



اَوَّلُ سَبِيْقِيْ رَاتِيْ كُوْنُوْا رُوْحِيْنَ بِنَابِرَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

UNIVERSITI TEKNOLOGI MARA (UiTM) CAWANGAN MELAKA

KAMPUS BANDARAYA MELAKA

FACULTY OF OFFICE MANAGEMENT SYSTEM

(BA232)



REPORT TITLE:

**PRACTICAL TRAINING AT TIMO INTERNATIONAL
SDN BHD**

PREPARED BY:

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(2020813678)

PREPARED FOR:

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SUBMISSION DATE: 21 JUNE 2023

EXECUTIVE SUMMARY

This report describes and explains my journey of internship training at Timo International Sdn Bhd within 24 weeks to fulfil the requirement for my coursework. The internship training was located at Jalan Parit Jamil, Parit Jawa Johor Malaysia. The training started from 1st March 2023 and ended on 15th August 2023 with estimated duration of 24 weeks. Timo International Sdn Bhd or known as Biofact Llife is a well-known as the largest herbal healthcare product distributors in Malaysia and has an outstanding track record in offering OEM services.

This report provides an overview of Timo International as well as the findings obtained during the industrial training conducted at Timo International Sdn Bhd, which are detailed in the appendix. A number of sections are included in this report, the first of which introduces the company's profile, which is a vital first step. Each of the abilities or benefits that are implemented and taught during industrial training are discussed in detail in the following section, which is a reflection of industrial training.

The SWOT analysis section of the report contains the most important conclusions about the company's strengths, weaknesses, opportunities, and threats, which are detailed in the study's major findings section. All of the information gathered from the company is reviewed in the section titled "discussion and recommendation." In conclusion, I have obtained a great deal of knowledge and gained a variety of benefits from my industrial training and have successfully performed this assignment.

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ACKNOWLEDGEMENT

All praises and thank God for his shower of blessings throughout this final report as I were able to complete it within the time given with successfully and ease. This task had been done with all my work hard and effort in order to produce a good report.

To begin, I would like to express my deep and sincere gratitude to my advisor, Madam Saidah binti Sarkam with her teaching, guidance and most significantly, the warm spirit and positive encouragement that assisted me in completing my industrial training report. Having her as advisor has been a tremendous privilege and honour.

Not to forget, my heartfelt appreciation also goes to my supervisors and my superiors at Timo International Sdn Bhd, Miss Goh Ming Hui, Miss Hakimah, Mrs Aishah and all the entire employees for assisting me adapting in supply chain field as an office management student and helping me through my first work experience. Their advice and support with administrative and operational duties enriched my experience.

On the other hand, my sincere thanks also to my beloved family and friends for their support in the time of need during the practical training. Without them, I may not be able to maintain my momentum to finish this internship.

Last but not least, to my dear self who is always determined in facing the hardships and challenges during this internship. Being able to arrive at this point of time is already the biggest achievement of my academic journey in UiTM since 2020.

1.0 STUDENT'S PROFILE



NURUL WAHIDA BINTI REFEN

BACHELOR OF OFFICE MANAGEMENT
SYSTEM (HONS)

📍 Ptd 4687 Pt Sempadan Muar, Johor | 📞 +60 1169350172 | ✉ wahidarefen@gmail.com

OBJECTIVE

A highly motivated Office Management student with 6 months of internship experience as an Administrative. Highly capable in negotiating skills coupled with solid problem-solving and teamwork qualities. I am eager to forge a career in administrative/human resources by adding value through utilizing my knowledge in the university.

PROJECT VOLUNTERY

- Participate in Social Business Plan, (Entrepreneurship , Innovation & Technology) Pitching 2022 (3-5 JAN 2022)
- Conducted Webinar of Positive Thinking & Effective Communication (3 DEC 2021)

TECHNICAL SKILL

- Proficient in Microsoft Word, Power Point & Excel
- Proficient graphics skills in Adobe Photoshop & Canva

LANGUAGE PROFICIENCY

Malay	Native speaker
English	Advanced

EDUCATION

UNIVERSITI TEKNOLOGI MARA (UITM)

- Bachelor of Office Management System (HONS)

Oct 2020 - Present

SMK PEKAN BARU

- Malaysian Higher School Certificate (STPM)
- CGPA 3.08

May 2018 - Dec 2019

WORK EXPERIENCE

Administrative Assistant (Internship)

Timo International Sdn Bhd, Muar, Johor

- Create and maintain inventory database to tracked to check stock-in and stock-out
- Manage product inventory. Ensure items are still in good condition and do not meet the expiration date.

Mac 2023 - Aug 2023

Production Worker

St Microelectronics, Muar

- Monitoring and operated machines, laser cutting and implemented regular safety procedure meetings to prevent injury.
- Performed random quality checks of products off the line.

Dec 2019 - Sept 2020

Barista

- Greeted and served customer, providing prompt, personalized, and friendly service in a fast-paced environment.
- Maintained an organized and tidy shop environment by regularly cleaning equipment, juice machines, tables and condiment bar.

Jan 2017 - May 2018

REFERENCES

Puan Aishah Binti Jamil - Internship Supervisor
Madam Saida Farhana Binti Sarkam - Advisor

011-6210 8870
013-9737690

2.0 COMPANY PROFILE

2.1 Name, Logo, Location, Background

NAME

- TIMO INETRATIONAL SDN BHD

LOGO



ORGANIZATIONAL BACKGROUND

Timo International Sdn Bhd, also known as BioFact Life Sdn Bhd, was incorporated in Malaysia on February 1st, 2005, in accordance with the Company Act of 1965. A business called Biofact Life Sdn Bhd works in the pharmaceuticals sector. It generates \$5M to \$10M in revenue and employs 21–200 employees. The company's headquarters are in Puchong, Selangor, Malaysia, while the sales office is in Jln Perindustrian 1, Kawasan Perindustrian Parit Jamil, 84150 Muar, Johor.



The business may be proud of being among the first in the world to cultivate Cordyceps using cutting-edge biotechnology methods at a lower cost and higher quality. The "Timo" brand is one of this company's trademarks. With effect from August 27, 2007, Timo Sdn Bhd has also been granted Bionexus Status to carry out the production and marketing of supplements based on cordyceps. This honour is given by BiotechCorp for validating the participation of licenced biotechnology businesses in biotechnology-related activities.

2.2 Vision, Mission, Objective, Goal

Timo International Sdn Bhd Objective

- To extensive research and development, manufacturing and marketing its quality products for market needs.

Timo International Sdn Bhd's Mission and Vision

Vision

- To be the recognized health and nutrition supplements provider in the region through advanced biotechnology, competitive manufacturing, brilliant branding and strategic marketing and distribution.

Mission

- In shaping up of our biotechnology team through effective training and continual research and development in state-of-art facilities.
- To provide a competitive edge over our competitors through easy access of resources and with recognized manufacturing systems.
- Branding successfulness through scientific approach with precise product and market positioning.
- Strategic marketing and distribution via our sustainable traditional and modern trading networks and smart business partnership with the support of in-house creative advertising and promotion team as well as effective logistic system.

Goals

- Timo is committed to pursuing excellence in product quality as part of his company philosophy. The organisation perceives that the keys to achieving this goal are scientific and comprehensive quality management systems. In order to guarantee that the goods leaving the manufacturing premises are of consistently excellent quality, they have set up a quality control laboratory. All raw materials are delivered to the lab for inspection, and the production line cannot process them until the lab has approved them. Timo International is dedicated to producing items of the highest calibre since it thinks that a product's quality is the key to its success on the market.

2.3 Timo International Sdn Bhd's Products or Services

Since 2008, Biofact Life has been developing the timo® brand for its line of nutritional and wellness supplements. In order to command premium price, it needs to obtain significant market share in addition to public knowledge of its branding. The BrandLaureate 2010 - The SMEs Best Brand in the health supplement category is an honour for Biofact Life.

Category: Gummy

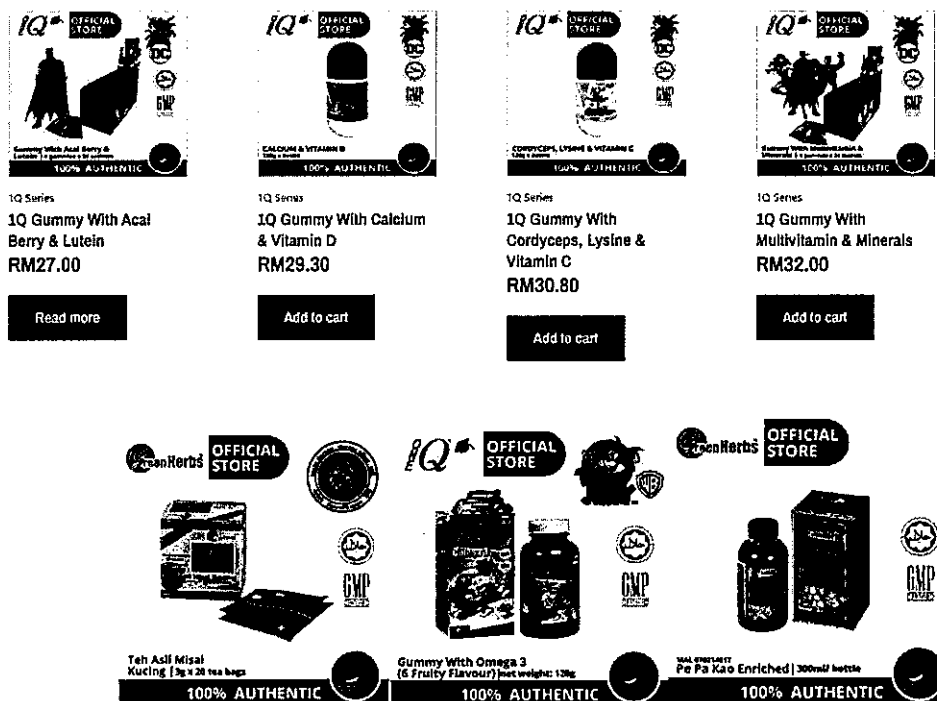


Figure 1. Gummy Product

Timo brand offers a wide range of food supplements such as herbal cough syrup, herbal drops, vitamin C pastilles, fiber drinks, collagen drinks, effervescent vitamin C drinks, and bird nest drinks. Timo products can be found in whole markets of Asia. Timo International Sdn Bhd also sold their product through e-commerce.

Category: FRUIT C+

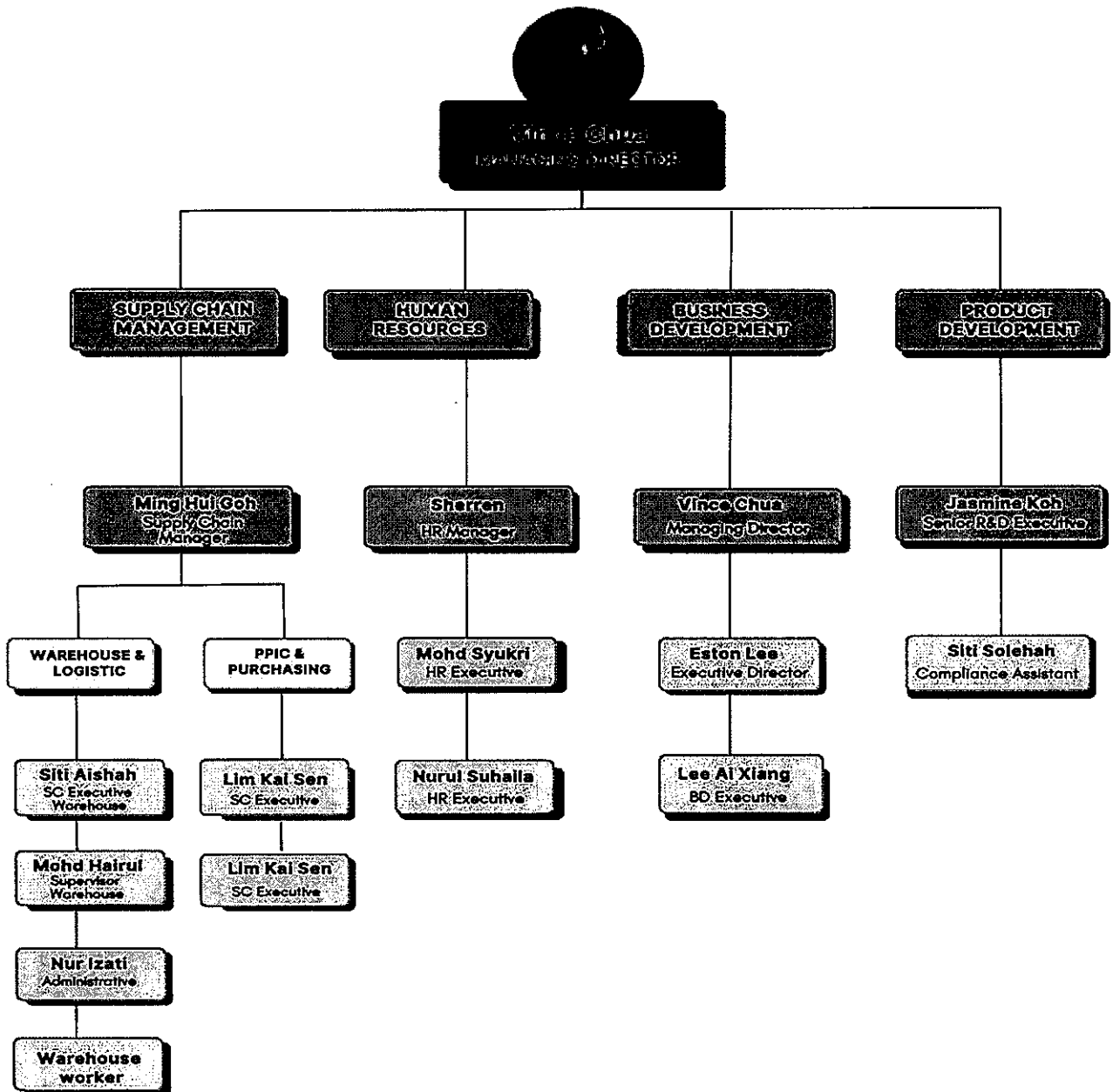


Figure 2: Fruit C+

2.4 Organizational Chart

ORGANIZATIONAL CHART

 **TIMO INTERNATIONAL
SDN BHD**



3.0 TRAINING'S REFLECTION

3.1 Duration, Department, Roles, Responsibilities

Duration

- ❖ Grateful to the Almighty, God, for His blessings, I finally nearly completed a 6-month internship, which began on Wednesday, 1st March 2023 and ended on 15th August 2023. The company that I have done my internship is Timo International Sdn Bhd. The company started being filled with staff at 8.30 a.m. and decreased its staff at 6.15 p.m. Normal working days are Monday to Friday.

Department

- ❖ During the Integrated Internship Program at TIMO International, I was assigned to Supply Chain Department as an administrative led by a Head of the Department, Miss. Goh Ming Hui. This department is divided into two different teams which are the logistics and purchasing teams. In Supply Chain Department, I was placed in the Logistics department led by an Executive Warehouse, Mrs Siti Aishah binti Jamil. This department focus on receiving incoming of raw material, packaging and manage systems and processes to make sure that goods are despatched and received appropriately, and that productivity targets are met.

Roles, responsibilities, and task

While conducting industrial training at Timo International Sdn Bhd, I also attended several work responsibilities. The responsibilities are:

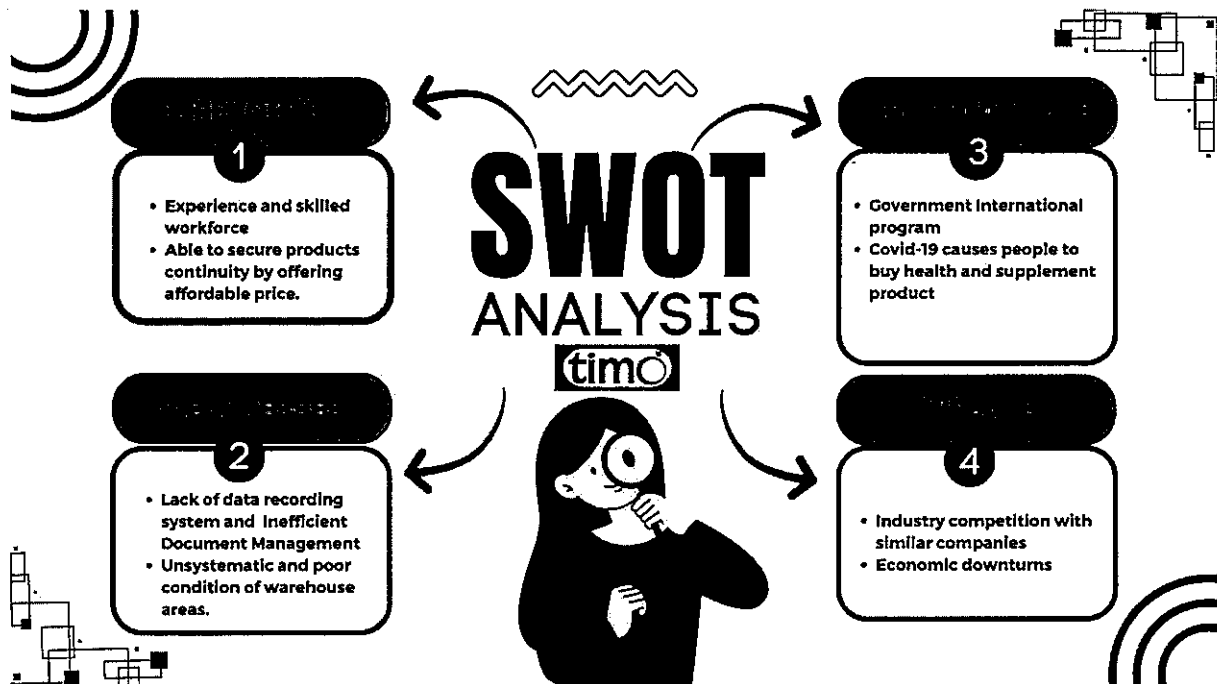
- ❖ Record delivery order form (DO) that received from business development department in system.
- ❖ Calculate the remaining stock balance of raw material
- ❖ Create and maintain the inventory database to track raw material availability for products.
- ❖ Submit and key in report of daily incoming for raw material and packaging order for which products are decreasing in stock.
- ❖ Report and present for monthly facility items-self inspection for company areas.
- ❖ Record and calculate the return products that customer have made in Log Book to ensure the quantity of the item is accurate with Return Form.

Benefits that I received and gained

In my 6 month of internship, I gained knowledge about new tasks, workplace cultures, and Supply Chain Management (SCM) values. I've been given an allowance every month of RM 400. I initially found it difficult to adjust to the new environment and the nature of the work, but eventually, I was able to adjust and continued to learn from my Timo International Sdn Bhd co-worker. During my internship training, some of my ideas were rejected, and some were adjusted and these experiences helped me to improve myself and stop making the same mistakes. When I make mistakes, my managers constantly offer constructive criticism, which I've found to be really beneficial for helping me learn and adapt to the new environment. Furthermore, also developed my multitasking skills, my punctuality, and my ability to interact with clients and co-workers, to build my confidence. Thus, I learned how the business operates through the internship programme, which is quite different from what I learned in my 3 years of studies. Additionally, I can strengthen my sense of responsibility and self-assurance for the tasks assigned during the internship. This may be thought of as my pre-starting training for my future job path.

4.0 SWOT ANALYSIS

The SWOT analysis assesses the external opportunities, threats, and strengths of an organization's environment. The internal study indicates the company's distinctive strengths, abilities, core competencies, and competitive advantages. The external analysis reveals market possibilities and dangers in relation to the resources of the competitors, the industry, and the overall environment (Puyt et al., 2023).



4.1 Discussion and Recommendation

STRENGTH

- I. **Able to secure products continuity by offering affordable price.**

Discussion

- ❖ In an increasingly competitive subscription market, price can play a significant role in the success or failure of a subscription offering (O'Brien, 2023). With a quick response to economic changes, Timo International can stay in the market. For example, in recent months, Malaysia has faced the Covid-19 pandemic crisis, which has caused a lot of losses to companies. Therefore, Timo International decided to give promotional prices to health products & supplements for those affected by the Covid-19 pandemic. It is a

quick way to gain recognition and market share to expand their market further. Timo International has also sought new alternatives by selling its products through its websites and e-commerce platforms, such as Shoppe and Lazada. This is because they believe this platform will give them the best profit. After all, everyone needs to stay healthy by buying online without having to leave the house and protecting their health during the Covid-19 Pandemic.

Recommendation

With the market becoming more and more competitive, companies should carefully implement an effective competitive pricing strategy (Holden, 2019). Timo International is very good at sustaining its business during the pandemic by offering affordable prices to its customer. Another good alternative that should be considered would be investing in innovation. Timo International had to make sure that their staff could continue working from home and that their services could be purchased or accessible online in order to stay in business. With the current situation, many consumers are afraid to leave their homes to spend money on goods and entertainment, and consumer habits have changed. Consumers prefer to shop online through e-commerce, which has become the primary method of purchase for consumers around the world. This has meant the company should take this chance by developing new software, digital systems, and communication methods for their employees.

II. Experience and skilled employees

Discussion

- ❖ It is not deniable that Timo's employees are all experts. Timo International consists of a competent leader who has a huge connection. According to my observations, most of the workforce can perform tasks both within and outside their job positions, depending on the expertise and experiences they have obtained. For example, Miss Goh Ming Hui has been concurrently juggling several jobs, such as logistical and production tasks. Apart from that, Puan Aishah's knowledge regarding warehouse systems can save the company money and help improve warehouse efficiency. At the same time, the company consistently achieved its objective because employees have good levels of assertiveness, proactive, and resilience. For example, this company has a marketing manager that monitors the market properly to ensure the company is still relevant.

Recommendation

- ❖ To further improve, Timo International could implement rotational work assignments, where a different employee will undertake the duty each week. According to Maxwell (2008), job rotation enables employees to gain exposure to multiple facets of a firm in a short amount of time. Additionally, it allows a thorough immersion in the organizational business and culture. This strategy teaches the employee numerous facets of the company and introduces new employees to more people within the organization. Other than that, Timo International can hire a more skilful and competent employee to increase productivity. By hiring them, the company's businesses will become smoother, and more brilliant ideas will be generated. Finally, employment rotation may help future managers and executives develop their skills (Frase-Blunt, 2001). This exposes prospective managers to a variety of facets of the firm. This information will be helpful when they advance to a managerial role in the future.

WEAKNESSES

I. Unsystematic and poor condition of warehouse areas.

Discussion

- ❖ Organization, management, and maintenance of all warehouse processes are all part of warehouse management, which aims to make the warehouse work as smoothly and effectively as possible (Jenkins, 2021). My observations show some issues in Timo International's finished goods warehouse that should be addressed. For example, the ceiling of the warehouse, for instance, was leaking. Cases in ceilings frequently result from improper installation of the ceiling material or water leaking. A product line's shelf life has been degraded and rejected due to this condition. Bulges in ceilings not only cause a risk to the product but also to workplace safety. Besides, the gummy product may not be ideal for the warehouse's poor temperatures since it melts easily. As this happens because certain products are in high demand throughout the year while others are more prevalent during different seasons. Due to the warehouse's inability to keep the goods for an extended time before transporting them to the customer, poor temperatures and unexpected spikes in demand can cause significant harm. When clients return goods because they are not up to standard in quality, the situation might result in losses for the business.

Recommendation

- ❖ Efficient use of space and facilities is a critical success factor in warehousing. Timo international warehouses need to use timely and accurate information in demand planning and forecasting and provide supply chain visibility. Companies need to restructure products to match changes in demand which help minimize the negative effects of seasonal demand. Such reordering involves the correct positioning of items by placing products in high demand during the current season at the front of the picking aisle and at the correct height. Furthermore, Timo International also needs to take the initiative by installing industrial-sized air conditioners. Installing an air conditioning system is the most certain technique to cool the warehouse. This can be achieved by closing possible windows and the entrance to the warehouse. Therefore, it is to ensure that goods like gummy candy, which must be kept dry and at a constant temperature, are in good condition until they are delivered to the customer.

II. Lack of data recording system and inefficient document management

Discussion

- ❖ A data recording system is important to help companies track products in and out (Mintah et al., 2022). It is necessary to ensure the inventory data recorded by the company matches the existing inventory. The weaknesses of this company which they do not have a better method of recording system and only use Excel to record data. Furthermore, as assessed by observation from the work environment, the storage of too many documents in the office space causes workers to misplace records easily, and searching for documents with piles of paper takes a long time to find. In fact, manual record keeping is also quite challenging to restore when employees want it. For example, Timo International still uses a manual method when each DO Form (Delivery Order) received from the business development department must be recorded in a log book, not a system the relevant department can access. Therefore, the company needs to improve its data storage system to reduce customers' frustration with out-of-stock items and provide satisfaction to customers.

Recommendation

- ❖ Timo International must upgrade the current system to a more accessible and efficient automated document management system to improve and streamline file management, goods receipt record keeping, and organizational data entry. This is

because efficient data recording can help Timo International identify product demand, outgoing and incoming goods, and raw material stocks with appropriate shortage alerts. Examples of software that can be used are Cashflow management software, Microsoft SQL Server, and IBM, which can help company's structure data, query, and analyze it for more streamlined work in the future. This can also significantly improve the efficiency of the overall business process. Indirectly, it may help employees save time while performing tasks. (Andriansyah, 2020). For instance, begin by creating a plan for storing and managing records. For documents, one alternative is off-site storage, where facilities manage the management, including tracking of retention by some providers. Then, cloud storage and document management (DMS) systems can automate tracking and indexing of the file to easiness retrieval when you have electronic records (Kuligowski, 2023)

OPPORTUNITIES

I. Government International program

Discussion

- ❖ Companies must be competitive and resilient to survive in today's global and challenging environment (Reeves, 2021). Thus, the opportunity to participate in programs and events offered by the government can help Timo International introduce its products directly to its customers by promoting the products in a wide market. Thus, displaying product testimonials from customers can attract more potential customers and convince them that the products produced are of good quality and effective for all users.

Recommendation

- ❖ Timo International must continue to strengthen its capacity and ability to implement modern and traditional marketing methods to maintain its position in this technological era. Timo International can actively involve deal during government program with potential clients or developer to deal for possible large-scale projects. Therefore, having a lively and creative product display can indirectly attract more potential customers by engaging them in spreading the word about the benefit of their product and brand. In fact, convenience to communicate through social media networks has increased the reliance of Word Of Mouth Marketing (WOMM) which free advertisement to the company in people's decision making, and the evolution of WOM from words to various forms such as photos, videos, has resulted in becoming viral. (Mosley, 2017).

II. Covid-19 causes people to buy health and supplement product

Discussion

- ❖ COVID-19, caused by the novel severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2), emerged in 2019 and has infected over 650 million people worldwide since January 1, 2023 (Aahivs, 2023). Due to this circumstance, more people are buying healthy items to strengthen their resistance to illness. Health products, such as wholesome food items, are currently in great demand, according to Megawati Simanjuntak, a lecturer at the Family and Consumer Sciences Department at Bogor Agricultural University (IPB). The most sought-after goods are vitamins, nutritional supplements, and nutrient-rich beverages like milk and yoghurt. For example, the best-selling product of Timo International during the crisis of the pandemic Covid-19 is Vitamin C and Timo Brefwell Cordyceps. This has given a higher chance to the company for customers to repeat their products because consumers now pay more attention to products that serve value for their health.

Recommendation

- ❖ Timo International Sdn Bhd can explore and add more resources from different market during the demand of health supplement are increasing. By going to China, Timo International can survey many more high qualities of raw material at lower price to give an instance. Moreover, Timo International can get many more kind of raw material there such as herbs, ascorbic acid, flavours, menthol crystal and others at different prices and quality. It can attract more client when they build high quality of products and sell it at affordable prices.

THREATS

I. Industry competition with similar companies

Discussion

- ❖ Competition among similar products has always been competitive, especially for first-time buyers (Medlin & Ellegaard, 2015). Timo International Sdn Bhd had to compete with similar purpose companies to get clients. Similar products with more "Sold" and better product reviews are becoming a threat for Timo International Sdn Bhd since there is a chance that potential customers will choose to buy from another seller. Alternatives and possible competitors to Timo International Bhd may include Esprit Care Sdn Bhd, Yanling Natural Hygiene Sdn Bhd, Alpha Laboratories IES (NZ) LTD.,

Excel Herbal Industries Sdn Bhd and Gn Neutriceuticals Sdn Bhd. Timo International Bhd also may have difficulties getting clients because other big companies are well-known by the people.

Recommendation

- ❖ Timo International needs to strengthen its marketing strategies in order to ensure its services and products are the best in the eyes of the client. For example, the company needs to specify the products and determine why they are the best than others. Timo International Sdn Bhd also needs to create new processes to help the company remain competitive and adapt to shifting market conditions. As part of this process, the company should evaluate whether utilizing technology would boost productivity, cut expenses, and raise the company's competitiveness by establishing a customer management system. Timo International need to act fast compared to other company. Along with the world of technologies, Timo International Sdn Bhd should invest more time and ideas on social media networks to appear more brightly than its competitors, especially on Shopee and Tiktok. Collaboration with educated influencers such as Dr. Amalina on Tiktok can open up a new avenue for businesses to reach their target audience (Azpeitia, 2021). This strategy will help Timo International Bhd lead the market.

II. Economic downturn

Discussion

- ❖ The developed world was impacted by the economic crisis that started in the US could simultaneously affect the Malaysian economy and the profits of Timo International Sdn Bhd. Suppliers and investors who have always invested in companies will have trouble buying or making products because they are experiencing an economic crisis. For example, during the Covid-19 pandemic, Timo International faced difficulties contacting investors because they also faced financial problems to invest or buy their products. This causes Timo International to experience challenges in producing its products despite the high demand from customers who buy its products through e-commerce at low prices. This situation has indirectly caused Timo International to suffer a slight loss because they cannot generate a commensurate income.

Recommendation

- ❖ Timo International Sdn Bhd must effectively manage its workforce and maintain a current human resource plan. Utilize the plan to effectively communicate to the staff what is occurring within the organization. The company must make an effort to involve the employees in decision-making and problem-solving. For instance, their personnel plans need to be modified during economic downturns. Find an adaptable solution if working hours must be reduced, and make sure that workers are informed of their right to terminate employment if the business is forced to terminate some workers in order to save money. In addition, Timo International can ask for help by finding support services available for the company. For example, companies need to contact financial advisors or other business experts, such as accountants and consultants, to help companies cope with economic downturns.

5.0 CONCLUSION

In conclusion, the practical course program aims to encourage students to apply what they have learned in the previous three years of study in actual practice. I was able to use the theory and experience I had previously learned through this program. In addition, this internship program helped me to demonstrate my ability to use prior knowledge.

Other than that, as part of the Timo International team during my more than six months of internship training, I have seen that the financial performance of the timo international company is generally stable. From the bottom to the top of the company, everyone enjoys working together as a team and is willing to consider suggestions for improvement.

Furthermore, during my six months of internship, I have learned a lot from this company, including handling orders once they are received, preparing them for delivery, knowing the remaining stock of raw materials, and being a multitasking person. Next, in addition to gaining knowledge, I have also studied in detail the discussion phase and recommendations of Timo International Sdn Bhd for strengths, weaknesses, opportunities, and threats of SWOT analysis.

It was an amazing experience for me to develop multitasking abilities and gaining new knowledge. Since Timo International sell goods at low prices, the companies can guarantee the sustainability in this business by selling their product through e-commerce platforms, such as Shopee. This has allowed them to adapt to changing economic conditions. However, their warehouse system and the data recording and document management systems need to be improved in order to facilitate work by saving employees time in doing their daily work more efficiently. Last but not least, I am encouraging for the students to take the chances to do the internship as it can identify the strengths, capabilities, weaknesses and more.

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Reeves, M. (2021, February 1). *A guide to building a more resilient business*. Harvard Business Review. <https://hbr.org/2020/07/a-guide-to-building-a-more-resilient-business>

7.0 APPENDECIS

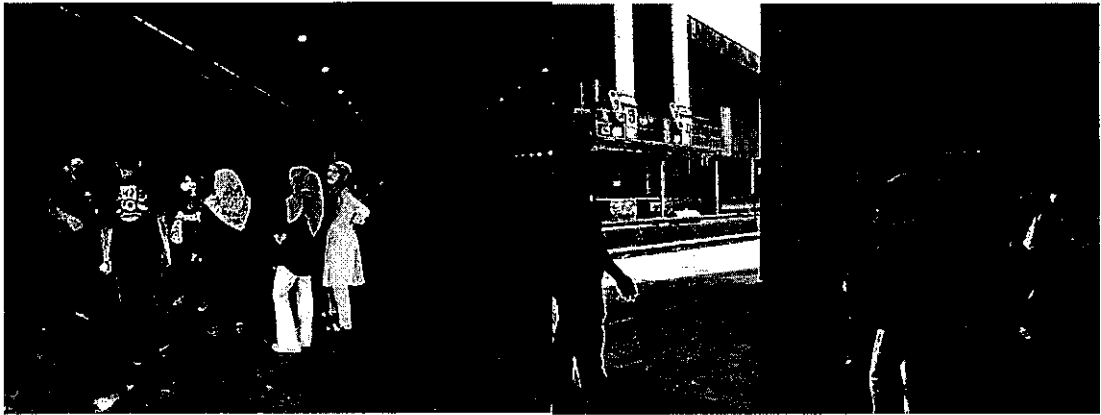


Figure 1: Visit Company's new external warehouse with managers and executives supply chain management.

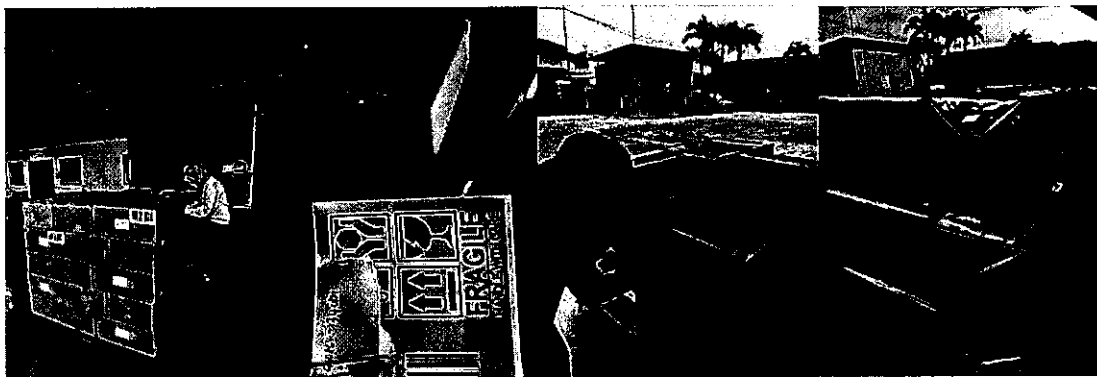


Figure 2: Wrapping and attach barcode sticker for each carton before delivered to client.



Figure 3: Calculate and dispose product return from customer

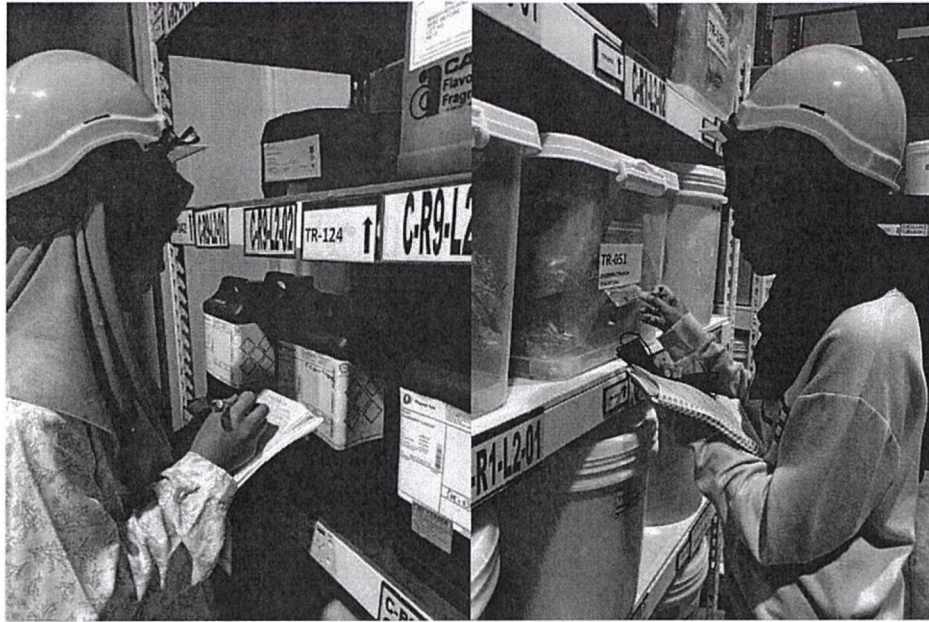


Figure 4: Identify each types of herbs and flavoured of raw materials before dispense to production

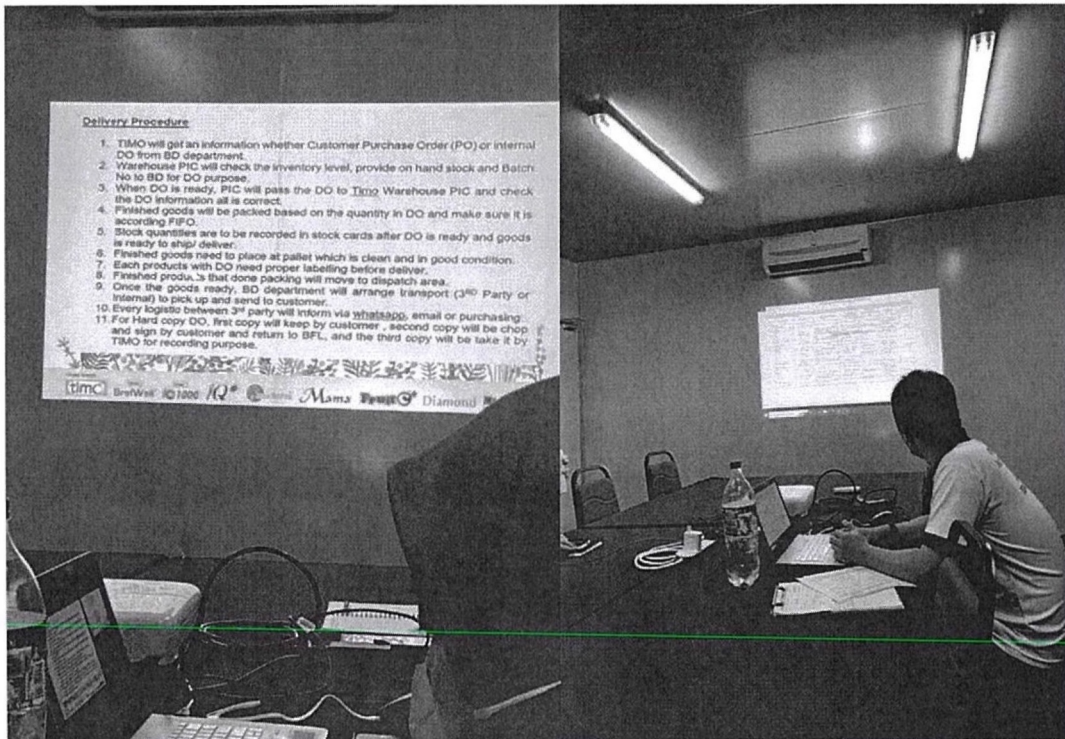


Figure 5: SOP Warehouse Training

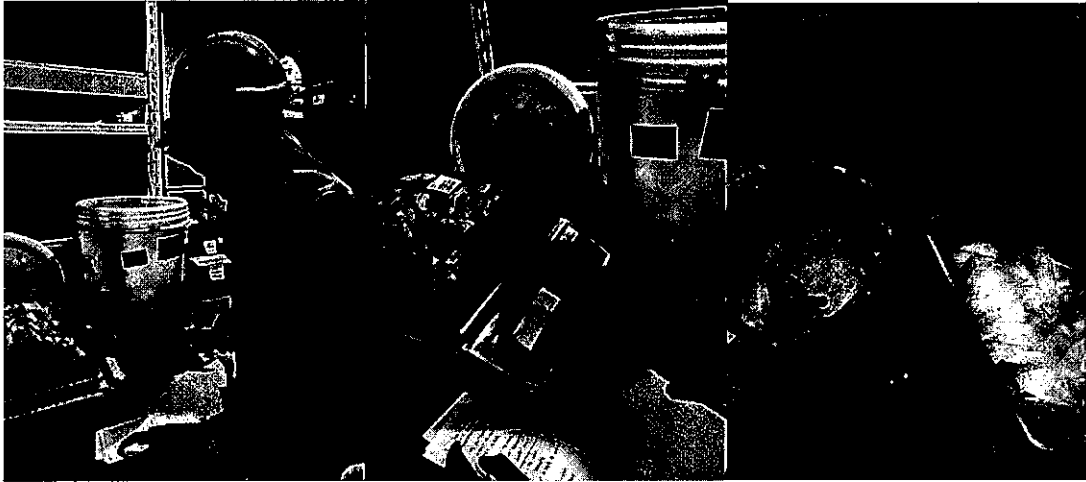


Figure 6: Determine the quantity of raw material that is still in stock based on the code, batch number, and QC number.

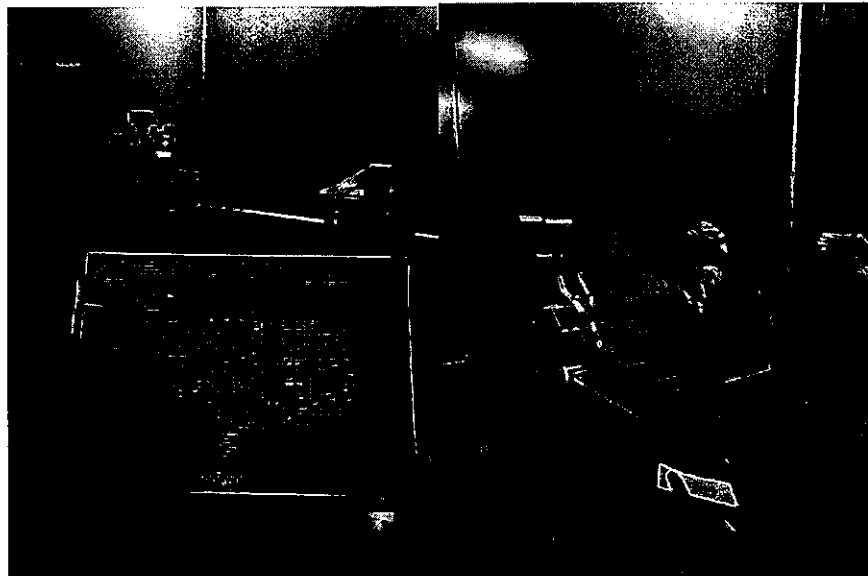


Figure 7: Production facility inspection



Figure 10: Celebration of Timo International Company's Day and Hari Raya Aidilfitri