands or those looking to enter new markets.

Aziatex companies need to take advantage of influencer marketing opportunities as much as possible. There are several ways for companies to maximize this opportunity.

The first way is that the company should identify the objectives and goals of this influencer collaboration. Company must define clear marketing objectives and goals for the influencer campaign. Companies need to decide whether to focus on brand awareness, driving sales, launching new products or expanding into new markets. Setting specific goals will help measure the success of influencer marketing efforts. (Smith, 2021) This is because, if the company chooses influencers who do not meet the criteria such as influencers who always do food or automotive content, the effectiveness of the company's goals cannot be achieved. However, if the company chooses a beauty influencer like Hawa Rizwana or some famous celebrities who have a deep passion for beauty, the company can capitalize on the opportunity and indirectly increase profits and brand awareness among new or old customers.

Then, companies must work with influencers to create engaging and creative content that showcases facial care products. Companies should choose influencers to provide honest and authentic skin care reviews, tutorials and routines that resonate with their audience. This is very important for companies to determine whether the effectiveness of collaboration with influencers is successful or not. (Maumelat, 2021) The chosen influencer should be an individual who has no problems in the industry and has a good rating on social media. The production of creative videos coupled with influencers who have a good name will undoubtedly lead to great influence in the context of advertising and marketing of company products. Furthermore, influencers have the power to engage their audience, leading to increased interaction, likes, comments, and shares. Engaged audiences are more likely to convert into customers, leading to higher sales.

In conclusion, influencer marketing offers significant opportunities for companies providing online sales services to facial care companies. By collaborating with relevant influencers, businesses can increase brand awareness, build credibility, and drive higher customer engagement. Influencers' authentic endorsements can lead to increased conversions and sales, while targeted campaigns reach specific audiences effectively. Leveraging influencer marketing can provide a competitive advantage, foster customer loyalty, and lead to long-term brand advocacy, contributing to the success and growth of facial care businesses.

6.4 THREAT

6.4.1 Competition from Established Brands

Established brands often have the advantage of brand recognition, customer loyalty, extensive resources, and a well-established customer base. When a company provides online sale services for a spa facial company, it competes in a crowded market against well-known beauty brands, large e-commerce platforms, and other specialized online beauty retailers.

This is so because established brands have invested considerable time and resources in building their brand reputation. Consumers tend to trust well-known brands more than unknown brands. When choosing between a known brand and a newer online retailer, consumers are more likely to choose the brand they are familiar with, even if the new company offers similar or better products.

Furthermore, established brands often have a strong base of loyal customers who repeatedly purchase their products. These loyal customers may be less likely to switch to a new online retailer, reducing the potential market share for the new company.

This threat has a negative impact on the company if the company does not take precautions and does not examine strategies to overcome this threat. This threat is unfortunate because the presence of strong competition from established brands can lead to a decline in the market share of smaller or newer companies. For example, the Hannan Medispa beauty company has been in operation for more than 10 years has certainly been known by many consumers and has created a strong brand name and has a wide customer coverage. While the Seri Wajah company was just established in early 2020 and has just entered the beauty market. This makes Seri Wajah have to compete with older and well-known competitors and if this threat is not addressed properly, the company will not last long in this beauty market. This is because, since customers tend to trust and choose existing brands, they may choose to buy products from those brands rather than from newer companies.

Established brands often dominate the market, holding a significant share that can make it challenging for new entrants to carve out their space. With their dominant position, established brands can set competitive prices, control distribution channels, and negotiate favourable partnerships, putting new companies at a disadvantage. Loyal customers of established brands may be hesitant to switch to a new or unfamiliar company, especially if they have had positive experiences with the established brand's products or services. Building customer loyalty takes time and effort, which can be a challenge for new companies trying to

establish themselves in the market. Moreover, established brands often have larger marketing budgets, enabling them to run extensive advertising campaigns and engage in influencer marketing, enhancing their visibility and making it harder for new companies to compete for customer attention. Additionally, these brands benefit from economies of scale, producing goods at a lower cost per unit, which new companies may struggle to match. To overcome this threat, new companies must focus on product differentiation, innovation, exceptional customer experiences, targeted marketing efforts, and creating a unique value proposition. Building strong relationships with customers and delivering high-quality products and services can help new companies gain a foothold in the market and gradually compete with the established brands. A comprehensive market analysis, competitive research, and a well-crafted business strategy are essential to navigate the challenges posed by these well-established competitors successfully.

Dealing with the threat of competition from established brands requires a thoughtful and strategic approach. Completely avoiding the competition may not be a feasible option, as the presence of established brands is a reality in most markets. Instead, the company should focus on lessening the impact and finding ways to compete effectively.

Among several suggestions to deal with this threat is, first, the company should identify its unique strengths and differentiators to stand out from established brands. (Reuters, 2016) Whether it's offering specialized products, excellent customer service, or innovative features, emphasizing these aspects can attract customers seeking something different from the mainstream options. For example, Seri Wajah companies that use sales and marketing services from Aziatex need to work hand in hand to bring out the uniqueness of Seri Wajah products, either in terms of the service itself or the unique and comfortable spa facilities.

Next is, use social media platforms and digital marketing to effectively reach potential customers. Like Tiktok which has almost 17 million users. (DagangNews, 2022) This channel offers a cost-effective way to increase brand awareness, engage with customers and build an online presence without the same high budget as existing brands. (Piñeiro-Otero, 2016)

Lastly, consider pricing strategies that align with the company's market positioning. If company unable to compete on price directly, emphasize the unique value and benefits customers will receive from the products or services. (T. Naqle & Muller, 2018) For example, the Seri Wajah company can provide additional services that other spas do not, such as a free

facial for users who recommend the Seri Wajah spa to their contacts or make a free scan and consultation for customers who want to try the service.

In conclusion, the threat of competition from established brands is a significant challenge for new companies. These well-known brands enjoy brand recognition, consumer trust, and dominant market positions, making it tough for newcomers to break through. However, new companies can overcome this threat by focusing on differentiation, niche targeting, digital marketing, customer experience, continuous improvement, and innovation. By embracing these strategies, new companies can carve out their space in the market, build customer loyalty, and compete effectively with established brands. While the competition is inevitable, a customer-centric approach and a commitment to delivering unique value can lead new companies to success in a competitive landscape.

6.4.2 Negative Customer Reviews

A negative customer review refers to a dissatisfied customer's feedback or complaint regarding the facial treatment company's products or services offered through the online sale service. Such reviews can be posted on various platforms, including the facial treatment company's website, social media, online review sites, or forums.

Companies providing online sale services for a facial treatment company can observe negative customer reviews through various channels. Monitoring online review platforms such as Meta Business Suite and Google Reviews allows them to stay updated on customer feedback. Social media platforms, like Facebook, Twitter, and Instagram, are also essential channels for observing customers' comments and complaints. In addition, conducting customer satisfaction surveys and analyzing feedback emails and support tickets can provide valuable insights into customer experiences and identify areas of improvement. (Paget, 2023)

One of the most critical impacts of negative customer reviews is the potential damage to the company's reputation. Online reviews significantly influence consumer purchasing decisions, and a study by ReviewTrackers reveals that 94% of consumers have been convinced to avoid a business due to negative reviews. This loss of trust can be detrimental to the company's long-term success, as customer trust is essential in the beauty and skincare industry.

Negative reviews can create a competitive disadvantage for the company. A article written by Paget, 2023 highlights that 82% of consumers read online reviews for local businesses, and 52% of consumers aged 18-54 reported that they always read reviews before making a purchase decision. If competitors have better customer feedback and reviews,

potential customers may be more inclined to choose their products or services over those offered by the company.

Addressing negative customer reviews is a crucial aspect of reputation management and customer relationship management for any company, including those providing online sale services for a facial treatment company. To address negative reviews, companies should respond promptly and professionally, acknowledging the customer's concerns and offering a sincere apology for any inconvenience experienced. It's essential to demonstrate empathy and understanding, showing that the company values the customer's perspective. Taking the conversation offline can provide a more personalized resolution, allowing the customer to discuss the matter privately with the customer service team. After acknowledging the issue, the company should investigate the matter thoroughly to identify any potential gaps in products or services.

A crucial step is to offer a solution or compensation to the customer if appropriate, such as a refund, replacement, or discount on future purchases. Following up with the customer to ensure their issue has been resolved to their satisfaction shows the company's commitment to delivering a positive customer experience. Moreover, companies should use negative reviews as a learning opportunity, analysing patterns in feedback to identify areas for improvement and drive changes internally. Encouraging satisfied customers to leave positive reviews can help balance the impact of negative reviews and improve overall customer perception.

To effectively manage negative reviews, companies should continuously monitor and track responses to feedback, regularly assessing the effectiveness of their strategies. By addressing negative reviews thoughtfully and proactively, companies can turn dissatisfied customers into loyal advocates, showcase their commitment to customer satisfaction, and build a positive brand reputation. This, in turn, can lead to increased customer trust, improved customer retention, and long-term business success.

7.0 CONCLUSION

In conclusion, the SWOT analysis conducted for the company during the internship has provided valuable insights into its internal strengths and weaknesses, as well as external opportunities and threats. The analysis has shed light on the company's core competencies and areas of improvement, enabling a better understanding of its competitive position in the market. By identifying strengths, such as a dedicated and skilled workforce, innovative products, and a strong brand reputation, the company can leverage these advantages to capitalize on market opportunities and maintain its market share.

Furthermore, the analysis has highlighted areas where the company needs to focus on improving, such as streamlining internal processes, enhancing employee training and development, and expanding its digital presence. Addressing these weaknesses will be instrumental in enhancing overall operational efficiency and ensuring long-term sustainability.

Moreover, the identification of external opportunities, such as growing market demand, emerging technologies, and potential strategic partnerships, provides the company with a roadmap for expansion and diversification. Embracing these opportunities will enable the company to stay ahead of competitors and tap into new markets.

Lastly, the SWOT analysis has also alerted the company to potential threats, such as changing consumer preferences, economic uncertainties, and intensified competition. By proactively addressing these threats through robust risk management strategies and continuous market monitoring, the company can safeguard its position and mitigate potential disruptions.

Overall, the SWOT analysis is a valuable tool that provides actionable insights and recommendations for the company's future growth and success. Armed with this knowledge, the company can make informed strategic decisions, capitalize on its strengths, address its weaknesses, seize opportunities, and navigate challenges effectively in a rapidly evolving business landscape. As the internship concludes, the findings of the SWOT analysis will serve as a foundation for shaping the company's strategic direction and driving sustainable growth in the years to come.

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9.0 APPENDIX

Document Information

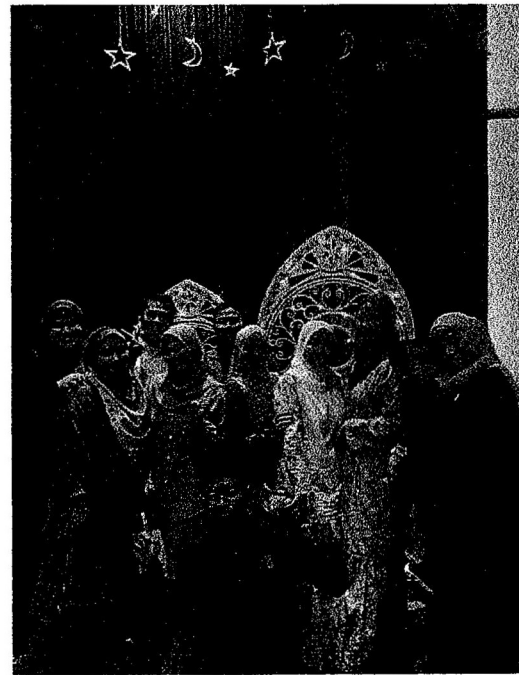|	
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Submitted by	
Submitter email	2020470312@student.uitm.edu.my
Similarity	0%
Analysis address	zuhairah612.UiTM@analysis.ouriginal.com

Sources included in the report

Entire Document

Figure 9: Ouriginal Plagiarism Report

Figure 10: My Precious Seri Wajah Sale Team   *Figure 11: Second Seri Wajah Sale Team*

Figure 12: Seri Wajah Team BBQ

Figure 13: Sale & Marketing Iftar
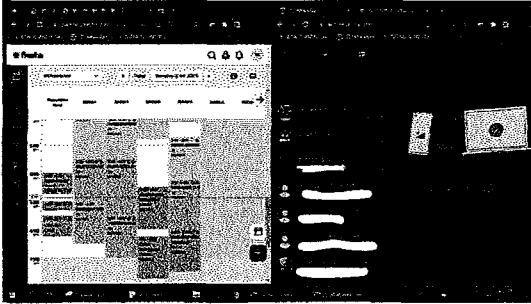
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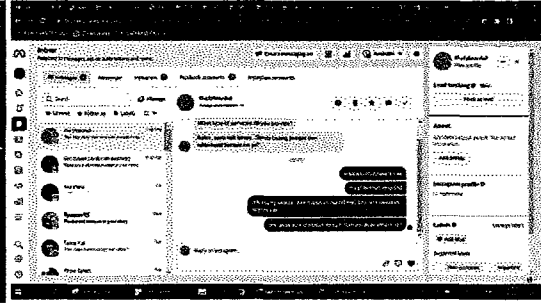
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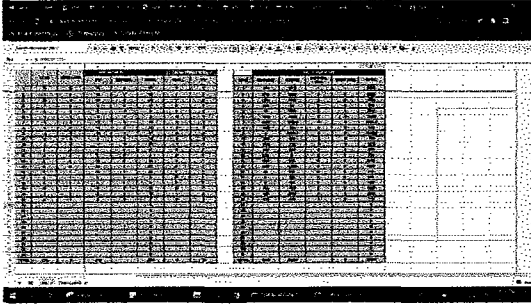
Figure 16: Daily Report July
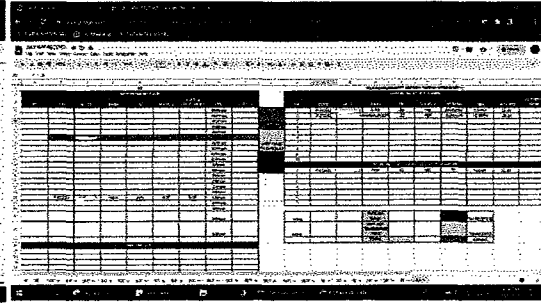
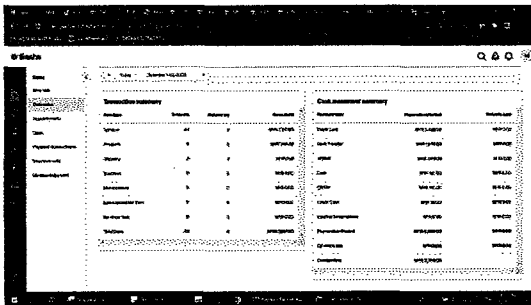*Figure 17: Appointment Record*

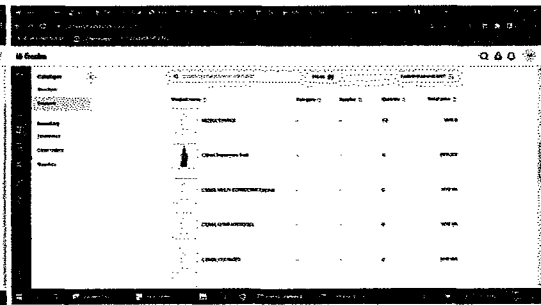
Figure 18: Daily Spa Sale Record
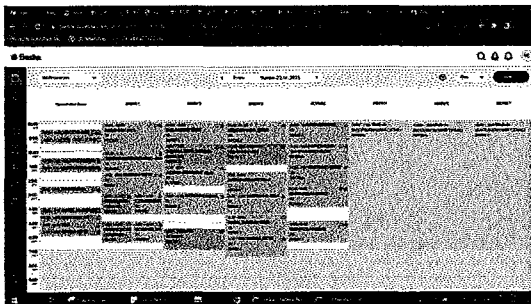

Figure 19: List Product at Spa
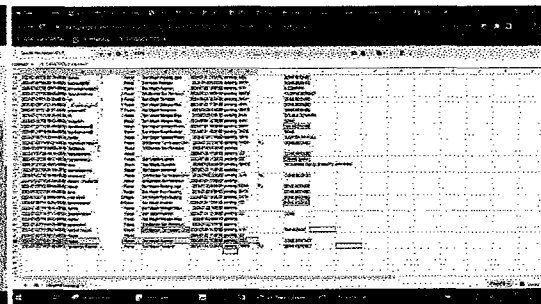

Figure 20: Appointment Website

Figure 21: List Customer Booked Appoinment

Figure 22: At Office

Figure 23: Sale & Marketing Potluck