



# OLUMES



## INDUSTRIAL TRAINING REPORT



BA2466

INTERNATIONAL BUSINESS

Prepared by

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2020834332

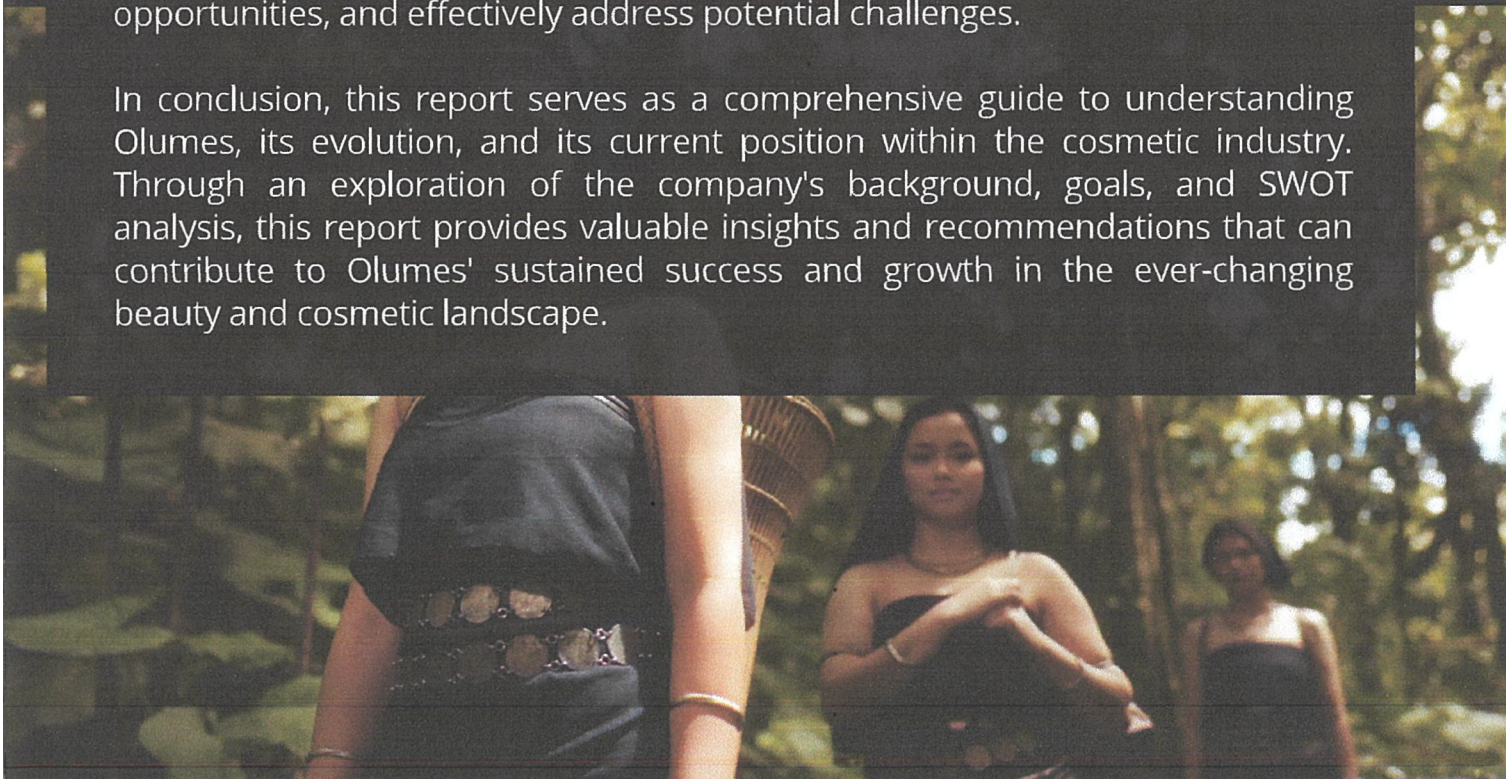


# EXECUTIVE SUMMARY

The objective of this report is to provide a thorough overview of Olumes, a beauty and cosmetic company located in Malaysia. Olumes is known as a trailblazer in the anti-aging beauty industry. This report will delve into the company's origins, goals, objectives, and its endeavors in the cosmetic market to shed light on its journey and accomplishments. Additionally, there will be a detailed analysis of Olumes' strengths, weaknesses, opportunities, and threats (SWOT analysis) to highlight the company's position. The report will explore Olumes' humble beginnings, strategic decision-making, and efforts to establish a strong presence in the competitive cosmetic sector.

Furthermore, it will discuss Olumes' goals and objectives, detailing its vision and aspirations within the industry. The report will outline the key milestones and benchmarks that Olumes aims to achieve in its pursuit of success. By conducting a comprehensive SWOT analysis, the report will evaluate the company's strengths, weaknesses, opportunities, and threats. This analysis will examine the company's internal strengths and weaknesses, such as its effective products and areas in need of improvement. It will also assess external opportunities and threats, such as expanding markets and maintaining sustainability, to provide a complete picture of Olumes' environment. Based on the findings of the SWOT analysis, the report will offer valuable suggestions and recommendations to aid Olumes in its continuous improvement efforts. These recommendations will cover various aspects of the company's operations, allowing Olumes to enhance its competitive edge, capitalize on emerging opportunities, and effectively address potential challenges.

In conclusion, this report serves as a comprehensive guide to understanding Olumes, its evolution, and its current position within the cosmetic industry. Through an exploration of the company's background, goals, and SWOT analysis, this report provides valuable insights and recommendations that can contribute to Olumes' sustained success and growth in the ever-changing beauty and cosmetic landscape.





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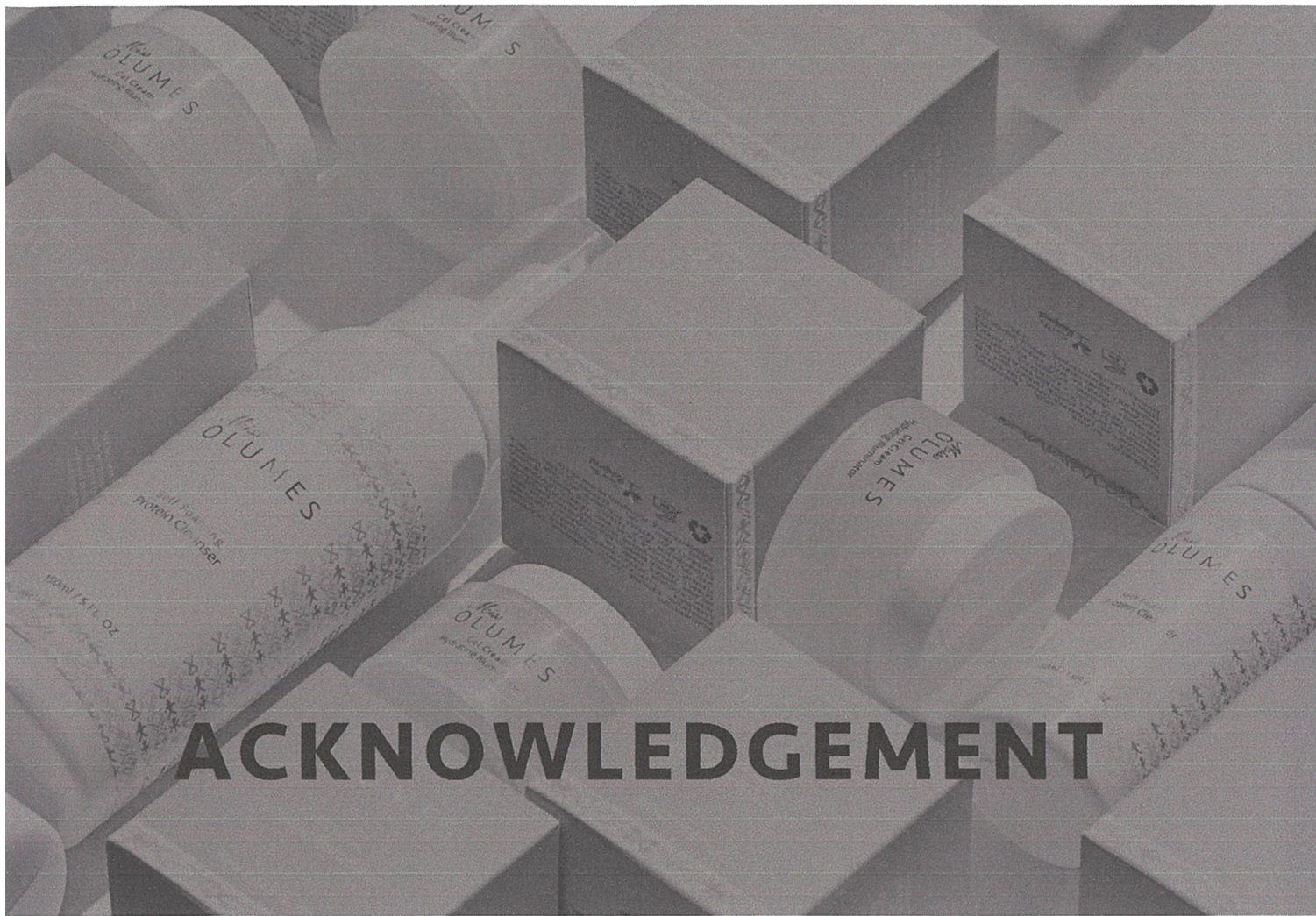
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# ACKNOWLEDGEMENT

" First and foremost, I thank Allah SWT for his mercy and guidance in providing me with the strength to complete this report. Despite some difficulties in completing this report, I am able to complete it successfully.

The success and outcome of this project necessitated a great deal of guidance and assistance from many people, and I am extremely fortunate to have this throughout the completion of the project work. I am extremely grateful because I am able to complete and submit this report for this subject within the time frame specified.

I would like to thank Madam Siti Nazirah Binti Omar, my MGT666 lecturer, for guiding me to complete the Industrial Training report. Not to mention, this report would not have been possible without the contributions of my parents and family members for their emotional and physical support not only during the report's completion but also throughout my entire studies.

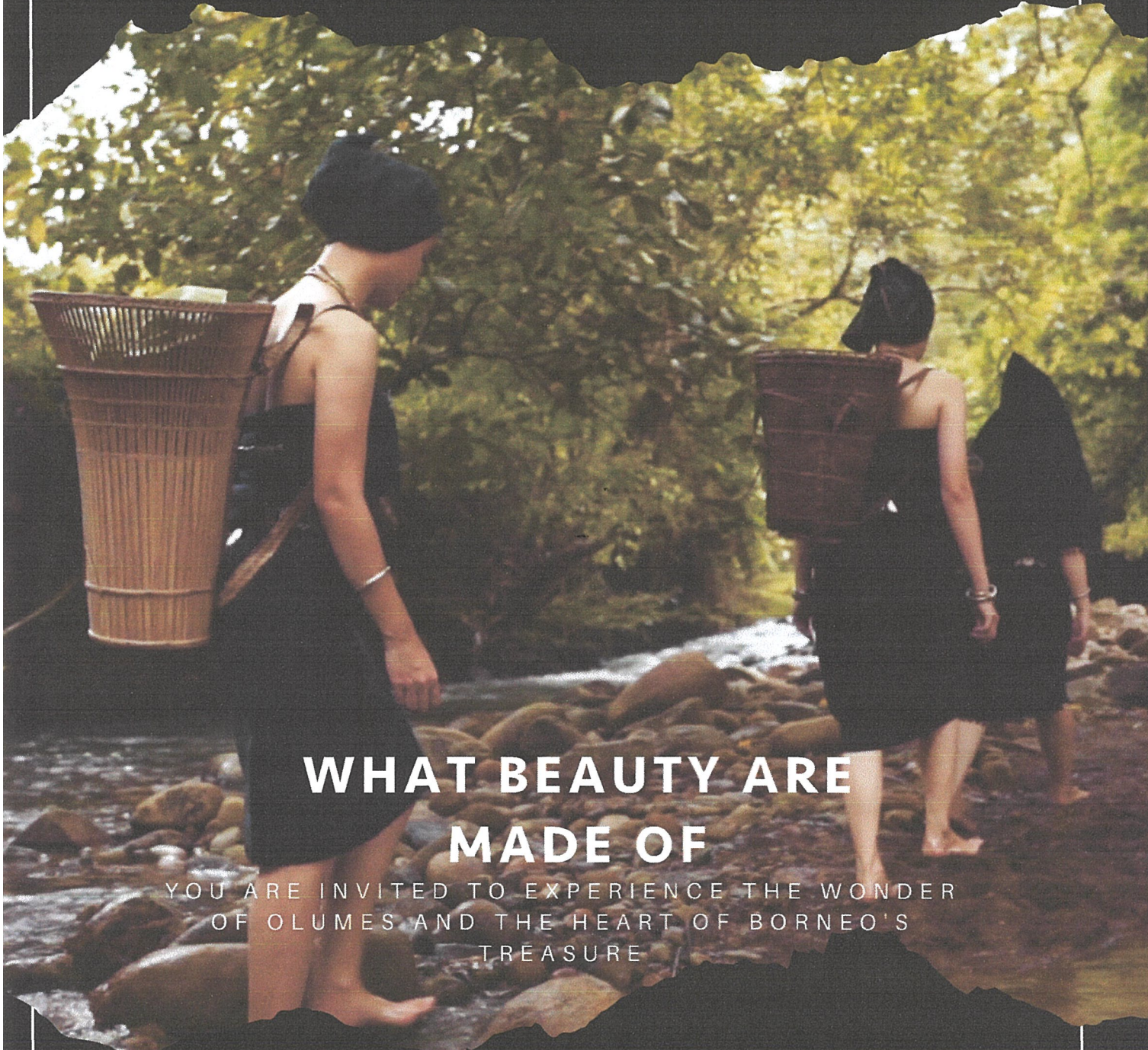
Last but not least, I would like to thank everyone who aided and abetted me in various ways in completing this report. May success and happiness be yours for the rest of your lives."



COMPANY | NAME | LOCATION

# OLUMES

THE ESSENCE OF BORNEO'S UNIQUE  
BIODIVERSITY



## WHAT BEAUTY ARE MADE OF

YOU ARE INVITED TO EXPERIENCE THE WONDER  
OF OLUMES AND THE HEART OF BORNEO'S  
TREASURE



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