

INDUSTRIAL TRAINING REPORT



Cawangan Perlis
Kampus Arau

1 MARCH 2023 -
15 AUGUST 2023

GENE MARTINO APPAREL SDN. BHD



GENE MARTINO

MARKETING INTERNSHIP ((MGT666)

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BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) MARKETING

EXECUTIVE SUMMARY

This internship report is based on my internship journey experience of 24 weeks from 1 March 2023 until 15 August 2023 at Gene Martino Apparel Sdn. Bhd Headquarters (HQ). In this company, I have been assigned in E-Commerce Department as an internship trainee under Miss Felyvn Ban, Nurul Natasha and Siti Nur Aisyah. Besides, it was fascinating journey for me to work and earn experience in Gene Martino Apparel Sdn Bhd. It is my valuable experience in entering the real life of business industry.

In this report internship, it contains some important contents of strengths, weaknesses, opportunities, and threats (SWOT) Analysis about Gene Martino's company. Furthermore, my identification and observation of political, economic, social, technological, environmental, and legal (PESTEL) about this company have been included and analyzed in this report internship. This results analysis allows me to understand the business or organizations plan that consists of key elements and components to ensure that company achieves the vision and objectives of their organizations.

There are a lot of benefits that I have received throughout this memorable journey. It increases my confidence to face my work life in the future. It is such a huge opportunity to acknowledge new networking and work as trainee in the E-Commerce department.

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3.0 COMPANY PROFILE

3.1 COMPANY NAME

Gene Martino Apparel Sdn. Bhd, Headquarters (HQ)

3.2 LOCATION

Gene Martino HQ is located in Taiping, Perak. It is very strategic because it is placed near to industrial area. Main offices, outlet and warehouse are in the same building. It is easy to access for customers, suppliers, logistical team, and staff to carry out their work or shopping there.

3.3 BACKGROUND



Figure 1: Gene Martino old logo



Figure 2: Gene Martino new logo

Gene Martino Apparel Sdn. Bhd HQ is a Malaysian homegrown modest fashion label where they believe modest fashion wear is a style choice. 1991, the birth of Sedondon. 22 years of family unity and togetherness. Today, Gene Martino continues to install and expand the essence of Sedondon through over 70 outlets within 11 states of the country. This is the logo of Gene Martino Apparel Sdn. Bhd. By time, Gene Martino have improved their brand by changing their logo to meet the modernity.

The clothing brand of Gene Martino has been strong since 1991. And this has indeed made them known since long ago. In the past, Gene Martino was only known as a brand that only sells and focuses on the production of traditional Malay clothing such as Baju Melayu, Baju Kurung, women clothes and many mores. But now Gene Martino has expanded the variety of their product line and the depth of their products to the point that they started producing Batik Shirts, women's hijabs, women's inners, shirts and more.

3.4 PRODUCTS/SERVICES

Gene Martino has produced variety designs of Baju Kurung, Baju Kebaya, Baju Melayu, Baju Batik and many mores for Malaysian people. Gene Martino products focus on occasional attire such as Hari Raya and festivals. Gene Martino was famous for their signature product, which is Sedondon. In this Sedondon products, it includes complete set of Hari Raya clothes that consist of Baju Kurung Adult and Kids and Baju Melayu Adult and Kids.

Instead of making Baju Kurung and Baju Melayu, Gene Martino produces blouses for normal sizing and plus size. This shows that this brand is emphasizing on every type of body in Malaysia. Gene Martino has other product line such as hijab, casual attire, inner and outerwear, and formal attire that following the latest trend.



Figure 3: Gene Martino Sedondon product

Gene Martino main product



Figure 4: Gene Martino Baju Kurung product



Figure 5: Baju Nikah Gene Martino product

Other than that, there are a few well-known brands under Gene Martino store. For example, **Polo Haus**, **John Master**, and **Emmer Zecna**. These brands also have a lot of product lines. However, I want to insist that online stores and physical stores are different. We compete to make sales. **Online stores offer more promotions and designs to customers.**



Figure 6: Emmer Zecna brand under Gene Martino online store



Figure 7: John Master brand under Gene Martino online store



Figure 8: John Master brand under Gene Martino online store

3.5 MISSION

Become the first choice for our customers considering quality and affordability foremost.

3.6 VISION

To meet and exceed the expectations of our customers in respect of fashion, design, quality, and customer services.

3.7 CORE VALUE

Gene Martino believes in 3 core values which are **Simple, Essential, and Universal**. Clothes for all generations and occasions. Clothes that we want our family and friends to feel happy wearing.

3.8 ORGANIZATIONAL STRUCTURE

This is the organizational chart for Gene Martino HQ. Everyone plays their role to achieve the vision and mission of the organization. One of the crucial departments at Gene Martino is the E-commerce department. We work together with the marketing department to reach customers on an online platform. The E-Commerce department plays their part in promoting products by Gene Martino and tries to fulfill their customers' satisfaction. E-commerce is very spacious, where I found it is interesting for people to know more about this E-Commerce department.

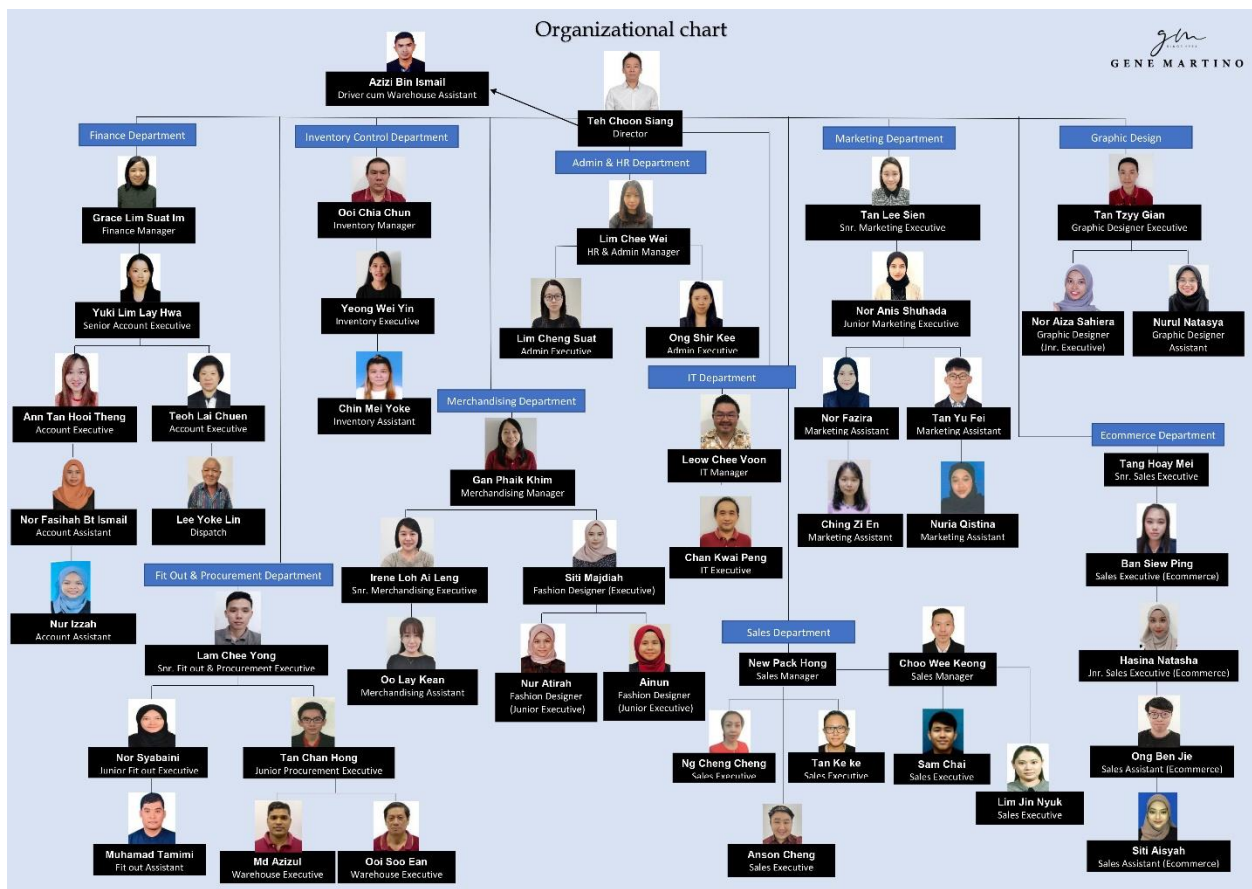


Figure 9: Gene Martino HQ Organizational Structure

4.0 TRAINING REFLECTION

4.1 DURATION

The duration of the internship begins on 1st March 2023 and end on 15th August 2023

Working days: Monday to Saturday

Working Hours: 9 am – 6 pm

4.2 DEPARTMENT

The department that being assigned: E-Commerce Department

Position: Trainee internship

4.3 ROLES AND RESPONSIBILITIES

1. Manage and monitor Gene Martino shop in online shopping platforms such as Shopee, Lazada, Zalora and official website. Next, every item order made by the customer must be prepared and the pickup order from the warehouse and ready the parcel to be picked up from the courier.
2. Uploading new products listing of Gene Martino to the online shopping platforms using E-Commerce platforms which is Zetpy. The uploaded products must be equipped with categories, sizes, color choices and descriptions and copy writing that are attractive to be displayed on the front page of the online shopping platforms.
3. Manage the customer service of online shopping platforms. Not only that, I was also tasked with handling customer service from replying to customer chat related to product inquiries or issues, giving feedback from customer reviews or ratings and picking up calls from customers.
4. Ensure that the stock of product quantity is the same as the quantity displayed is the same as the quantity available in the warehouse.
5. Assist in preparing marketing sources such as photo shooting.

4.4 Allowance: I received RM500 per month for my allowances.

4.5 Experience and skills: I was placed under the E-Commerce department which was one of the learning scopes when I was at university. E-Commerce is indeed broad from various factors, not only focusing on marketing but including all aspects such as inventory, customer service and the use of online shopping and the use of software.

Even though the job scope is quite tough for me as an internship student, I think it is worth it because I enjoy the work environment culture that always help each other in completing tasks given. I have improved my ability to negotiate with people, my skills in organizing stock, and how to be multi-task staff.

The internship experience at Gene Martino gave me many valuable skills in terms of management and efficiency when doing the tasks given. The role of being a trainee in the E-Commerce department improved my communication skills with employees and when communicating with customers. My experience and journey at Gene Martino increased my knowledge of the scope of the apparel industry because internal and external factors are widely used in the operation of this apparel business.

SWOT ANALYSIS

STRENGTHS



- Good teamwork
- Good price comparison
- Active in Corporate Social Responsibility (CSR) and donating to the community

WEAKNESSES



- Shortage of manpower
- Seasonality
- Stock problems caused by E-Commerce quantity platforms that cause quantity losses

OPPORTUNITIES



- Can expand the use of technological advances
- Expansion in partnerships, collaboration and apparel campaign

THREATS



- Tough competition in apparel industry market
- Restriction in software

Figure 10: SWOT Analysis of Gene Martino HQ

5.0 SWOT ANALYSIS

5.1 STRENGTHS

1. Good teamwork

The employee company of Gene Martino really helpful in working or separates tasks and jobs. They manage to build good teamwork. The task will be given fairly to the team by the head department. They usually work on two-way communication and encourage the team to contribute ideas.

Since Gene Martino has a wide selection of clothing categories and brands under him, tasks and work will be divided fairly through discussion. This simplifies the work rules in a process. If the team agrees on the idea, it will be used for the project and tasks. If one of us is absent or there is something more urgent to do, the others will cover their part. As a result, the tasks given was completed on time even though there was a lot of paperwork to complete. If the project timeline is delayed, we will find other alternatives to spread the work that needs to be completed.

The work given can be completed well because employees in E-Commerce Department are senior employees that have work experience who are willing to help other employees in completing tasks.

2. Good price comparison

Based on my experience and overview as a trainee in the E-Commerce department, I found that the prices in the online shopping platform such as Shopee, Lazada, Zalora and website are cheaper than the physical ones in the outlet. This is because buyers will enjoy various discounts and vouchers when buying online. This situation will provide worthwhile savings to buyers.

In my view, buying Gene Martino products online is much cheaper because online purchases allow buyers to use discount vouchers and promotions. Shoppers will enjoy more discounted prices than buying physically at Gene Martino outlets.



Figure 11: Promotion Sales of Gene Martino Sedondon Collection in Shopee platform



Figure 12: Promotion Sales of Gene Martino Baju Kurung Collection in Shopee platform

3. Active in corporate social responsibility (CSR) and donating to the community

Gene Martino focuses on ensuring the existence of their branding and brand reputation in all aspects such as fashion, company profits and also concern and welfare for those who are not able or those who are difficult in terms of clothing. Gene Martino didn't forget about their role in corporate social responsibility (CSR).

Gene Martino was always involved in donation and charity work for the public, schools and orphanages that lack in clothing. For example, Gene Martino gave a lot of Baju Kurung and Baju Melayu to underprivileged school students and asnaf students. In addition, Gene Martino also visited orphanages a lot and gave Baju Melayu and Baju Kurung clothes to the orphans to ensure they were comfortable in terms of clothing.

Gene Martino wants to make sure that everyone can get clothes that are comfortable and suit the taste of the people. This is because Gene Martino wants to show people that happiness can also come from the aspect of clothes not only om money.



Figure 13: Certificate of donation program of Baju Raya students 2023

5.2 WEAKNESSES

1. Shortage of manpower

In the organization of the departments at Gene Martino's Headquarters (HQ), it can be said that Gene Martino experienced a lack of manpower when performing the tasks or jobs given. For example, in the E-Commerce department, there is a problem of labor shortage leading to overwork.

Not only that, but other departments are also experiencing a lack of manpower to complete tasks and are interdependent on each other. This situation caused Gene Martino's employees to perform various tasks in completing the task.

Delayed work due to lack of manpower causing the work to be unorganized, and at the same time the workload for the employees is so much that they do not have time to complete it before the given due date. This increases the workload of the E-commerce department, and this also leads to employee burnout, reduced job satisfaction and higher turnover rates.

Due to the lack of employees in some departments, a lot of work and other tasks had to be assigned to the department to ensure that the given work was completed before the set date. This slightly burdens the mental worker to complete the existing tasks so that the work increases, and the work becomes irregular. Based on my experience and point of view, this shows that employees are forced to perform tasks outside of their work scope.

2. Seasonality

Seasonality is also one of Gene Martino's weaknesses in the E-Commerce department. Based on my observation as a trainee in the E-Commerce department, I found that most customers will buy Gene Martino clothing products only during certain seasons such as Hari Raya Aidilfitri and New Year celebrations only.

At the end of this season, the percentage of consumers to buy is slightly reduced due to several factors. People will not waste their money to buy when it is not the festive season because they know the price rate at that time is not worth buying when the price is high.

Furthermore, from my experience and view being a trainee in the E-Commerce department, when a festival is approaching, there are so many customer orders on online shopping platforms that the parcel delivery has to be delayed. But at the end of a festive season, customer's purchase orders drop more and at the same time sales company Gene Martino will also drop.

3. Stocks problems caused by E-Commerce quantity platforms that cause quantity losses

The role of the E-commerce department also play an important role in take care the inventories in the warehouse. The E-Commerce Department uses Zetpy quantity online platforms to manage inventory and available stock quantities. But this Zetpy platform often has technical problems about the quantity so and sometimes its show incorrect quantity in front page display in online shopping platforms. When this situation happened, sometimes employees of E-Commerce department have to pay back the amount of the lost quantity as compensation. It is the employee's responsibility to ensure that the stock has the correct quantity.

Furthermore, when such an issue occurs in the E-Commerce section, the quantity of stock taking needs to be done and recalculated to identify the total quantity available in the stock warehouse. Manual stock calculation had to be done by employees in this restock calculation to get actual quantities that are correct and available.

5.3 OPPORTUNITIES

1. Can expand the use of technological advances

In Gene Martino's operation, E-Commerce is one of the important departments in ensuring that the company can generate sales and profit. Gene Martino participates in many campaigns and collaborations on online shopping platforms such as Shopee, Lazada and Zalora. With this involvement, customers will find many interesting vouchers, rebates, and promotions to offer to buyers on online shopping platforms.

For example, I learned to create vouchers and promotions such as Shopee Payday 5.5 vouchers, Shopee Raya Kaw Sales and many more promotions and campaigns on online shopping platforms. The promotion and campaign carried out is able to attract the attention and interest of buyers to shop at cheap and affordable prices on the online shopping platforms of Gene Martino.

2. Expansion in partnerships, collaboration, and apparel campaign

Gene Martino is one of the local brands that is famous for the quality and range of products they offer. Gene Martino has a great and strong opportunity in expanding the market through various factors such as collaboration and apparel campaign involvement in Malaysia now. Apart from selling products at outlet-outlet chains and product chains on social media only, Gene should take a new step and take this as an opportunity. This is because Gene Martino has never partnered and collaborated with other brands. This opportunity is also able to increase Gene Martino's target market.

Not only in terms of product output, but Gene Martino can also take the opportunity to work with suppliers of quality materials in terms of fabric and materials they use to improve consumer comfort and at the same time this opportunity can increase consumer satisfaction in buying Gene Martino clothing products on future.

5.4 THREATS

1. Tough competition in apparel industry market

Although the Gene Martino brand has long been established in the clothing industry in Malaysia, it is a little difficult for Gene Martino to compete with new clothing brands nowadays that are increasingly becoming the choice of consumers, especially individuals who are interested in fashion.

Gene Martino had to compete with new brands that entered the apparel industry market, this slightly undermined Gene Martino's position because most brands present many differences in terms of design, features, price and quality that they offer to consumers. New ideas in terms of marketing and advertising is also a deficiency faced by Gene Martino to compete with other brands because it still uses the same and old concept which makes consumers of Gene Martino clothes increasingly bored and want to change to other brands.

2. Restriction in software

The company implements its own approved software by superiors. Most limited soft are very useful to employees such as Administrative Drivers and ERMS Business Systems. Due to the implementation of the software, it is difficult for us as employees access the software. This is because every time we need to enter order item data, create a consignment note or search for product materials, we need to ask for permission to administration before we can log into the software.

It's also slow and decreased employee work progress. In the E-Commerce department, the use of software is a must and important to us because we need to order consignments and find materials about products.

PESTEL ANALYSIS

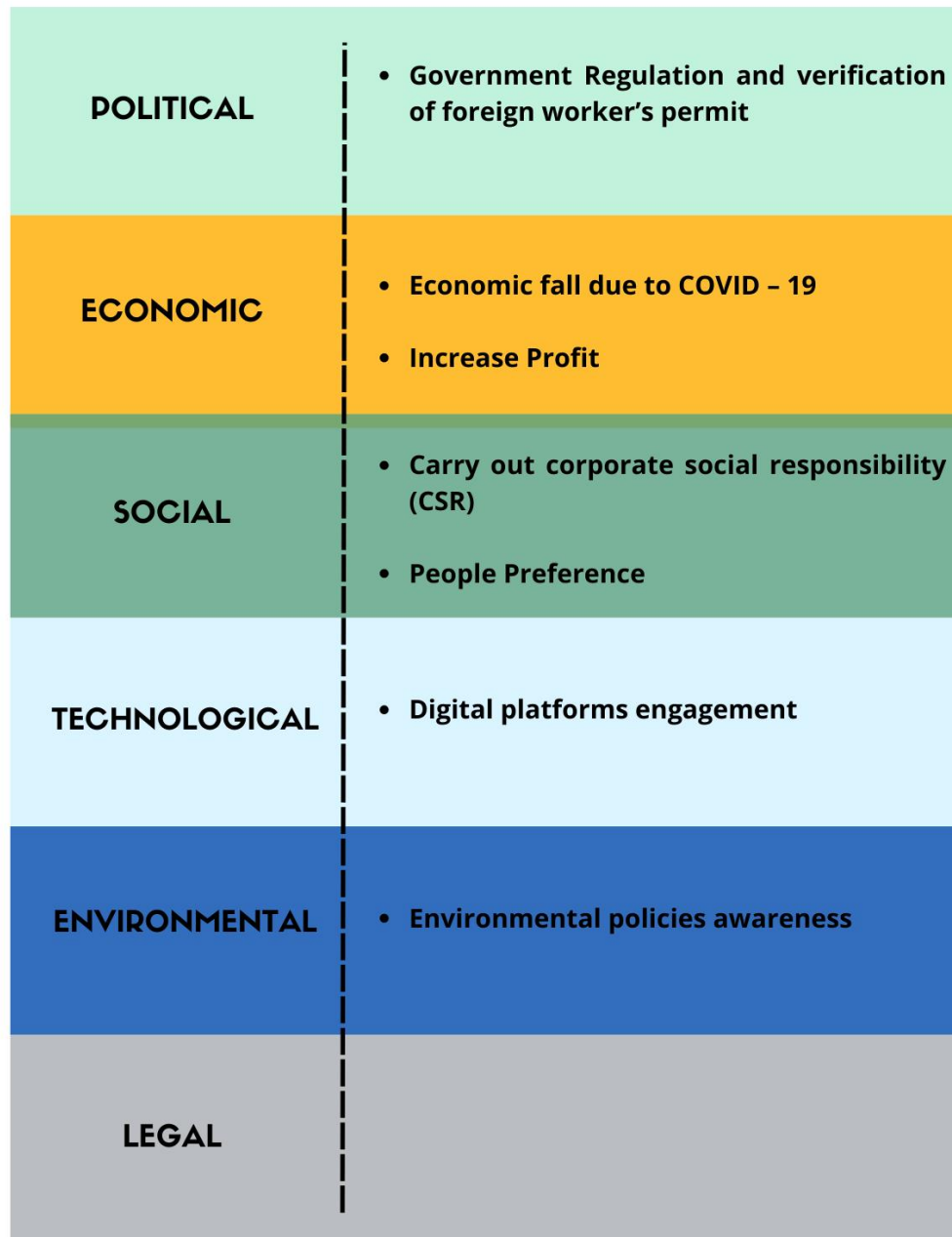


Figure 14: Pestel Analysis of Gene Martino HQ

6.0 PESTEL ANALYSIS

6.1 POLITICAL

Government Regulation and verification of foreign worker's permit

Gene Martino HQ in Taiping includes facilities and buildings that combine offices, boutiques, and warehouses. And Gene Martino HQ has a number of foreign workers to hire these people to work at Gene Martino. Gene Martino follows the regulations set by the Malaysian government which ensures that every foreign worker who works at Gene Martino has a valid verification of foreign worker's permit. This ensures that Gene Martino considers the aspect of government regulation so that they follow the correct work guidelines for the aspect of employees. The recruitment of foreign workers also contributes to a good work process for Gene Martino's organization in terms of work management.

6.2 ECONOMIC

Economic fall due to COVID – 19

When the Malaysian government announced the **Movement Control Order (MCO)** in 2020, Gene Martino sales declined because the consumer's need to buy things decreased because the consumer's purchasing power decreased, so Gene Martino have to made variety of discount on online shopping platforms purchases to ensure the continuity of Gene Martino in making sales and generate profit despite being hit by the pandemic at that time.

Increase Profit

Gene Martino has several outlets throughout Malaysia that exceed 70 outlets. Because Gene Martino has a good reputation in the clothing industry, many other clothing brands are based under Gene Martino to market their products. At the same time, this gives Gene Martino the opportunity to gain some profit and little interest in controlling this. Brands of other brands will pay Gene Martino interest when under the Gene Martino brand. Brands established under the Gene Martino brand are John Master, Polo Haus, Emmer Zecna and the Professor brand.

Gene Martino also has a large base presence in shipping their products overseas when overseas customers want to buy Gene Martino products and Gene Martino will charge a shipping fee to cover the cost to ship to overseas.

6.3 SOCIAL

Corporate Social Responsibility (CSR)

Gene Martino does not forget their responsibility in implementing **Corporate Social Responsibility (CSR)** to the community. Because Gene Martino is a clothing brand that has been established in Malaysia for a long time, Gene Martino always gives Baju Melayu and Baju Kurung for free to orphanages and to school students who are less able in terms of clothing. Because of this **CSR** implementation, the Gene Martino brand is becoming more and more known for its reputation and integrity in ensuring that human needs are met.

People Preference

Gene Martino produces a lot of clothes according to current trends in their various product lines. But on the other hand, Gene Martino sometimes receives bad comments and reviews about the design, features and quality from customers who say that the price is too expensive, and the product is not of the quality as expected. From this situation, Gene Martino took this as their turning point for them to improve the quality of their clothes and improve customer service. This is because every customer has their own preferences, taste and choice regarding the styling of a dress, fashion and also their lifestyle.

6.4 TECHNOLOGICAL

Digital platforms engagement

The use of the latest technology and digital platforms in operating E-Commerce provides benefits to Gene Martino's organization in carrying out tasks. Digital platforms such as Instagram and TikTok provide many advantages and benefits to the user experience in buying Gene Martino clothing products. However, there are also deficiencies in the digital use of these platforms that should be improved in terms of the available quantity displayed to users.

6.5 ENVIRONMENTAL

Environmental Policies for awareness

Pandemic Covid-19 came out with their own environmental policies. Although at this point the epidemic of COVID - 19 is decreasing, Gene Martino HQ is still vigilant from the aspect of employee health. Every employee must wear a face mask at work and sanitize their hands every day before the employees come to the office and after the employees go back home.

SWOT MATRIX

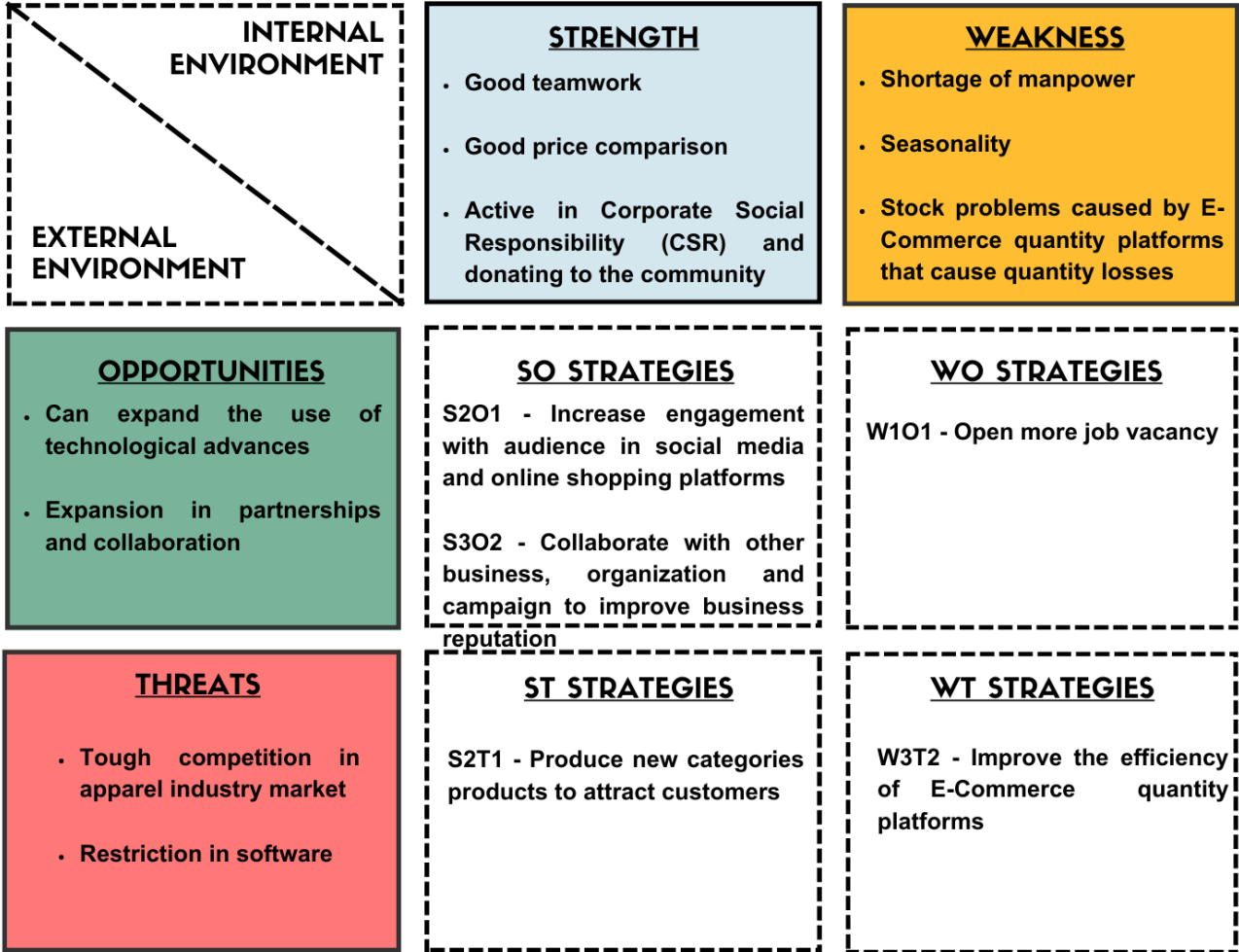


Figure 13: Matching Stage of SWOT Analysis Gene Martino HQ

7.0 SWOT MATRIX

DISCUSSION AND RECOMMENDATION

SO STRATEGIES

S2O1 - Increase engagement with customers and audience in social media and online shopping platforms

Gene Martino should increase their engagement with their audience on social media and online shopping platforms. Since Gene Martino is a fashion brand, Gene Martino should increase their brand presence on social media and online shopping platforms. For example, Gene Martino who must be active and must be more creative in producing interesting content on social media such as TikTok. With these steps and strategies, viewers will easily be interested in seeing the content produced by Gene Martino.

Not only that, but the online shopping platform also needs to be improved in terms of customer services and customers feedback as well as vouchers and promotional offers to customers. By maintaining customer involvement from this aspect, Gene Martino can analyze strengths and weaknesses that can be improved for the benefit of Gene Martino's company in the future.

Gene Martino should also offer more promotions and vouchers on important days such as Shopee Pay Day, Lazada 5.5 or 8.8 or create Independence Day Promotions on online shopping platforms for users to be more alert about Gene Martino's promotions.

S302 - Collaborate with other businesses, organizations, and campaign to improve business reputation.

Gene Martino business can make collaboration with other businesses to improve production and increase business reputation. For example, Gene Martino can collaborate with other brands to produce new products.

In addition, because Gene Martino is active in donation work and their role in Corporate Social Responsibilities (CSR), Gene Martino can open opportunities for new investors and stakeholders to expand and improve their brand and at the same time can increase business profits. Gene Martino. This allows a better customer experience and boosts sales. Campaign involvement in apparel by Gene Martino should also be increased on online shopping platforms as well as fashion show involvement.

WO STRATEGIES

W101 - Open more job vacancy

Because Gene Martino HQ lacks manpower in their operational organization, Gene Martino HQ should open more job opportunities because this can ensure that each department has a workforce that is able to work together in completing tasks. Recruitment of new workforce will ensure that every aspect of deficiency in every department in completing tasks and jobs can be overcome. With this strategy can also make the work process at Gene Martino HQ more organized.

The recruitment of new workers should also be selected based on the criteria and experience of the appropriate work scope and fit the tasks they will do to ensure that good work results can be shown and bring benefit to the Gene Martino HQ organization.

ST STRATEGIES

S2T1 - Produce new categories of products to attract new customers.

Gene Martino has their own branding that is very synonymous during Hari Raya Aidilfitri which is their product Family Sedondon Baju Raya. There are also other clothing products that they produce. But due to many other brands producing the same product in the market, Gene Martino had to compete with other brands to ensure their products are become the choice of consumers. The strategy I recommend to Gene Martino is that Gene Martino should come up with new product category to attract new customers. In the products offered by Gene Martino, they focus too much on women's clothing products only so that the men's product category does not have many options.

Gene Martino should produce men's category products as well that meet consumer tastes and follow current men's fashion trends. For example, Gene Martino can analyze to produce men's Polo Tee shirts and men's oversize shirts because clothing trends are already the choice of men's consumers nowadays. Not only that, but this strategy can also attract male consumers to buy Gene Martino products at the same time Gene Martino can expand the product line they offer to consumers.

WT STRATEGIES

W3T2 - Improve the efficiency of E-Commerce quantity platforms.

Gene Martino should improve the efficiency of the E-Commerce quantity platform. Gene Martino should contact the Business operation of Zetpy stock platform system to resolve this technical issue. With this strategy, the employees in the E-Commerce department will not have to pay compensation even if this is not their fault.

8.0 CONCLUSION

In conclusion, this internship report explained about my internship experience that consisted of training reflection, scope of work in E-Commerce department. SWOT Analysis was the key component of this internship report to express the advantages and disadvantages about the organization of Gene Martino HQ. Through this internship report journey, knowledge and experience were gained and improved my ability and skills in business industry in future.

As a summary, the Gene Martino brand has become one of the local clothing brands that meet the preferences and tastes of consumers in Malaysia, especially Malay consumers. However, nowadays with the presence of many new brands of clothing in the market, Gene is still able to compete with its competitors by showing the privileges and advantages they have in terms of several factors. Gene Martino still wants to continue with their vision which is to continue providing Clothing that we want our family and friends to feel happy wearing.

Even though the company is still lacking in some areas there are a lot of factors that Gene Martino has improved. Furthermore, some recommendations and improvements were suggested to Gene Martino HQ to improve the deficiencies they faced stated in this internship report.

Finally, I was grateful to be blessed with a wonderful journey and supervisors that teach me the best they can to make me more understand about E-Commerce scope that the company implement.

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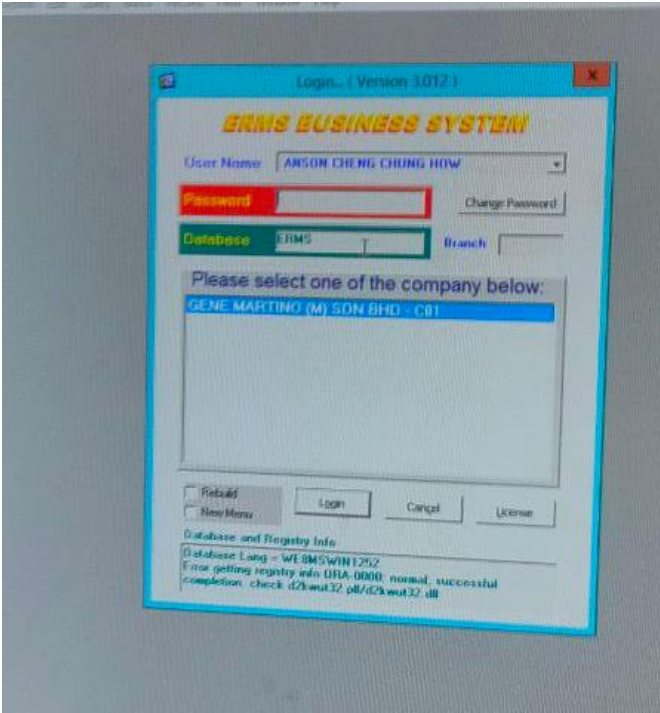
Pestleanalysis.com. <https://pestleanalysis.com/fashion-industry-swot-analysis/>

Sync Products, Inventory, Customers and Orders with Lazada, Shopee, TikTok Shop, Zalora, WooCommerce, Shopify, Magento, Xilnex, Storehub, SQL Account, Autocount, QuickBooks, XERO- Zetpy.com -. (2017, June 5). Zetpy.com. <https://www.zetpy.com/>

10.0 APPENDICES



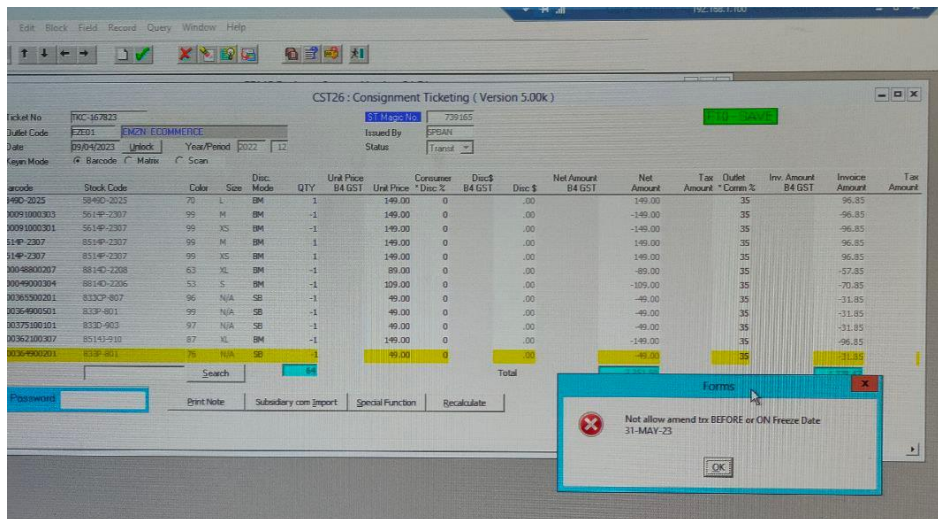
Picture 1: Gene Martino HQ located in Taiping, Perak



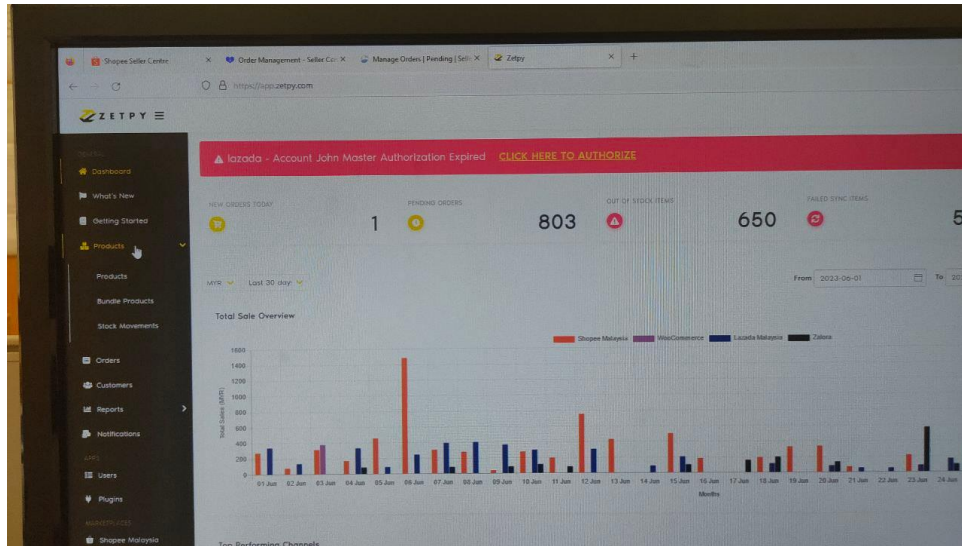
Picture 2: ERMS Business System Software



Picture 3: Program donation Baju Raya to students



Picture 4: Key in data into ERMS Business System Software



Picture 5: Uploading new product using Zetpy platforms.



Picture 6: Certificate of donation program of Bajura students 2023



Picture 7: Handle the TikTok Live Gene Martino



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Analysis address farahlina.UiTM@analysis.ouriginal.com

Sources included in the report

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URL: <https://foundingbird.com/my/blog/corporate-social-responsibility-malaysia-for-businesses>

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Entire Document

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1 EXECUTIVE SUMMARY This internship report is based on my internship journey experience of 24 weeks from 1 March 2023 until 15 August 2023 at Gene Martino Apparel Sdn. Bhd Headquarters (HQ). In this company, I have been assigned in E-Commerce Department as an internship trainee under Miss Felyvn Ban, Nurul Natasha and Siti Nur Aisyah. Besides, it was fascinating journey for me to work and earn experience in Gene Martino Apparel Sdn Bhd. It is my valuable experience in entering the real life of business industry. In this report internship, it contains some important contents of strengths, weaknesses, opportunities, and threats (SWOT) Analysis about Gene Martino's company. Furthermore, my identification and observation of political, economic, social, technological, environmental, and legal (PESTEL) about this company have been included and analyzed in this report internship. This results analysis allows me to understand the business or organizations plan that consists of key elements and components to ensure that company achieves the vision and objectives of their organizations. There are a lot of benefits that I