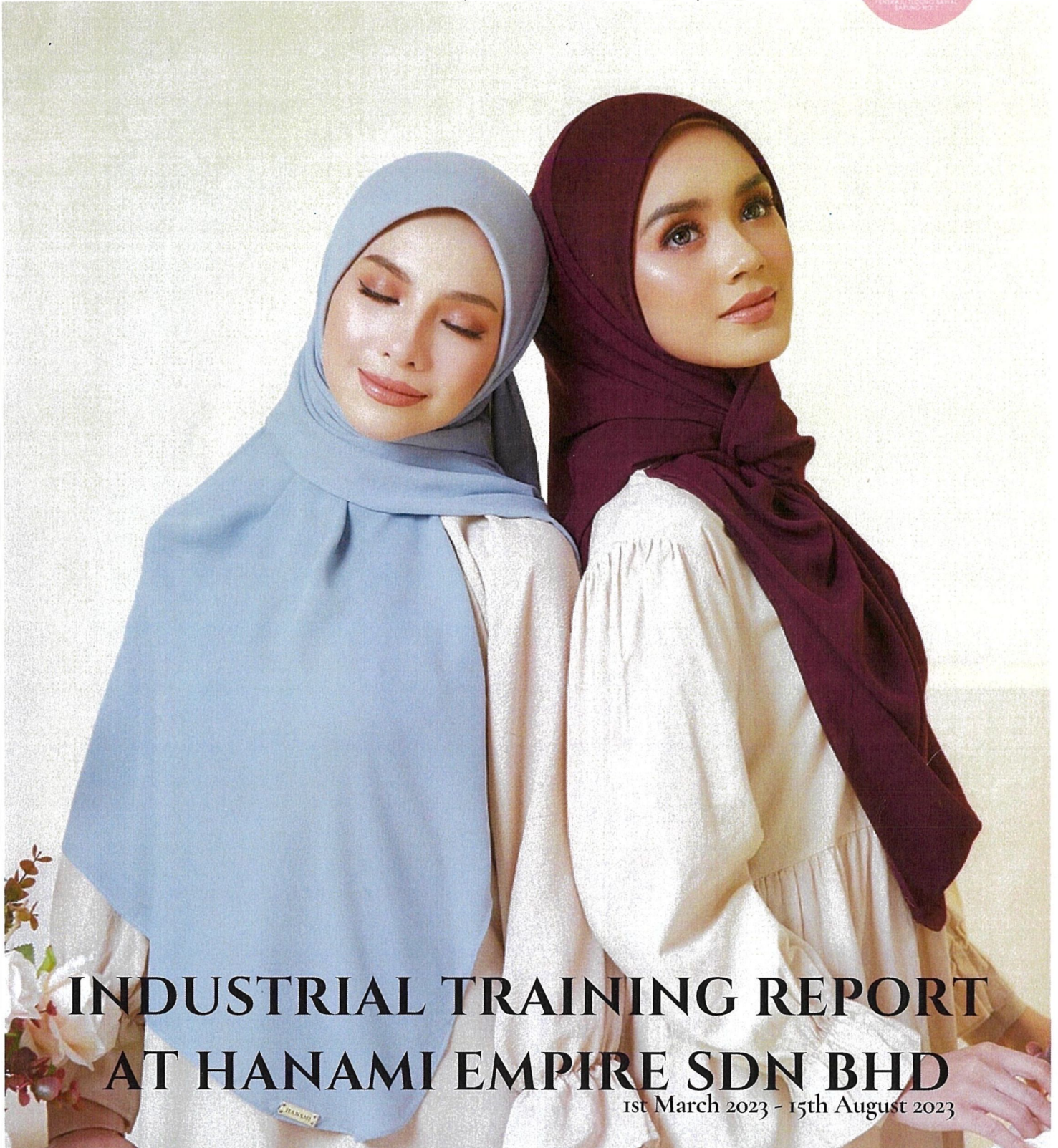


HANAMI



INDUSTRIAL TRAINING REPORT AT HANAMI EMPIRE SDN BHD

1st March 2023 - 15th August 2023



اَبُو سَيِّدِي تَيْكُو لَو كِي مُنَا
UNIVERSITI
TEKNOLOGI
MARA

NURAIN BINTI MOHD YUSNI

2020618038

BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) INTERNATIONAL BUSINESS

EXECUTIVE SUMMARY

Internship is the final course for all undergraduate programmes in the Faculty of Business and Management in UiTM according to the course plan. A student must complete an internship attachment or on-the-job training in areas connected to our academic degree in order to get practical knowledge and workplace skills that will provide experience and responsibility in carrying out tasks assigned by the employer. It would improve practical skills, knowledge and attitude in carrying out the task. Internship provide students with insight into the culture and everyday operations of a specific business, assist a young professional in completing a degree, or provide an income while a student competing their degree.

As a result, I have successfully finished Industrial Training Report at Hanami Empire where I work under the Reseller Department. I began working at the company in March 2023 where my observation is the best place to develop your career and skills.

Hanami Empire is a Muslimah clothing company with the brand Hijabsbyhanami. Hijabsbyhanami has three locations for their branches: Shah Alam, Kuala Lumpur and Bangi. Hijabsbyhanami is well-known for their high-quality express scarves, which are made from exclusively high-material. Aside from that, they supplied shawls, instant shawls, Bawal Scarves, Bawal Instant Scarves, and inner neck. They also sold women's clothing such as blouse, kaftans, jubahs and telekungs.

To summaries, the conclusion of the SWOT Analysis component helps the reader understand why the analysis is essentials by assessing the positive and negative elements within and outside the firm.

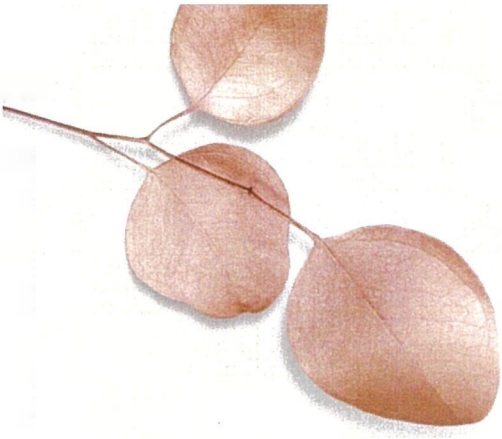


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ACKNOWLEDGEMENT

All praise to Allah S.W.T for giving me the chance to still breathe and live our lives to the fullest. Without his guidance we would all be lost in this world. Firstly, my deepest gratitude to thanks my advisors, Puan Azira Rahim, for her assistance and direction in preparing my internship report. Without her guidance and all of the sort of support se provided throughout the whole internship and also this report. She has always been there since day 1 and I am truly grateful for that. Aside from that, I would like to convey my greatest appreciation and gratitude to Hanami Empire supervisor, Puan Aisyah Binti Mat Serudin, Hanami Empire CEO, Pn.Siti Zaleha Binti Hamzah, Hanami Empire COO, Encik Fikri, for providing me with relevant information and assisting me during this internship programe, Next, I would like to express my gratitude to my parents and my close family for their support throughout the whole internship periods.

This never-ending support and help to ensure I always get the best for completing my degree are highly appreciated. Ensuring that I have sufficient internet, expenses and also provide transportation for me to go to the office. Without them, I would not be able to study and finished my internship in time.

Last but not least, not forget my classmates for their help from the start of the internship periods to these finals few weeks. All those nights staying up for discussions, never knowing how to say no when I'm burdening them with question are all factors as to why I am so grateful and so appreciative of them. I hope all of us will get a fantastic result to show for our sacrifices throughout this semester. A nd also, to my lovely self, who is constantly motivated to overcome the difficulties and obstacles of this internship. Arriving at this stage in time is already been the biggest achievement of my academic path at Universiti Teknologi MARA since 2020.

NURAIN MOHD YUSNI



EDUCATION

2012 - 2016

SMK Lembah Subang

Field of study : Pure Science

2017 - 2019

Negeri Sembilan Matriculation

Field of study : Biology,
Chemistry, Mathematic &
Com.Science

2021 - 2023

Universiti Teknologi MARA

Course: Bachelor of Business
Administration (Hons.)
International Business

SKILLS

Communication	<div></div>
Leadership	<div></div>
Editing	<div></div>
Organizational	<div></div>
Teamwork	<div></div>



A dedicated and ambitious student pursuing a Bachelor in Business Administration (GPA: 3.22). Ben involved with university programs and events since 2020. Resourceful and well-organize. Fluent in Malay and English.

EXTRA-CURRICULUM EXPERIENCE

Secretary - 2022

Webinar of Digital Nomadism: An Impeccable Stargaze of the Future

- Support the Chair in ensuring the smooth functioning of the Management Committee.
- Responsible for ensuring meetings are effectively organized and minuted.
- Responsible for communication and correspondence of every committee.
- Keeping a record of the organization's activities.
- Preparing the report for the post-event to review the success of the event against the KPIs and event objective.

3.0 COMPANY'S PROFILE



Company's Logo



**Location: Business Park, No.3 Blok
C, Jalan Keluli 7/109 Bukit raja,
Seksyen 7, 40000, Shah Alam,
Selangor.**

3.1 BACKGROUND OF THE COMPANY

HIJABSBYHANAMI is one of the hijabs brand in Malaysia. Established in 2013, Hijabsbyhanami operates both virtually and through physical branches. The company also have a few branches, which in Bangi, Shah Alam and Menara MARA Kuala Lumpur. Their outstanding website <https://hanami.vsuite.asia/>, sell securely and safely worldwide, operating from its headquarters in Shah Alam, Malaysia. By ordering through their websites, it simplifies the shopping experiences, and gives customer their best services.



Other than their websites, their product also available through all marketplace such as TikTok, Shoppe, Instagram and WhatsApp. In the year of 2022, the sales that the company achieve are RM 2,363,557 and the agent recruitment are total of 5,254 people. From January 2023 until Jun 2023, Hijabsbyhanami has over 28 new collections from clothes until their headscarves.

*peneraju tudung
sawal sarung no.1*

32

PRODUCT OFFERED

Hijabsbyhanami offers a premium quality headscarves with a unique detailing, specializing in instant hijab at affordable prices whilst upholding Shariah Islamic code of hijab. All of their headscarves basically designed to cover the chest and head, front and back nicely. It makes the wearer more comfortable and confident for any occasion their heading to. Other than headscarves, they also sell other apparels such as Baju Kurung Jubah, Kaftan, and Khimar.



FROM HIJAB TO CLOTHING

In order for them to stay more competitive in this range of business, Hijabsbyhanami will always continue to coming up with the new collection every month, so that they won't be overtaken by other major companies such as Naelofar, Ariani and so on. Hijabsbyhanami and their team decide to revolutionize and simplify modest fashion, to make express scarves more practical and easier to wear while keeping up with the trends.



3.3 MISSION

- As an ideal apparel solution.
- A solution provider with a purpose to offer Muslimah a lavish amenities.
- A lifestyle product that heightens the yearning for fulfilment on its own.

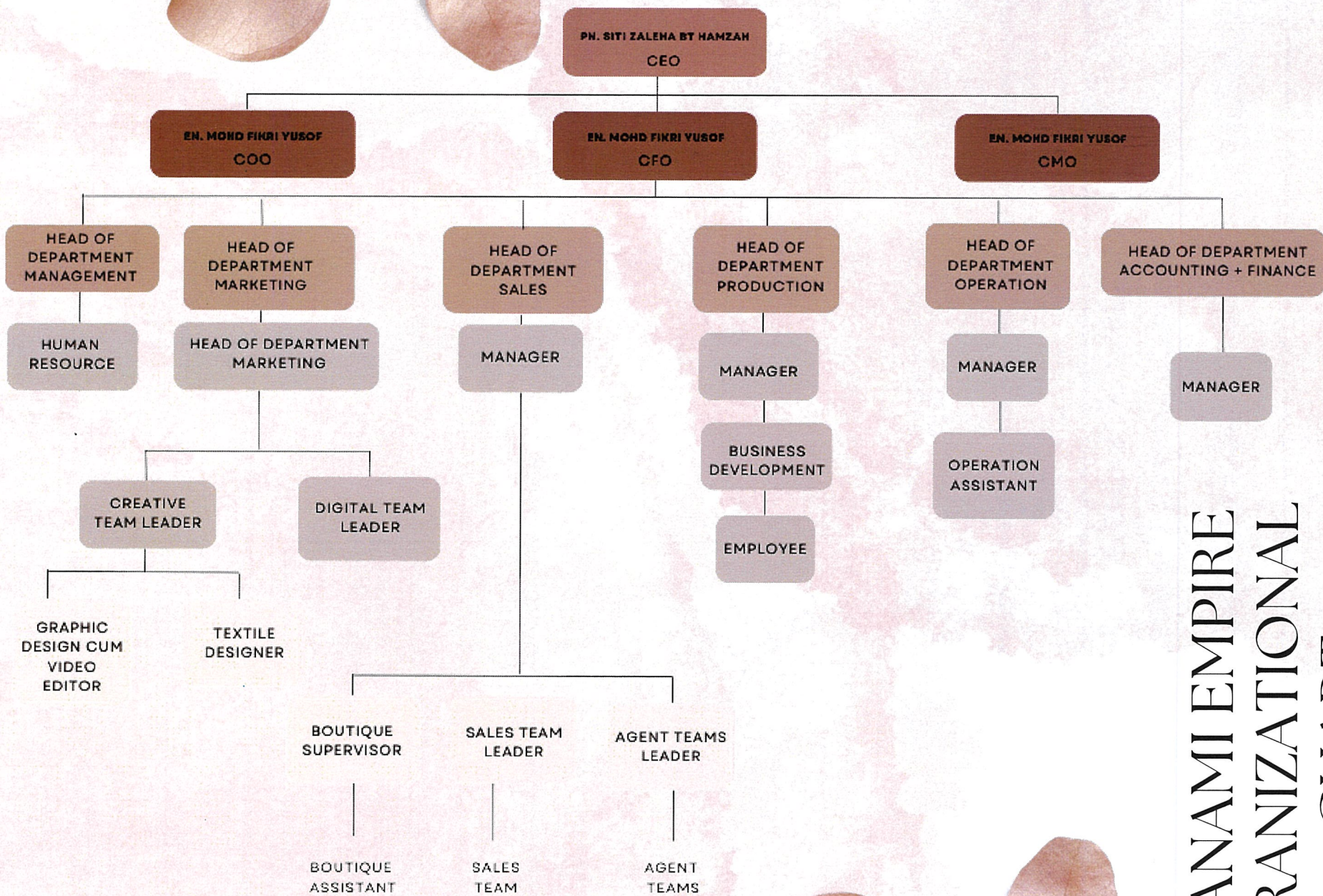
 HANAMI

hanami



3.4 VISION

As apparel solution provider that produce splendors apparel emphasizing luxury comfort utilizing extensive research with excellent quality relative its to affordability. Aim to spread joy and love in every women and reaching inner and outer believe to solidify self-worth and enhancing every opportunity into achieving life contentment for greater good.



HANAMI EMPIRE ORANIZATIONAL CHART



40 TRAINING REFLECTION

The duration for internship program is 6 months, which started on 1st Mac 2023 until 15th August 2023. I was assigned to every department on the company. Reseller Team, Sales Team, Operation Team and Management Team.

On reseller team, there are daily routine that we need to accomplish at the end of the day. The daily routine is, entertain customer and dropship, need to prepare at least 2 quotes of the day for motivational and booster purposes, list all the wins, challenges and to-do list for townhall/ stand up meeting every day, class planning and module constructions and be ready for other matters related within department. Other than that, in reseller team, we also need to recruit new reseller on their registration process and entertain complaints and feedback from reseller. Besides that, we also conduct coaching and training for reseller such as online classes. We also need to prepare copywriting for marketing material for reseller.

In addition, I was exposed to every department as an intern including the operation team, where I learned how to locate the product using the code for each hijabscarves and how to pack for customers' package while being careful not to make any mistakes. I also have to perform a 2-hour live broadcast two times a week on platform including Facebook, Instagram and TikTok. In addition, I also gained experience communicating with customers by working as a shop assistant at HANAMI boutique in Kuala Lumpur's Menara MARA during Ramadhan on Sunday and every Tuesday.



Iftar with Hanami Staff
at De Palma Hotel



Hari Raya Feast
with Hanami Staff



Hari Raya Video Shooting

Raya Haji
Shooting
Launching for new collection



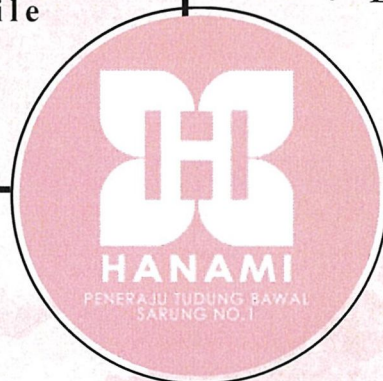
5.0 SWOT ANALYSIS

S

- User friendly website
- Using digital marketing
- Affordable price while using high-quality material

W

- Lack of manpower
- Limited stock
- Lack of purchases from the customer



O

- Muslim fashion trendsetter.
- Implementing most recent communication trends
- International market

T

- Counterfeit of the product
- Price competition
- Economy situation

A framework used in strategic planning to analyze a company's competitive stance in the market. It can assist the company in determining its competitive advantages, areas for improvement, new markets, and threats. It can also assist the company in developing a successful future plan by leveraging the company's strengths, overcoming weaknesses, seizing opportunities, and mitigating threats.

6.1 S T R E N G T H

6.1.1 User friendly websites and interactive social media.

Hijabsbyhanami's target market is an elderly women between the ages of 40 and up. Aside from that, Hijabsbyhanami has over 7,000 stockists in Malaysia, Brunei and Singapore. As a result, having a simple and easy-to-use website may benefit both the company and its customers. Not to add, because Hijabsbyhanami has a large collection, having a user-friendly website makes it easy for the customers to look for the collection via website, and this can increase the customer satisfaction

A user-friendly websites allows customers to explore their websites and search for product using any device. A user-friendly website can reach all audiences using all types of devices; as a result, customers will spend more time interacting with their websites, resulting in conversion.

The company's website can be improves by having a better-connected banking. This might be considered a problem if there was a high volume of traffic at the payment gateway, resulting in a website breakdown. Hijabsbyhanami may also improve their website appearance by following current trends. For time being, customers may view the full size of the websites on their phone, but if they open the browser on their laptop, they on have a phone view, requiring the customers to zoom in for a few seconds to see the product well before purchasing.

6.1 S T R E N G T H

6.1.2 Marketing using an online platform / digital marketing.

Small and medium-sized company (SMEs) may compete with larger companies by using digital marketing to gather intelligence, reduce marketing expenses, enhance product development and create a competitive edge and long-term growth.

Marketing is highly crucial at Hijabsbyhanami. The company uses every social media platform including TikTok, Instagram, and Facebook, to interact with their target audiences, monitor online conversations, increase brand awareness, expand the reach of messages, advertise products and services, learn about competitors, evaluate campaign success, and maintain the relevance of the brand itself. Aside from that, because the company also have customers in Brunei and Singapore, it is for the company to convey the information to their international customers.

Wang and Kim (2019) investigated the role of social media marketing in improving customers relationships and company performance. According to the findings of his study, the usage of social media moderates the association between customer relationship capabilities and firm performance. The company may benefit from information technology through increasing value and productivity. The easier their information technology, the more likely it is to attract and encourage users to utilize their product (Jahid SYAIFULLAH, 2021). Therefore it is necessary for the company to improve its understanding of the use of social media as a business medium.

6.1 S T R E N G T H

6.1.3 Affordable price while using high-quality material.

Affordability and high-quality materials may be a winning mix in business. When a company employs high-quality materials, it may help develop trust with consumers since customers are more inclined to buy a product that uses high-quality materials.

Hijabsbyhanami provides good quality and comfy materials for all types of their headscarves, and their prices are very reasonable. Most of their materials, for example, are made of Korean Chiffon, Soft Chiffon, Diamond Chiffon, Soft Lycra, and Satin. Meanwhile, for their square collection, they use a Premium Cotton Voile for only RM29. To maintain the quality of the headscarves, all of these materials may be handwashed or machine washed in a washing bag on a mild cycle. Aside from that, the majority of their headscarves are easy to iron to ironless, and the size is customizable based on the styles they want to make.

Hijabsbyhanami may retain quality while keeping prices low by cutting costs without impacting product or service quality. According to Haerudin (2020) and Oktadiani & Laily (2020), in general, customer interest in a product or services is quality. They can discover and reduced discretionary spending. One thing they can do is collaborate with their suppliers. They can bargain with suppliers to get a lower price for the same materials, or they can look for supplier that is willing to provide a cheaper price for the same material quality.

W E A K N E S S

6.2.1 Lack of manpower.

A lack of workers may have a significant impact on a company's development and expansion plans. Manpower is the backbone of every company, and how it is used and managed is critical to the company's success.

Because Hijabsbyhanmi was a small and medium-sized firm (SME), other workers were frequently required to cover for the missing worker because they were understaffed. Another situation, rather than finding another worker that handling all their TikTok, all of the employee are required to being a TikTok host for 2 hours everyday and this caused their work get interrupted. This may increase the employee's workload. When quotas are prioritised over quality, fewer employees must work quicker to manage a bigger volume of work, and mistakes occur. When the firm does not have enough workers to satisfy its operational demand, current employees are pressured to take on more responsibilities, resulting in burnout and lower workplace productivity.

Employee satisfaction is important to a successful organisation since it enhances long-term employee productivity and keeps a lucrative client (Barween Al Kurdi, 2020). What the organisation can do to address these issues is to hire more employees. Hijabsbyhanami might concentrate on the candidate's experiences. To attract talent, recruiters and HR professionals will strive to provide a candidate experience that is transparent, simple, and empowering.

Aside from that, Hanami Empire can offer higher compensation. To have pleased workers that serve customers well and assure customer happiness, employee rewards and benefits like as compensation, advancement, recognition, personal growth, and meaningful work must meet expectations (Alshurideh, 2020).

W E A . K N E S S

6.2.2 Limited Stock

Stockouts are almost usually on the list of the worst fears, especially for retailers. Not only do they result in a loss of revenue, but they also result in lowered consumer satisfaction and loyalty. Customers are frequently disappointed when you do not have what they are seeking for, and the last thing you want to do is disappoint them.

It can be seen that in Hijabsbyhanami, they do have a very limited supply of their headscarves styles, which are usually from their newly launched collection. It can be seen during the peak season such as Hari Raya, where most of the customer wants to buy the old collection, and if it is not available the customer might not want it and unless we recommend another color to them.

Not to add that the colours available from their outlet shop and websites are limited. If the stock goes out, it will be a long time before it is accessible to customers. If this problem occurs regularly, the consumer may consider switching to a different hijab brand. As a result, the firm will face a scarcity of buyers for its headscarves.

Hijabsbyhanami can overcome limited supplies in a variety of ways. One method is to ensure that they maintain track of their inventories. They can also expand inventory whenever feasible, especially for reduced goods or collections during sales, which are frequently sought by customers. They may also utilise supply chain management (SCM) software to manage their inventory, which can assist the firm in tracking inventory, managing shipments, and staying up to current on which things are moving the fastest. Kassabov (Kassabov, 2021).

W E A . K N E S S

6.2.3 Lack of purchases from the customer.

Lack of client buy caused by costly production can result in a lack of demand and a shortage of supply, which is the company's major vulnerability.

One of the key causes for this is a shortage of stock or a restricted amount of stock. It can also happen when the prices of their headscarves rise. Their headscarves range in price from RM59 to RM129. The price of Swarovski ornamented headscarves, like as their Bawal Quartz, is more than the price of plain or printed ones. As a result, the buyer will be hesitant to make a purchase, resulting in no transactions. Aside from that, because only a few people bought it, this expensive manufacturing may result in a financial loss.

Due to a lack of client demand, the company may need to re-evaluate its marketing approach and identify strategies to boost customer knowledge of the brand and interest in the product. In the event of a supply shortage, the firm can seek out other suppliers or boost manufacturing capacity. They must also listen to their customers to determine which collections of their headscarves are in great demand.

6.3 O P P O R T U N I T Y

6.3.1 Muslim fashion trendsetter

Hijabs serve as an incentive, attraction, modesty, and social image for Muslim women. According to Alanadoly and Salem (2021), hijasbistas have the willingness to pay a premium for products that are well-designed and reflect their social identity. By creating online storefronts, a rising number of fashion designers attempted to fill a need in the fashion industry.

HANAMI may inspire more people to wear hijabs by using different and exclusive designs on their hijabs. They could also produce more creative video marketing for hijabs on social media. The more distinct the style of their hijab, the more people believe this brand produces an appealing product.

Social media has evolved into a marketing tool for businesses to reach a broader audience while improving sales. Most fashion businesses increasingly utilise social media to adapt to today's demands. Hijab firms have begun to sell items on social media and have turned to advertising and marketing on social media as the number of social media users has increased. Instagram and TikTok, in particular, are the most popular social media platforms for fashion brands (Casalo et al., 2020).

Aside from that, social media influencers play an important role in advertising and marketing tools to enhance sales. Influencers who have become opinion leaders through social media platforms often enable their followers to acquire certain items and services by providing product or brand information (Sokolova and Kefi, 2020). HANAMI may also work with a large number of social media influencers to promote the product, increasing brand exposure for new customers.

6.3 O P P O R T U N I T Y

6.3.2 May implement the most recent communication trends.

Hijabsbyhanami, in addition to retailing in physical locations, had a significant internet sale, which added to sales. The goal of their internet website for their headscarves brand is to make purchasing the headscarves easier for their customers.

Customers expect an instant reaction from the team for their purchase because HANAMI is also managed on an online platform. As a result, they may use the most up-to-date communication technologies to please their consumers. As a result, HANAMI can benefit from automation. Automation is a centralised communication system that enables organisations to swiftly and efficiently generate, manage, and deliver communication to everyone they need. Because they are replied to in a timely manner, automated communication can contribute to a better customer experience. This may be a significant benefit because internet services are available 24 hours a day, seven days a week.

Using automation to perform repetitive tasks may save a lot of time. It can also contribute to increased firm profitability. Reduce labour hours by automating operations like drip advertising, follow-up sequences, and bill payment. Increased profitability, accountability, productivity, and flexibility are all long-term benefits of using automation in the workplace.

6.3 O P P O R T U N I T Y

6.3.3 International market

Globalisation is a source of both opportunity and hazards. Companies expand internationally for a variety of reasons. Some of the advantages of entering overseas markets include increased income, competition for new sales, investment possibilities, diversification, cost reduction, and recruitment of fresh talent. By expanding into a foreign market, the corporation may increase its business by looking into specialised product sectors or adjacent industries where it can prosper. International expansion can also help firms reduce competition in emerging areas and achieve a first mover advantage.

Hijabsbyhanami's Instant Bawal is a major popularity, and stockists were trying to keep up with the rising demand. As of 2023, Malaysia, Brunei, and Singapore have 212 stockiest. Hijabsbyhanami accepts orders from clients in different countries through their website. However, because they presently have stockists and consumers from Singapore and Brunei, building a physical store would be a good chance for the company to boost brand recognition among its clients. Furthermore, the buyer would benefit from not having to pay for shipping charges to their country, which are rather high.

Hijabsbyhanami might expand their consumer base by entering the worldwide market. By entering a new market, the firm may engage with new target audiences that may be interested in their product. More clients equals more sales and, eventually, greater profits (Jonson, 2023). Another advantage for the corporation is that it increases the brand's reputation among a worldwide audience. As a result, brand awareness improves.

6.4 T H R E A T S

6.4.1 Counterfeit of the product

Creating and producing a new product is one of the most thrilling, time-consuming, and stressful experiences an entrepreneur will ever have. Counterfeit goods are forgeries or unauthorised reproductions of genuine goods. They are frequently made with the intention of capitalising on the better worth of the imitation goods. Counterfeit products can be created to closely resemble the look of legitimate products in order to deceive buyers.

Counterfeit goods may be disastrous to small and medium-sized businesses (SMEs). This can result in a loss of turnover, reputational damage, and a loss of competitive advantage. Hijabsbyhanami had a problem owing to stiff competition from other local brands such as Minaz, Imallis, TudungPeople, and others.

Hijabsbyhanami can legally defend their brand by enforcing counterfeit listings in order to prevent their design from being copied. Counterfeit listings are those that have been determined to breach standards by falsely advertising counterfeit items as legitimate without verification. Enforcing can assist the organisation in protecting its brand reputation and preserving client trust. Counterfeit products may be of poor quality and cause harm to buyers. The company may ensure that only authentic products are offered under its brand name by enforcing counterfeit listing. This can assist the organization in retaining client pleasure and loyalty (Goldstein, 2022).

Aside from that, they may teach teams within the organisation. Beyond the fraud and legal departments of a brand's organisation, so that the teams can possibly discover and report counterfeit items. E-commerce and digital marketing teams, for example, have a stake in preserving their brand investment.

6.4 T H R E A T S

6.4.2 Price competition.

One of the most exciting difficult, and price competition is a type of rivalry between suppliers that entails selling a product at a cheaper price than competitors to acquire clients. Price competition serves customers by lowering prices and reducing costs, broadening product alternatives and diversity, improving shopping experience and convenience, offering market feedback, and influencing customers (Competitive Pricing Strategy: serves and Disadvantages, 2023).

Every business will face fierce competition. Hanami is likewise not an exception. After debuting their hijab in 2014, they have faced fierce competition from other companies. Minaz, Imallis, TudungPeople, Kekaboo, and many more, for example, offered low-cost hijab scarves. All of these companies manufactured high-quality hijabs and sold more than Hanami.

Aside from that, Hanami might do research for their pricing and positioning strategies. Once they've identified the market's rivals, they may conduct a competitive price research to look further into their pricing structures and positioning tactics in order to create a map of current trends. This can assist the firm in determining what pricing and positioning clients anticipate in the market, allowing Hanami to select the optimal price for their hijabs (Competitive Pricing: Pros and Cons of Competition-Based Pricing, 2022). Competitive pricing is a good tool for analysing the current market and typical customer pricing expectations.

6.4 T H R E A T S

6.4.3 Economy situation

Small and medium-sized companies (SMEs) play a significant role in economic growth and development. Because of the high number of SMEs in the market, any business or economic crisis would certainly effect numerous sectors and national economic advancement (Ahmad Raflis Che Omar, 2020).

As we all know, the present economic crisis is having a huge impact on the entire world in the form of Coronavirus illnesses (COVID-19). It is a viral infection caused by a recently identified coronavirus. It had a significant influence on the commercial world. Many people are concerned about the economic future; nevertheless, one thing is certain: enterprises must adjust rapidly to the present climate and maximise their financial strength in order to have the best chance of survival. Many businesses suffered financial losses or went bankrupt as a result of this, as they were unable to continue operating at the time. They are certain to confront a lack of profit and will be unable to introduce any new items in order to increase profits.

As a result, Hanami is having a difficult time increasing its sales during and after the COVID-19. They also expected a decline in sales in 2020. The coronavirus pandemic has had a detrimental impact on the fashion sector on every level conceivable; manufacturing has paused, outlets have shuttered, and demand has fallen.

PESTEL ANALYSIS



E

7.1 ECONOMIC

The unprecedented and instant economic crises brought on by the COVID-19 outbreak is currently the most serious economic issue affecting SME in the fashion industry. The pandemic has caused almost every country to enter recession, posing several hurdles for businesses. They must modify their business model and rely increasingly on e-commerce.

Aside from that, it is known that Hanami uses a high-quality material for their hijab, therefore, during the COVID-19 pandemic, the cost of raw materials, such as cotton, wool and petroleum-based polyester and nylon fibers increased. The cost of raw materials has skyrocketed, causing designers to hike their pricing.

In Malaysia, SMEs can help each other to improve economic recovery by offering a range of job opportunities in the communities and by promoting economic recovery through collaboration, improving competitiveness of local businesses, business education assistance and staff rotation

PESTEL ANALYSIS

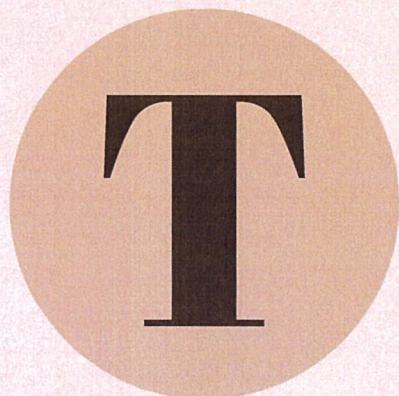


7.2 SOCIAL

Organizations can access fresh talent and technological resources by becoming global. These might help lower manufacturing or operating expenses, enabling the companies to generate more profit. In addition, one of the strongest arguments for expanding internationally is to get an advantage over rival companies.

Businesses and organizations who embark on global expansion frequently do so in order to obtain a competitive advantage. They can now leave a saturated domestic market and look for new clients in developing nations thanks to the change.

HANAMI can enhance their consumer base and extend their business by going global. However, in order to ensure a smooth transition, it is crucial to comprehend the difficulties of international expansion and establish an international plan well in advance.



7.3 TECHNOLOGY

Establishing a low-cost, high-quality digital infrastructure is essential. Additionally, it is crucial to raise awareness of the advantages of digitization, especially among businesses and sectors that are severely affected by the epidemic, like the food and beverage, retail, and wholesale sectors.

Businesses benefit greatly from digital technologies. By enhancing and accelerating access to information and communication among employees, suppliers, and networks, digitization reduces transaction costs. HANAMI will be able to enable new methods of financial management and payment, increase financial inclusion, provide sustainable products and services, promote an innovation culture, enhance user experience, and interact with customers by embracing digital transformation.

PESTEL ANALYSIS

L

7 . 4 L E G A L

Law is the highest supremacy in a well-established government since it safeguards public safety and guarantees that citizens rights are safeguarded from being violated by anybody, including other people, organization, and the government itself. Additionally, laws are established, adopted and modified at the local, state, and federal levels.

The Ministry of Entrepreneur Development and Cooperatives" chief coordination body, the SME Corporation Malaysia (SME Corp. Malaysia), manages the carrying out of development programmes for SMEs across all relevant Ministries and agencies.

The Intellectual Property Corporation of Malaysia (MyIPO), a division of the Ministry of Domestic Trade and Consumer Affairs, is responsible for managing Malaysia's intellectual property system. Patents, trade names, industrial designs, copyright, geographical indications, and integrated circuit layout designs all serve to safeguard intellectual property in Malaysia.

In order to preserve a competitive advantage, generate money, improve reputation, and reduce legal risks, firms and SMEs have to protect their intellectual property.

CONCLUSION

Pre-graduate students would benefit from internships since they would improve their hard and soft skill sets. Additionally, while doing an internship, the students would be exposed to the corporate culture at the appropriate internship placement, keeping their strengths and improving their weaknesses. Additionally, the internship provides students with the finest preparation for entering the job stage after graduation.

I learned a lot throughout the six months I spent undergoing practical training. I've also outperformed my expectations in terms of attaining my learning goals. In addition, I learned a valuable lesson about the need of using professional practices in terms of language and personality.

In a word, I had a great time during my internship at this company since my team mates fully supported me and helped me complete the duties assigned to me by my superiors. In addition, I wish to thank the HR team members as they courteously suggest my career progression. Not to forget, the fellow interns at the company, with whom we have exchange experiences in our separate service lines and advice on how to advance our careers.

APPENDICES



BOUTIQUE
ASSISTANT



HARI RAYA HAJI
PHOTOSHOOT

BOOTH
INSTALLATION



LIVE ON TIKTOK
PLATFORM



APPENDICES



HARI RAYA
PHOTOSHOOT



CLASS SESSION WITH
AGENT

HELPING OPERATION TEAM
WITH THEIR PARCELS



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