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MARA

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

INDUSTRIAL TRAINING REPORT

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EXECUTIVE SUMMARY

This report is about my industrial training at PMi printing company which starts from March 1, 2023 until August 15, 2023. I was placed in the customer service department. My role is to serve and manage customers. This company offered printing services like print books, magazines, posters and many more, designing cutting and others. During my industrial training at the company, I have gained a lot of new knowledge and experience that I never had before. In this report, there is also an explanation of the SWOT analysis of the PMi printing company, as well as recommendation for the company and conclusions.

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3.0 COMPANY PROFILE



Figure 2: Company Logo

PMi Printing was registered on 1995 under the Companies Act 1965, and the principal location premises located at PM Point, No. 201 & 203, Road Taiping, 34200 Parit Buntar, Perak Darul Ridzuan. The company also registered under the Ministry of Finance and have a Bumiputera Contractor certificate. In that year, most of the company's customers consist of government agencies consisting of the Ministry of Health, Ministry of Education and also ministries- other ministries. In addition, we also accept semi-government or NGO and private clients whether for publishing, advertising and others in the form of print media. Alternate years, which shows PMI printing is getting more and more attention from various angles. For that, from 1995 until reaching the year 2017, PMI Printing has upgraded and diversified the machine- existing machines to accommodate the work large quantities reaching hundreds of thousands unit for printing services.

3.1 Vision

Vision is to be a superior printing company, creative and innovative and visionary through implementation of the administrative system which is more global and effective as well use of the latest technology in smoothness and work management.

3.2 Mission

Mission is to produce printed materials which is of high quality with using local expertise and prioritizing satisfaction customers through the service efficient and trustworthy customers.

3.3 Product/Services Offered

This company offered printing services like design and print books, magazines, posters, leaflets, receipts, bags, packing boxes, name cards, tags name, banner, bunting, file and others.

3.4 ORGANIZATIONAL STRUCTURE

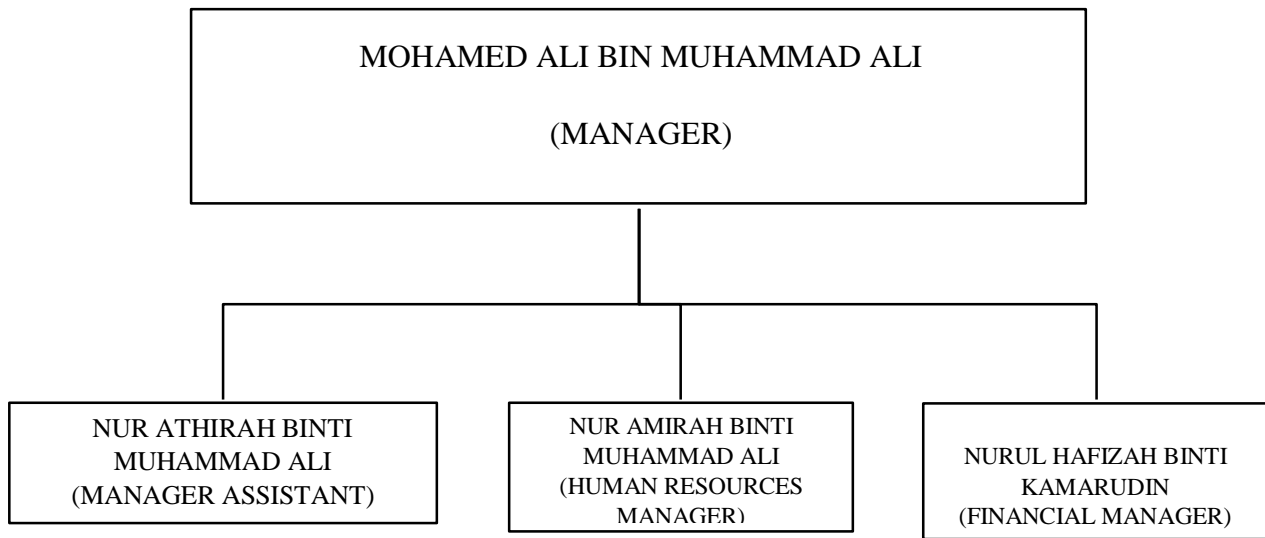


Figure 3: Organizational Structure

4.0 TRAINING REFLECTION

Industrial training is conducted from 1 March 2023 to 16 August 2023. The company's working days are from Monday to Saturday at 9.30 am to 6.00 pm.

In this company, I was placed in the customer service department. My role is to serve and manage customers either giving information about products or taking orders from customers. My responsibility is to answer customer questions about products or services offered by the company. I am also involved in receiving and processing incoming orders. In addition, the transaction and handling of order cancellations, product returns or exchanges.

During my internship, PMi Printing gave me RM10 allowance per day. Overall, I managed to gather as much experience as possible during this time my internship.

Overall, I managed to gather a lot of knowledge and experience throughout my life do industrial training in this company. For example, I have learned how to use a photocopier, how to use corelDRAW software to edit, bind paper and many more. Not only that, I also able to improve my communication skills with employees and customers, improve my marketing skills to ensure that customers choose our company to place their orders.

5.0 SWOT ANALYSIS

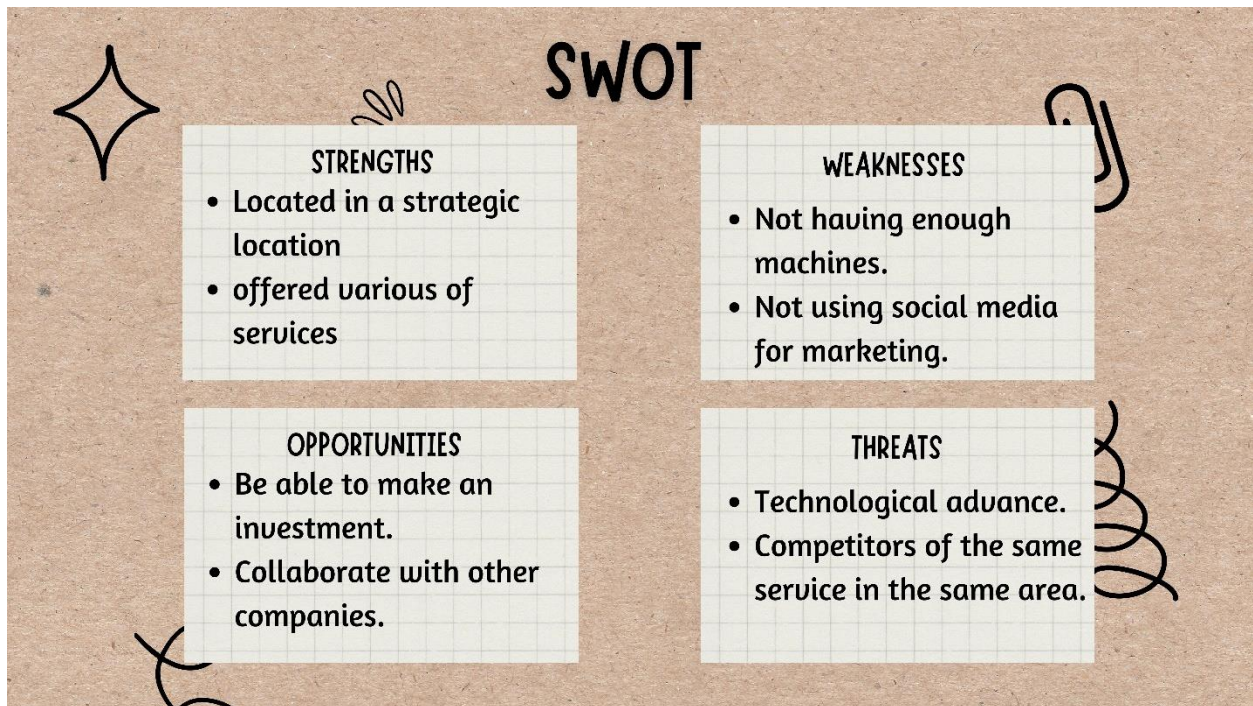


Figure 4: Swot Analysis

6.0 DISCUSSION

6.1 STRENGTH

Every company has its own strengths. For PMi printing company, the strength is that their company is located in a strategic location. The location is strategic because it is close to the target group. For example close to educational institutions such as schools, close to residential areas and less competitors in the area. Not only that, PMi printing company is also next to convenience stores such as Family Mart, Al-Ikhsan, next to food restaurants such as KFC and so on. Indirectly the area will be the focus of the public. The location of a business gives a great influence to the company

Next, the strength of the PMi printing company is that there are various services offered. The services that available at PMi printing company are designing, laminating, binding, cut paper, printing books, magazines, posters, flyers, receipts, name cards, banners and many more. The variety of services offered can indirectly attract many target customers from various sectors such as education, industry and so on.

6.2 WEAKNESSES

One of the weaknesses at PMi printing company is not having enough machines. The high demand for the services offered has led to the continuous use of the machine. It will cause machine problems such as paper jams in the printer, prints have faded colors and many more. These machine problems occur frequently, and result in costly repairs, lost productivity and disrupted production and service delivery. The company should take a long time to process customer's order.

The next weaknesses of the PMi printing company is not using social media for marketing. To be more competitive, company need to cross multiple channels and digital devices. This company only focused on face-to-face or walk-in customers. They have a facebook application but it is inactive and their last ad posting was in 2016. Indirectly, the company will not stand a chance in terms of online customer demand.

6.3 OPPORTUNITIES

The PMi printing company's opportunity is to be able to make an investment. This is because these companies have a high demand for their products or services, so they have made a lot of profit and are able to invest. The investment made is for the company to improve their machine technology. For example, a company can buy better quality and more sophisticated machines. Thus, their company can provide the best service for their customers. As a result, PMi printing company has its own competitive advantage in terms of technological advancement.

The next opportunity is to collaborate with other companies. Collaboration is a great step for a company to increase market reach. It will give advantage for both parties. It shows that brand collaboration can help the company explore new opportunities with new target markets, increase innovation, grow customer relationships, and improve marketing strategy.

6.4 THREAT

The first threat of PMi printing company is technological advances. Nowadays, Rapid advances in print technology may put companies at risk. PMi printing company need to invest in the latest technology to stay competitive and provide high quality printing services. Company need to produce a higher cost than the existing technology.

The next threat is there are competitors of the same service in the same area. For example, CMYK Printing and design. Customers will compare in terms of the price offered, the service provided as well as the quality of the products produced by the PMi printing company and CMYK Printing and design. This company needs to constantly stay ahead of the competition by offering unique and innovative services that stand out from the rest.

7.0 SWOT MATRIX

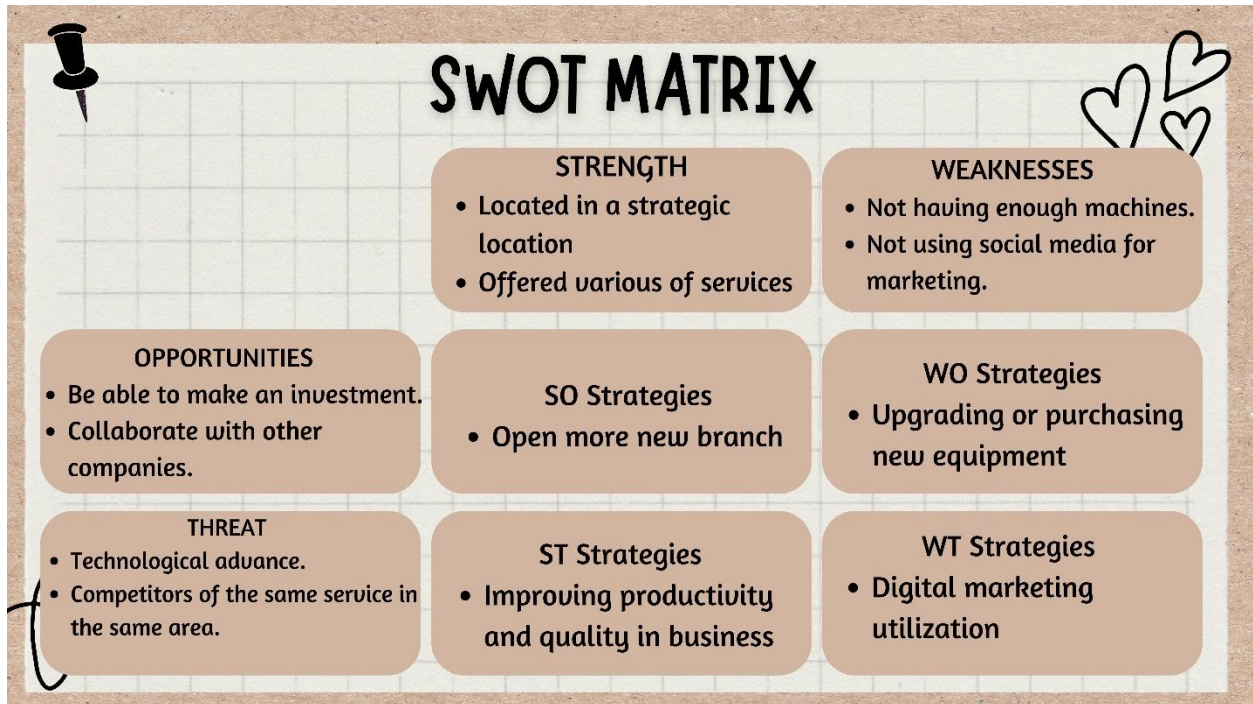


Figure 5: SWOT Matrix Analysis

7.1 SO Strategies

The first strategies for Strength and Opportunity is open more new branch. It is for attracts more customers from various states. Business growth enables generating more profits and sales, putting money back into business, and influence market price. Diversifying into new markets helps company to rely on income streams.

7.2 WO Strategies

Strategies for weaknesses and opportunities is upgrading or purchasing new equipment. Investing in equipment can improve overall efficiency and productivity. With upgrading or purchasing for new equipment, production will be faster, safer, with better quality but with less waste and less maintenance. Indirectly, it is able to meet changing customer preferences and needs.

7.3 ST Strategies

Strategies for strength and threat is improving productivity and quality in business. Higher productivity levels can improve customer satisfaction due to fast delivery times and better quality products or services provided. Quality is critical to satisfying the customers and retaining their loyalty so they will continue to buy from the company

7.4 SW Strategies

Strategies for weaknesses and threat is utilize digital marketing. The increasing use of technology nowadays causes digital marketing to become important especially in the field of business. Digital marketing helps company reach their target audience and promote their product or service. Connecting with customers digitally helps build a wider audience.

8.0 RECOMMENDATION

There is a recommendation for PMi Printing company to promote their product or services and to improve its market. They need to utilize digital marketing. This form of marketing include the use of websites, social media, or anything that incorporates marketing with customer feedback or a two-way interaction between the company and customers. By using digital marketing, PMi printing company can reaches such a wide audience of people. Not only that, they also can reaches a broader audience than traditional marketing but also carries a lower cost. This makes it easier for these companies to expand their business market reach and connect with larger audiences across different digital channels.

Next, since PMi printing companies have a high demand for their products or services, they can open more new branch. It offers the advantage to the company like retain and attract more customers and also can increase the output of production. Indirectly company can improves their profit and revenue. Therefore, they can meet the needs and increase customer satisfaction with the products or services offered even though they have a high demand for their products or services. By focusing on customer satisfaction, customers are more likely to continue using the product or service.

Lastly, PMi printing company can make an investments. It is a way to protect and grow their existing assets. They can use this opportunity to upgrade or purchasing more equipment especially printing machine for their company. By investing, company can increase their profits and with more efficient operations, they will be able to reduce costs.

9.0 CONCLUSION

For the conclusion, during my industrial training at PMI printing company, the new knowledge and experience that I have never had before can help me to improve skills such as communication skills as well as team work skills. Not only serving customers, I also had the opportunity to learn how to use the machines available in the company such as printing presses, photocopiers, how to bind paper using O wire and many more. During my industrial training, I have dealt with many people from different backgrounds. I learned that in the business world you need to have a lot of patience especially when you have to deal with various clients. I am very grateful for all the challenges, knowledge, friendship, and the opportunity given to finish my training here.

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11.0 Appendices

