

Executive Summary

My memorable and enlightening 6 months industrial training began here at Nurraysa Global Sdn. Bhd. I chose this company as my internship placement because the company produces cosmetics products and I am really interested to learn more deeply about beauty products. Nurraysa is a company that produces local cosmetic products that provide the best quality with affordable price for the customers. This company is the only company that I applied for my industrial training for this last semester and I am hoping that I will finish my industrial training in a positive environment with helpful colleagues and good relationships with them. My expectations have been proven since the first day I have been here as an internship trainee. In addition, I gained a lot of new and good knowledge about the marketing field in the beauty products business throughout the industrial training at this company.

In this report, I would include my latest updated resume and other important information about my industrial training. For example, the company's profile includes the company's background, mission, vision and objectives of Nurraysa Global, and the products or services they are provided. Other than that, I also compile all the tasks that I had to finish during my internship period for 24 weeks. The most important thing, SWOT analysis of the company is also included in this report and I also have given a few recommendations for the company to improve based on the SWOT analysis. The industrial training that I attend in last semester for 24 weeks really helps me a lot for my future career and it is a wonderful ending for my degree study.

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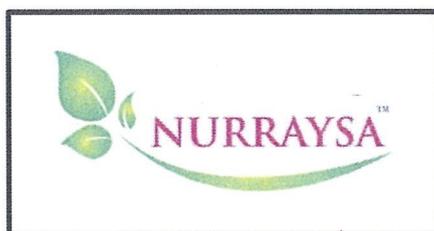
1.0 ACKNOWLEDGEMENT

The internship opportunity I had with Nurraysa Global Sdn. Bhd was a great chance for me to learn more and very helpful for my professional development. In addition, I consider myself as a very lucky person as I was provided an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who give me a lot of guidance through this internship period. Besides, I also have developed hard skills and soft skills during my internship here. For example, computer skills, marketing skills, communication skills and also interpersonal skills. I really appreciated all the skills that I learned from this internship at Nurraysa Global Sdn. Bhd. I believe all these skills are very important for me in my future career and I could apply these skills for my future job also to be a professional and capable employee.

Moreover, I would like to thank a few people in this company, especially my department which is the marketing department. First of all, I would like to thank my supervisor in the marketing department, Puan Fatimah Halimatus Sa'adiah for all the guidance and also always monitoring me for the tasks and assignments that have been delegated to me during my internship. Next, I also want to thank my Tiktok partner Ms. Nur Ain Nabila always helps me for 24 weeks during my internship in Tiktok things such as hosting Tik Tok Live and being a content creator in Tiktok. Besides, a very special thanks to the company for trusting me in doing the tasks and also putting trust in me while I was their Tik Tok host live. This is a big honor for me to boost my confidence level to promote the products in live streaming and manage to contribute high sales for Nurraysa Global Sdn. Bhd.

Furthermore, I also would like to thank my lecturer advisor during my internship, Puan Roszi Naszariah Nasni binti Naser for her guidance and supporting me in finishing this industrial training report. Her support really helped me to be on the right track to finish the assignment in my last semester for my degree. Last but not least, I also want to thank my family and friends for all their support and encouragement while I was working at Nurraysa Global to finish my industrial training for 24 weeks.

3.0 COMPANY'S PROFILE



NURRAYSA GLOBAL SDN. BHD.

Location:

Lot 22, Jalan IM 3/9,
Kawasan Perindustrian LTAT,
Bandar Indera Mahkota,
25200 Kuantan, Pahang.

Operation Hour:

Monday - Friday
(8:00 am - 5:00 pm)

3.1 Company's Background

Nurraysa Global Sdn. Bhd was established on 23 October 2015 and founded by Nur Aini binti Zolkepli from Dungun, Terengganu. Before Nurraysa was established, the founder started her own business by lending money of RM500 from her husband Saiful Anuar Seliman to start selling seaweed products. Then, she met a businesswoman that has 10 years' experience in beauty products and started to produce her own product which is cleanser of Nurraysa Beauty after gaining business knowledge from that businesswoman. One of the Nurraysa products that are always hot selling all the time is Nurraysa Collagen Soap that contains seaweed, goat milk, olive oil and also finely blended local herbs.

When Puan Aini at the age 23 years old, the total of Nurraysa sales had reached RM1 Million a month. Currently, Nurraysa Beauty has been registered as Nurraysa Global Sdn. Bhd successfully expanded the business in Asean countries including Singapore, Brunei and Thailand and managed to help more than 100,000 people to earn money through Nurraysa business platform. Puan Nur Aini has become a great leader of Wudhu' Friendly Cosmetics in Malaysia. Nurraysa company already has almost 100 people working for it, and it has 11 locations including ones in Singapore and Brunei as well as more than 200,000 wholesalers spread over Malaysia, Singapore, Brunei and Thailand.