



FARM FERSH PENANG

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Prepared By:
AMMAR SAKHAWI





MH Milk SDN BHD (FARM FRESH PENANG)

NAME ; AMMAR SAKHAWI BIN AZMAN

STUDENT ID : 2020819854

PROGRAM ; BA240

ADVISOR NAME ; DR NORAINI NASIRUN @ HIRUN



EXECUTIVE SUMMARY

This report highlights my 24-week marketing internship experience with Mh Milk SDN BHD (Farm Fresh Penang). The company is one of the Farm Fresh brand's stockists and serves as the primary warehouse and distributor for Farm Fresh goods in Penang. I worked as an intern for 24 weeks, starting on March 1st, 2023, and finishing on August 15th, 2023. I had the chance to discover more about the business' operations and the marketing of dairy products. I had learned a lot from the trainings, meetings, conversations, events, and dealing with clients from various backgrounds under the direction of the marketing team.

This training report is closely related to the sales and marketing of Farm Fresh Penang and not only contains my personal reflections during the internship but also discusses the SWOT analysis and recommendations that have been made throughout the internship training. The SWOT analysis provided valuable insights into the strengths, weaknesses, opportunities, and threats of Farm Fresh Penang's sales and marketing strategies. Based on these findings, several recommendations were made to enhance the company's competitive advantage and market position. These recommendations focused on areas such as expanding distribution channels, improving product packaging, and branding, and implementing targeted advertising campaigns to reach a wider consumer base. Overall, this training report serves as a comprehensive overview of my internship experience and offers actionable suggestions. This report also sums up the opportunities for my experience and learning in this company. All these factors help me be more knowledgeable and professional in the field of marketing.

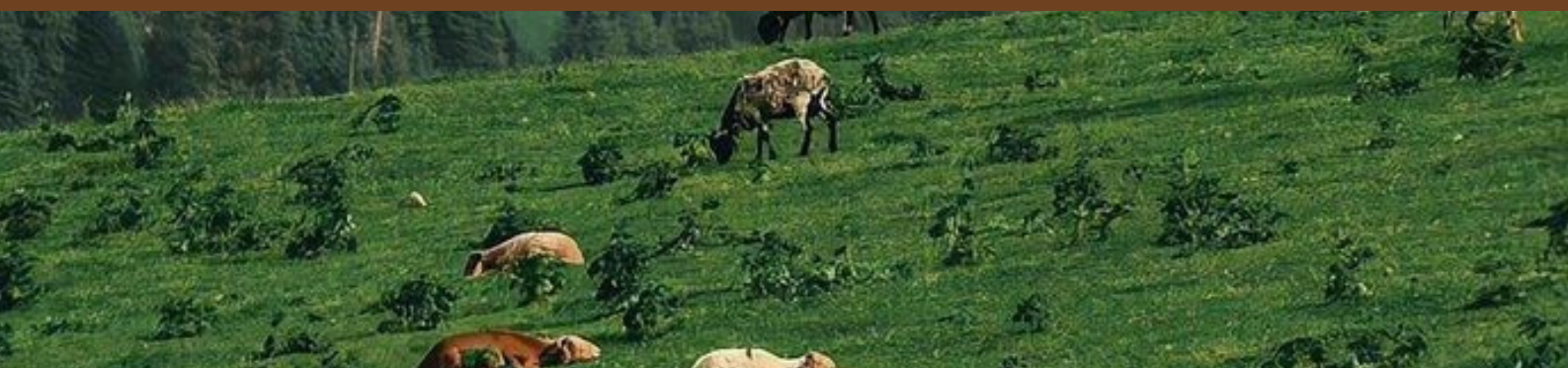


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COMPANY BACKGROUND

Farm Fresh Berhad is a Malaysian dairy company based on Suite 1301, 13th Floor, City Plaza, Jalan Tebrau, 80300 Johor Bahru, Johor. It was established in 2009, founded by Loi Tuan Ee who has deep respect for agriculture and a love of nature since young. Farm Fresh has two factories operating in Bandar Muadzam Shah, Pahang and Serdang Selangor meanwhile they have a processing plant factory in Larkin, Johor. Farm Fresh manages five dairy farms in Malaysia and one in Australia, with a combined herd size of roughly 9,960 dairy cows and bulls, of whom 3,748 are milking cows. These farms have a total area of 5,416 acres. The East Coast Economic Development Council (ECERDC) also appointed the company as manager of a 240-hectare cattle ranch in Muadzam Shah, Pahang.



Farm Fresh has grown rapidly in recent years and produces various types of milk, including pasteurized milk and ultra-high temperature (UHT) milk. They also divide the milk into categories such as fresh milk, with dividers for the types and categories of flavoured milk. In addition to that, they also produce plant-based milk and goat's milk. Don't forget to also drink yogurt and cheese. Among the new Farm Fresh products are Yarra Strawberry, Chocolate and Full Cream. Besides that, Farm Fresh also produces formulated milk called Farm Fresh Grow.

In December 2019, Farm Fresh announced it was in the process of applying for a listing and would issue an initial public offering (IPO) in 2020. And now they have been listed in Bursa Saham Malaysia. In 2020, Farm Fresh established a partnership with Universiti Putra Malaysia (UPM) to establish an Industry Center of Excellence. Ladang Farm Fresh @ UPM was created as a result of the partnership between Farm Fresh and UPM and also an agro-tourism centre with goals to introduce students to the dairy sector and spark their interest in agriculture.



COMPANY BACKGROUND



I have been going an internship under MH MILK SDN. BHD. which is also known as Farm Fresh Penang. This is one of 55 farm fresh's stockists around Malaysia and also a warehouse & Distribution Centre for the Penang region. This company located at No. 2a, Lorong Perda Timur 6, Bandar Baru Perda, Bukit Mertajam, Pulau Pinang.

Encik Helmi Adnan, who is 41 years old, founded this business in 2019. It was the first and largest stockist in Penang. Farm Fresh Penang, a small business (SME), registered as an MH Al-Hijrah Resources Enterprise in 2016 with an RM40,000 budget. Through the hardship, Farm Fresh Penang received a lot of positive support as time went on, especially from the Home Dealers and customers in the Pulau Pinang

area. Mr. Helmi made the decision to lease a warehouse in Bandar Perda, Bukit Mertajam, as the company's business increased. The biggest accomplishment of Farm Fresh Penang was the change of the company from SME to MH Milk Sdn. Bhd.

Additionally, as the largest stockist, Farm Fresh Penang focuses on delivering farm-fresh goods, particularly milk, to more than 600 convenience stores, 250 gas stations, and 339 cafés and restaurants around Pulau Pinang. Except on Sunday, Farm Fresh Penang is open from 9 a.m. to 6 p.m. every day. Finally, Farm Fresh Penang has been able to join the government program as a supplier for the RNT (supplementary food plans) in all of the primary schools on Penang Island as of 2020. Last but not least, Farm Fresh Penang received recognition for being Malaysia's top milk seller, top home dealer, and second stockist. This demonstrates that Farm Fresh Penang is among the top product suppliers for Farm Fresh Bhd.



3.2 VISION, MISSION, OBJECTIVE AND GOAL

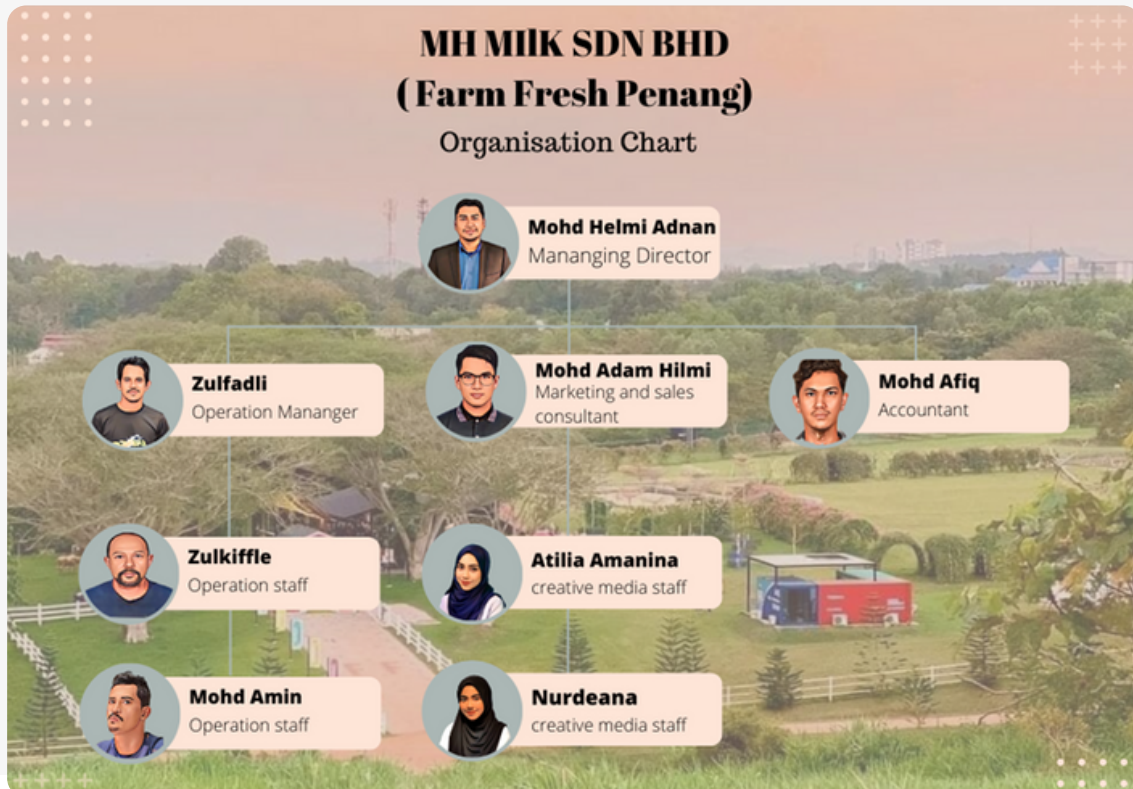
Mission : Producing fresh and healthy dairy and plant-based products.

Vision : All about quality products, ensuring we have healthy and happy cows, preserving the environment and giving our customers what they truly deserve."

Objective : The health of our livestock has a direct impact on the nutritional value and safety of the products we pass to our customers, and in turn our reputation and potential for growth.



3.3 ORGANIZATION CHART



FARM FRESH PRODUCT

As mentioned before, farm fresh has been established for a quite long time, and since then they have been producing a variety of products. Each can be categorised into 7 categories as Fresh Milk, Flavour Milk, Farm Fresh Grow, and Yogurt, Yogurt drinks, Plant-based milk, and Goat Milk



Pure Fresh Milk

The only ingredient for this product is fresh milk with few sizes to match customer need which is 2000g, 1000g, 568g & 200g. This is because the product did not have preservatives ingredient so it did not last long especially after open the product.



Skinny Milk

The ingredient is same and the taste is slightly different because it was less fat than Pure Fresh Milk but other than that nothing different. The taste still amazing. It also came with size of 2000g, 1000g, 568g & 200g.



Farm Fresh Full Cream Milk

This full cream milk is uht version, which means it been process through Ultra-High temperature to make it last longer. It also came in two size which 1L and 200mL



Henry Jones Fresh Milk and UHT Henry Jones Organic A2 Protein Fresh Milk

With higher protein and calcium, it came from Australian Organic A2 Protein Fresh Milk. It a fresh milk version from farm fresh but it hard to get from store. it taste different but absolutely delicious.



Lactose free milk and lactose free skinny milk

It a variant for customer with lactose intolerant that like to drink milk.



Yarra Farm Full Cream Milk and Yarra Farm Low Fat Milk

Yarra Farm is farm fresh product came from yarra farm that owned by farm fresh at Austria



Yarra Farm Master Barista Milk

Variation of yarra Fresh milk that specially made for barista and kopi lover. It been research to make it suitable for coffee making.



UHT Yarra Milk

Type of milk

- Full Cream Milk
- Professional Low Fat Milk
- Master Barista Milk
- Farm Fresh UHT Full Cream Milk



Flavoured Milk



Chocolate Milk

Fresh Milk that been added with coco powder



Kurma Milk

Made from palm dates and fresh milk



Café latte

A fresh milk that combine a bit of Sugar & Arabica Coffee Powder



Banana Milk

Banana Puree & Brown Sugar mix with fresh milk



Strawberry Milk

Strawberry Puree & Brown Sugar and surely Fresh Milk



UHT flavored Milk

It UHT version to make it last longer for flavoured milk



Come with:
 Chocolate flavor
 Kurma Flavor
 Banana Flavor
 Café Latte
 Tongkat ali
 Yarra Strawberry
 Yarra Chocolate

Usually come in 1000ml and 20ml

Yogurt Drink

Fresh Yogurt Drink

Type;

- Original Natural
- Mixed Berries
- Strawberry
- Mango
- Fruit Punch
- Lychee



UHT Yogurt Drink

Type;

- Original Natural
- Mixed Berries
- Strawberry
- Mango

Yogurt



UHT Yogurt Drink

Type:

- Natural Yogurt
- Skinny Natural Yogurt
- Yarra Natural Yogurt
- Natural Farm Yogurt

Flavoured Yogurt

- Mixberries Farm Yogurt
- Strawberry Farm Yogurt
- Mango Farm Yogurt
- Apricot Farm Yogurt
- Peach Farm Yogurt
- Pumpkin Farm Yogurt
- Fig Farm Yogurt
- Durian Farm Yogurt



Greek Yogurt

Type:

- Natural Greek Yogurt
- Apricot & Seeds Greek Yogurt
- Mulberries & Strawberries Greek Yogurt
- Aloe Vera & Peach Greek Yogurt

Plant Based



Fresh Plant Based Milk

Type;

- Soy Milk Original
- Soy Milk Unsweetened
- Oat Beverage

UHT Plant Based Milk

Type;

- Soy Milk Original
- Oat Beverage
- Almond Beverage
- Unsweetened Almond Beverage
- Almond Barista



Others



Goat Meat

Nubian Goat's Milk
an excellent choice for the
calcium and protein your body
craves!

Farm Fresh Grow

UUHT Formulated Milk
Natural cow's milk supplemented
with DHA (Algae), Inulin Fibre,
Calcium and Vitamin D for
maximum growth, protein, and
fortified with 22 additional
vitamins and minerals with no
maltodextrin, calcium carbonate,
or vegetable oil!





Duration



I. Specific date

This internship programme has lasted for 24 weeks, from March 1 until August 15, 2023. Farm Fresh Penang operates six days a week.

II. Working days and Hours

DAY	TIME
MONDAY - FRIDAY	9:00 AM - 6:00 PM
SATURDAY	9:00 AM - 1:00 PM

Details of Training

During this internship, I was placed in the sales and marketing department under Mr. Adam, who is my supervisor.

My main role at Farm Fresh Penang is as a marketing and media intern. My main responsibility is to be a content creator to promote Farm Fresh Penang products. Here, I am tasked with designing and creating digital content that will be posted on social media. As an online marketer, I need to make posters, video gifs, and so on to attract customer attention to our products. Every week I have to produce at least three posters and two videos related to the product, either soft sell or hard sell. So I need to plan a shoot to make a video and study the latest trends to increase the possibilities of getting a high response. While for the poster I have to sort the products that are less popular or suitable for the celebration or special day and sketch the poster, including the selection of colour, font style, and size. Farm Fresh Penang has provided various facilities for me to carry out this task, such as Canva Pro and Adobe (Photoshop, After Effects, and Premiere Pro), to make it easier for me to produce quality posters. Besides that, the company also subscribes to Freepik and Evanto, so I can use this platform to get editing material to produce any poster or video for our company's social media. These resources have greatly enhanced my creativity and allowed me to explore different design options for the posters. Additionally, Farm Fresh Penang's support in providing these tools showcases their commitment to promoting visually appealing and engaging content for our social media platforms.

My next role and responsibility is that of social media coordinator for Farm Fresh Penang. This task has been divided equally with other interns by week. Therefore, I have been assigned to control my company's social media platforms, such as Facebook and TikTok, to promote the business, products, and services of Farm Fresh Penang and generate awareness and sales for our brand. My job is to schedule posts on their social media pages, such as Facebook, Instagram, and TikTok. In addition to scheduling posts, we need to write copy for each piece of content to be posted. In addition, I need to pay attention to feedback from customers to study trends and posts that are of interest for each platform to improve the next post. This is because each platform has different customers in terms of interests, habits, and responses. In order to plan strategies for gaining more followers and boosting customer engagement, I also need to keep an eye on current



trends and write interesting social media posts. By analysing customer feedback and studying trends, I can tailor my social media posts to resonate with each platform's unique audience. This allows me to effectively engage with customers and increase our follower base. Furthermore, staying up-to-date on current trends allows me to create compelling content that piques the interest of potential customers and encourages them to interact with our brand.



My other roles and responsibilities at Farm Fresh

Penang include offline marketing, where I have to promote and sell Farm Fresh products. Here, I was assigned to participate in events and programs to increase sales and also educate customers about the product. For example, the Sunway Mega Roadshow event, Baby Expo, Penang Car Free Island, Health Week, and many more. At every event, in addition to making sales, I also have to explain the difference between our product and other products, the content of the product, and which product is suitable for the user according to the advantage given. In addition, Farm Fresh Malaysia has also assigned an intern to do a kindergarten program where we have to promote product growth, educate students about the benefits of milk, and do activities with them. This is so that farm fresh can further increase their brand awareness and make their product their product of choice from a young age. Additionally, the kindergarten program allows Farm Fresh to establish a strong presence in the local community and build trust among parents who value the nutritional benefits of milk. By educating students about the importance of milk in their growth and providing engaging activities, Farm Fresh ensures that their brand remains top-of-mind for both children and their parents, leading to long-term customer loyalty and increased sales. The kindergarten program is also a contributor to increasing sales for homedealers and stockists because every week they can earn RM 3000-5000. This offline marketing aids Farm Fresh in developing and maintaining customer relationships as well as encouraging repeat purchases.

Another important task

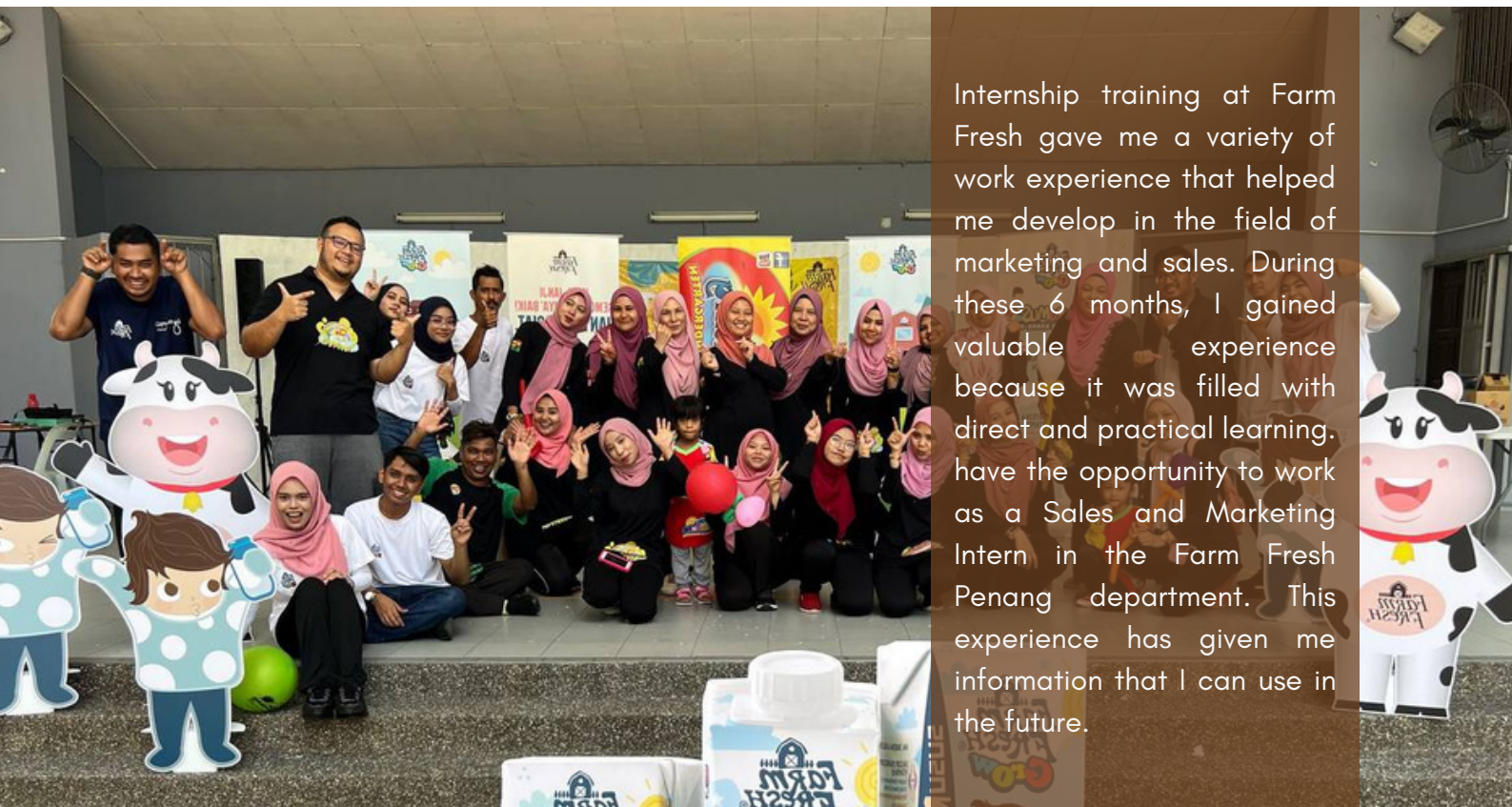
of mine is to plan offline marketing. Big events will be managed by permanent staff, while the intern has to manage the kindergarten program. where I need to contact the kindergarten and plan the program. While communicating, we need to talk about programs, initiatives, and events and then get confirmation of dates and times. This is important because we have to plan programs and events so that we can divide our manpower to use it as much as possible to increase sales. Every program and event must be included in the planning calendar to avoid duplication and so on. At Farm Fresh Penang, we try to fill the morning hours with offline marketing, and the afternoon session will be devoted to online marketing. By dividing our hours between offline and online

marketing, we can effectively reach a wider audience throughout the day. This strategy allows us to maximize our sales potential by targeting different customer segments and utilizing various marketing channels. Additionally, having a clear schedule for programs and events helps us streamline our efforts and ensure that we are making the most of our resources.

Finally, my last task is to update Farm Fresh Penang sales information according to the month of this sales data, including sales data at kindergarten, school, and event programs for Farm Fresh Malaysia analysts. This task was given to me at the beginning of the internship by the Managing Director himself. Updating the sales information involves analysing the sales figures, identifying trends, and suggesting strategies to enhance Farm Fresh Penang's performance. By providing accurate and comprehensive data, I contribute to the company's decision-making process and help drive its growth in the market.



EXPERIENCE



Internship training at Farm Fresh gave me a variety of work experience that helped me develop in the field of marketing and sales. During these 6 months, I gained valuable experience because it was filled with direct and practical learning. I have the opportunity to work as a Sales and Marketing Intern in the Farm Fresh Penang department. This experience has given me information that I can use in the future.

In the first month,

I was more focused on maintaining the products and services provided by Farm Fresh Penang. Farm Fresh, which has several product categories including fresh milk, flavored milk, drinking yogurt, yogurt, and meat, is knowledgeable about the company's dairy. During these 6 months, my knowledge of content, advantages, and taste has been honed with my experience doing the offline and online marketing that they do. Through my involvement in both offline and online marketing efforts, I have not only developed a comprehensive knowledge of the company's dairy products but also gained valuable insights into their unique selling points and taste profiles. In addition, when I participated in the event of a company selling farm fresh products, I managed to gain experience in being a good promoter and seller. Where I can communicate and answer questions that are directed at me. This experience has not only enhanced my knowledge of different industries but also provided me with a deeper understanding of consumer behaviour and preferences. It has allowed me to see firsthand how effective marketing strategies can influence customer decisions and drive sales. Overall, these experiences have strengthened my ability to effectively communicate with customers and contribute to the success of any B2C business. I also have a better understanding of the marketing strategies that companies use and want to use.

Next,

I learned about how the milk industry operates, or more precisely, how Farm Fresh operates. I learned how companies generate sales and how they try to maintain and increase sales. I can also see how the distribution system used by the company to supply milk to end users throughout Penang. And also how the company supplies their products to businesses that use milk as the raw material. Farm Fresh uses strategic home distributors and commission agents to ensure their products are available throughout Penang. Because of that, I gained experience dealing with Farm Fresh Penang Home Dealer regarding how they do sales and operate. Next, throughout my training I have also gained experience in handling social media using various strategies including hard sell and strategic soft sell. This experience taught me to create different types of content that promote products, pursue customers about products, or create content to make customers interested in the brand. This valuable experience also made me learn various tools and applications to facilitate and improve the quality of my content such as Canva, Cupcat, Adobe Photoshop, Envato, After Effects and Premiere Pro platforms.



Finally,

I have generated valuable experience by participating in various events organized by my own company and through Farm Fresh Home Dealer. For example, a collaboration event between kindergartens throughout Penang for me to deal directly with the kindergartens holding sales at low prices there in addition to holding various game activities for the students. Finally, this event gave me a good experience to improve my interpersonal skills. Because every event and program I communicate with customers of various types and ages. In addition, because this company sometimes participates in various programs that collaborate with other organizations, I was able to improve my organizational skills. Not only that, I also sometimes help the operation team manage stock and deliver milk to Homedelar, coffee shops, and petrol stations, where I learn about stock handling, management, the return of milk that is about to expire, and so on. Although this task is rarely given, I still gain valuable experience and knowledge.

SKILLS

Throughout this internship, the main skill I honed was marketing, which is my field, so when I was assigned to manage Farm Fresh Penang's social media platform, I really thought this was the best opportunity to hone marketing skills and other related skills such as editing skills, copywriting skills, and creative thinking. This is because in addition to post content, I have to create different types of content, such as video content that starts with high creativity to create a storyline, arranging lighting, and also props. I was taught the skills of video and photo recording and editing using various platforms. I have been assigned to handle copywriting and posting on Facebook and TikTok for Farm Fresh Penang. I have honed my skills in managing social media to market Farm Fresh products through soft and hard sales. Finally, I have also learned how to schedule and post social posts on these platforms and effectively increase engagement on them. In addition, I also improved my customer service skills to communicate with followers about any purchase issues or problems.

Also, the skill I have improved is product knowledge. This is an important skill for marketers because understanding the product can help them promote and educate their customers. Seeing this situation, I, as an employee in the sales and marketing department, need to ensure that my product knowledge skills are at the highest level. In addition, when I have knowledge about milk, I can explain the point of difference in the brand and explain any questions that the customer might have or problems that they might have with the product. For example, how long can this milk last after opening, and so on? So with this knowledge and skill, I am able to maximize sales and customer service.



Additionally,

Farm Fresh Penang places a high priority on every employee having excellent interpersonal skills, particularly in the department of sales and marketing. This is due to the fact that this department must effectively communicate, listen, and exhibit a positive



attitude when engaging in numerous sales activities with both internal and external parties. I have therefore acquired and enhanced this skill to make sure I could establish a rapport with, and win the trust and loyalty of, our clients. As usual, I used this skill when I spoke with kindergarten teachers on the phone and in messages, as well as when I met with potential clients and customers at other events that involved the buying and selling process. I've managed to build some lasting relationships with kindergarten teachers in order to increase sales for my department.



The final skill

I have learned is organization. I have learned how to manage numerous projects and events, set priorities for my time and tasks, and create documents and reports after an event. I have to work both in and outside the office as part of my job at Farm Fresh Penang. I can maintain focus and efficiently prioritize my job scope and responsibilities if I develop this skill. This ability has also enabled me to be more proactive in anticipating and resolving any difficulties that might emerge during the preparation and execution of events. It has also enabled me to work effectively with team members, guaranteeing seamless coordination and fruitful outcomes for every project.

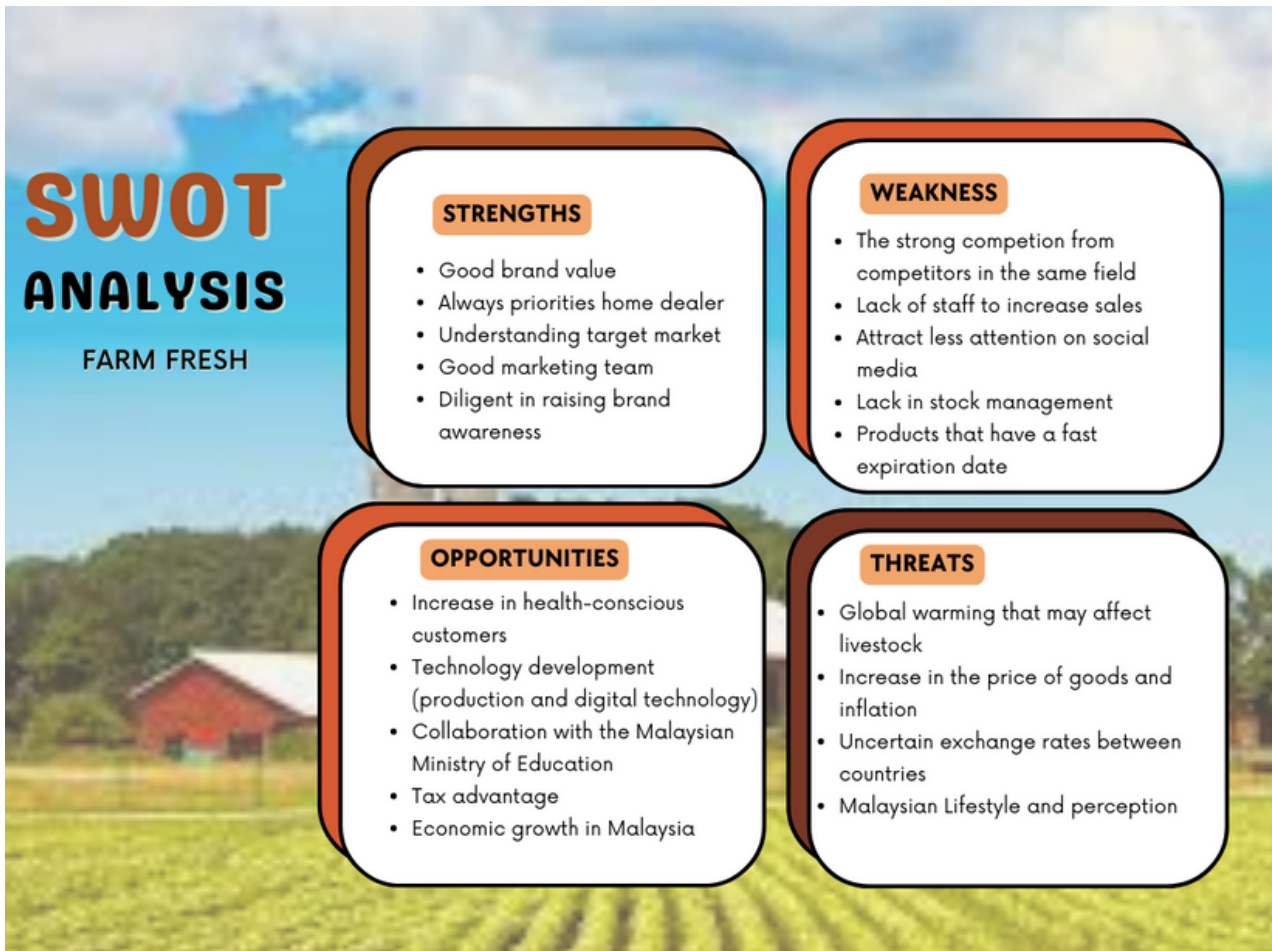
SALARY

During my internship,

my internship allowance was paid by Farm Fresh Malaysia in a fixed amount of RM 800. Although Farm Fresh Penang did not state anything else, they still chose to pay us overtime if we worked, more time for events, and so on. In addition, the company gives a bonus for each event according to the profit; although it is not as much as the commission that regular employees get, it helps us to support our lives here. Usually, the bonus for the event is RM100, while for the kindergarten program, every month we will get RM50. This additional income from overtime and event bonuses provides us with some financial stability and helps cover our living expenses in Malaysia. It's a nice perk that Farm Fresh Penang offers to their employees, making our work experience more rewarding both professionally and financially. .



SWOT ANALYSIS



5.1 STRENGTH

S1 - GOOD BRAND VALUE

Farm Fresh has a very strong brand value on consumers' perceptions, as demonstrated by its major player status and 40% market share in Malaysia's dairy market. For instance, during Ramadan, customers frequently choose Farm Fresh's Kurma Milk as their preferred brand and drink to aid with their fasting. Other than that, Farm Fresh Bhd is the only winner from Malaysia in the dairy products category to get the "Brand of the Year" award at the 2022-2023 World Branding Awards ceremony at Kensington Palace, London, which is supported by Khazanah Nasional Bhd. As a result, Farm Fresh Penang end up being the preferred milk brand among consumers thanks to this brand value. This will be demonstrated in 2022 and 2023 when Farm Fresh Penang achieves the top milk sales, top home dealer, and second stockist rankings in Malaysia. Other than end-user Farm Fresh also sell their milk to café and coffee stall such Paddy Café. Other than that Farm Fresh also has provide the milk to for well-known coffee brands like Tealive, zuss and Gigi coffe. As Farm Fresh products are the top option when purchasing dairy products, this is the case for my company as well. This is one of the main reasons Farm Fresh Penang dominates the Penang dairy market.

S2 - ALWAYS PRIORITIES HOME DEALER

Next, as Farm Fresh is a major company, they have a big systematic channel, which means a chain of businesses or intermediaries through which the final buyer purchases a good or service. For Farm Fresh, the distribution starts from Farm Fresh to Stockist, home dealers, and agents. So as Stockist says, Farm Fresh Penang always takes care of their home dealer to increase their monthly sales. For example, Farm Fresh Penang will help promote their homedealer numbers and area so that our customers will know which homedealer is nearest to them. Other than that, Farm Fresh Penang will also give them events, school lists, and kindergartens to help them. For example, when a company gets an invitation to open a booth at any event, Farm Fresh Penang will prioritise their home dealer. This not only helps the home dealer gain more exposure and potential customers, but also strengthens their relationship with Farm Fresh Penang. Additionally, by prioritising home dealers for event opportunities, Farm Fresh Penang ensures that they are actively supporting and investing in the success of their partners.



S3- UNDERSTANDING TARGET MARKET



Farm Fresh understand its target market. This is demonstrated by the fact that Farm Fresh produces a range of sizes that customers can buy based on their requirements. For instance, Farm Fresh produces a 125-ml size that is appropriate for kids because the majority of end users are young children. Because milk has a three-day shelf life after opening, making it smaller encourages children to consume the entire container rather than having parents save and hold it. Additionally, Farm Fresh provides a variety of milk options, including low-fat, lactose-free, and organic milk, because it recognises the value of accommodating various dietary preferences. This enables them to serve people with specific dietary requirements and draw in a larger customer base. In addition, Farm Fresh offers a Kindergarten programme in which they create activities, hold discussions, and sell Farm Fresh at a reduced cost, which will raise their sales and brand recognition. Other than that, Farm Fresh creates flavours like café latte and Tongkat Ali to appeal to adults, particularly men, who don't drink milk for a variety of reasons. Since every member of the family can purchase their preferred flavour, this boosts their sales. Furthermore, Farm Fresh provides a variety of dairy-free substitutes, including almond milk and soy milk, in recognition of the rising popularity of plant-based diets. This enables them to accommodate customers who have lactose intolerance or prefer non-dairy options. Farm Fresh makes sure they can meet the needs of a diverse customer base and maximise their sales potential by expanding their product offerings to accommodate different dietary preferences.

S4 - GOOD MARKETING TEAM

In addition, Farm Fresh Penang has competent marketing teams, and this division also functions as a media department. With the exception of interns, there are only three people on this team, but they are skilled at producing videos, posters, and ads with a variety of ideas and content types to increase sales. The marketing team at Farm Fresh Penang is very talented and inventive, constantly developing new concepts to boost sales. To successfully reach their target audience and market their products, they make use of social media and their website. For instance, they could create a cooking tutorial to share recipes that call for Farm Fresh goods, letting customers know that the milk can be used for more than just drinking. Customers' understanding of the product may grow as a result. In addition, they produce posters and videos to pique consumer interest in their goods. Farm Fresh Penang also actively participates in local events in addition to their online marketing to interact with customers in person. They are able to gain the trust and loyalty of potential customers by giving away free product samples and delivering informational materials about the advantages of their products. These offline marketing techniques support their online presence and add to a comprehensive marketing strategy.

S5 - DILIGENT IN RAISING BRAND AWARENESS

Next, despite the fact that Farm Fresh is already a significant player in This market, they are diligently raising brand awareness. For instance, Farm Fresh employed the well-known influencer TikTok to advertise their product through social media posts and live videos. Farm Fresh can reach a larger audience and appeal to a younger demographic thanks to this calculated move. Farm Fresh can stay ahead of rivals and keep its place as the industry leader by utilising the following and following of these influencers. In addition, they support numerous other occasions, contests, and television shows, such as Gegar Vaganza. Farm Fresh is able to expand brand awareness and establish connections with a wide range of consumers by sponsoring events, contests, and television shows like Gegar Vaganza. This not only helps them expand their customer base but also strengthens their brand image as a company that supports and engages with the community. Additionally, these sponsorships provide opportunities for Farm Fresh to showcase their products in unique and creative ways, further enhancing their marketing efforts.



WEAKNESS

W1 - The strong competition from competitors in the same field

The first weakness that company has is strong competition with competitor with the same field. This is because in dairy market, company have competed with other major players, be it local players and foreign players in the market. Among Farm Fresh big competitors are Nestle, Good Days, and Dutch Lady. Because there is a lot of competition, then of course there are a lot of substitute products in the market. From here, Farm Fresh users can switch brands to choose cheaper and affordable products. Basically, it brings harm to this company, because it is not able to compete with other competition since the price of Farm Fresh product slightly higher than other.

W2 - Lack of staff to increase sales

Farm Fresh Penang may be one of major stockist in Malaysia but the staff in the company is too low. The total staff in MH Milk is 8 include Managing Director. The Marketing and Sales department only bring up to 3 person which them did not only require to do online marketing which make a poster, ads, video their also need to do offline marketing such as promote their product through event, but also need to find customer to increase sales. This shows the department has utilize their workforce to maximum which they cannot increase sales anymore.





WEAKNESS

W3 - Attract less attention in social media

Even though the marketing team is good and they get many followers on social media, which is 7 thousand on Facebook, they still cannot get much engagement and attention every time they post content. Some posts only get less than 10 likes, which means they cannot get 1% likes from their followers and comments. This lack of engagement could be attributed to various factors, such as the content not resonating with the target audience or the timing of the posts not being optimal. It is crucial for the marketing team to analyse their audience's preferences and behaviour in order to create more compelling and relevant content that encourages active participation.

W4 - Lack in stock management

As a major stockist and warehouse stock been restock couple of time in a week and homedealer and agent come every day. Even though the procedure and management doing correctly, there always been loss of stock which can be cost a money. This can make the company suffer a big cost through the time. Other than that, sometimes the stock that come from Farm Fresh Malaysia cannot fulfil the order made by Farm Fresh Penang. Sometimes Farm Fresh Penang did not have certain flavor such as Grow, Café latte or yarra strawberry. This makes company in tough situation because them cannot distribute the product to customer or homedealer make their suffer in term of sales. This show that Farm Fresh Penang should adjust their Point of Restock.

W5 - Short lifespan product

Furthermore, Farm Fresh product is fresh milk and no preservatives are added, so the product having shorter lifespan compared than other brand. Especially the pasteurized product, which the product must kept in Cold-room with 4°C or lower. Other than that, customer need consume milk products within 3 days of opening it because the bacteria will be active after open the bottle. Moreover, Farm Fresh also have a delicate product that is teeming with bacteria and can respond swiftly even to changes in ambient temperature. There also a UHT product that need to be kept properly event it have longer lifespan. This product has through Ultra-High temperture (UHT) process to make the product can be last for few months but it must processed and handled after being squeezed is significantly affects how long it will last. For examples, product cannot be kept on the flow to long because floor tempura get change depends time and wether. Because of that, this company needs to take very good care of this product before it reaches the hands of customers, or not, the milk is spoiled before the expiration date and the quality of the milk will degrades. This therefore makes it difficult for the Farm Fresh Penang company, when there are still cases of spoiled milk and in the end the company has to bear losses as a result of this.



OPPORTUNITY

01 - INCREASE IN HEALTH-CONSCIOUS CUSTOMERS

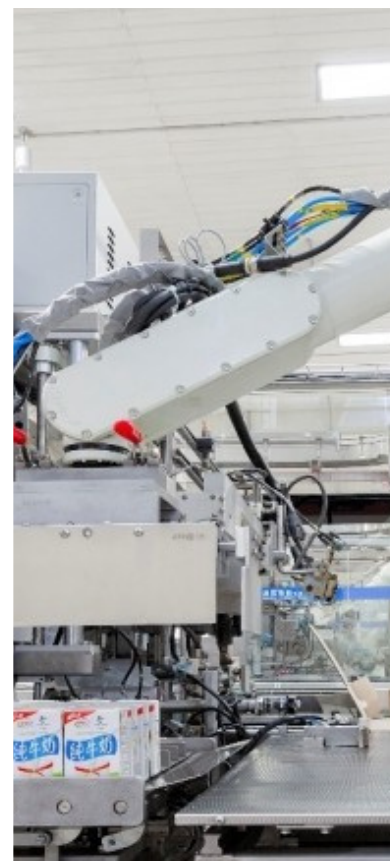
Recently, the awareness of Malaysians has increased, especially in the food aspect. This can be proven by the fact that people were aware that a healthy immune system was crucial during the pandemic. In the survey conducted by Herbalife Nutrition (2020), more than 50% of Malaysian consumers had shifted their eating habits, such as having more fruits and vegetables and eating less meat while consuming more plant-based food. A balanced diet is important for health because eating is what gives you the energy you need to stay active throughout the day. nutrients you need for growth and repair, helping you to stay strong and healthy and helping to prevent diet-related illnesses, such as some cancers. So as a milk company that offers natural milk without preservatives, Farm Fresh should take this opportunity to highlight their product. By emphasising the nutritional benefits of their natural milk, Farm Fresh can position itself as a valuable component of a balanced diet. Additionally, they can promote the importance of incorporating dairy products into one's daily intake, as they provide essential vitamins and minerals like calcium for bone health.



OPPORTUNITY

O2 - TECHNOLOGY DEVELOPMENT

The development of technology is very important in industry and business because it helps increase production and sales. Apart from that, it can also help in many aspects, such as the technology researched and developed by Australia, which can help improve the product life cycle. Apart from that, technology such as mobile phones is also an important factor because a greater proportion of the population's young and middle-aged people use social media for interaction, enhancing Farm Fresh. This is because Farm Fresh is increasingly using social media to obtain customer data and insights. Furthermore, Farm Fresh might connect with, get feedback from, and convey promotions to people via official social media channels as business trends change. By embracing social media as a means of communication and marketing, Farm Fresh can effectively reach a wider audience and stay ahead of its competitors. Additionally, leveraging social media platforms allows Farm Fresh to adapt to the evolving preferences and behaviours of its target market, ensuring that it remains relevant in the digital age. As a large company, Farm Fresh should take into account the importance of this technological development for the company's continued competitiveness.



O3 - COLLABORATION WITH THE MALAYSIAN MINISTRY OF EDUCATION

As we know, cooperation with the government is not an easy one but a very important opportunity. For example, in the additional meal plan programme, the government has already chosen Farm Fresh as the milk product of choice. This not only increases sales but also gives Farm Fresh an opportunity to increase brand awareness and value among students, teachers, and parents. By collaborating with the government's additional meal plan programme, Farm Fresh can establish a strong presence in the education sector and build long-term relationships with students, teachers, and parents. This partnership can also open doors for Farm Fresh to explore other avenues within the school environment, such as sponsoring educational events or conducting workshops on healthy eating habits. These initiatives would not only benefit Farm Fresh but also contribute to the overall well-being of the school community. Not only that, they can also cooperate further with the work, such as by installing vandalised Machine for Farm Fresh products or allowing their brand to be sold at school.



OPPORTUNITY

O4 - TAX ADVANTAGE

Farm Fresh has been giving tax advantages under MOA and an east coast economic region incentive for income that they earn, which is called an agricultural tax advantage. This can benefit farm fresh companies because, with reduced tax rates, they can use it for other activities such as research and development or marketing. Additionally, the Agricultural tax advantage encourages farm fresh companies to invest in innovative farming techniques and technologies, ultimately leading to increased productivity and competitiveness in the industry. Moreover, by utilising these tax advantages, farm fresh companies can allocate more resources towards expanding their operations and improving the overall quality of their products



O5 - ECONOMIC GROWTH IN MALAYSIA

After expanding by 7.1% y/y in the fourth quarter of 2022, the Malaysian economy expanded by 5.6% y/y in the first quarter of 2023. As the Malaysian economy expands and GDP per capita increases, consumers will likely have more disposable income to spend on various goods and services. This favourable economic climate can create greater demand for products like Farm Fresh, potentially leading to an increase in sales for the company. Additionally, with increased purchasing power, consumers may be more willing to try new products or invest in premium options, further benefiting Farm Fresh's sales growth.



TREATS

T1 - Global warming that may affect livestock

The lack of cloud cover increases the sun's rays reaching the earth's surface, which increases the absorption of heat and the temperature. The news of the increase in temperature worries many parties, such as schools that are worried about the health of students. But this matter is not only harmful to humans but also to animals. Farm Fresh, which has large livestock to get raw materials for their products, will also be affected. This becomes a concern if the temperature increases; these farm animals may become dehydrated and die. In addition, when animals are dehydrated, the milk they produce will also decrease. Dairy cows experience heat stress from excessive heat and humidity, which lowers milk production by around 15 to 20 percent. A cow will experience physiological changes to cool itself and maintain a constant body temperature as temperatures rise above its thermoneutral zone. These physiological changes include an increased respiration rate and sweating. However, if the temperature continues to rise beyond a certain threshold, these cooling mechanisms may not be sufficient, leading to heat exhaustion or even death in extreme cases. Additionally, prolonged exposure to high temperatures can also negatively impact the reproductive health of dairy cows by 40 to 50%. This will impact the company, especially if it happens. In long tears



T2 - Increase in the price of goods and inflation

Malaysia is hit by inflation, causing the price of a lot of things to increase. A milk company that prioritises the quality of Farm Fresh Penang will also be burdened by this problem. Because the profit margin of milk is not high and they depend on sales volume. When the price of goods increases, their profit will be smaller. Raising the price is also not the solution to this problem because of the fierce competition in the market. In addition, the milk company may also face challenges in maintaining customer loyalty as consumers seek more affordable alternatives due to price increases. Furthermore, the company might need to explore cost-cutting measures or seek innovative strategies to mitigate the impact of unstable inflation on their business operations.

T3 - Uncertain exchange rates between countries

The ringgit may weaken further against the US dollar to as low as 4.7500 by the third quarter of 2023, bogged down by higher global interest rates, a risk-off environment, and sluggish growth in China. Uncertain currency exchange may not affect the local brand much, but since Farm Fresh not only has farms in Malaysia but also farms in Australia, this becomes risky for the company when currency exchange increases. The fluctuating currency exchange rates pose a challenge for Farm Fresh as they may lead to increased import costs for raw materials and equipment from Australia. Additionally, the company's operating costs may also rise due to the higher exchange rates, impacting its overall profitability. Therefore, Farm Fresh needs to carefully monitor and manage its currency exposure to mitigate any potential financial risks associated with the uncertain currency exchange.





T4 - Malaysian Lifestyle and perception



Malaysiam is used to the view that milk is for babies because milk is only for growth or men do not drink milk. This became a hotter issue when a video went viral on social media stating that milk is not important for adults. Only humans drink milk when they grow up; animals do not drink milk anymore when they grow up. The perception that milk is not important will increase if Malaysians do not acquire accurate knowledge about it. This can affect the sale of farm-fresh milk because many people do not understand the nutrition of milk. It is crucial for Malaysians to be educated about the nutritional benefits of milk beyond just protein and vitamins. Milk is a rich source of calcium, which is essential for maintaining strong bones and teeth. Additionally, it contains other important nutrients like potassium, phosphorus, and magnesium that contribute to overall health.

6.0 DISCUSSION AND RECOMMENDATION

S101

The strongest strategy for using strength to take advantage of opportunity is to convince Health-conscious customers that Farm Fresh is the best milk product using brand value. Since Farm Fresh won “Brand of the Year,” which was chosen by public online voting, they should use it as a marketing strategy to suggest that they have a better product than other brands. They can use this award to prove they are consumers who choose because of taste and nutrition without any additional or artificial ingredients that are bad for their health. In addition, Farm Fresh can leverage this award to showcase their commitment to quality and transparency in their milk production process. By highlighting their sustainable farming practices, rigorous quality control measures, and the use of only natural ingredients, they can build trust and credibility among health-conscious customers. This will further reinforce the idea that Farm Fresh is not just a brand with a prestigious award, but also a brand that genuinely cares about the well-being of its consumers.



W502

The best strategy could be implied to overcome weaknesses by taking advantage of opportunity by Farm Fresh Malaysia should undertake efforts in research and development new technology to extend the milk's shelf life. Although now, Farm Fresh Malaysia has produced UHT products, which milk from Farm Fresh could last for almost 6 months without having to be refrigerated, however, this UHT product is still sensitive to the surrounding temperature and does not taste fresh as a short shelf-life product. Thus, Research and development are critical in this business for coming up with innovative Technologies that may improve existing products that provide more value to customer experience to taste the freshness of the milk with longer shelf life. Through this strategy, Farm Fresh Penang may provide excellent products to clients while lowering the expense of milk spoiling and enjoying earnings that lead to a larger profit margin.

S4T5



Perception is something that is difficult to change, so Farm Fresh Penang should use their marketing team to participate in the event to promote accurate knowledge about milk's nutritional value. Farm Fresh can participate in events such as Health Week, they can explain more about their products face-to-face. These strategies also help Farm Fresh get feedback, such as questions, from customers directly and be able to answer them more immediately, so the perception that milk is not important for adults can be corrected. Alternatively, they can also visit schools to educate the next generation at an early stage to reduce this kind of perception in the future. This is also indirectly leading to increased sales of farm-fresh milk in the long term. In addition, Farm Fresh can leverage social media platforms to reach a wider audience and educate them about the benefits of consuming milk as adults. By sharing informative content and success stories, they can gradually change the perception that milk is not important for adults. This digital approach can complement their face-to-face interactions and help them establish a strong online presence, ultimately driving more sales and brand loyalty.

W4T2

Reduce expenses by improving stock management. Farm Fresh can forecast the types of flavors that need to be restocked and how much needs to be restocked according to past data, trends in the market, and high sales. Regularly Inspect Stock. The company shouldn't wait for the entire month to end to do a physical inventory count. By this time, there may be too many errors, and it may seem overwhelming to resolve them. You should perform cycle counts on a more regular basis to identify and resolve discrepancies. Performing regular cycle counts will allow the company to quickly identify any discrepancies in stock levels and take immediate action to resolve them. This proactive approach will not only help prevent stock shortages but also optimize the use of warehouse space, ensuring that products are efficiently stored and easily accessible for restocking.



CONCLUSION



My internship

at Mh Milk Sdn. Bhd., or Farm Fresh Penang, was my first experience working for a large company and doing professional work in the field of real marketing. Although this is only an internship program, I try to take this experience as a learning process and, at the same time, contribute a little to this company. By doing the work given to me wholeheartedly, not only the company gets benefits, but I also get benefits from it. I can finally say that I have gained knowledge about professionalism, technical proficiency, discipline, and obedience, as well as how marketers can provide the best for the success of the business.

The job is challenging, but I try my best to bring value to Farm Fresh Penang. This amazing experience helped me to improve and develop my sales and marketing skills, abilities, and knowledge. With this training, not only can I learn about marketing, but it also teaches me about business in general. When I was assigned to do SWOT and pastel analysis, I was willing to learn about the dairy product industry, Farm Fresh, and also study it with my own experience.

This internship at Farm Fresh Penang not only prepared me for the world of work but also allowed me to meet some interesting individuals inside and outside my department. And each of my introductions taught me different things. In addition, I am grateful to Mr. Adam Helmi, my supervisor, for his guidance and patience. The media and operations teams also helped increase and improve my skills. Without their care and guidance, I would not have been able to overcome the obstacles I faced. I believe that the six-month training period was insufficient for me to learn more thoroughly about the job; however, it provided a significant amount of new knowledge, experience, and perspective on marketing in comparison to what I learned in class by assisting me in identifying my strengths and weaknesses in this field. I also had the wonderful opportunity to experience a variety of events with various requirements. I've gained knowledge of ongoing tasks as well as project stages and processes. Being a part of that process is wonderful. Every aspect of the plan must be considered, just as it would be in practice. I therefore greatly value the effort put forth for each project and event.

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APPENDICES

