



FARM FERSH PENANG

1 MARCH - 15 AUGUST 2023



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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.

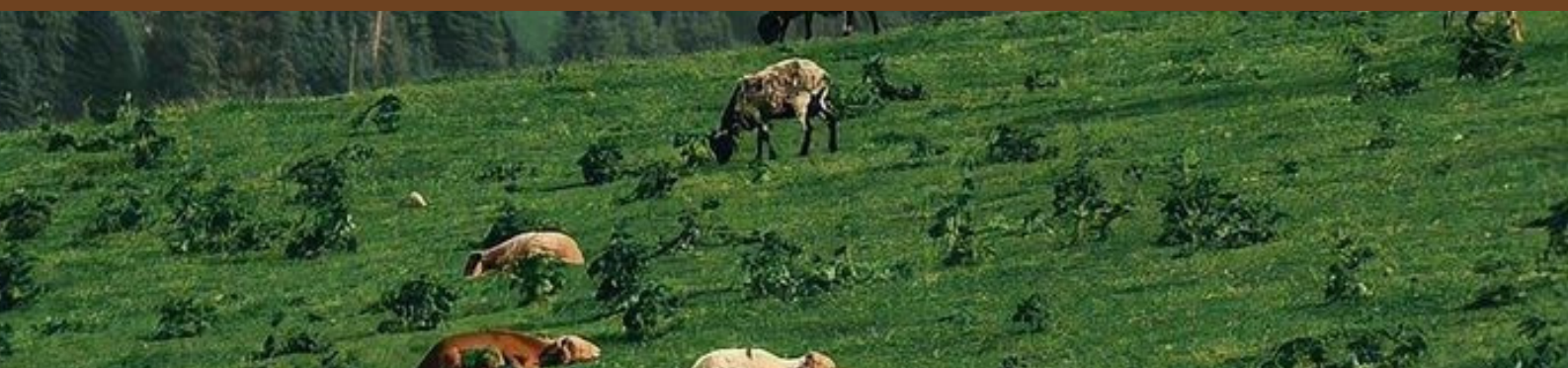


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COMPANY BACKGROUND

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.