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UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY OF BUSINESS MANAGEMENT**  
BACHELOR OF BUSINESS ADMINISTRATION (HONS.)  
INTERNATIONAL BUSINESS (BA246)

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**INDUSTRIAL TRAINING – INTERNSHIP**  
MGT 666

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# **SWOT ANALYSIS**

## **PET WORLD INTERNATIONAL SDN. BHD.**

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**PREPARED BY**  
NABILAH ILYANA BINTI MAHBUB (2021119243)

**PREPARED FOR**  
DR. NOR AZMAWATI HUSAIN

**SUBMISSION DATE**  
17 July 2023

## **EXECUTIVE SUMMARY**

This Industrial Training Report is a comprehensive summary of the student's experience as an intern at Pet World International for a period of 24 weeks. This report will highlight the student industrial training process over a period of 24 weeks, which include industrial experience such as interacting with lots of people, adaptations to working in a real industry, and gaining work-related knowledge and skills as well as personal development.

On 1 March 2023, the first day of student industrial training, the student was assigned to Miss Chew Anusha, the assistant manager of the human resources department. Students look into and observed Pet World International Sdn Bhd's task distribution in terms of talent, acquisition, operation, and payroll. During these six months, the student was being worked as an intern for a human resource team that responsible for talent, acquisition, and operation, and payroll tasks.

This report on Pet World International Sdn Bhd's SWOT Analysis consists of a student profile, a company profile, a student's training experience, a SWOT analysis, a discussion, recommendations, and a conclusion. The company's competitive position, which includes its strengths, weaknesses, opportunities, and threats, will be evaluated using a SWOT analysis. This report will provide an overview of student performance during student industrial training while analyzing the company through a SWOT analysis, as well as evaluate Pet World International Sdn Bhd's performance and make specific recommendations for further improvement.

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## **1.0 ACKNOWLEDGEMENT**

First of all, praise and gratitude to God, the Almighty, for His mercies in allowing me to accomplish the assignment from my beloved lecturer'

Madam Dr. Nor Azmawati Husain student lecturer, deserves huge appreciation for her patience in guiding me through the task given. Her advice has been quite useful in assisting student in completing the assignment in the time allotted. In addition, the student would like to thank the student father, Mr Mahbub, and mother, Mrs Suzana for their support in completing the task. It will be tough for a student to ensure the project is completed within the time frame if they do not be student 'assistant' because both of them helps me a lot in answering tonnes of student question as well as providing information that is beneficial for this assignment.

Ultimately, the student would like to express her gratitude to the following people and friends for their]p endless love and support as the student worked on this project. Their motivation and support are quite helpful when the student feels discouraged, and a student was able to complete the task successfully.

## 2.0 STUDENT'S PROFILE

### NABILAH ILYANA BINTI MAHBUB

NO 52, JALAN DIVIDEN SATU 23/6A, SEKSYEN 23 40300

SHAH ALAM, SELANGOR

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### EDUCATION

Bachelor of Business Administration (Hons.) International Business

*University Technology of MARA (UiTM) Bandaraya Melaka, Melaka*

MARCH 2021 – PRESENT

Dean List 2 Semester

Related Coursework: Business Analytics, International Trade Framework, International Business Negotiations, Strategic Management.

Diploma in Investment Analysis

*University Technology of MARA (UiTM) Segamat, Johor*

SEPTEMBER 2018 – FEBRUARY 2021

Dean List: 2 Semester

### RELEVANT EXPERIENCES

**Intern** | March 2023 – August 2023

Pet World International Sdn Bhd

- Assisted in planning and organizing company events and meetings, including logistics, catering, and communication with external vendors.
- Maintained an organized and updated filing system for human resource and administrative documents, improving accessibility and efficiency.
- Coordinated and arranged interviews, and provided candidate screening support resulting in a streamlined recruitment process.

**Cashier (Part-Time)** | February 2018

Aeon Big

- Maintained a clean and organized checkout area and ensured the displays were well-maintained and visually appealing.
- Balanced cash drawer at the end of each shift, reconciling discrepancies and ensuring accurate accounting of all transactions.

### EXTRACURRICULAR ACTIVITIES

**Welfare Exco Session 2021/ 2022** | 11 December 2021 – 13 January 2023

International Business Unity Club (IBUC), UiTM Bandaraya Melaka, Melaka

- Collected, updated, and keep record details of all International Business students.
- Ensure student confidentiality is maintained at all times.
- Helped students by providing fundraising for unexpected cases such as floods or the death of family members.
- Provided support to students who may be experiencing social or emotional issues.

**Event Assistant Project Leader | 1 December 2022**

*Seminar: Indeed and Resume: Step Up Your Career*

International Business Unity Club (IBUC), UiTM Bandaraya Melaka, Melaka

- Responsible to track project changes and producing updated schedules.
- Organized and communicate with a person being a guest speaker and follow up on updates.
- Managed the preparation of presentational material needed by the speaker.

**Treasurer Academic Trip | 21 – 25 November 2022**

*Enchanting Malaysian Borneo: Academic Trip and Community Service Responsibility to Sabah*

Academic Trip Class Organization

- Collected, and organized accordingly trip fees from the beginning of the semester in March 2021 until November 2022 amounted to RM59,126.
- Tracked and maintained a record of all transactions with records details including but not limited to dates, amounts, venues, actions taken, and necessary comments.
- Received sponsor money to be used for Community Service Responsibility in Kampung Sambah, Sabah amounted to RM1,400.

**Event Assistant Project Leader | 24 October 2019 – 26 October 2019**

*Jelajah Rakan Muda Ke Utara, UiTM Segamat, Johor*

Sekretariat Rakan Muda (SRM), UiTM Johor

- Assisted project leader by planning project details, assigned duties to team members, and identified challenges to ensure the program was successful.
- Served as one of the points within UiTM Permatang Pauh, Pulau Pinang to ensure the welfare of participants as a high priority by providing accommodation throughout the program.
- Established collaboration between Sekretariat Rakan Muda (SRM) UiTM Johor club with Sekretariat Rakan Muda Universiti Sains Malaysia (SRM USM), and the EXSAC Club UiTM Pulau Pinang by sharing ideas and opinions to improve structure and activities of SRM UiTM Johor.

**Event Activity Bureau | 11 January 2023**

*Skill Up!: Heroes In Training*

Organization Class of 5C with collaboration Class of 5B

- Organized the flow of the games by strictly complying with the time period given.
- Prepared materials that will be used such as cue cards for charades games.
- Ensure the objectives of the games are achieved by developing students to be creative with limited time.
- Developed students' non-verbal communication skills in guessing the words given.

**SKILLS SUMMARY**

Technical Skills

- Microsoft Word (Expert)
- Microsoft Excel (Intermediate)
- SPSS (Basic)

Language

- Malay (Native Proficiency)
- English (Moderate Proficiency)

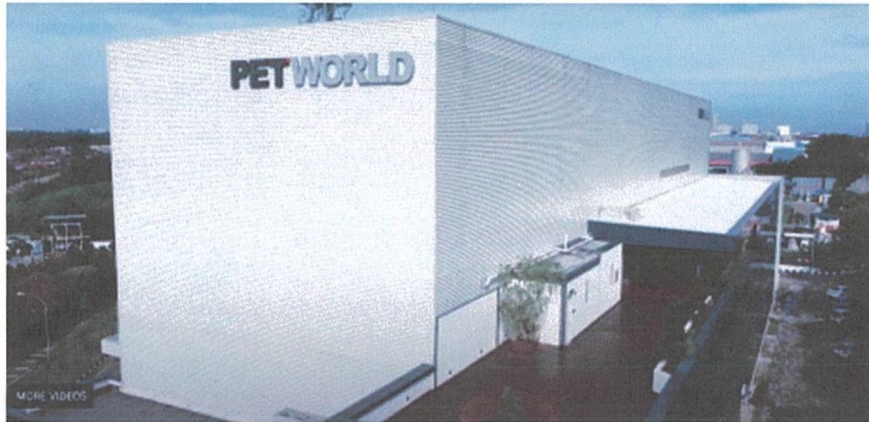
**ACADEMIC ACHIEVEMENT**

- Dean's Award (2020 – 2021, 2023)

### 3.0 COMPANY'S PROFILE



*Figure 3.1: Pet World International Sdn Bhd Logo*



*Figure 3.2: Picture of Pet World Nutritions Factory*

Pet World International has been based on its company philosophy of Bridging Lives since its founding in 2006. They are dedicated to providing uncompromising Pet Nutrition for animals so that pets and their owners can have more memorable moments (*Pet World International - Our Story, 2006*). In keeping with their guiding principles which is ProDiet and ProBalance were developed with the health and welfare of pets as their primary pillars.

Moreover, their ongoing desire for better formulations enables them to raise the level of excellence of the ingredients and uphold the highest standards for their products. The PWI is also dedicated to employing ethically obtained raw materials, environmentally responsible production, and most importantly healthy community participation with pet-related issues in order to build a more sustainable world for future generations. In striving to better the quality of life for both pet owners and their animals, they as a pet-loving company want to be the No. 1 pet care specialist in the sector.

The company's **vision** is the welfare of animals is its top priority. They believe that all animals should be treated humanely, and it is their duty to educate our society to care for them. Its **mission** in terms of innovation is the company helps feed the future, from farm to table. To continue to pursue pet food innovations whilst focusing on pet health and wellness, as our pets deserve only the best in life.



*Figure 3.3: Wet Food Processing to Put in the Tin*

Other than that, Pet World International Sdn Bhd has a few subsidiaries company that offers a wide and services, including pet food, confectionery, consumer electronics products, kitchen appliances, and outdoor recreation products.



*Figure 3.4: Outdoor Brand – Coleman Tent*

In fact, the company has more than 13 years of experience in the pet care sector and is dedicated to providing high-quality, nutrient-dense pet food using only the best ingredients for happy and healthier pets. In order to produce more enjoyable feeding experiences, their research team constantly develops new products and improves formulation. As of now, they currently have 73 SKUs and are expecting in expanding.

Over the years, this group become increased in strength. All of these significant initiatives have improved their standing in markets around the world, including those in Thailand, Indonesia, China, Taiwan, Singapore, Brunei, and Japan.



### 3.1 ORGANIZATIONAL STRUCTURE

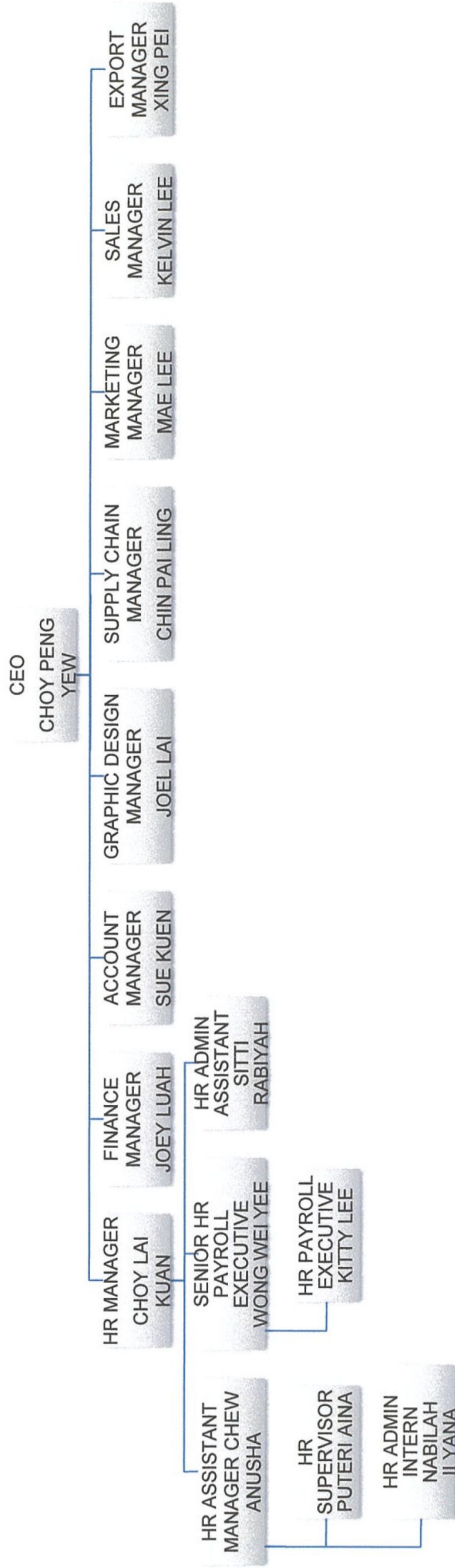


Figure 3.5: Organization Chart of Pet World International Sdn. Bhd

## **3.2 PRODUCTS OR SERVICES**

Companies often strive to diversify their product offerings to cater to a wider range of customer needs and enhance their market presence. In addition to their main core products and services, certain companies choose to expand their portfolio by introducing new offerings. This section aims to shed light on main product that produced by the company which are ProDiet, ProBalance, Coleman, Montbell, S&P Santan,

### **3.2.1 ProDiet**

ProDiet cat food is a brand that focuses on providing high-quality nutrition for cats. Their cat food products are carefully crafted using selected real ocean fish and other ingredients that have undergone strict quality control measures. One feature of ProDiet cat food is that it contains no preservatives, ensuring that people cat receives a natural and wholesome meal.

The nutritional composition of ProDiet cat food has been carefully designed to meet the specific needs of cats. Each ProDiet flavour contains an appropriate amount of protein to maintain the content needed to sustain people's cat's health. By carefully selecting ingredients, focusing on protein, fat, and carbohydrate distribution, and ensuring the absence of preservatives, ProDiet cat food aims to provide a nutritious and balanced diet for people's beloved feline companions.

### **3.2.2 ProBalance**

ProBalance™ is not more than just dog food, it's a comprehensive solution that offers all the nutritional benefits necessary for a complete and balanced diet for all dogs. It was packed with essential minerals, proteins, fibers, and additional benefits like glucosamine and chondroitin and that makes ProBalance™ is designed to maintain, protect, and ensure a beloved dog's healthy lifestyle.

With a passion for providing the best, the company has devoted itself to creating dog food that prioritizes their health and happiness. The company's dog food is meticulously crafted to provide a complete and balanced diet that promotes their overall health and vitality. PWI also firmly believes that every dog deserves the best, and PWI continuously strives to deliver on that promise.

### 3.2.3 Coleman

Coleman is a well-known brand that specializes in outdoor recreational products and equipment. It offers a wide range of products designed to enhance outdoor experiences and make camping, hiking, and other outdoor activities more comfortable and enjoyable. Some of the popular Coleman products include camping tents, sleeping bags, coolers, lightning, and lanterns, as well as camping furniture such as folding chairs.

### 3.2.1 Montbell

A well-known manufacturer of outdoor apparel and gear, Montbell focuses on creating high-quality equipment for outdoor enthusiasts. The business was established in Osaka, Japan, in 1975, and since then it has built a reputation for producing cutting-edge goods that are dependable.

The broad range of outdoor clothing and equipment available from Montbell is made to resist a variety of weather situations and offer comfort and functionality when engaging in outdoor activities. Products known for Montbell are outdoor clothing, sleeping bags, and sleeping pads, and outdoor accessories such as headlamps, camp cookware, and trekking poles. Outdoor lovers from all over the world value Montbell for its attention to detail, dependability, and dedication to making equipment that improves outdoor experiences.

### 3.2.2 S&P Santan

S&P Santan is a brand that specializes in producing coconut milk and related coconut-based products. Santan is the Malay word for coconut milk, which is a commonly used ingredient in Southeast Asian cuisine. The S&P Santan brand is known for its quality and reliability in providing coconut milk products. Their coconut milk is typically available in both canned and packaged forms, catering to different preferences and convenience. Coconut milk is often thick and creamy, allowing it to enhance the flavors and textures of dishes.

When using S&P Santan coconut milk, it is important to shake the can or package before opening it to ensure proper mixing of the contents. Coconut milk may separate into a thick cream and a watery liquid, but this can be easily blended back together. Coconut milk is valued not only for its taste and versatility but also for its nutritional benefits. It contains healthy fats, vitamins, and minerals that can contribute to a balanced diet.

A company's decision to expand its product portfolio by introducing new offerings reflects its strategic intent to meet changing customer needs and maximise business opportunities. The PWI's introduction of Tefal, Goon, and Plant Food, with other products, exemplifies such an approach. These additions not only diversify the company's offerings but also strengthen its market position and customer loyalty. By recognizing the value of providing broad solutions, PWI establishes itself as a diverse and customer-centric brand capable of meeting a wide variety of customer needs.







































 <b>Pet Care</b>	         		
 <b>Confectionary</b>	        		
 <b>Sports &amp; Outdoor</b>	 		
 <b>Baby &amp; Groceries</b>	      		
 <b>Home &amp; Living</b>		 <b>Mobile &amp; Gadgets</b>	
 <b>Sustainable</b>			

Figure 3.6 Product and service offered by the company

#### **4.0 TRAINING'S REFLECTION**

Working hours for Pet World International Sdn Bhd are 8:00 a.m. to 5:00 p.m., with a lunch break from 1:00 p.m. to 2.00 p.m. The time zone is specifically for HQ which consist of the department of Human Resource, Operations, Customer Services, E-commerce, Sales, Accounts, as well as Finance whereby operation hour for the warehouse varies from other. Their working hours are 8:00 a.m. until 6:00 p.m. As long as the personnel can put in 8 hours of work, they can clock in between 8 and 10 in the morning and clock out between 5 and 7 in the evening. In accordance with the HOD's courtesy, the work course is mainly based in the office. While Ramadan is in session, all employees are permitted to go back as early as 5:00 p.m. It's giving happiness to warehouse employees.

Students have been assigned to Human Resources and Administration under the Human Resource department and the role of this group is to assist in the development and implementation of employee engagement initiatives. Moreover, it also takes over assisting the administration task, maintaining employee records, updating employee databases, and preparing HR-related documentation.

Furthermore, working in the Human Resources and Administration Department required me to interact with employees at all levels of the organization. Whether it was communicating recruitment updates, addressing employee concerns, or providing general assistance, lead students in improving their communication and interpersonal skills significantly. Student also learned to listen actively, ask relevant questions, bear responsibilities, and tailor the student communication style based on the needs and preferences of individuals or groups.

These responsibilities honed student organizational skills, attention to detail, and ability to prioritize tasks effectively. Students had chances in developed proficiency in using office software and systems, such as spreadsheets, databases, and document management tools, which enhanced student overall efficiency and productivity along with the reasonable allowance costly about RM 800. The employees are very kind and approachable even if they are in different groups but still give a kind treat to the intern and never felt left behind. Thus, student have gained a lot both in knowledge and experience related to work and personal development while doing internships here.

Moreover, student have seen and observed real working life and how to handle and complete the task given. It also helps the student to improve and gain more confidence while communicating with people because the student has learned from them how to communicate and negotiate professionally while discussing the task. For example, the

students got the opportunity to handle and joined in organizing an event called *Pet Roadshow*. It is an eye-opening talk by the Marketing team to get to know the products in-depth as well as give staff prices for purchasing company pet food products. On this, students observed how they discuss and unanimously agree on how to solve the issue, and also, the student has been given an opportunity to inform and take note of staff who will join on the roadshow day. Of this, a lot of courage had been built to ensure the program runs smoothly.

In terms of the company newsletter, it was handled and prepared by the student, including assisting with recording events and capturing event pictures. The student played a role in documenting important details such as event name, date, location, and outcomes. To add, the student also prepared a content selection list, brainstorming relevant topics and aligning them with PWI's objectives. This preparation has made the inclusion of event pictures facilitated by the student in order to provide a visual representation and engaging structure to the readers.

The content of the newsletter was crosschecked with the supervisor by the student before its release to the PWI official group. This step ensured the accuracy, quality, and alignment of the content. By collaborating with the supervisor, the student ensured that the newsletter met the organization's standards and guidelines. This process helped maintain consistency and ensured that the newsletter effectively represented PWI's mission and initiatives.

Through the student's efforts in handling and preparing the contents of the PWI Newsletter, they contributed to the creation of engaging and informative newsletters that effectively communicated the activities, achievements, and initiatives of PWI to its audience.

Next, student skills in Microsoft have been boosted especially in Excel and Word because a lot of student tasks are involved in Excel. For example, student have been using Microsoft Excel to sort and organize data for sundry wages (part times wages) at a fast pace and draft the report to be reviewed by a supervisor.

Overall, the student internship has been an invaluable experience. It has allowed the student to apply my theoretical knowledge, develop practical skills, and gain insights into the day-to-day operations of a Human Resource and administrative team. The student felt grateful for the guidance and support received from the supervisors and colleagues, who provided the student with the necessary guidance and feedback to grow both personally and professionally. Last but not least, student look forward to continuing the journey of learning and contributing to the success of organizations in the future.

## 5.0 SWOT ANALYSIS



# SWOT ANALYSIS

PET WORLD INTERNATIONAL  
SDN BHD

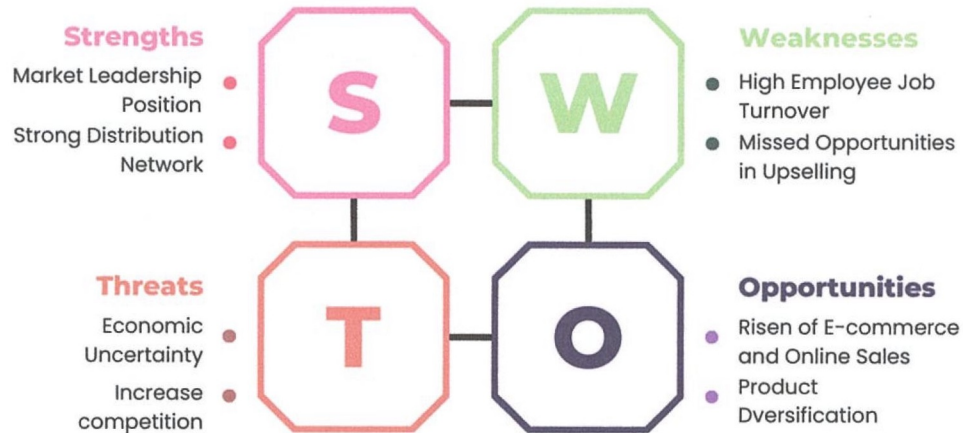


Figure 5.1: SWOT Analysis of Pet World International

## 6.0 DISCUSSION AND RECOMMENDATION

### 6.1 STRENGTH

#### 6.1.1 Market leadership position

Pet World International Sdn Bhd has emerged as a dominant player in the pet industry, commanding a formidable market leadership position. To establish market leadership, a company needs to differentiate itself from competitors. This can be achieved through unique products, innovative services, exceptional customer experiences, or a distinct brand identity. Standing out in the market helps attract customers and build a loyal following. In order to grow its position in the market, PWI has successfully caught the attention of investors whereby Creador has purchased a 40% share in Pet World International Sdn Bhd from the company's founding family and COPE Private Equity (Star, 2023). Pet World is the owner of several well-known pet food brands in Malaysia.

In a joint statement, Creador, COPE, and Pet World said, "Pet World offers a wide range of products in both standard and premium formulations for cats and dogs, available in over 20,000 points of sale across the country." To keep up with the growing demand for pet food, COPE has been investing in Pet World since 2021, allowing the company to open a production facility in Shah Alam. According to Pet World's website, "Pet World's monthly capacity is 3,000 tonnes, with future expansion in the works."

COPE's founder and managing director Datuk Azam Azman said that Pet World's CEO Choy Peng Yew and his team have created a fantastic Malaysian pet food business. Its next stage of regional expansion will be greatly aided by having Creador as a partner. The pet care division of Pet World has had consistent yearly growth of 27% over the past three years due to new product introductions and a strengthened distribution system. According to Pet World's website, "Pet World's monthly capacity is 3,000 tonnes, with future expansion in the works."

It's important to note that a market leadership position requires continuous effort, adaptation, and innovation. The ability to identify emerging trends, anticipate customer needs, and act proactively will help a company maintain its strong position in the industry. PWI's strength as a market leader is a result of its extensive market leadership position, exceptional brand recognition, as well as the ability to gain investor confidence towards performance, has been shown. These factors collectively enable Pet World International to set industry standards and pave the way for future success.



### 6.1.2 Strong distribution network

In an interconnected world, collaboration and partnership play a crucial role in maximizing opportunities for economic growth and development. This had led to a strong distribution network having an opportunity for success of any business, and PWI has established an exemplary distribution network within the pet industry. Whereby their good distribution system, makes the products available to the customers regardless of their location locally and internationally.

PWI's strong distribution network enables the company to reach a wide market, extending its presence across geographical networks. The company strategically established physical stores in key areas, ensuring that customers can access its product and services easily. Additionally, Pet World International leverages online platforms and e-commerce channels to cater to the broader customer base, transcending geographical boundaries.

Moreover, PWI also has a diverse portfolio of products, whereby focuses on the committed partners comprising Brunei, Singapore, Indonesia, Thailand, Taiwan, China, and the Philippines, who are working together to strengthen the distribution network in Southeast and East Asia. The company is expecting in in expanding more in the future. When there is high commitment, his agreement enables independent partners to collaborate to better serve customer demands and achieve higher levels of performance.

The company can also build relational commitment by forming partnerships and encouraging cooperation with others. Other than that, companies also tend to maximize the knowledge they can gain from their partners while protecting their own proprietary information (Y. Li et al., 2017). By leveraging each partner's unique strengths and resources, these countries are poised to create an efficient and interconnected distribution infrastructure that facilitates trade, fosters economic growth, and enhances regional connectivity.

## 6.2 WEAKNESSES

### 6.2.1 High employee job turnover

According to Al-suraihi, Walid & Siti, Aida & Al-Suraihi, Abdullah & Ibrahim, Ishaq & Samikon, & Al-suraihi, Al-Hussain & Ibrahim, Ishaq & Samikon, Siti. (2021), employees feel devalued and unrecognized, employees feel stressed due to overwork, and have an imbalance between work and life. It makes management remains unaware of the employee's interest and the cost of the employee's lack of performance. After conducting an informal interview with the Assistant Manager of Human Resources, Ms. Chew Anusha, there is about a 10.13% rate of employee turnover for this company. This has made Pet World International is facing a significant challenge with high employee turnover, which can have adverse effects on the company's productivity, morale, and overall performance.

Furthermore, employees would be more likely to remain engaged and committed to an organization if they see a clear path for career growth and development. If Pet World International Sdn Bhd fails to provide employees with opportunities to enhance their skills, acquire new knowledge, and advance their careers, they may feel stagnant and seek opportunities elsewhere. It is potential that the high rate of employee turnover motivates them. In order to challenge the premise, a high turnover rate may encourage employees to engage in more learning behaviour, focusing on employee behaviour to acquire new knowledge (Pu et al., 2022). Such conduct is essential for companies to expand their knowledge pool.

Studies confirmed that companies with more learning behaviours among employees can indeed get a higher profit and more organizational innovation (Yang and Konrad, 2011), and build better relationships with customers and suppliers (Dimovski and Škerlavaj, 2005; Škerlavaj et al., 2007). To cater to this issue, individual development plans can personalize roadmaps that outline the professional development goals and objectives of each employee.

By implementing this, PWI can ensure that employees have a clear understanding of their growth opportunities within the organization. The activities can include such as attending workshops, seminars, online courses, or obtaining certifications relevant to their roles or desired career paths. This investment in employee development demonstrates a commitment to their growth has led to increased job satisfaction, and reduces the likelihood of seeking external opportunities.

### 6.2.2 Missed opportunities in upselling

Another weakness that Pet World International faces is the missed opportunities for upselling. By not offering a variety of products and tastes, PWI fails to capitalize on potential revenue growth and higher customer lifetime value. Upselling is a proven strategy that allows businesses to increase their average transaction value by persuading customers to purchase additional or upgraded products. When customers are initially attracted to a specific product, providing them with a diverse selection of related items can entice them to explore and purchase more. However, PWI's limited product development and variety hinder its ability to take advantage of upselling opportunities. Without an array of options, customers may not be motivated to explore beyond their initial purchase, limiting the potential for additional sales.

Offering a variety of products and tastes is particularly crucial in the pet industry, where pet owners are constantly seeking new and innovative products to cater to their pets' needs and preferences. By neglecting to introduce new items or update existing ones, PWI falls short of meeting these evolving demands, resulting in customer dissatisfaction and missed revenue potential.

Additionally, a varied product range can create cross-selling opportunities. Cross-selling involves offering an additional product or service to a current consumer (S. Li et al., 2011). Customers who purchase one product may be enticed to buy complementary items that enhance their pet's experience. For example, a customer who purchases pet food may also be interested in purchasing pet toys, treats, or grooming products. By actively pursuing product development and variety, PWI can unlock significant upselling opportunities. Through strategic product bundling, targeted promotions, and personalized recommendations, PWI can attract customers to explore and purchase additional items, leading to increased revenue and customer satisfaction.

In conclusion, this weakness of offering a limited variety of products and tastes hinders its ability to capitalize on upselling opportunities. PWI should invest in research and development to identify new product ideas, flavours, and packaging options. By regularly launching new products and flavours, PWI can create excitement and engagement among its customers. PWI can address this weakness, enhance customer satisfaction, and drive long-term success in the dynamic and competitive pet industry.

## 6.3 OPPORTUNITIES

### 6.3.1 Risen of e-commerce and online sales

The rise of e-commerce refers to the increasing popularity and growth of online shopping platforms and digital sales channels. E-commerce is identified as Internet-based electronic commerce that enables customers, retailers, and distributors to visit an online store for the sale and purchase of products, services, and financial transactions (Jauhar, Chakma, B. Ripon, Kamble, Sachin S., & Belhadi, Amine, 2023).

Pet World International can take advantage of this trend by establishing a strong online presence and investing in online sales channels and platforms. By leveraging Shopee or similar online marketplaces, PWI can tap into a large customer pool. However, the specific number of sales achieved on Shopee, or any other platform would depend on various factors such as the quality of products offered, pricing strategy, marketing efforts, customer service, and competition in the market. According to an informal interview with E-commerce Executive, Jermaine Choo, stated that as of June 2023, sales have achieved an estimated RM500,000 through various online platforms such as Shopee, Lazada, and Facebook. ProDiet Official Store is one of the online platforms on Shopee. This store may specialize in offering a range of pet-related products, particularly focusing on pet diets or nutritional products.

To determine the number of sales achieved on Shopee, Pet World International would need to track and analyze its sales data on the platform. This can be done through the seller dashboard provided by Shopee, which offers insights into sales performance, customer behaviour, and other relevant metrics. By regularly monitoring and analyzing this data, the company can assess its sales achievements, identify areas for improvement, and make informed decisions to optimize its online sales strategy.

It is essential to understand that the success of online sales on Shopee or any other platform is not exclusively dependent on the platform. Other factors that influence sales targets include marketing efforts, product quality, customer service, and overall company reputation. As a result, Pet World International should seek to give an exceptional customer experience at all interactions, from product browsing online to delivery of purchased items.

### 6.3.2 Product diversification

Product diversification is a strategy that involves expanding a company's product offerings to target a wider range of customer needs and preferences. By diversifying its products, PWI can attract new customers, increase customer loyalty, and potentially boost its revenue. In the case of PWI, one potential avenue for product diversification could be introducing new innovations in pet food brands that focus on natural and environmentally friendly ingredients.

According to a survey conducted by the American Pet Products Association (APPA) in 2021, 67% of pet owners are concerned about the ingredients used in pet food and prefer products with natural and organic ingredients. An example of a successful product diversification strategy in the pet food industry is Delizios. Under the same company, PWI has introduced the Delizios brand, which offers natural pet food options made with real meat, poultry, or fish as the main ingredient. This product line has gained popularity among pet owners who prioritize natural and high-quality ingredients.

Another aspect of product diversification for PWI could be exploring alternative uses for by-products or waste materials from the pet food production process. This can contribute to sustainability and environmental initiatives. For instance, research published in the Journal of Sustainable Agriculture reported that fish bones, a by-product of fish processing, can be converted into organic fertilizer, which can enhance plant growth and reduce the need for synthetic fertilizers (Trang, 2019),

By diversifying its product offerings to include natural and environmentally friendly pet food options and exploring alternative uses for by-products, Pet World International can expand into the growing demand for sustainable and healthier pet food choices while also contributing to environmental conservation.

## **6.4 THREATS**

### 6.4.1 Economic uncertainty

Economic uncertainty is a significant factor that can significantly impact an organization's operations and financial performance. These economic factors, such as recessions, and currency fluctuations have the potential to lead to this uncertainty. When these factors come into action, they result in an environment of uncertainty and hesitation among consumers, which has effects on businesses.

During times of economic unpredictability, consumers tend to adopt a more cautious approach to spending. They become more conscious of their financial situation and may prioritize necessities over luxuries. This change in the consumer behaviour can have negative effects on businesses that rely heavily on consumer expenditure, particularly in industries that provide non-essential products.

A decrease in demand for non-essential products may effects economic uncertainty in companies. As consumers tighten their budgets and reduce their extra spending, they are more likely to forgo luxuries and pleasures. Instead, they concentrate on meeting their most essential needs and may even reduce their overall consumption. As a result, businesses in sectors such as retail, travel, hospitality, and entertainment may experience a substantial decline in sales and revenue.

Additionally, economic uncertainty can impact the financial performance of an organization through inflation and currency fluctuations. Consumers' purchasing power is eroded by price increases, making it more difficult for businesses to maintain profitability. In addition, currency fluctuations can affect the price of imported products, raw materials, and components, thereby influencing production costs and profitability.

In order to navigate economic uncertainty, organizations must adopt a proactive stance and implement risk mitigation strategies. This may entail diversifying their product offerings, exploring new markets, or establishing measures to reduce expenses to enhance operational efficiency. Maintaining a strong financial position, including sufficient cash reserves and access to credit, can also assist businesses in enduring economic downturns more effectively.

In conclusion, the company may particularly dependent on consumer expenditure, face significant obstacles due to economic insecurity. Recessions and currency fluctuations can reduce demand for non-essential products and this has resulted in decreased profits and sales. Businesses must adapt their strategies, diversify their product lines, and maintain good financial health to mitigate the effects of economic uncertainty. PWI can navigate uncertain economic conditions more effectively and position themselves for long-term success by taking this action.

#### 6.4.2 Increase competition

When there is high competition for Pet World International, which has made it challenging for the company. It especially involves a saturated market with various players, ranging from large corporations to smaller local businesses, all approaching for the attention and loyalty of pet owners. These competitors may offer similar products, services, and pricing strategies.

In a highly competitive Pet World International need to encounter an aggressive competitor. In an effort to gain market share, competitors may employ various tactics, such as launching extensive marketing campaigns or offering additional incentives to attract customers. These strategies can create a strong pull factor for customers, leading to a potential erosion of Pet World International's customer base. To counteract this, PWI needs to identify its unique selling proposition and effectively communicate it to its target audience. Strong customer engagement can lead to high brand loyalty for the products. When there is brand loyalty consider can be the heart of a brand's value (Islam, , 2014)

Moreover, another hurdle PWI faces is the lack of differentiation within the industry. If the products or services it offers are not significantly different from those of its competitors, customers may not have a compelling reason to choose PWI over other options. This lack of differentiation can lead to price-driven competition, where customers are more likely to switch to competitors offering lower prices or better incentives. As a result, the competition is high due to significant pressure on PWI to not only compete on price but also find ways to differentiate its offerings and create additional value for customers.

With numerous options available to pet owners, Pet World International needs to differentiate itself from its competitors to attract and retain customers. This can be achieved through various means, such as emphasizing unique product offerings, exceptional customer service, and creating a distinct brand identity. By focusing on specific niches or providing specialized products or services, PWI can carve out a unique position in the market and appeal to specific segments of pet owners.

Then, Pet World International can leverage its existing customer base to build customer loyalty and establish a strong brand reputation. Implementing loyalty programs can incentivize repeat purchases and enhance customer retention. In another way, PWI can introduce a loyalty program where customers earn points or rewards for their purchases or engagement with the brand. These rewards can be redeemed for discounts, exclusive offers, or even free products. By offering tangible benefits to loyal customers, PWI can foster a sense of appreciation and strengthen the bond between the brand and its customers.

## 7.0 CONCLUSION

During the 6 months of practical training at Pet World International Sdn Bhd, a lot was learned from the students from various experiences such as communications and practical skills. The SWOT analysis of the pet food industry was carefully studied, and it was concluded by the students that the pet food industry is very profitable. Although it is quite competitive, it is suggested by the students that online and offline branding awareness will effectively reach consumers with great ingredients and nutrition added to the growth of their loving pets.

In terms of technical skills, the students learned how to use Microsoft to sort the data and use formatting techniques in order to keep on track of fast pace industry. This industry training helped students become punctual people and follow instructions for each task given to them. In addition, the student was taught how to increase work productivity more effectively and efficiently throughout learning with this company. Working with experienced staff, the students gained a lot of experience from them, and they were also very helpful and always taught and gave some advice.

Furthermore, student communication skills were improved, and more confidence was gained while talking, especially when making arrangements with candidates as well as talking with colleagues. During the industrial training, a lot of problems were faced regarding the tasks given. However, these problems gave student the opportunity to face the reality of working life and learn how to deal with and solve the problems. In a nutshell, it was realized by the students that had received a lot of improvement compared to their first day of working at Pet World International, and they always understood more clearly the tasks that needed to be handled.

Looking ahead, the industrial training experience has shaped a vision for the future. Over the next five years, the goal is to leverage the acquired knowledge, skills, and experiences to build a successful and fulfilling career. In conclusion, the internship tenure here was a blast as the students had full support from their team members as they were assisted in executing the tasks given by their superiors. On top of that, student want to thank their fellow human resource team as they courteously suggested their career progression. With dedication, adaptability, and a commitment to excellence, the next five years present an exciting journey of personal and professional development.



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## 9.0 APPENDICES



*Figure 9.1: Assist and monitor staff for Bring Your Own Container for Free Lunch*



*Figure 9.2 Handling in a Team for Blood Donation Campaign*



Figure 9.3 Zumba Class

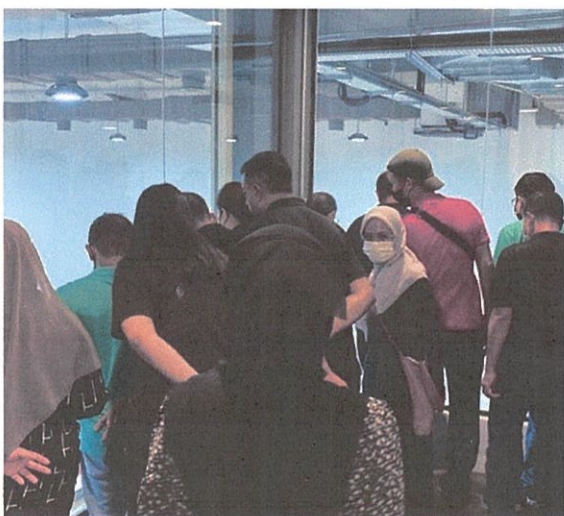


Figure 9.4 Pet Roadshow



Figure 9.5 Assist in giving staff stationary request



Figure 9.6 Eye-screening and wealth management talk



Figure 9.7 Distribute daily parcels and important documents to the person in charge.



Figure 9.8 Monitor cleaner cleaning office



Figure 9.9 Company trip to Genting Highland



Figure 9.10 Sort out confectionary (candies) expiry date in the showroom



Figure 9.11 Handle meeting Microsoft Teams for Townhall 2023



Figure 9.12 Stock count of A4 for office usage

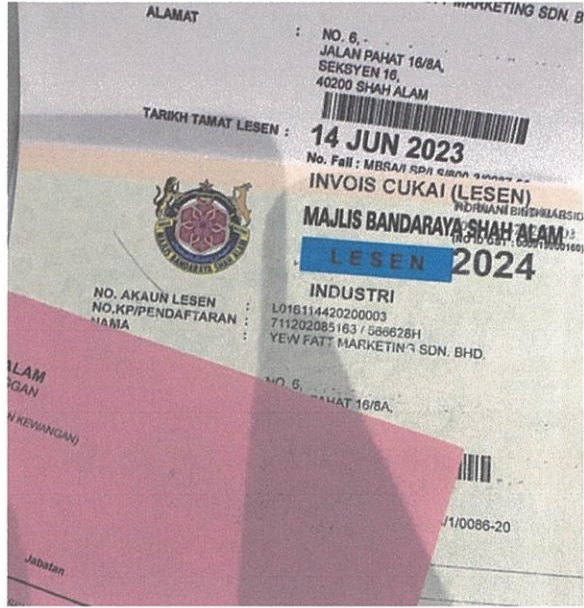


Figure 9.13 Renewal business license at MBSA



Figure 9.14 Stock count of masks



Figure 9.15 Top up fruties into a jar for meeting room refreshments.

