

# INDUSTRIAL TRAINING REPORT

## **FACULTY OF BUSINESS AND MANAGEMENT**

UNIVERSITI TEKNOLOGI MARA (UiTM) CAWANGAN MELAKA, KAMPUS BANDARAYA MELAKA.



## **Prepared By:**

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**Prepared for:** 

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Submission date: 4 AUGUST 2023

## **Executive summary**

This report summarizes my internship journey and experience at CompAsia Sdn. Bhd. for 5 months and a half which is the requirement of MGT 666 course. My internship training has taken place in Petaling Jaya, Selangor from 1 March 2023 until 15 August 2023. This internship program is the last part of my Bachelor of Business Administration and (Hons.) in Finance studies at Universiti Teknologi Mara (UiTM) Kampus Bandaraya Melaka.

My internship company, CompAsia Sdn Bhd is a company that specialize in selling and buying gadgets such as mobile phone, laptops, electronic accessories and powerbank. This report contains few sections which will elaborate more on my internship journey and experience including the company's background, updated student profile, internship training reflection, SWOT analysis of the company and recommendation of improving the business performance.

Student profile refers to the latest updated resume that will be used to apply for job vacancy after the internship training. Elements that is being included in resume are education background, working experiences, achievement and skills and references person. Next, company background is to explain regarding the company's establishment, nature of the business, mission and vision of the company, product and service offered and organizational structure.

Morever, SWOT analysis is to discuss on the company's strength which are high demand product and globally operated. Weaknesses of the company that include insufficient number of staff and hierarchy problem of the organization. Other than that, this report will also be discussing on the company opportunities and threats which is the rising number of used smartphone users and variety of e-commerce platform as the opportunity of the business. Meanwhile, scammers in gadget and damages cause by delivery partners can be the threats of the company. I have also included some recommendations for the business to improve their performance based on their SWOT analysis.

## **Acknowledgement**

In the name of Allah SWT, the Most Gracious and Merciful.

I would like to thanks to everyone that has directly or indirectly involved in completing this Final Year Project report and internship program. All praise to Allah SWT for giving the chance, opportunity and knowledge to all of the students that undergoing MGT 666 to experience our internship training as well as give the exposer to the most of the student of real working world. I am also very thankful for being able to complete this final report at the expected date and time. Other than that, I also would like to express my deepest appreciation to my internship supervisor of the internship company, Mr. Lee Jeong Mark as well as my internship advisor in UiTM Bandaraya Melaka, Madam Rosnita...for their guidance and continuous support throughout the internship training. I have gained a lot of knowledge and mew experience while completing this training and this final report.

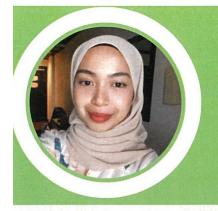
Moving forward, I also would like to thank my classmates, especially my groupmate throughout the semesters for their help, guidance, ideas and support to complete all the semester and finally my internship training and this report. I have had a great and memorable time being their classmate and friend. Not to forget, I also would like to express my gratitude towards my parents and family for their consistent moral support and confident towards me to do my best during this final semester which is the practical training. Indeed, support and advice from family and friends has encouraged me to complete this internship programme successfully.

Last but not least, I hope that this report can be accepted and submitted within the time given and able meet the rubrics requirement for this report and may all of our efforts and sacrifice that have been done through this journey will be worth every of it. I pray and hoping for the best for myself and all my friends for this internship and their future ahead. Thank you.

## **Table of Content**

Executive summary	i
Acknowledgement	ii
Table of content	iii
1.0 Student profile	1
<ul><li>2.0 Company's profile</li><li>2.1 Company's background and business nature</li><li>2.2 Company's vision and mission</li><li>2.3 Company's organization structure</li><li>2.4 Products and services</li></ul>	3 7 8 9
3.0 Training reflective	13
4.0 SWOT analysis and recommendation	18
5.0 Conclusion	27
6.0 Appendices	28
7 O Peferences	30

#### NURSYAZYANI BINTI MOHD SHAFIEE



I am full of motivation fresh graduate candidate that keen to look for career opportunity and development in working industry. Currently, on internship program in finance & accounting department in a multicultural company with high exposure in finance and account knowledge.

#### **EMPLOYMENT HISTORY**

#### UNIFI, TELEKOM MALAYSIA - SALES

(2019 ~2020)

- Automated customer order and registration process using a new system, resulting in a 30% reduction in processing time and a 15% increase in customer satisfaction.
- Handling issue arise within customers regarding products and services offered.
- Familiar in sales & marketing operation, confident and to resolve conflict between customers.

#### SUPERONE PETSHOP- SHOP ASSISTANCE

(JUNE 2020 ~OKTOBER 2020)

- Deal with supplier and customer relation to bulk purchase of product > RM50,000 total amount
- Issue customer's invoice and payment voucher > 20 invoices per day, several PV per week
- Improved the ability to communicate effectively by 70% through dealings with external parties.

#### BUNGA 59 CAFE - WAITRESS & BARISTA

(JULY 2022 ~JANUARY 2023)

- · Served and prepared meals and beverages to customers.
- Maintained good environment and operation of the business.
- · Encourage good teamwork in order to within waiting time
- Highly organized and energized to deliver the best service on daily basis.

#### • COMPASIA MALAYSIA - FINANCE INTERN

(1 MAR 2023 - 15 AUGUST 2023)

- Involved in various accounting task including generating sales invoices and official receipt up to
  >50 invoices per day
- Performing Bank reconciliation and to follow up with debtors for debt collection.
- Issuing Payment Voucher (PV) in supporting account payable unit
- Familiar with payment method used for With Holding Taxes for oversea's services used by the company.
- Issued credit note for any return product by the customers.
- Able to familiar with the company's business units, company has more than 5 business units.
- Improve knowledge and skills in Microsoft office (Excel) by 50% from beginning of joining.

#### EDUCATION

SMK TUANKU MUHAMMAD

(2013 ~2017)

Sijil Pelajaran Malaysia: 6A 3B

UNIVERSITI TEKNOLOGI MARA (UITM) REMBAU, NEGERI SEMBILAN

(2018 ~ 2021)

First class graduated of Diploma in Banking Studies with 3.83 CGPA

UNIVERSITI TEKNOLOGI MARA (UITM) MELAKA

Bachelor degree in Finance study with current CGPA of 3.7

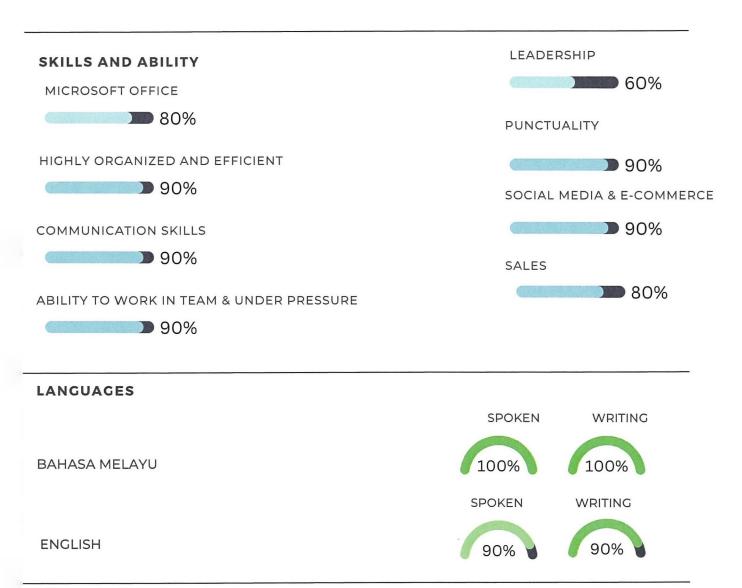
(2018 ~ 2023)

#### **ACHIEVEMENT & CO CURRICULAR**

- VIRTUAL MELAKA INTERNATIONAL INTELLECTUAL EXPOSURE 2022
- Certificate of Silver Award in the International Innovation Competition.
- Encourage "out-of-the-box" thinking and brainstorming to develop new product and ideas that bring benefits to people.

#### VICE CHANCELOR AWARD IN DIPLOMA BANKING STUDIES

- Received dean list award every semester with the highest pointer of 3.92
- Graduated with 3.83 CGPA
- CHARITY RUNNING
- Registered as marathon participants for the charity for the "Home" of needy and orphanage.
- Encourage to practice a healthy lifestyle and teamwork.



#### REFERENCES

- PROF. MADYA DR. AHMAD FADHLY BIN ARHAM
- Academic advisor
- •
- LEE JEONG MARK
- Manager, Finance CompAsia Sdn Bhd



2.1 Company's background and business nature



The company that I currently undergoing my internship is CompAsia Sdn Bhd that located at Seksyen 19, Petaling Jaya, Selangor. CompAsia was founded and established in 2012 by Julius Lim who is also the current CEO of CompAsia Malaysia that started the business in Singapore as he has seen a great opportunity of business gadget in that country in early 2010. For the past few years, he has grown the company rampantly and today CompAsia has become the leading secondary devices solutions provider in Asia. CompAsia's main business is selling and buying a good condition and high-quality second-hand phones, mobile accessories, smart watches, laptop and other gadgets.



Wisma Academy, Suite 1.01 Level 1, 4, Jalan 19/1, Seksyen 19, 46300 Petaling Jaya, Selangor



It was well-known by its trade line "Giving devices a second chances" which referring to the second-hand device that is being sold to new user. CompAsia Sdn Bhd is currently operated in more than nine countries such as Thailand, Philippines, Taiwan, Singapore, United States and many more. It also collaborates with telcos, mobile operators, mobile manufacturer, retailer, financial institution, insurances company, big names resellers such as Machines, Thunders and consumers across Asia and has over 40 partners globally. The headquarter of the business is located in Seksyen 19, Petaling Jaya and currently has two branches of physical store located in Sunway Piramid, Kuala Lumpur and Pontian, Johor.



60, Jalan Delima, Pontian Kecil, 82000 Pontian, Johor



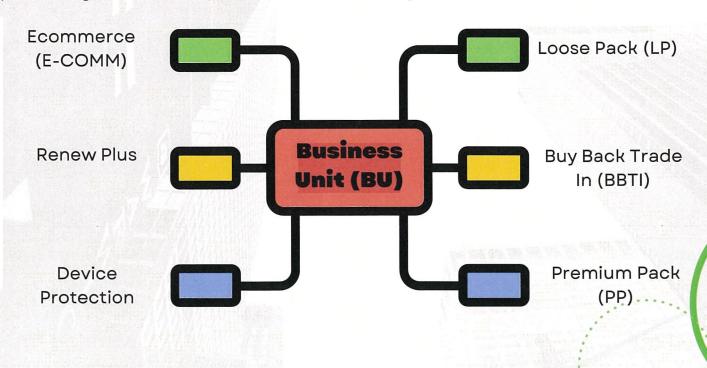
3, Jalan PJS 11/15, 47500 Bandar Sunway, Selangor.

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The company's operating hours is from 9 a.m. until 6 p.m. Monday until Friday. It has more than 500 employees in total that work in headquarter office and physical store. The company's mission is to transform smart devices ownership by maximizing affordability and minimizing e-waste. this is mean, its mission is to provide affordable devices and gadgets in form of second-hand product while to prevent wastage of electronic devices. Hence, it is aligned by the company vision that is "a cleaner, well-connected tomorrow". Over the years, CompAsia has grown domestically and internally by providing high demanded devices to its targeted market. CompAsia also has shown drastically growth in e-commerce platform as its main medium to reach as much audiences introducing its products and services. On top of that, CompAsia has become the biggest name in refurbished device across Southeast Asia.

CompAsia's business operating is consist of several business unit such as Loose Pack (LP), Buy Back Trade In (BBTI), E-commerce (E-comm) that have different nature of business operating. Loose Pack is where the devices are sold in bulk to agent and reseller. Loose Pack purchases will not go through Quality Checker (QC) process. Hence, buyer will get lower price by buying through loose pack but buyer need to bear the quality risk. As for BBTI, each devices sold will undergo a quality checker process and the volume of purchasing can be either in bulk or several units only.



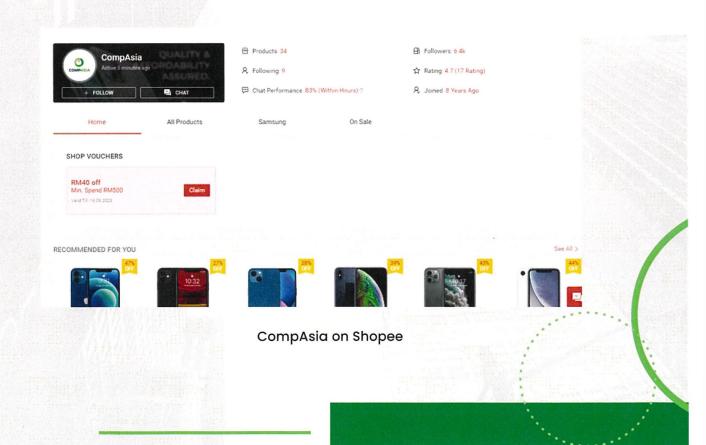
Page 6



Meanwhile, for E-Comm is referring to e-commerce platform where the customer make the purchases through e-commerce platform such as CompAsia official website, Shopee and Lazada. Every purchased from this platform will go through a proper quality checker (QC) process before being posted to customer's doorstep.



CompAsia Official Website



## 2.2 Company's vision and mission



2.2.1 Vision



"A cleaner, well connected tomorrow"

2.2.2 Mision

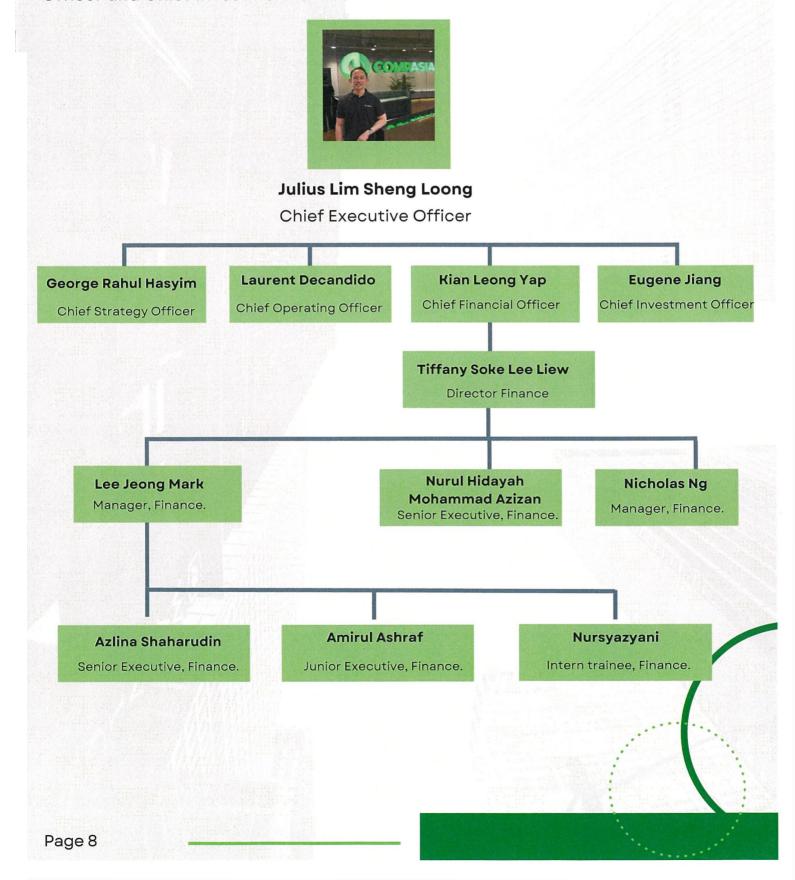


To transform smart device ownership by maximizing affordability and minimizing e-waste

## 2.3 Company's organizational structure



CompAsia is led by Julius Lim who is the Chief Executive Officer and followed by the corporate C-level that plays important roles to the company such as the Chief strategy officer, Chief financial officer, Chief Operating Officer and Chief Investment Officer



#### 2.4 Products and services offered

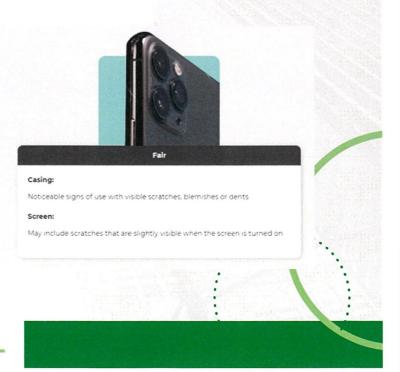
#### 2.4.1 Product

#### i. Mobile Phone



As mentioned previously, CompAsia main of business nature is selling and buying mobile phone. Hence, Mobile phone is the core products of the company and contribute the largest amount to the company's revenue. Some of mobile phone products sold are from brand Apple, Vivo, Samsung, Huawei and Redmi. For the past few years, demand for mobile phone has increased aligned with the technology advancement. CompAsia also offer two types of mobile phone condition with variety price range like "fair" and "excellent" condition. Fair and excellent phone condition is determined by several factors that is mentioned below:





#### 2.4 Products and services offered

ii.Gadget accessories



Aside from selling mobile phones and gadget, CompAsia is also selling and supplying gadget accessories to individual customer and resellers who make bulk purchases. All of the accessories are available in many brands according to buyer's preferences.

ii.Laptop, Ipad, Macbook and Smartwatch

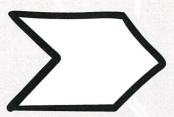


CompAsia also offered Laptop and, tablet and smartwatch in second-hand condition. Buyer and customers will be able to own their laptop at lower price. Currently, smartwatch is one of the most high demand product due to the ability to track health rate, security and safety function by directing to emergency call and many more.

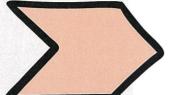
#### 2.4 Products and services offered

#### 2.4.1 Product

i. Instacash Mobile app



Customer install instacash apps via google play/ appstore on phone they wished to trade in



 Customer create an account and start online assessment of their phone through the app



•Instacash will run few intutive assessment and provide instant value of the divice to be traded in.



Instacash is an application developed by CompAsia team to enable customer to trade in their phone in the easiest way. The apps will run an intuitive assessment technology that provides accurate assessment of phone condition and provide reasonable pricing for wide range of devices. This app is founded to be very conveniences for its user due to quick rundown on the working condition of the devices. It will generate a consistent pricing which follow up by pickup and instalment payment, all in one app.

#### ii. Renew plus financing



ReNew+

Provide customer with affordable solutions without hassle to purchase a mobile phone without credit card. This plan purposely to enable customer to purchase devices and pay later with Renew+ plan. A unique financing method that allows customer to make instalment payment over 36 months. Also, renew+ plan accept mobile phone trade in and phone upgrade by adding the remaining balance that was not covered by trade in value. Basically, renew plus plan offered by CompAsia is a partnership idea between CompAsia and other interco businesses such as Samsung and Apple. Customer or buyer is required to make the application through Renew plus website to check for their eligibility to purchase the device under Renew+ plan.



Instacover is also known as extention of warranty given by CompAsia to its customer for any default devices condition upon purchase. Instacover by CompAsia consist of few options which is 3 months, 6 months and 1 year of warranty. As mentioned previously, CompAsia is selling a second-hand condition device which will still have default in its quality and function even the slightest. Hence, instacover is the service that customer can purchase along with the device to able them to make any claim or refund within the warranty period.

## 3.0 Training Reflection



## 3.1 Duration: specific date, working day and time

My internship training in CompAsia is from 1 March 2023 until 15 August 2023 according to the requirement period under MGT 666 for all students that are taking this course. Working hours in CompAsia is from 9.00 a.m until 6.00 p.m. and we are also given flexible hours to work from home twice in a week which for me is on Wednesday and Thursday.

## 3.2 Roles and responsibility

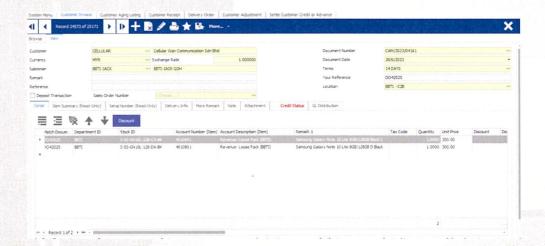
On the first day of internship, I was introduced to all department in the company including the C-level of the company. Me and other new joiners had a chance to went for a short orientation for the overview of the company. After the orientation session, I was being introduced to my supervisor who is also my manager, Mr. Lee Jeong Mark and all finance and accounting teams who will be working together in finance department. After that, one of HR members took me to my table and provide me a laptop for working completion purpose. Before I was assigned for the job, I was first being introduced to business operation of the company including their products and services. Then, they brief on the system that the company used to record all of their transaction which is "Dynamod".



Figure 3.2: Interface of Dynamod



Basically, all data and transaction will be recorded in this system. Later on, I was assigned for a simple task which is to support the Account Receivables teams which require basic understanding to complete several tasks that includes of issuance of daily invoice for customers and official receipt. A month later, when I have a better understanding of the company's system and their business, I was assigned for more advance task which was the issuance of credit note for every device returned by the customer. Other than that, the senior executive also brief on preparing adjustment for accounting purpose. I find all of those tasks are interesting and have gain a very good knowledge and helps to the exposure on finance and accounting process in real working world. Mr. Lee Jeong Mark is my manager who is also the person that is responsible to supervise my internship training at the company did manage to spend at least 30 mins every day to ensure the progress of internship learning went well.



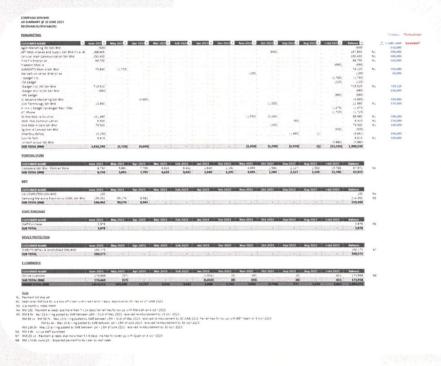
3.2.1: Issuing customer's invoice in Dynamod



3.2.2: Example of Customer Invoice



Three months later, I has the chance to involve in preparing report of AR summary to be submitted every Friday to C-level stakeholders, AR summary has helped me to become more details and enhance presentation skills. The purpose of preparing this report is to determine the cashflow position for the company through weekly performance and to identify the amount of outstanding credit owed by debtors to the company. Besides, to ensure every reconciliation for every transaction has been done accurately.



3.2.3: AR summary report - weekly reporting



3.2.4: Weekly email for AR summary submission

## 3.3 Benefits and Gains



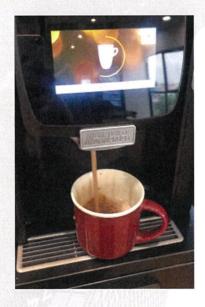
#### 3.3.1 Benefits offered

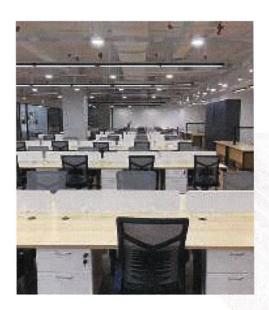
• Staff purchase discount (20% of from original device price)

For every permanent staff, they are entitled for staff purchase with 20% discount from the device price. They are given 2 slots purchase per year and if this slow are not being utilized, company has right to offer the unutilized slot to other staff such as probation staff and the interns. Hence, all staff are able to enjoy the benefit.

· Free food pantry and coffee machine, huge working space

Company provide facilities such as vending machine and coffee machine at the pantry for their employees to enjoy foods and drinks for free. This initiative has somehow helps to ease the financial burdens among employees.





3.3.1: Free coffee machine and spacious working area

#### 3.3.2 Gains and knowlege

Improve Microsoft Office skills and knowledge.

My daily task has make me involved a lot with the usage of Microsoft office such as Word and Excel. Initially, I have very little knowledge of using excel but after few months of of internship training, I have better understanding and skills in using Excel for daily task including the usage of Excel formula and Pivot table and chart. This knowledge has make daily task become easier, faster and more efficient.

• Improve communication and problem solving skills.

During working hour, I deal with a lot of people whether from same or different department which mainly for problem solving purpose. On daily basis, I will need to deal with salesman that handle bulk purchases customer regarding the payment of credit and debt collection. I realized that at this stage, communication and tolerant is very important to solve any issue may arise within customers. This is because both party finance and remarketing (salesman) has to safeguard of their interest. Salesman will try their best to increase sales for company by offering the best deal to the customer. For instance, salesman will allow 14 days of credit for bulk purchase to encourage buyers to make purchases. However, finance concerned on company's cashflow and try to avoid unpaid debt. Hence, communication plays a very important thing to find the best solution.

• Develop personality and self-confident.

The company always give flexibility to the workers to choose the best way for them to complete the task. However, it is important to always meet the deadline and to be responsible for task given. After few month of my training, I realized that a good attitude will lead to best result. Basically, my task is the operation part which will somehow give impact to everyone's work. Hence, I become more responsible to complete the task given as best as I can and within the time given which is reasonable.

## 4.0 SWOT analysis

## **STRENGTHS**

- High demand product
- Globally operated

# SW

#### **WEAKNESSES**

- Insufficient number of staff
- Problem in hierarchy structure

#### **OPPORTUNITIES**

- Increase in the number used smartphone user
- Varieties of ecommerce platform



#### **THREADS**

- Increase of gadget scammers
- Damage/ loss cause by delivery partner.

## 4.1 Strength

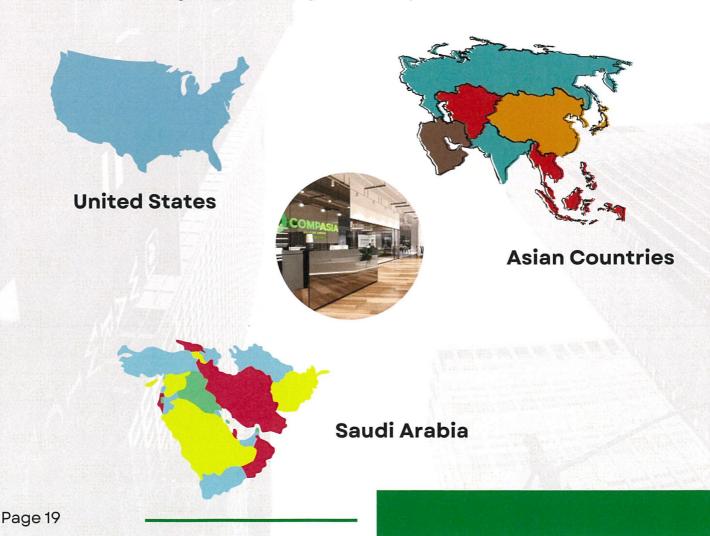
## 4.1.1 High demand product

Lifestyle and social media influence has drastically influence users especially among youth to own mobile phone brand such as iPhone and Samsung. However, the demand would also depending on consumers' income and their brands preferences to upgrade as well as the products' availability and affordability. Therefore, users can go for second option which is to buy a secondhand condition phone than offer more affordable price of the device. This is not only applicable for mobile phone but other electronic devices. For the past few years, CompAsia has become center of attention for people and reseller to purchase the phone due to the availability of demanded product with more affordable price. According to (Ayish Yusof, 2019) in his writing in New Straits Time stated that economist forecast that the trend of upgrading to latest iPhones will keep on stimulate among young working professionals and tech savvies in Malaysia.

## 4.1. 2 Globally operated

In 2023, CompAsia has operated in more than five Asian countries and other countries such as in Hong Kong, China, United States and Dubai, Saudi Arabia. Besides, has succeed to collaborate with big name partnership such as Machines, Samsung, Thunders and many more. This has indirectly drive the business growth and development of the business and ensure sustainability of the business in the market. By expending the business to another regions and countries, it will directly reach new audiences who might be the potential buyers and the business will able to penetrates into local market. Recently, CompAsia has launched their new opening store in Dubai and expected to start operating in middle of August.

Other than that, by having entity in other country we will need to communicate and deals with local people at other country which is something very interesting. Moreover, there will be country visiting twice in a year where the chosen staff in Malaysia will be given opportunity to go for country visit. This is same goes to the holdings company will come to Malaysia to visit CompAsia in Malaysia. During this time, we are able to get to know everyone in CompAsia.



#### 4.1. 3 Recommendation

Meet customer's demand by becoming number one supplier

The theory of demand and supply stated that there are a positive relationship between the demand and supply. Increase in the demand of products or services offered will lead to the increase of the supply. Demand and supply also will determine the prices and quantities of product in the market. In certain situation a business may experience shortage circumstance in which the supply volume is not sufficient to cover the demand. In the case of CompAsia, the demand for mobile phone is keep on increasing especially. In order to stay relevant and sustain in the market, the business must be able to keep on with the demand and preferences. For instance, in 2023 Samsung Galaxy Flip Ultra SS12 has taken first place among mobile phone user due to its ability to zoom in into details for very far object.

CompAsia can see this as an opportunity since they can offer more affordable product for customers. If CompAsia is able to supply, they will be able to satisfy customer's need and able to compete with their potential competitor in the market. In fact, in the condition where the demand is high while the supplier business is limited can be benefited to company due to the equilibrium will rise. Hence, it will increase the company's revenues and business's growth (*Taylor*, 2022).

On the other hand, all product will have its own product cycle and during the maturity stage, some product are facing decline in its demand and people tend to shift their preferences to other brands or product. When this situation occur, in order to sustain and avoid losses the business should reduce the price of product due to the reduction in its demand. This is due to the law of demand stated that lower price will lead to higher quantity demanded (*Nathan*, 2019).

#### 4.2 Weaknesses

#### 4.2.1 Insufficient number of staff

Within the organization, there are more than 10 department which from my main observation is within Finance and accounting department. Company has the issue of hiring more staff to handle certain task such as Account Receivables (AR) and Account Payable (AP). As the business is growing, the volume and number of transaction is also increasing. However, the company is only appointed one person to handle each account which is obviously will over burden the staff to handle everything by themselves. This will result to inefficiency and frustration among employees.

On the other side, it seems like the company is trying to limit the cost of hiring by segregate the task among members within department only. This result to overload of task and ineffective way of task completion. This is because one person may be doing operation and reporting from operation that result to be biased. Hence, it will lead to the non-accurate information regarding the company's performance.

## 4.2.2 Limited physical interaction

CompAsia main platform to reach their potential buyers and customers is through social media and online platform. Other than it is more cost saving, it is also match with current's lifestyle which is online platform has become the platform for people to purchase things they need. But, there are different types of customers especially those who are always concerned about safety and security will try to avoid from purchasing higher price product through online platform and chose for physical transaction instead. As of now, CompAsia only have two physical store which are located in Pontian, Johor and Bandar Sunway, Kuala Lumpur. In addition, by interact with the customer physically will lead to trust and build better engagement with our potential or existing customer.

#### 4.2.3 Recommendation

Company to invest in IT Software development

From my observation, the company has an insufficient number of staff to perform the task because the workload of one single person is too much to handle. In the case of saving the cost of hiring, the company should be considering to invest more in their IT software development. The improvement in software of the system they used to record all the transaction can be much easier and less time consuming resulting to more efficiency of task completion process. Also, this investment can be considered as investing for company and future growth of the company which will give more return to the company. It is important for the company to keep up with the advancement of technology in order to become a successful business and the failure to keep up with latest technology advancement will put the company at risk to be left behind the competitors (Petrov, 2022).

As a result, employees task become easier and faster and reduce manual errors, also it will motivate the employees to perform the best performance at their work. In fact, by having a customized software, will be able to differentiate the company's business from competitor. Investing in software development and technology helps the company to stay relevant and improve company relationship with their customers and ability to maintain competitiveness and digital safety (Nathan, 2022).

## 4.3 Opportunities

## 4.3.1 Increase in the number used smartphone user

Electronic gadget such as Mobile phone has become a necessities for everyone to own one. The growing digitization and virtual socialization during Covid-19 pandemic led to smartphones being an indispensable part of life. CompAsia view this opportunity to provide more affordable and high qualities devices to users. Increasing prices of new smartphones, greater environmental awareness and Government initiatives like adoption of 5g network drive Malaysia used Smartphone Market is in the growing phase as well as rising awareness to reduce electronic wastes (Ken Research, 2023).

Moreover, according to technology analyst forecast that the shipment of used smartphones and gadget is rapidly increasing 283 million in 2022 to 413 million in 2023. The main reason of this situation is due to the trade in program that enable smartphone's user to trade in their old devices. Hence, this situation has changed many people perspective of considering to chose used smartphone device, not only to own device at lower cost but also to reduce e-waste (*Liam Tung*, 2023).

## 4.3.2 Variety of E-commerce platform.

In this digitalization era, people tend to use online platform to perform their daily routine including to do their shopping. Days by days, there a lot of e-commerce platform that give opportunity to a business to market their product and services through e-commerce platform in order to reach a larger number of audience. In Malaysia, the number of e-commerce market users are predicted to continuously increase by 20% in 2023 as compared to 2020 (Anna Baluch, 2023).

CompAsia is available at most of the e-commerce platform including Shopee, Lazada, Official websites, Instagram and Tiktok. Other than that, all of this platform offer and provide variety choices of payment option that facilitate the transaction. The payment method are including online transfer, credit card payment and instalment, Shopee pay later, Grabpay, instalment by Atome and many more. Variety of payment choices attract people's interest to make the purchase.

#### 4.3.3 Recommendation

Basically, there are so many opportunities that give advantage to CompAsia to take their business as visible to the audiences. The company will not be able to produce as much profit id they are not engaging with customer as much as they should. Company also aware that customer behavior has shift towards online for the past few years. This has been driven during pandemic era where people has changed their way of leaving to avoid physical contact. Hence, the demand of digital purchasing has been increasing and it is important for business to keep up with the demand (

However, there are also a lot of competitor available in the platform that require a business to able to differentiate their business from competitor. CompAsia must meet customer's need which means to deliver a great ecommerce experience to the customers by providing a platform that is easy, user's friendly and trustworthy platform. For instance, in Shopee by having the verification to become "Preferred seller" and "Shopee Mall" will likely to gain people trust towards our business. Other than that, CompAsia should be able to offer a wide range of competitively- priced products. Other than quality, customers are always concerned about the price before make any purchases and they will make careful comparison before make final purchases. If there were two sellers that sell same product with almost the same benefits, customers will took the price offer as second consideration to make decision. Hence, it is important for the business to ensure that they can provide any additional benefits before they can sell the product at certain price.

Moreover, a business that have software advancement will give a customer better ecommerce experience due to the developing a web-based system that can manage all of the content in ecommerce platform allows users to access it easier and less hassle. Other than that, when a company has a custom software development such as chatbot that corresponding to customer's enquiries it will able to give immediate answer and solutions needed by the customers (Shardull Bhat, 2021)

#### 4.4 Threats

## 4.4.1 Increase in the number of gadget scammers

As the growing of many gadgets and electronics businesses, this is some how has open opportunity for scammers to take advantage of the situations. Scammers can be fake customers, suppliers and even the sellers. Scammers that pretend to become a customers will send a fake receipt which is edited and look like a real receipt and hoping that the seller will gave them the devices without verifying the payment. This kind of fraud cases usually occur on physical transaction such as at physical store. Other than that, scammers can pretend to be a seller by selling a non-existing product and make people to pay for the product. This scammers usually conduct their fake business through online platform.

Scammers also can set up a fake website and profile by using a real retailers identity. They might claimed to be on of their agents and selling their products and services. They will use fake ads and fake review to gain people's trust and make the purchase with them. The consequence of this fraud activity is not only affect the buyer but the real retailers as well as they might have to be responsible for the scammer's activity. It will lead to bad image and losses to the business.

## 4.4.2 Damage/ loss cause by delivery partner.

CompAsia deliver their products by using delivery partner as the middle party to customer such as delivery courier (JnT, Poslaju, Shopee Express), Grab delivery and Lalamove. During the delivery process, the product is at risk to have some damage or loss due to the negligence of delivery partner. However, some customers tend to put the blame on seller and seller have to bear the loss even it was cause by the delivery service.

Even though the damage and losses cause by delivery partner and custmers is able to understand, it will create a bad experience for the customer dealing with our business that might cause the customer reluctant to make any business with the seller again. Hence, the company can loss their potential customers.

#### 4.4.3 Recommendation

A business is always being exposed to online scammers and will have to bear the losses from fraud activity. It is very importance for a business to take a safety and careful step to protect their business from online scammers. According to a recent study from the Ponemon Institute shows that since 2019 many businesses and company are struggling to protect their business against online fraudulent activities. Reducing exposure to fraud is able to increase a business's authorization and conversion rates and create lifelong and loyal customers (Alexandra York, 2021).

Some of the crucial step to prevent scammers is to ensure that every transaction and deal that have been made have a record of activities such as emails, written conversation and transaction receipt. By having all of this document, a business can lower the risk of being scammed. Other than that, it is important for the business to verify all payments and transaction before they proceed to ship out the products. References of the payment should describe specific details and list a person's first name, last name, phone number, address and the company they founded so you can look them up and determine whether a legitimate customer. If there is any suspicious or unclear information, a business should not proceed with the transaction and try to resolve with customers first.

Other than that, a company should avoid from doing business or dealing with third party that is seem to be suspicious and lack of information especially the delivery partner that claimed to be a personal rider. Company should ensure that the person they are dealing with is only from trusted and reliable sources.

#### 5.0 Conclusion

To summarize, during my internship training in CompAsia Malaysia I have discover a lot of new things to learn and develop. The roles and responsibility given to me as finance trainee helps to expand my knowledge and skills which some of this has been taught in theory in the class. Other than that, I also has been exposed to a real working world and environment. I have received a lot of advices and support from my superiors in order to have a good understanding in the task that I was assigned and to cope with working pressure.

Other than that, during the internship training I observed the company's strengths, weaknesses, opportunities and threats in specifically within my department. The company has a lot of potential to keep on growing in the future and able to provide many job opportunities for many people in the future. The multicultural in the company is one of the factors of the company success due to variety of preferences and ideas contributed. The company also has set several goals as mentioned during quarterly town hall meeting to always prioritize their employees well being in order to reach the company's goals and mission. In the nutshell, CompAsia is a very interesting place to learn and develop as much skills and knowledge that can be very useful for someone in the future.

## **6.0 Appendices**







Some of members in Finance & Accounting department during Hari Raya Aidilfitri celebration

# **6.0 Appendices**







2nd Quarter Town Hall



Fresh fruits distributions by Sport Clubs

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