



UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka



# INDUSTRIAL TRAINING REPORT

## AT KILANG MAKANAN MAMEE

1st March 2023 - 15th August 2023

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BINTI AZHAR

STUDENT ID: 2020455992  
PROGRAM/CODE: HUMAN RESOURCE  
MANAGEMENT (BA243)

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## **1.0 EXECUTIVE SUMMARY.**

Industrial training (HRM666) is a placement of students in an organisation either government or private organisation to complete supervised practical training in a number of various industries within the allotted period. This program is to expose students to the real work environment and let them gain experience of the early working phase. In addition, students also can obtain technical and practical skills through industrial training in order to prepare themselves for the beginning of the actual working phase once they have completed their studies.

For my industrial training, I was placed at Kilang Makanan Mamee Sdn Bhd Ayer Keroh Melaka. I was given the opportunity to perform as an intern for the company for 6 months starting on March 1 and ending on August 15, 2023, and that is how my great industrial training got started. I was assigned to the Human Capital department and helped with payroll duties since it links to my course, Bachelor of Business Administration (Hons) in Human Resources Management. In this report, Kilang Makanan Mamee's history will be discussed. This will provide a broad overview of the company's founding members, location, vision, and mission, core values, products, as well as Mamee Double Decker Group subsidiary companies. Additionally, the SWOT analysis will also be discussed. The Mamee's strengths, weaknesses, opportunities, and threats will be examined in the SWOT analysis.

I have discovered more about the role and responsibilities of human resources in the workplace, particularly regarding payroll management, due to my industrial training experience in the Human Resources department. I have also got experience in carrying out duties as committee members of any event that has been organised by the Human Resource department. Even though I don't have many significant responsibilities as an intern, I know that this experience will be very beneficial in helping me be prepared to pursue a career in human resources in the future.

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## **ACKNOWLEDGEMENT.**

**In the name of Allah, the most Gracious, the most Merciful.**

I want to start out by saying Alhamdulillah because I'm grateful to Allah for making everything easier for me.

I also would like to express my deepest gratitude to my industrial training advisor, Madam Nurul Aida Binti Harun for sharing invaluable guidance throughout the project. Her insightful advice and recommendations were very helpful to me as I finished the report. I will always be grateful to her for this.

Beyond that, I want to express my profound appreciation to Kilang Makanan Mamee Sdn Bhd, Ayer Keroh, Melaka, for trusting me with this opportunity. Sincerely, it was truly an honour to have had the opportunity as an intern at this outstanding company. My appreciation extends out to my supervisor, Miss Sia Lee Chu, and Miss Keek Swee Yan for being the major instructor who patiently guided and taught me a lot. They have been a passionate advisor who provided guidance and support to me during my six-month industrial training journey.

I also need to give my family credit for being there for me constantly. They gave me the best support, which helped me much to get through this industrial training productively. My parents' prayers, love, and unselfish sacrifices to ensure the best future for me are much appreciated by me. My parents greatly help me to stay motivated when I am working on my industrial training when I am feeling discouraged. Lastly, I truly valued the advice my friends and I shared regarding our report on industrial training.

## 2.0 STUDENT'S PROFILE.



### Nur Najwatul Assyiqin Binti Azhar

Contact Number:

Email:

Current Address:

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### CAREER OBJECTIVE

I am seeking opportunities to join a company that can help me in enhancing my skills, strengthening my knowledge, and realising my potential. I am willing to explore a wide variety of opportunities that can help me gain perspective

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### EDUCATION

#### **Universiti Teknologi Mara, Bandaraya Melaka**

- Business Administration with Honors Human Resource Management
- CGPA : 3.55

#### **SMK Bukit Baru, Melaka**

- Sijil Pelajaran Tinggi Malaysia (STPM) - Social Science
- CGPA : 3.83
- Muet : Band 4

#### **SMK Bukit Katil, Melaka**

- Sijil Pelajaran Malaysia - Accounting
- 6A1B2D

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### WORK EXPERIENCE

#### **Kilang Makanan Mamee Sdn Bhd, Melaka** **Industrial Trainee, Human Capital.**

**March 2023 - Present**

##### Responsibilities:

- Manage the process of leave application and benefits claim application approval
- Assist to register new workers into system (Red Alert & Socso Portal)
- Recording and tracking employees' benefit claim data
- Check employees' attendance
- Preparing cash salary
- Issue warning letter for misconduct
- Preparing ID cards for new employees
- Distributing Red Alert card to admins

#### **McDonalds, Petronas Bukit Katil Melaka** **Part Time Restaurant Crew, Human Capital.**

**October 2021 - Present**

##### Responsibilities:

- Greet customers upon arrival
- Inform customers of any specials or promotions running currently
- Answer any questions the customers might have
- Take orders with accuracy
- Front counter and drive thru cashier
- Thank customers for their business, invite them to return
- Maintain a clean, sanitary, and organized dining room and service area
- Prepare and packing products

**NAZ Selection Enterprise, Aeon Ayer Keroh Melaka  
Boutique Sales Assistant.**

**Februari 2020 - October 2020**

Responsibilities:

- Greets customers upon entering the store
- Assists customers in locating specific products
- Answers inquiries
- Cleans the store
- Assists cashiers
- Tracks and reports record of sales

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### SKILLS AND LANGUAGE

#### SKILLS

- Proficient in Microsoft Word (advanced), PowerPoint (advanced), Excel (Intermediate) and Canva (advanced).

#### LANGUAGES

- Spoken : Malay (native language), English ( working proficiency)
- Written: Malay , English

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### PERSONAL ACHIEVEMENTS

- Obtain Dean' List award for 1st, 3rd and 4th semester during degree
- Best student award for STPM (school level)
- Best student award for SPM (school level)
- Obtain ACCA certificate for SPM
- Creativity in The New Norms ( V-Miex) 2022 Gold award - Innovation

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### REFERENCES

#### **PUAN NORRAEFA BINTI MD TAIB**

Senior lecturer  
Faculty of Businesses & Management,  
Kampus Bandaraya Melaka  
Program Advisor (PA)

#### **MISS SIA LEE CHU**

Human Capital Executive,  
Kilang Makanan Mamee, Ayer Keroh  
Melaka  
industrial Training Supervisor

### 3.0 COMPANY BACKGROUND.

#### 3.1 Company's Logo and History.



Figure 1: Mamee Double Decker's Logo

Kilang Makanan Mamee is one of the Mamee Double Decker Group subsidiary companies. With the tagline "A World of Good Taste," Mamee-Double Decker (M) Sdn Bhd is a Malaysian corporation with interests in the production, marketing, and distribution of snack foods, beverages, and other items. In places like Singapore, Brunei, Indonesia, Southern Thailand, and Australia, it is highly well-liked. Mamee Double Decker was founded in 1971 by Datuk Pang Chin Hin and his partner. It all started when both opened a small factory, Pacific Food Products, that produces instant noodles at Melaka. The production began with their first product called Lucky Instant Noodle and Vermicelli that were released in 1972. Unfortunately, with fierce competition from Cintan and Maggi, this brand did not precisely live up to its name in the market. Lucky Instant Noodle experienced financial problems after realising that their sales were not taking off, which caused their banks and investors to quit financing them.

Datuk Pang and his son, Tan Sri Pang Tee Chew both experienced disappointment due to their partner's betrayal during the time. However, they chose not to give up or discontinue the brand despite this. One day, Tan Sri Pang noticed that rubber tappers in remote areas were eating uncooked noodles straight from the pack since they lacked access to a gas stove or other heat source. Realizing there was a market for it, they chose to reposition their brand of instant noodles as an easy-to-eat snack rather than a full meal. Consequently, Mamee and its lovable blue fuzzy monster mascot were created in 1974. The word "mommy" was used to create the moniker "Mamee" for the snack as a representation of the importance of the strongest emotional bond a person has with their mother. Although the rubber tappers were what initially motivated them to change their product's direction, they instead chose to concentrate their market on the kids.



### 3.2 Company Subsidiaries.

Mamee-Double Decker Group of Companies has 9 subsidiaries in Malaysia and 3 subsidiaries from overseas which are:

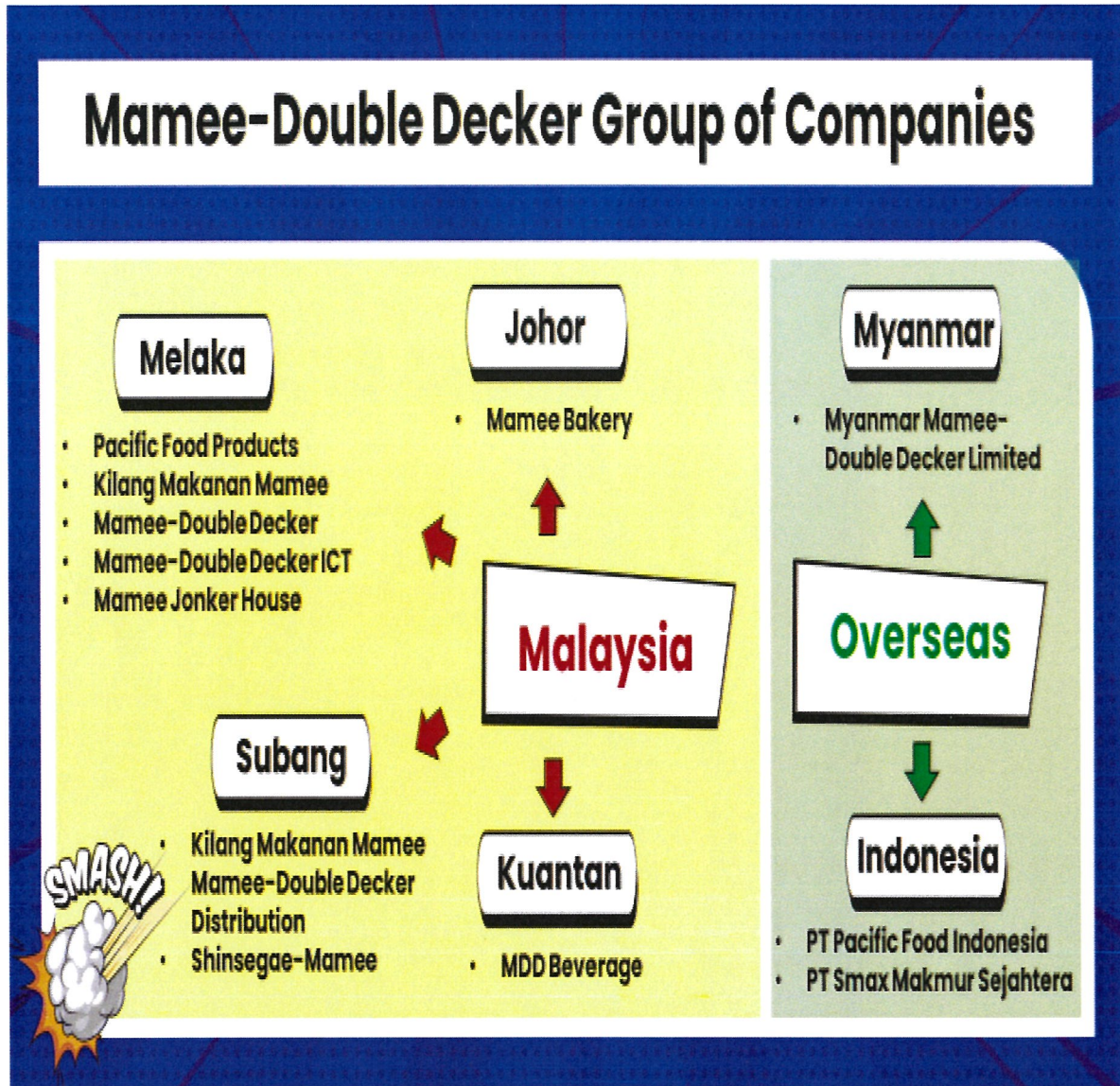


Figure 2: Mamee Subsidiaries

### 3.3 Location and Website.

Kilang Makanan Mamee is located at Lot 13, Air Keroh Industrial Estate, 75450, Ayer Keroh, Melaka, Malaysia which has been Mamee Double Decker headquarter since 2015.



Figure 3: Kilang Makanan Mamee Location.

Other than this, this company also has their own official website which is <https://mamee.com/about-us/>. Through this website, Mamee can share about their company history and achievement. They also update about their new product and progression there.



Figure 4: Mamee Official Website.

### 3.4 Vision, Mission, and Core Values.

#### Vision

To be a leading regional food company that is loved & trusted by all.

#### Mission

To spread happiness & excitement through food experiences.

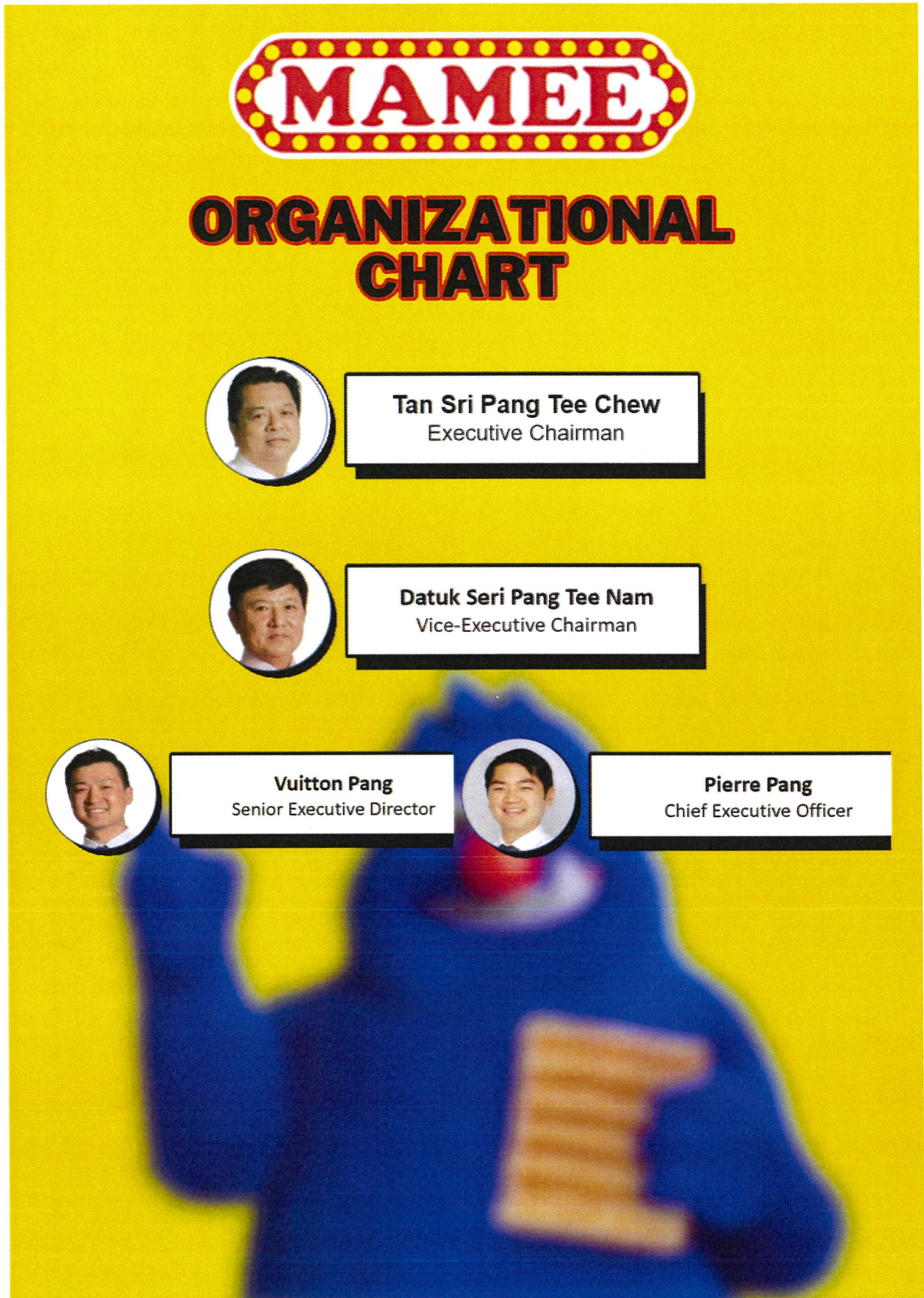
#### Core Values.

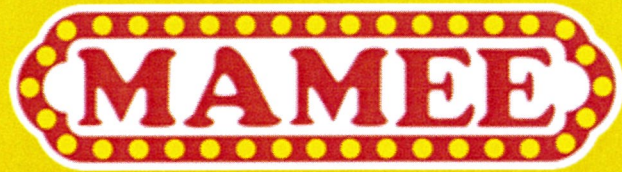


Figure 5: Mamee's Core Values.

- Integrity.  
Trust, openness, and taking responsibility are things we cherish.
- Involvement.  
We have the drive and the courage to succeed together.
- Intensity.  
We work hard and are dedicated, and we have a strong sense of urgency and passion for what we do.
- Innovation  
We embrace innovations and open up endless potential.

3.5 Organizational Structure.





# ORGANIZATIONAL CHART



**Pierre Pang**  
Chief Executive Officer



**Kenneth Pang**  
Executive Director



**Felix Pang**  
Executive Director



**Datuk Gary Choo**  
Executive Director



**Bong Tian Min**  
Chief Operating Officer



**Varun Pradip Naidu**  
Chief Business Dev. Officer



**How Yuan Yi**  
Chief Marketing Officer



# ORGANIZATIONAL CHART



**Felix Pang**  
Executive Director



**Lionel Lim**  
Chief Financial Officer



**Tan Ei Cheng**  
Chief Sourcing Officer



**Ooi Hui Yi**  
Director, Legal



**Tan Jit Wei**  
Chief Technology Officer



**Jennifer Chee**  
Director, Food Service



**Zenas Kok**  
Chief People Officer

Figure 6: Mamee Organisational Structure.

### 3.6 Products.

Kilang Makanan Mamee has produced food & beverages products under six core brands. The core brands are Mamee Monster, Mister Potato, Tora, Cheers, Mamee Chef and Corntoz.



Figure 7: Mamee Core Brands and Its Products

## 4.0 TRAINING REFLECTION.

### 4.1 Duration.

The internship programme is expected to last for six months, from 1st March 2023 to 15 August 2023. The working hours that set up by company are from 8:30 AM until 5.30 PM and from Monday to Friday.

### 4.2 Specific department.

The department that I have been assigned to is the Human Capital department under payroll team since it is aligned with my course.

### 4.3 Roles, Responsibilities, Task, and Assignment Given.

| <b>Roles, Responsibilities, Task, and Assignment Given.</b> |   |
|---|---|
| <b>Daily Tasks:</b>   | <ul style="list-style-type: none"><li>• Check and approve the leave application, medical claim, and benefit claim application by employees in Success Factors.</li><li>• Key in the medical claim data into Red Alert and make sure the data are always tracked and disclosed.</li><li>• Manage the related payroll and wage data for new employees.</li><li>• Submit insurance deduction in Success Factors.</li><li>• Register workers to Socso Portal and Red Alert.</li></ul> |
| <b>Monthly Tasks:</b>                                       | <ul style="list-style-type: none"><li>• Check employees' attendance through Time Tec</li><li>• Ensure that all the attendance details in Time Tec are accurate and complete.</li><li>• Communicate with admins regarding attendance issue.</li><li>• Print and prepare payslip.</li></ul>   |
| <b>Other Than Payroll Task:</b>                             | <ol style="list-style-type: none"><li>1. Issue warning letters.</li><li>2. Prepare ID cards for new hires.</li><li>3. Committee member for the Career Fare and Sambutan Hari Raya Mamee 2023 events.</li><li>4. Recruit and interview candidates of new interns.</li></ol>  |

Table 1: Roles, Responsibilities, Task, and Assignment Given.





Figure 8: HR tools used by Human Capital.

#### 4.4 Benefit Received and Gained.

##### 4.4.1 Allowance, Staff Benefit and Rewards.

|            |   |
|------------|---|
| Allowance: | <ul style="list-style-type: none"> <li>• RM30 per day for March and April.</li> <li>• RM 800 per month for May until August.</li> </ul>   |
| Benefits:  | <ul style="list-style-type: none"> <li>• Entitle “Staff Purchase” – got 50% discount for any purchase of Mamee products.</li> <li>• Accessibility to staff vending machine.</li> <li>• Free samples of Mamee new products.</li> </ul> |
| Rewards:   | <ul style="list-style-type: none"> <li>• Starbucks cash voucher worth RM50 for being events’ committee member.</li> </ul>   |

Table 2: Allowance, Staff Benefit and Rewards.

#### 4.4.2 Knowledge and Technical Skills Related to Work.

- Develop Microsoft Excell Skills.

Payroll duties requires a person to constantly use Microsoft Excell as a tool for recording and tracking data. By doing this, a person can utilise Microsoft Excel more effectively every day and also able to apply its functions effectively.

- Proficiency with HR tools.

Proficiency with HR tools including Success Factors, Red Alert, Time Tec, and BOSS systems. It will develop an understanding of what each piece of software functions and comprehend how it runs.

- Gained knowledge about Socso.

Knowledge such as how to register workers to Socso and what is the process that worker have to go through to claim Socso have been exposed.

- Learn how to deal with bank and SecuriForce.

When company needed to withdraw a large amount of cash to pay their employees, they need to deal with the bank then, company also have to deal with SecuriForce to send cash from the bank to the company.

- Writing warning letter skills.

Warning letters need to be written with a clear and firm explanation so that workers can understand how serious the misconduct that they have done can affect their career. From writing warning letter, it will give a deeper understanding about what types of misconduct can result in a worker being suspended or dismissed.

- Basic interviewing skills.

Learned the basic principles of conducting interviews such as know what the right questions to put forward.

#### 4.4.3 Knowledge and Skills Related to Personal Development.

- **Communication Skills.**

The requirement to communicate with numerous personnels in the organisation, from entry-level workers to department heads has enhance communication skills. It has been exposing on what the appropriate words to use when speaking officially, as well as how to respond and act when interacting with those in top management. It also makes give awareness of how the manner of communication might influence how certain jobs are carried out.

- **Jobs and Time Management Skills.**

The numerous tasks given by company has taught how to organise the workload so that there is not any task being disregarded. From this, the capability of performing well even under urgency will be gained. Asides from that, during the industrial training period, I learned to organise my daily schedule so that I always get to work on time to prevent being late. I can eventually educate myself about the importance of being on time.

- **Boost confidence.**

Grew more confidence in engaging in conversations with others. Tasks like take phone calls from other organisations and from individuals who are looking for work have been able to boost confidence in a person. It will also make people to interact with on another without feeling awkward.

## 5.0 SWOT ANALYSIS.

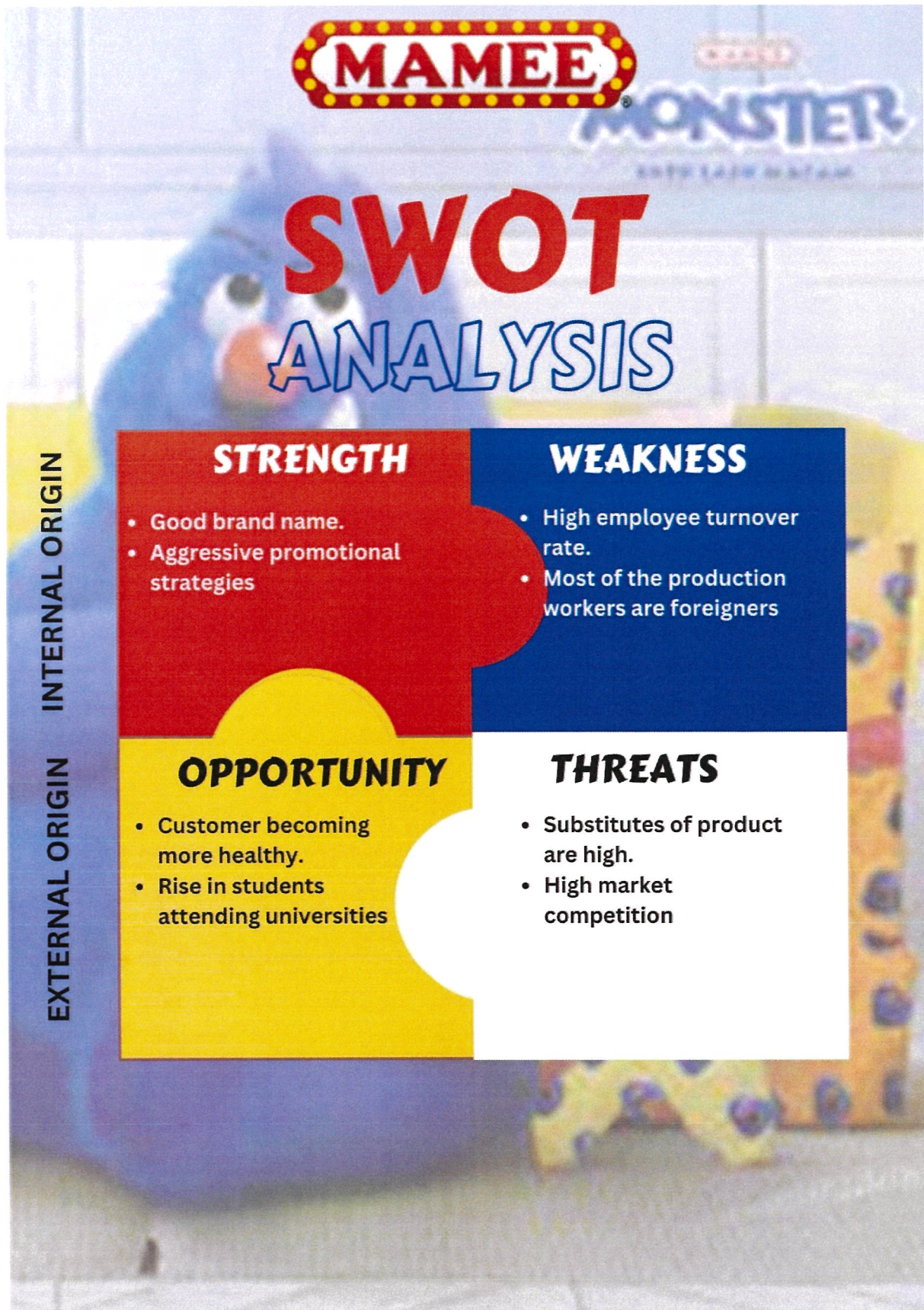


Figure 8: Mamee SWOT Analysis

## **6.0 DISCUSSION AND RECOMMENDATION.**

### **6.1 Strengths.**

Organizational strengths refer to qualities and abilities that provide a company with an edge over competitors and other companies in its industry and are discovered via an examination of its internal environment. Organizational strength, in other words, identifies the traits and circumstances that make a company more efficient and effective. (GÜREL, 2017)

#### **6.1.1 Good Brand Name.**

Whether you agree with it or not, a company's brand image is crucial to fostering trust and loyalty among potential customers. The relationship that customers have with your brand is influenced by your consistent efforts to keep a consistent brand image, whether it be through packaging or the quality of your cuisine (Thimothy, 2016). A company not only can bring in potential customers, but also be able to draw in a higher caliber of partners to collaborate with the company if it has a strong brand image that is recognized.

According to the annual report from their official websites, Mamee has received multiple awards both locally and globally, so we can assume that it has a rather good brand name. The chief minister awarded Mamee Double Decker Berhad (M) with the "Promising Local Company Awards" in recognition of the company's contributions to local businesses. The second award came from the Malaysian Manufacturer Packaging Council of Malaysia and was given to one of Mamee Double Decker (M) Berhad's products, Nutrigen Liteyo. Mamee had also received certificates from China Awards and the internationally renowned ISO 9002 organization. Other than that, Mamee-Double Decker was named by Deloitte as one of the 2022 Winners of Malaysia's Best Managed Companies, further recognizing their success and contribution to the industry and economy.

I would recommend Mamee to continue maintaining the strong brand name by coordinating more Corporate Social Responsibility projects. According to a 2015 Cone Communications/Ebiquity Global CSR report, 84% of consumers worldwide say they look for products that are ethical whenever they can, and 91% of consumers worldwide expect companies to do more than just earn a profit. If they knew about irresponsible or dishonest business practices, 90% of people would stop doing business with that company. For example, Mamee may produce products in packaging that is more friendly to the environment. Through this, customers will come to realize that Mamee company is carrying out responsibility in taking

care of nature. The customer's confidence in the quality and safety of the products supplied may therefore grow as a result.

#### 6.1.2 Aggressive Promotional Strategies.

Marketing departments utilize promotional activities to raise public awareness of their brands, products, and services. They might use this to draw in new customers, keep those they already have, and boost sales. Promotional activities frequently start with raising consumer awareness of and interest in the company's products (Indeed, 13 Types of Promotional Activities To Grow Your Business, 2022). They then attempt to arouse desire in the audience they are targeting and persuade them to act by convincing them to make a purchase. Examples of promotional activities are social media advertising, collaborations, sponsorship and many more.

To increase its market position, Mamee Double Decker, like many other businesses, feels driven to adopt aggressive marketing strategies. Mamee Double Decker utilized several promotional strategies such as campaigns, and collaborations. According to a July 4 article in Marketing Magazine, Mamee Double-Decker and Creative Juice Kuala Lumpur have launched a new Integrated campaign for the FIFA World Cup to highlight their wide variety of snacks that are ideal for boosting the enjoyment of watching football. Mamee Double-Decker recognized an opportunity to take a fresh approach at a time when most Malaysian food manufacturers are profiting on the Hari Raya Festival by advertising their quick meals and snacks to the many passionate football fans watching in early hours of the morning (MarketingMagazine, 2018). Other than that, according to information on their official websites, Mamee is also launching a cooperation with Foodpanda called the Mamee X Panda Mart Exclusive World Cup 2022 Campaign to strengthen a relationship that is advantageous for both Mamee and Pandamart (Mamee, 2022). Furthermore, Mamee also has announced collaboration with NR Sport and pick Neymar Jr as the brands ambassador.

These days, social media marketing effectively promotes customer and marketer interactions and makes initiatives to raise brand recognition possible (Hafez, 2021). Therefore, I advise Mamee to start its online promotions more aggressively. Mamee, for instance, may collaborate with TikTok to promote ads of their products. Furthermore, Mamee can assign a team to sell their products through TikTok live sessions as TikTok provides users and brands with free delivery coupons, discounted prices, and other incentives. By doing this, it will increase the number of online sales because it is common for customers to buy more at a cheaper price. Mamee may also work along with social media influencers to produce engaging content about Mamee products. When a recommendation comes from a source, they have

confidence in, customers are more prone to make a purchase. Popular figures and celebrities inspire their audience and affect their purchasing decisions.

## **6.2 Weaknesses**

Weakness is any internal aspect where an organization doesn't perform very well or even very poorly, or anything that is negative. weaknesses make it more difficult or impossible for an organization to complete their goals and mission.

### 6.2.1 High employee turnover rate.

In the fierce global competitiveness of today, turnover is a major issue for organizations. The phenomenon of turnover has recently been discovered to be an ongoing issue for organizations. The organization's productivity and profitability would suffer as a result. High rate of turnover may also raise the risk of losing skilled workers (Al-Suraihi et al., 2021).

During the previous months of my internship at Mamee, there has been a lot of turnovers among the production staff, involving foreign as well as local employees. The rate of employee turnover is high not only for general workers but also for staff and executives. There are several reasons why people leave a job or an organization, including the fact that they feel their work or workplace does not live up to their expectations and that there is a mismatch between the person in the position and the job. In addition to that, the industries are facing more competition. Therefore, Mamee and competing companies' base salaries, benefits, overtime, and allowances must be compared. Since I have been in charge of payroll, there are at least two cases of resignation that I must deal with each month, have to recalculate all of the salary deductions, benefits usage deductions, and many other payroll-related issues. This has caused many inconveniences to Human Capital department. Additionally, because of the constant turnover scenarios and the pressing demand for workers in the production area, it has been challenging for businesses to truly hire workers with good quality.

For these issues, I want to recommend Mamee to conduct an employee opinion survey. Since Mamee employs a huge workforce, this can be done online. Mamee can provide an online platform where workers can voice any dissatisfaction with the management or the working environment. Through this, the top management will be aware of the critical issues and have an opportunity to fix them. Next, Mamee can also offer a more attractive benefits to employee. Benefits might not always come in the form of salary increments; Mamee may also provide additional benefits, such as a special allowance for employees who consistently

provide high-quality work. Besides from that, benefits including more rest times, flexible work schedules for staff members in the production office, and greater overtime pay in comparison to other businesses can also be provided. With all these efforts, employees will feel that the superiors are very concerned about the employee's problems. Besides, they will also feel that all their energy contributions to the company will be appreciated. This will lead to employee satisfaction. Employee loyalty and commitment are higher when they are satisfied, which benefits the organization's non-financial success (Jigjiddorj et al., 2021).

#### 6.2.2 Most of the production workers are foreigners.

The low unemployment rate in Malaysia draws foreign workers, especially those from Indonesia, Pakistan, Bangladesh, and the Philippines. In Malaysia, there are 1.2 to 2 million legally registered foreign workers in addition to another million unregistered workers (PhDessay, 2017). Most businesses, particularly those in manufacturing, actually like hiring foreign workers since they believe that these workers have high discipline because they consistently work extra hours and are more motivated to do their jobs. However, if there are too many foreign workers, there will still be a number of issues that might arise and affect the production and quality of the organization.

At Kilang Mamee, most of the production workers are foreigner. Even though, most of them love to work overtime and its benefits the organization, but there are still several cases that occur because of the large number foreigner in the production. Firstly, there were numerous conflicts between foreign workers or between foreign workers and local workers that resulted to serious fights. There is no doubt that many local workers find it stressful to work with foreign employees since they consistently lack ethics and good manners, which leads to tension between workers. Also, there are a few cases of foreign workers absconded, which has led to issues with a sudden shortage of workers in the production area. This might occur because the majority of them still struggle with their Malay language skills, making it difficult for them to convey their dissatisfaction before making the decision to run away. Supervisors also admit that their language proficiency issues make it challenging to communicate with them.

I would suggest Kilang Makanan Mamee to offer team building and language training if they decide to continue hiring more foreign workers. A language session can be held by the training and development team to teach the basics of Malay to foreign employees. After that, a brief test to assess their level of language proficiency should be administered at the end of each session. As far as I know, Kilang Makanan Mamee frequently conducts team-building activities for staff, executive, and manager level employees, but never for general workers.



workers. These trainings can help improve the quality of the workplace environment. Then, helpful, and pleasant interactions at work encourage productive actions like job satisfaction and work attachment (Fiaz & Fahim, 2023).

### **6.3 Opportunities.**

Opportunities are a combination of several circumstances that, if grabbed can lead to a favorable outcome. The word "circumstances" is crucial in this definition because opportunities are deemed to be external. That means that, unlike with Strengths, no one can 'create' opportunities; instead, they can only decide how to position themselves to take full advantage of them or whether to reach out and grab them (Bush, 2016).

#### 6.3.1 Customer becoming more healthy.

More customers are becoming interested in foods that boost their metabolism, immunity, and mental health because of the Covid 19 pandemic (Poinski, 2020). According to data from ADM's Outside Voice research platform, 77% of customers wish to take greater steps in the future to maintain their health (Anderson, 2020). Many manufacturers, according to Ana Ferrell, the company's vice president of marketing for North America, have stayed in touch with what customers want.

Since consumers are becoming more health conscious, Mamee Double Deck has an opportunity to develop a product that is healthier because it will give customers more options for nutritious food. In an effort to broaden its product offering, Mamee Double Decker plans to acquire a health food supplier. Mamee had identified a number of suppliers, and the business intends to negotiate with these suppliers in order to provide healthy food supplies.

My advice is that Mamee should approach and lists several suppliers, with the intent to engage in negotiations with each of them to supply nutritious food resources. Ideas for nutritious Products that Mame can produce is like oats bars, vitamin C drinks, or even isotonic beverages. By identifying and capitalizing on these opportunities, companies can increase their profitability (Bottrell, 2023)

#### 6.3.2 Rise in students attending universities.

According to Utusan Malaysia, a total of 239,609 applications for admission to institutions of higher learning (IPT) were received for Sijil Pelajaran Malaysia (SPM) 2022 graduates, which is an increase of 2,448 compared to 237,161 in the last academic session (Maisarah, 2023). This demonstrates the growing interest among young people to utilise their

learning to a higher level. This matter can be considered as a good opportunity for Kilang Makanan Mamee.

Instant noodles are frequently welcomed by university students because they are typically busy attending classes, studying, or working while also living on a tight budget. They also frequently need food while studying to relieve stress, particularly female students (Nusselder, 2021). Whether it's after class or during study time, they must constantly have something to chew and consume. Mamee can therefore take advantage of these chances because this business is a significant supplier of instant noodles and snacks. To target students as their target market, Mamee can therefore be more aggressive.

My suggestion is that Mamee conduct promotional activities with students as the primary target market. For an example, The Student Friendly Online Sales programme can be offered by Mamee. Through this programme, Mamee can offered a package with cheaper price, on condition students need to show their student id. Asides from doing it online, Mamee also can collaborate with retailers like Speedmart and 7eleven to offer that package for students. Next, Mamee may collaborate with universities to set up a vending machine that offers snacks, drinks, and cup instant noodles at a low price that students can afford, making it simple for students to have access to their products.

## **6.4 Threats**

Any unpleasant circumstance in the environment of the organisation that could harm its strategy is considered to be a threat. A barrier, a restriction, or anything external that could lead to issues, harm, or damage is a potential threat. Threats include things like problems with the supply chain, shifting consumer preferences, and a shortage of skilled applicants.

### 6.4.1 Substitute of products are high.

Even in monopoly industries, competition exists in some manner for every enterprise. Substitute products are where most of the competition is found. A product that fulfils the same function as another one on the market is referred to as a substitute. For instance, coffee can be used in place of tea, and solar energy can be used in place of electricity. Demand for tea also increases when the price of coffee does, and vice versa. A consumer can desire less of the other product if they have access to more of one commodity (CFI Team, 2022).

Numerous substitutes to MAMEE products are available on the market, particularly beverage products called Vitagen from Marigold Company, which was founded in 1977. It has

established a solid reputation in the market for infants and adults with medical issues. Through advertising and promotion, MAMEE has competed with Vitagen for a larger market share for cultured milk in Malaysia. Furthermore, Maggi instant noodles from Nestle', also one of the Mamee substitute products that has been a great competitor until today. Mamee has been impacted as Maggi instant noodles, also referred to as 2-minute noodles, are marketed. This is due to the fact that consumers still refer to any instant noodles as "Maggi" and some of them assume that Mamee brands and Maggi are the same.

I propose Mamee to begin carrying out product differentiation. By differentiating their products apart from those of their rivals, a company tries to disrupt the standardisation of its products (Weinstein, 2022). We are aware that Mamee and Maggi instant noodles' packaging has a lot in common. Therefore, Mamee has the option to alter the features of their product packaging. Mamee might, for instance, offer disposable wooden forks instead of the plastic forks that come with its instant noodle cups. Mamee can also personalise the fork by writing "Mamee" on it to improve its appearance. Wooden forks will make the way the product packaging appear to be more exclusive in addition to being more environmentally friendly and simple to dispose of.

#### 6.4.2 High market competition.

Consumer demands for goods and services result in the growth of a competitive market. Because of the competition, it fosters companies to consider their costs of production, pricing policies, and product output (Birt, 2023). It will also encourage the introduction of variety new product and service in the market.

Customers frequently compare costs and product quality with other brands as they become more knowledgeable and conscious about the food they eat. There are many brands and products available today that are comparable to the Mamee Double Decker. As a consequence, a threat to Mamee's double decker is posed by its market competitors, such as Munchys, Nestle, and Unilever Foods. Mamee also obviously have an external threat which is competitors in China. Due to the complex nature of the market in China and the wide range of snack food products they offer, Mamee faces a stronger difficulty, particularly in Shanghai. Mamee had to compete with competitors in Shanghai who hold a larger market share. When these competitors offer products of greater quality while costing less than Mamee, customers are likely to make purchases from them.

I would like to recommend Mamee to keep on developing new products. Company must continue to develop their product to expand on the initial innovation and generate new ones in order to face these realities of competition. As the business learns from customer feedback and implements fresh insights, striving to provide consumers with a better product also positively impacts the brand. Find strategies to expand your product offerings to demonstrate to customers your ongoing ability to satisfy their needs (Indeed, 2023). Mamee, for an instance, can launch new products under the brand Nutrigen Lite Yo. Mamee may sell frozen yoghurt like which from Llao Llao, that has grown to be quite popular among yoghurt fans, in addition to its cultured drinks and yoghurt. Other than that, Mamee can also add more traditional flavours like "Rendang" and "Kari Laksa" to its potato chips product rather than just to its Mamee Chef instant noodles.

## **7.0 CONCLUSION.**

To sum up, I have learned a lot during my 6 months industrial training, and both the knowledge and experience I received were very useful for my future deployment. In addition, the Kilang Makanan Mamee also provided me with good guidance. Other than that, everyone at the company was incredibly helpful and considerate. Also, although coming from a variety of educational backgrounds, they are employee friendly. I was able to establish a good relationship with them as a result. They gave me lots of fresh knowledge that I had never had before. I am confident that my career will benefit from the knowledge and soft skills I have acquired from this industry training.

Students are exposed to new experiences through industrial training, which also helps them develop a high level of confidence when faced with obstacles and a greater understanding of management projects that are hard to discover in academic settings. Internship programmes assist students in developing their self-esteem and satisfaction via the process of lifelong learning, in addition to assisting them in preparing for their professions while earning money. When students get work experience, it is easier for them to be confident, strengthen their communication skills, and be able to handle challenges wisely in the future.

Since I still have a lot to learn and a long way to go, I think that during my 24 weeks of internship, I learnt a lot, especially about payroll management. The benefits of networking are one of the many things I have learned. During my internship, I improved my ability to communicate and establish relationships with the staff. I acquired new communication skills such as how to greet staff members and interact with superiors. I am extremely appreciative that I had the opportunity to complete an internship and that the knowledge I picked up was so priceless. I 'am hoping that I can use all I have learned in my future career.

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## 9.0 APPENDICES



Preparing And Packing Cash Salary



Iftar With Human Capital Department



Career Fair at MITC, Malacca





Sambutan Hari Raya Mamee Double Decker 20