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INDUSTRIAL TRAINING REPORT

MH MILK SDN BHD @ FARM FRESH PENANG

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EXECUTIVE SUMMARY

The curriculum of any university must incorporate industry training. This report is based on a student's six-month experience in industrial training at MH Milk Sdn Bhd, which began on March 1 and ended on August 15, 2023. It was a significant moment in my life since it exposed me to the working world. Developing my professional abilities and attitude is greatly aided by my exposure to industry training. During my time at MH Milk Sdn Bhd, I was able to learn and apply various theoretical concepts from my university courses in a real-world setting. This allowed me to gain a deeper understanding of the practical applications of my studies and how they can be utilised in a professional environment. Additionally, the hands-on experience I gained during my industrial training helped me build my confidence and communication skills, which are crucial in any workplace. well-planned, effectively carried out, and critically reviewed industrial training

This report begins with a profile of the student. The profile of the company, which includes its background, vision, and mission, is then presented. Readers will discover more about the student responsibilities in the organisations, including the kinds of tasks and departments that have been given to students, in the report's section on training reflection. Additionally, the student's knowledge and experience from the internship were also incorporated.

The most crucial section of this report is the SWOT Analysis of the product. In this section, the readers will also discover more about the product's advantages, disadvantages, opportunities, and threats. The PESTEL Analysis is also provided in this part after that. Additionally, the SWOT Analysis Matrix's matching step was emphasised. Last but not least, the report's conclusion will be revealed to the readers.

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3.0 COMPANY PROFILE



MH Milk Sdn Bhd is known as a Farm Fresh Penang. Farm Fresh Penang is one of the top stockists under Farm Fresh Milk Sdn. Bhd. The Holstein Milk Firm Sdn Bhd created the brand name for the Malaysian firm Farm Fresh Milk Sdn Bhd, which sells milk to consumers. Farm Fresh Milk's main goal is to provide consumers with high-quality, fresh milk that hasn't had any chemicals or preservatives added. Given that it is currently Malaysia's top dairy brand and that it keeps advancing with a variety of creative concepts for its goods, its milk has become popular among Malaysians. The first milk firm owned by Malaysians was Farm Fresh Milk.

Farm Fresh Penang, on the other hand, conducts business as MH Milk Sdn Bhd. Beginning in early 2017, Farm Fresh Penang was founded by En. Helmi Adnan, the company's director, who had previously worked as a Farm Fresh agent in Gerik, Perak, selling dairy products. At the time, Penang's Farm Fresh stockist had problems managing the state's distribution. Therefore, En Helmi was given the trust to be the principal stockiest and distributor of Farm Fresh products in Penang by En. Azmi Zainal, also known as "Boss Susu," the Chief Operations Officer of Farm Fresh. En. Helmi was seen as a person who is serious about business and able to manage effectively.

With his experience and knowledge in the dairy industry, En. Helmi quickly established a strong network of retailers and suppliers in Penang. He made sure that the products were delivered on time and in good condition, and he provided excellent customer service to his clients. As a result, Farm Fresh's sales in Penang grew rapidly, and the brand became one of the top choices for fresh dairy products in the state. En. Helmi's success also earned him recognition from Farm Fresh's management, who promoted him to become the company's regional sales manager for the northern region.

With assistance from his devoted wife and family, En. Helmi Adnan founded Farm Fresh Penang as a small business under the name MH Alhijrah Enterprises. He made the decision to

lease a modest shop to do business as the company grew and the number of Home Dealers and agents registered under Farm Fresh Penang increased. After several years of hard work and dedication, Farm Fresh Penang became one of the leading distributors of fresh produce in the region.

MH Milk Sdn Bhd was founded in 2020 to take on the role of an enterprise firm since the industry is flourishing. As more people learned about Farm Fresh, the demand for their products grew quickly. In order to provide milk to schoolchildren, the ministry of education and other partners work together. This collaboration has improved distribution and demand. To store more fresh milk, En. Helmi has acquired a larger cool room and hired a larger warehouse at Bandar Baru Perda, Bukit Mertajam. The logistics department of Farm Fresh Penang has also been enhanced. They now have a 3-tonne truck, a 1-tonne truck, and a van for distributing Farm Fresh milk throughout the entirety of Pulau Pinang.

Now, Farm Fresh Penang has supplied more than 26 Home Dealers, more than 100 agents, and more than 50 grocery shops, cafés, and restaurants in Pulau Pinang. For example, with the expanded logistics department, Farm Fresh Penang is now able to deliver fresh milk directly to more remote areas of the island, increasing accessibility for customers living further from larger cities. Additionally, the hiring of a larger warehouse has allowed En. Helmi to store more inventory of various Farm Fresh products, including yoghurt and coconut milk, further expanding his business's offerings and creating new opportunities for growth. Farm Fresh Penang's warehouse is located at No. 2A Lorong Perda Timur 6, Bandar Baru Perda, 14000 Bukit Mertajam Pulau Pinang. Their business operations are Monday–Friday from 9:00 a.m. to 6:00 p.m. and 9:00 a.m. to 1:00 p.m. on Saturday.

3.1 VISION

The vision statement for Farm Fresh is to become the largest and fastest distributor and supplier of all types of fresh dairy products to the people of Penang, as fresh as drinking milk from the farm. To achieve this vision, Farm Fresh has implemented a number of strategies aimed at improving the efficiency of its operations and ensuring that its products are of the highest quality. One of the key elements of this strategy is the use of advanced technology to monitor and control every aspect of the production process, from the milking of cows to the packaging and distribution of the final product. By using state-of-the-art equipment and software, Farm Fresh is able to ensure that its dairy products are always fresh and that they meet the highest

standards of quality and safety. In addition, the company has established strong relationships with local farmers.











3.2 MISSION





Mission statement for Farm Fresh is it's all about quality produce, ensuring we have healthy and happy cows, preserving the environment and giving our customers what they truly deserve. Fresh and healthy dairy is our core mission as a company and our point of difference. Producing dairy "just as nature intended" is at the core of the Farm Fresh mission. Farm Fresh's current mission is that the company wants to provide high quality products as well as giving customers what they want and truly deserved. Besides, its aim also to be No. 1 all-natural dairy products in the world. In addition, they also want to provide a salient working environment in order to ensure healthy and happy cows as well as maintain competent employees.

3.3 PRODUCT OFFER

- UHT Product





Product	Description
 <p>Yarra by Farm Fresh UHT Chocolate Milk</p>	<p>Rich chocolate taste with high protein and calcium content, you will definitely love this one! Made more affordable for all.</p>
 <p>Yarra by Farm Fresh UHT Strawberry Milk</p>	<p>Made with strawberry puree, this strawberry milk will definitely be loved by everyone! Made more affordable for all.</p>
 <p>Yarra by Farm Fresh UHT Full Cream Milk</p>	<p>Taste the deliciousness of milk with high protein & calcium! With no added sugar and made more affordable for everyone.</p>
 <p>Farm Fresh Full Cream Milk</p>	<p>Long shelf life with the same great taste. That's Farm Fresh UHT Fresh Milk.</p>
 <p>Farm Fresh Grow UHT Formulated Milk</p>	<p>Introducing Farm Fresh Grow, made with natural cow's milk that's packed with DHA (Algae), Inulin Fibre, natural source of Calcium and Vitamin D for optimum growth, protein and fortified with 22 added vitamins and minerals with no maltodextrin, no calcium carbonate and no vegetable oil! With</p>


		Farm Fresh Grow, we promise a growing up milk that's filled with goodness and nothing else! So, your child gets the nutrition they need to grow up happily and healthily.
	Farm Fresh UHT Banana Milk	Feeling “pishang” at home? ‘Pishang’ is a trending term among young Malays which basically means bored or boring. Why not try something new like our refreshing Banana Milk- A blend of banana puree with creamy cow’s milk. No essence, no colouring, no preservatives.
	Farm Fresh UHT Chocolate Milk	Enjoy our Awesome Chocolate Milk for longer with our UHT variety.
	Farm Fresh UHT Kurma Milk	Made from palm dates and fresh milk, our UHT Kurma Milk is convenient for your kids to carry and consume.
	Farm Fresh UHT Café Latte	Have your caffeine kick on hand whenever you need it with our UHT Café Latte.
	Café Latte Tongkat Ali	Containing pure Tongkat Ali extract and the kick of a double espresso, our Café Latte Tongkat Ali is the perfect energy booster to grab on the go.
	UHT Yogurt Drink – Original Natural	Drink down the probiotics for your gut health with our Yogurt Drink, which undergo fermentation for easier digestion.
	UHT Yogurt Drink – Strawberry	Drink down the probiotics for your gut health with our Yogurt Drink, which undergo fermentation for easier digestion.
	UHT Yogurt Drink – Mixed Berries	Drink down the probiotics for your gut health with our Yogurt Drink, which undergo fermentation for easier digestion.
	UHT Yogurt Drink – Mango	Drink down the probiotics for your gut health with our Yogurt Drink, which undergo fermentation for easier digestion.
	UHT Henry Jones Organic A2 Protein Fresh Milk	Aussie goodness, long lasting freshness. Give our UHT variety of Henry Jones Organic A2 Protein Fresh Milk a try.











 <p>UHT Almond Beverage</p>	<p>Almond milk is dairy free plant milk. Almonds are naturally high in vitamin E, which contains antioxidant properties essential to your skin’s health. It keeps your skin glowing.</p>
 <p>UHT Unsweetened Almond Beverage</p>	<p>Almond milk is dairy free plant milk. Almonds are naturally high in vitamin E, which contains antioxidant properties essential to your skin’s health. It keeps your skin glowing.</p>
 <p>UHT Almond Barista</p>	<p>For all the Master Baristas out there, new Almond Barista for the plant-based lovers! Naturally high in vitamin E, which contains antioxidant properties essential to your skin’s health. Best to be enjoyed and use as dairy replacement for a smooth and creamy coffee.</p>
 <p>UHT Oat Beverage</p>	<p>Our UHT Oat Beverage is gluten free and high in dietary fiber, also containing Beta Glucan to naturally lower bad cholesterol.</p>
 <p>UHT Oat Barista</p>	<p>For all the Master Baristas out there, here’s the special Oat Barista for the plant-based lovers! Rich in beta-glucan and dietary fibre that will help reduce cholesterol naturally! Best to be enjoyed and used as dairy replacement for a smooth and creamy coffee.</p>
 <p>Soymilk Chocolate</p>	<p>All your favourite flavours – from delicious chocolate to nutritious soy – all in a convenient UHT format for long-lasting goodness.</p>
 <p>UHT Soy Milk Original</p>	<p>Our soy milk is now available in a UHT variety for longer lasting goodness.</p>
 <p>UHT Lactose Free Milk</p>	<p>Greater convenience and longer-lasting freshness for those seeking lactose-free milk.</p>
 <p>UHT Yarra Full Cream Milk</p>	<p>The Great taste of New Zealand dairy, now longer lasting.</p>

	UHT Yarra Professional Low-Fat Milk	The Great taste of New Zealand dairy, now longer lasting and contains lower fat! Perfect for coffee art, baking, and even cooking.
	UHT Yarra Farm Master Barista Milk	Be the master barista with a longer shelf life when you use UHT Yarra Farm Master Barista Milk.
	UHT Australian Fresh Milk	Straight from Australia to your doorstep, our UHT Australian Fresh Milk is designed to keep its creamy and fresh taste for longer.
	UHT Australian Low-Fat Milk	Our UHT Australian Low-Fat Milk comes with less fat but no less of the amazing fresh taste! It is made with 100% Australian Milk.

- Pasteurized Product




Product	Description
 Fresh Milk	Full fat, full cream and full of love from the farm. With Farm Fresh Fresh Milk, you can truly taste the difference.
 Skinny Milk	Farm Fresh Skinny Milk comes with less fat but no less of the amazing fresh taste.
 Henry Jones Fresh Milk	Taste the Aussie goodness with Henry Jones Organic A2 Protein Fresh Milk.
 Lactose Free Milk	Our full cream milk is also available in a lactose-free variety, with the same freshness and creamy taste.
 Lactose Free Skinny Milk	Farm Fresh Skinny Milk is also available in a lactose-free variety, with no less of the same amazing fresh taste.

	<p>Yarra Farm Full Cream Milk</p>	<p>Made with imported Australian Milk, our Yarra Farm Full Cream Milk provides superior frothing and is the ideal complement for your morning cup of coffee.</p>
	<p>Yarra Farm Low Fat Milk</p>	<p>Yarra Farm Low Fat Milk comes with less fat but no less of the amazing fresh taste! It is made with 100% Australian Milk.</p>
	<p>Yarra Farm Master Barista Milk</p>	<p>Yarra Farm Master Barista Milk is the essential ingredient for a perfect cup of coffee. Made with imported Australian fresh milk, it brings great balance to a fresh brew with the creaminess necessary for beautiful latte art.</p>
	<p>Chocolate Milk</p>	<p>Not a fan of chocolate milk? We challenge you to try ours.</p>
	<p>Kurma Milk</p>	<p>Made from palm dates and fresh milk, our Kurma Milk is the ultimate milk booster for pregnant and breastfeeding mothers, rich in iron to aid in the development of healthy red blood cells in infants.</p>
	<p>Café Latte</p>	<p>Perfect for that kick you need at home, the office or on-the-go, Farm Fresh Cafe Latte is made only from the freshest full cream milk with a double shot of coffee.</p>
	<p>Farm Fresh Banana Milk</p>	<p>‘Pishang’ is a trending term among young Malays which basically means bored or boring. Why not try something new like our refreshing Banana Milk- A blend of banana puree with creamy cow's milk. No essence, no colouring, no preservatives.</p>
	<p>Farm Fresh Strawberry Milk</p>	<p>Made with strawberry, this strawberry milk will definitely be loved by everyone!</p>
	<p>Soy Milk Original</p>	<p>A great choice for good health, our Original Soy Milk is made purely from Non-GMO Canadian soybeans.</p>

	<p>Soy Milk Unsweetened</p>	<p>Enjoy the great taste of our fresh soy milk with zero sugar and longer-lasting goodness.</p>
	<p>Oat Beverage</p>	<p>Our Oat Beverage is naturally high in dietary fibre & Beta Glucan to naturally lower bad cholesterol.</p>
	<p>Yogurt Drink - Original Natural</p>	<p>Drink down the probiotics for your gut health with our Yogurt Drink, which undergo fermentation for easier digestion.</p>
	<p>Yogurt Drink - Mixed Berries</p>	<p>Drink down the probiotics for your gut health with our Yogurt Drink, which undergo fermentation for easier digestion.</p>
	<p>Yogurt Drink – Strawberry</p>	<p>Drink down the probiotics for your gut health with our Yogurt Drink, which undergo fermentation for easier digestion.</p>
	<p>Yogurt Drink – Mango</p>	<p>Drink down the probiotics for your gut health with our Yogurt Drink, which undergo fermentation for easier digestion.</p>
	<p>Yogurt Drink - Fruit Punch</p>	<p>Drink down the probiotics for your gut health with our Yogurt Drink, which undergo fermentation for easier digestion.</p>
	<p>Yogurt Drink – Lychee</p>	<p>Drink down the probiotics for your gut health with our Yogurt Drink, which undergo fermentation for easier digestion</p>
	<p>Natural Yogurt</p>	<p>Farm Fresh Natural Yogurt is Malaysia’s most protein-packed fresh yogurt, and is free from all preservatives, colourings and food conditioners.</p>
	<p>Skinny Natural Yogurt</p>	<p>The most nutritious yogurt in the land is now available in a low-fat variety.</p>

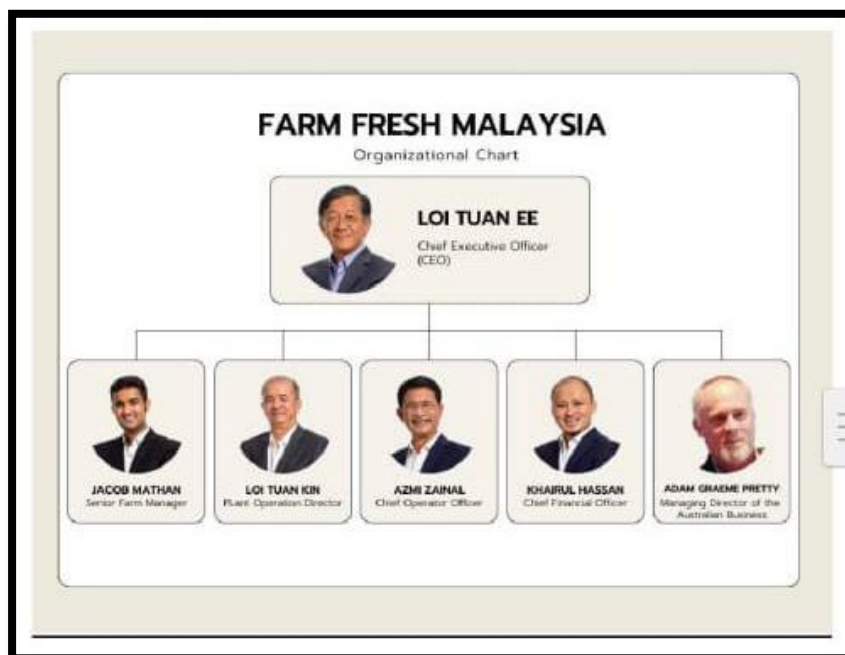
 <p>Yarra Natural Yogurt</p>	<p>Spoon up for good gut health with our nutritious yogurt, made with fermentation process so it's easy to digest.</p>
 <p>Natural Farm Yogurt</p>	<p>Our Farm Yogurt boasts a probiotic count of over 50 billion, the highest in the Malaysian market.</p>
 <p>Mixberries Farm Yogurt</p>	<p>Our Farm Yogurt boasts a probiotic count of over 50 billion, the highest in the Malaysian market.</p>
 <p>Strawberry Farm Yogurt</p>	<p>Our Farm Yogurt boasts a probiotic count of over 50 billion, the highest in the Malaysian market.</p>
 <p>Mango Farm Yogurt</p>	<p>Our Farm Yogurt boasts a probiotic count of over 50 billion, the highest in the Malaysian market.</p>
 <p>Apricot Farm Yogurt</p>	<p>Our Farm Yogurt boasts a probiotic count of over 50 billion, the highest in the Malaysian market.</p>
 <p>Peach Farm Yogurt</p>	<p>Our Farm Yogurt boasts a probiotic count of over 50 billion, the highest in the Malaysian market.</p>
 <p>Pumpkin Farm Yogurt</p>	<p>Our Farm Yogurt boasts a probiotic count of over 50 billion, the highest in the Malaysian market.</p>
 <p>Fig Farm Yogurt</p>	<p>Our Farm Yogurt boasts a probiotic count of over 50 billion, the highest in the Malaysian market.</p>
 <p>Durian Farm Yogurt</p>	<p>Our Farm Yogurt boasts a probiotic count of over 50 billion, the highest in the Malaysian market.</p>
 <p>Natural Greek Yogurt</p>	<p>Enjoy the many health benefits of Greek yogurt with our Authentic Greek Yogurt, which also offers a market-leading probiotic count of 50 billion.</p>
 <p>Apricot & Seeds Greek Yogurt</p>	<p>Enjoy the many health benefits of Greek yogurt with our Authentic Greek Yogurt, which also offers a market-leading probiotic count of 50 billion.</p>
 <p>Mulberries & Strawberries Greek Yogurt</p>	<p>Enjoy the many health benefits of Greek yogurt with our Authentic Greek Yogurt, which also offers a market-leading probiotic count of 50 billion.</p>
 <p>Aloe Vera & Peach Greek Yogurt</p>	<p>Enjoy the many health benefits of Greek yogurt with our Authentic Greek Yogurt, which also offers a market-leading probiotic count of 50 billion.</p>

- Others Product

Product	Description
 <p>Ibu Santan Coconut Milk</p>	<p>Reminding you of simpler pleasures, our coconut milk nourishes and makes a fantastic ingredient in your favourite homespun recipes.</p>
 <p>Farm Fresh Dairy Whipping Cream</p>	<p>Love baking and making desserts? You will love this one! Dairy Whipping Cream made for you to create delicious assortment of desserts, pastries, puddings or cakes! With up to 30% more whipped volume and no trans-fat.</p>
 <p>Rompin Beef</p>	<p>Premium Beef</p>

3.4 ORGANIZATIONAL STRUCTURE

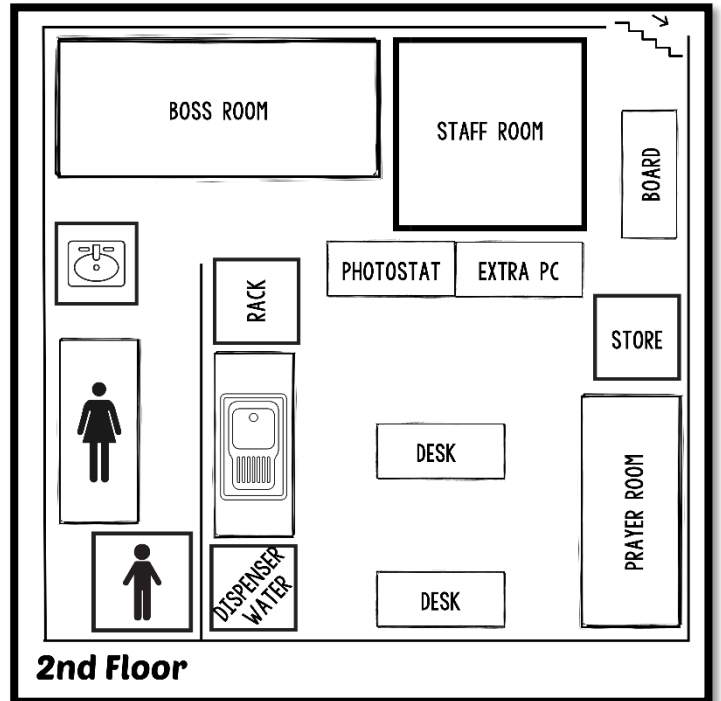
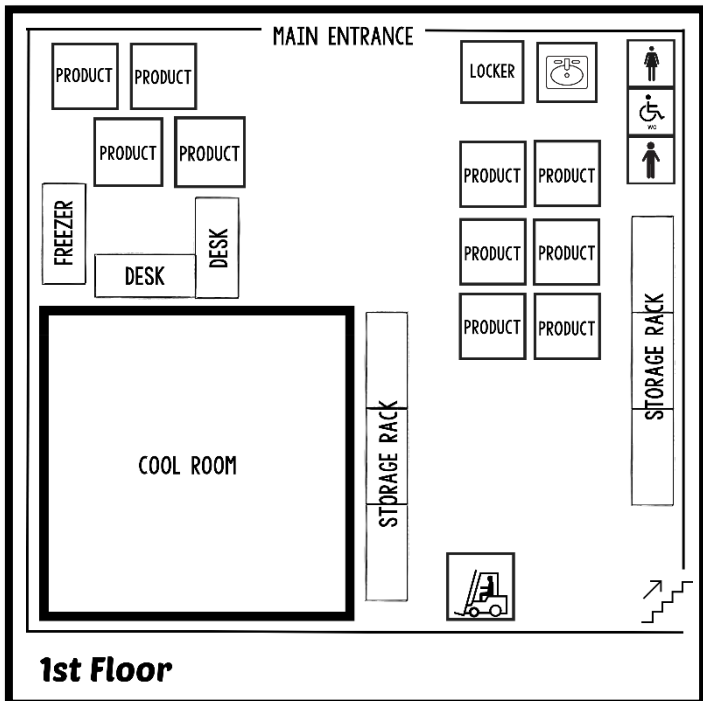
- Farm Fresh Malaysia



- MH Milk Sdn Bhd @ Farm Fresh Penang



3.5 ORGANIZATIONAL LAYOUT



4.0 TRAINING REFLECTION

4.1 EXPERIENCES

Students have undergone industrial training at MH Milk Sdn. Bhd. For six months, starting March 1 and ending August 15, 2023. The working hours that have been set for students are from 9:00 a.m. to 6:00 p.m. However, during the month of Ramadan, working hours are from 8:00 a.m. to 4:00 p.m. The total working time per day is 9 hours, including 1 hour of lunch time. The number of working days in a week is six, from Monday until Saturday. In addition, students are also allowed to work overtime if there is an event that requires it, but the company will pay them a fee according to the amount of overtime they work.

Additionally, students are given a day off on Sundays to rest and recharge for the upcoming week. The company also provides a supportive and safe working environment for students, allowing them to gain valuable experience while they undergo industrial training. Moreover, the company ensures that all students are given equal opportunities to learn and grow in their respective fields. They are encouraged to ask questions and seek guidance from their supervisors and mentors. The company also conducts regular training sessions to help students improve their skills and knowledge. This not only benefits the students but also helps the company have a pool of skilled workers who can contribute to the growth of the organisation. Overall, the company's focus on providing a positive and enriching experience for students has made it a popular choice among those seeking industrial training opportunities.

4.2 ROLES AND RESPONSIBILITIES

Although it is challenging, working as a member of the staff at Farm Fresh Penang, the main distributor in Penang, offers advantages for students in terms of job experience. My main duties as a member of the marketing team include managing social media postings and ad campaigns. In addition, I also get the opportunity to attend various events and exhibitions to promote our products. This not only allows me to interact with potential customers but also helps me improve my communication and interpersonal skills. Furthermore, being a part of the Farm Fresh team has given me an insight into the operations of a successful business and helped me understand the importance of teamwork and collaboration. Overall, working at Farm Fresh Penang has been a valuable learning experience for me and has prepared me for my future career.

I also have to use editing software like Premiere Pro, After Effects, Adobe Photoshop, Freepik, Canva, CapCut, and others to create and edit posters and films for programmes and

events. These software programmes have been instrumental in helping me develop my skills in graphic design and video editing. Through my work at Farm Fresh, I have gained a deeper understanding of the importance of visual communication and how it can be used to convey a message effectively. In addition to my technical skills, I have also learned the importance of time management and meeting deadlines. Working on multiple projects simultaneously has taught me how to prioritise tasks and manage my time efficiently. Overall, my experience at Farm Fresh has been incredibly rewarding and has equipped me with the skills and knowledge necessary to succeed in my future endeavours.

Additionally, I must communicate via calls and chats with kindergartens all across Penang on programmes, initiatives, and events. In reality, I also work in sales for the firm, so it's critical for me to properly communicate with a variety of clients in order to deliver excellent customer service. For example, during my time at Farm Fresh, I was responsible for managing inventory and ensuring that all products were properly stocked and displayed. This required me to not only prioritise tasks but also communicate effectively with my team members to delegate responsibilities and streamline processes. In my current role as a communications specialist, I frequently organise virtual events and meetings for kindergartens, which demands excellent time-management skills in order to ensure that everything runs smoothly.

Being a photographer and content photographer for the business, as well as producing material for posters and films, is another responsibility assigned to me. In addition to these tasks, I also work closely with the marketing team to develop and execute effective social media campaigns. This involves creating engaging content that resonates with our target audience, analysing data to measure the success of our campaigns, and constantly adapting our strategy to stay ahead of the competition. I take great pride in my ability to work collaboratively with others and am always looking for ways to improve our team's efficiency and productivity. Whether it's through implementing new tools or processes, or simply being a supportive and communicative team member, I am committed to achieving our shared goals and driving the success of the company.

4.3 BENEFIT

4.3.1 SALARY

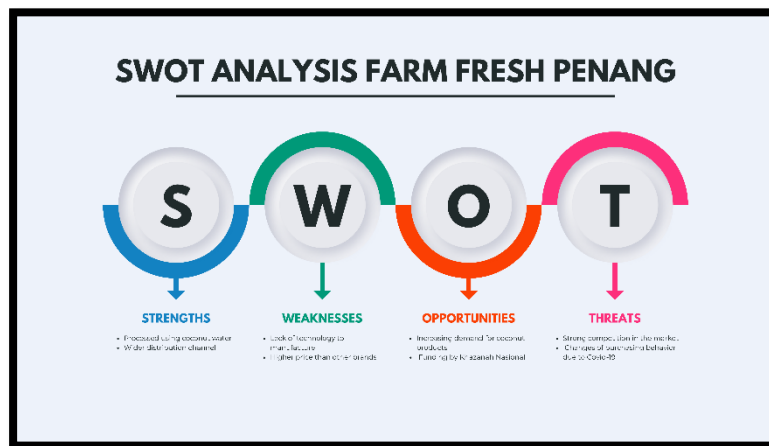
The benefit that students have gained during the industrial training period is a monthly allowance of RM800.00. Students also gained an incentive that the company gives for attending events and many more, which is RM100.00. Furthermore, students also received a bonus and

commission of RM50.00 and above, depending on the sales the company gained. Other than that, Farm Fresh Penang also pays students an overtime fee according to the amount of overtime they work.

4.3.2 SKILLS

Apart from the financial benefits, students also gained valuable experience and skills during their industrial training period at Farm Fresh Penang. They were able to apply theoretical knowledge learned in the classroom to real-life situations in the workplace. They also had the opportunity to work alongside experienced professionals and learn from their expertise. This hands-on experience will undoubtedly benefit them in their future careers. Moreover, students were exposed to the inner workings of a successful business, which gave them a better understanding of the industry they are interested in pursuing. Also, this practical experience is crucial in preparing students for their future careers and helps them better understand the demands and expectations of the industry. Additionally, students are able to network and establish connections with professionals in their field, which may prove beneficial in securing future employment opportunities. Overall, the industrial training period at Farm Fresh Penang was a valuable and rewarding experience for students.

5.0 SWOT ANALYSIS



6.0 DISCUSSION AND RECOMMENDATIONS

SWOT analysis is a tool that will help a company analyse what it does best now and plan a successful strategy for the future. SWOT, which stands for Strengths, Weaknesses, opportunities, and threats, is a technique that can assess a company's four aspects of business. Moreover, SWOT analysis can be considered from two sides, which are internal and external factors. These factors are about what is going on inside and outside the organisation, and the findings of the factors will lead a company to control what they can or cannot do. Once the

company has discovered its SWOT, they can act on how to keep the company relevant in the industry.

6.1 STRENGTHS

Processed using coconut water itself

The difference between this coconut milk and other brands on the market is that it is processed and squeezed using coconut water and not hot water, which is always used when processing coconut milk. This will give a more coconut scent to this product, and the texture of coconut milk will be more concentrated. This difference gives this product an advantage in attracting consumers to use the Farm Fresh brand. For example, when customers taste the coconut milk from Farm Fresh, they will notice a stronger and more authentic coconut flavour compared to other brands. Additionally, the thicker and creamier texture of the milk enhances the overall cooking experience, making it a preferred choice for chefs and home cooks alike.

In addition to its unique processing method, Farm Fresh coconut milk also boasts a higher nutritional value compared to other brands. The use of coconut water instead of hot water preserves more of the coconut's natural nutrients, resulting in a product that is not only rich in flavour but also packed with essential vitamins and minerals. With health-conscious consumers becoming increasingly discerning about the products they choose, this advantage sets Farm Fresh apart from its competitors and positions it as a top choice for those seeking a truly authentic and nourishing coconut milk experience.

Wider distribution channel

Farm Fresh does not rely on one distribution channel alone. Apart from distributing directly to supermarkets and wholesalers, Farm Fresh also has a network of stockists, home dealers, and agents throughout Malaysia and Singapore. This system has been in use since the establishment of Farm Fresh, and the network has also contributed more than half of Farm Fresh's sales revenue. This wider distribution network gives this Coconut Milk product the strength to reach consumers more widely and quickly. Compared to other brands in the market, which are mostly only available through supermarkets and grocery stores, this Farm Fresh Coconut Milk can also be ordered by customers for home delivery. This has given an advantage to this product. For example, a customer living in a remote area with limited access to supermarkets can easily order Farm Fresh Coconut Milk online and have it delivered directly to their doorstep. This convenience and accessibility have attracted a larger customer base,

increasing the product's sales and market share. Additionally, this distribution network allows Farm Fresh to quickly respond to customer demands and introduce new variations of Coconut Milk, staying ahead of their competitors in the market.

Not only does Farm Fresh Coconut Milk have a strong distribution network, but it also offers the convenience of home delivery, giving it a clear advantage over other brands in the market. By allowing customers to order the product and have it delivered directly to their doorstep, Farm Fresh can reach a wider customer base and cater to the increasing demand for online shopping. This strategic move has further solidified Farm Fresh Coconut Milk's position in the market and contributed to its success. Additionally, the ability to order the product for home delivery has made it more accessible to consumers who may not have easy access to supermarkets or

6.2 WEAKNESSES

Lack of technology to manufacture

Farm Fresh is a producer and manufacturer of dairy products, so they still do not have the technology and machines to process coconut-based products, especially coconut milk. So, they have to buy from a third-party manufacturer. The manufacturer that produces Farm Fresh Coconut Milk products is G&M Manufacturing, the largest manufacturer of coconut-based products in Malaysia. However, there are disadvantages borne by Farm Fresh, such as higher production costs and fewer controls over the quality of production.

Despite the challenges, Farm Fresh understands the importance of offering coconut-based products to cater to the growing demand in the market. By partnering with G&M Manufacturing, they can provide their customers with high-quality coconut milk that meets their standards. However, relying on a third-party manufacturer does have its drawbacks. The production costs for Farm Fresh are higher compared to if they had their own processing technology and machines. Additionally, the lack of direct control over the production process means that they must trust G&M Manufacturing to maintain the desired quality of their coconut milk product. For example, if G&M Manufacturing experiences a production delay or quality issue, it can result in Farm Fresh's supply chain being disrupted and their customers being dissatisfied. This lack of control also limits Farm Fresh's ability to quickly respond to market demands or make product modifications, potentially hindering their competitiveness in the coconut milk industry.

Higher price than others brands

The selling price for this product is more expensive than other brands on the market. This is because the high manufacturing cost is borne by Farm Fresh, and the coconut milk processing technique using coconut water costs a relatively high amount. The price for a 200-ml pack of Farm Fresh Coconut Milk is RM3.50, while other brands have a price between RM2.50 and RM3.30. There are also customers who value price when making a purchase. They compare prices between brands to get a cheaper and more profitable purchase price. So, this makes it very difficult for Farm Fresh to compete in the market. For example, a customer who regularly purchases coconut milk may compare prices between Farm Fresh and other brands and opt for a cheaper alternative, despite the potential difference in quality. This results in a loss of market share for Farm Fresh and difficulty attracting price-conscious customers. Additionally, retailers may be hesitant to stock Farm Fresh Coconut Milk due to its higher price, further hindering its competitiveness in the market.

Additionally, the presence of cheaper alternatives puts Farm Fresh at a disadvantage, as customers are often inclined to opt for a more affordable option. This further intensifies the challenge for Farm Fresh to maintain its market share and attract price-conscious consumers. Despite the superior quality and unique processing technique, the higher price tag becomes a deterrent for potential buyers who prioritise cost-effectiveness over other factors. As a result, Farm Fresh must strategize and find ways to differentiate itself and convey the value it offers to justify the higher price point.

6.3 OPPORTUNITIES

Increasing demand for coconut product

According to Ling (2020), the demand for coconut products has risen over the past decade as a result of higher awareness of the health benefits of the fruit. This is because people have learned that coconut milk does not contain cholesterol. This has been proven by several studies that have been done. (Ling, 2020) This increased demand has led to the development of the coconut industry in Malaysia. Not only that, we have also exported coconut products to foreign countries in increasing numbers. This has been a huge opportunity for coconut milk producers to expand their markets in this industry, as it is considered a demanding product.

Furthermore, the rising popularity of coconut milk has not only benefited the Malaysian coconut industry but has also provided numerous opportunities for coconut milk producers to

expand their markets globally. With an increasing number of foreign countries importing coconut products, the demand for coconut milk has soared, making it a highly sought-after commodity in the industry. As a result, coconut milk producers have been able to capitalize on this growing trend and establish themselves as key players in the market. For example, a Malaysian coconut milk producer was able to leverage the growing demand for coconut milk by investing in modern technology and efficient production processes. This allowed them to produce high-quality coconut milk at a lower cost, making them competitive in the global market. As a result, they were able to secure contracts with major supermarket chains in countries like the United States and Japan, leading to increased exports and substantial growth for their business.

Funding by Khazanah Nasional

Khazanah Nasional, which bought a 30% stake in Farm Fresh Company, has increased the capital for Farm Fresh to expand their business in line with the government's plan to reduce reliance on foreign dairy supply. The Farm Fresh brand has also been extended to include a selection of fresh milk drinks, yogurt, soy milk drinks, and Nubian's Goat Milks, having grown from 60 cows to over 3,500 cows and a second dairy farm in Muadzam Shah, Pahang, after Khazanah joined funding the company. This has also included the successful launch of their new product segment, Coconut Milk.

According to Aziz (2021), The Holstein Milk (Farm Fresh) shareholders were deliberating a potential initial public offering, with Khazanah seeking a pre-IPO stake sale. This opportunity has opened more chances for Farm Fresh to expand their operations. As a result of the funding from Khazanah, Goat Milk was able to expand their operations significantly. With the addition of a second dairy farm and the successful launch of Coconut Milk, they have diversified their product offerings. This growth has also attracted interest from shareholders, who are considering an initial public offering, which would provide even more opportunities for Farm Fresh to expand further.

6.4 THREATS

Strong competition in the market

As a new entrant in the industry, Farm Fresh will have difficulties competing with other strong brands existing in the market, some of which have been in the market for years. There are many brands producing packed coconut milk, such as Ayam Brand, Adabi, Kara, and Saji.

This competition arises when the demand for coconut-based products has increased over the past decades. Farm Fresh will need a strategy to confront this competition by strengthening the value proposition of the product. This is one of the things that can attract customers to their product, even if it is new to the market.

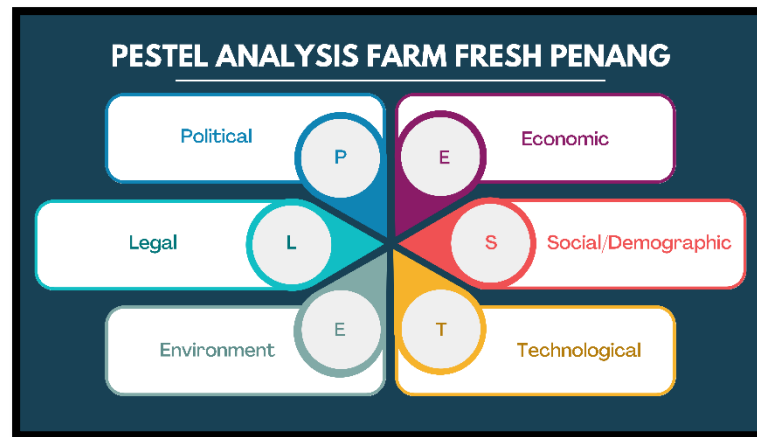
One-way Farm Fresh can strengthen their value proposition is by highlighting the freshness and quality of their coconut milk. They can emphasize that their product is made from freshly squeezed coconuts, ensuring a rich and authentic taste. Additionally, they can differentiate themselves by offering organic and sustainably sourced coconuts, appealing to health-conscious consumers. By positioning themselves as a premium and ethical brand, Farm Fresh can attract customers who are willing to pay a premium for a superior product. Furthermore, they can invest in effective marketing and advertising campaigns to create brand awareness and build a loyal customer base.

Changes of purchasing behaviour due to Covid-19

The COVID-19 pandemic in 2020 will really hit most people in terms of economics. Malaysians have become more aware of price comparisons before making purchases since the pandemic outbreak. This has become a threat to Farm Fresh, as their coconut milk product is more expensive than other brands on the market. Despite having extra value to the product compared to others, it will still be difficult, as in this situation, people are more aware of price than other specifications of the product.

In this case, customers who are looking for price comparisons during purchasing will tend to choose other brands than Farm Fresh. For example, a customer standing in the grocery aisle compares prices between Farm Fresh coconut milk and a lower-priced brand. Despite knowing that Farm Fresh coconut milk is organic and sustainably sourced, the customer chooses the cheaper option due to their budget constraints during the pandemic. This trend continues, impacting Farm Fresh's market share and profitability as customers prioritize cost savings over other product specifications.

7.0 PESTEL ANALYSIS



7.1 POLITICAL

Malaysia's government will ultimately be well-established and reliable. The solid governance and institutions in Malaysia make it easier for Farm Fresh Malaysia to enter the dairy products market. Malaysia is not seriously threatened by military policy, terrorist threats, or other political ups and downs that may upset the commercial climate. Strong government stability can therefore attract resources for this industry's general expansion, boosting player performance and enhancing Farm Fresh Malaysia's overall competitive position.

The new administration will then put new policies into practice. Since the last general election, the government has changed. The current trends suggest that the next election in Malaysia could result in a change of power. This potential will lead to a change in consumer and non-cyclical sector governance goals; hence Farm Fresh Malaysia has to be ready for it. Additionally, Farm Fresh has received an East Coast Economic Region Incentive for money gained as well as an Agricultural Tax Advantage under MOA. Farm Fresh firms have profited from lower tax rates. Spending on R&D and sales have both grown as a result.

7.2 ECONOMIC

Due to government expenditure, continuous demand brought on by disposable income, and rising investment in new industries, Malaysia's economic performance is anticipated to be stable during the next five to ten years. Additionally, in line with market expectations, Malaysia's annual inflation rate decreased from 3.44% in March to 3.3% in April 2023. Due to a decline in food costs, it was the lowest inflation rate since May. Farm Fresh would gain from these consequences since lower inflation would increase disposable income and overall growth, which would assist Farm Fresh businesses and boost consumer confidence.

After that, consumer purchasing patterns are crucial to Farm Fresh businesses' success. Although consumer disposable income has remained stable in Malaysia, growing social inequality would negatively affect consumers' psychological well-being and, as a result, their spending patterns. For instance, consumers in the B40 and M40 sectors who make between RM5,000 and RM11,000 per month may opt for a less expensive brand. Therefore, Farm Fresh's marketing strategies and product quality might be detrimental to consumer purchasing patterns.

7.3 SOCIAL/DEMOGRAPHIC

Farm Fresh benefits from a bigger proportion of young people since it gives the company access to a larger market. Over 90% of teens, it has been found, did not consume the required daily amount of calcium. As a result, Farm Fresh is supplying foods to address this requirement due to nutritional concerns. Additionally, more educated people in the population support Farm Fresh. These folks are aware of their consumption and purchase patterns as well as their degree of education. They will thus emphasize healthy eating, providing Farm Fresh the advantage owing to its product guarantees and accomplishments. Future purchases will be based on this comparison.

In Malaysia, there has also been a rise in health consciousness since COVID-19. Farm Fresh is intended for people who want to live a healthy lifestyle and want to drink fresh milk every day. Thus, more customers are adopting wellness and health trends, which may have an impact on high consumption decisions and patterns to buy Farm Fresh. Farm Fresh also focuses its present clients and supports those in the medium to high classes. These individuals act as brand ambassadors for Farm Fresh, enticing other demographic groups to become committed consumers as well.

7.4 TECHNOLOGY

Malaysia has a top-notch technological infrastructure. In actuality, technological innovation and development are speeding up. Due to the rapid rate of innovation in all sectors, businesses like Farm Fresh are both competitive and forward-thinking. Farm Fresh has been utilizing technologies from its production facility in Australia since 2021 to increase the organization's efficacy and efficiency. Because of this, Farm Fresh has a distinct competitive advantage in terms of technological advancements. The firm also continues to use innovation techniques to shorten production cycles and enhance business cycles.

After then, a higher percentage of young and middle-aged people in the public communicate on social media, improving Farm Fresh. This is because Farm Fresh uses social media more and more to get client information and insights. Additionally, when industry trends evolve, Farm Fresh could interact with users on official social media platforms, solicit their opinions, and provide promotions to them. From this, Farm Fresh could be able to offer insightful information on what rivals are considering and the direction of the food processing business model.

Farm Fresh is also making significant investments in R&D. Malaysia has also increased R&D at the macro and local levels. As a result, they aid in the development of the dairy sector and give Farm Fresh innovative, adaptable, and efficient ways to run the business and engage in other commercial endeavours. As a result, if a new disruptive environment exists and both public and private organizations are investing in creating novel solutions.

7.5 ENVIRONMENT

Malaysia has strict laws governing trash management and control. The government has enacted strict waste management laws in cities, including those that apply to the dairy sector. As a result, Farm Fresh has come to realize how important garbage disposal is, especially for locations close to cities. To comply with regulations, maintain inspections, and avert future problems, Farm Fresh must make sure that it collaborates with waste management institutions and authorities. Farm Fresh, on the other hand, already has a managed and approved system in place for handling waste and properly disposing of materials.

Furthermore, the green lifestyle has become increasingly popular as a result of increased environmental sustainability consciousness. Recycling as a result has quickly established itself as the norm in Malaysia's economy. Malaysian consumers are increasingly choosing goods and services that are sustainable and beneficial to the environment. Farm Fresh is developing a range of eco-friendly products made of recyclable paper in order to attract customers and enhance its contribution to environmental sustainability.

7.6 LEGAL

The legislative framework governing occupational safety and health is governed by the Malaysian Constitution. Strict guidelines are in place for regulating employee health and safety on the job, which covers both physical and mental health. Farm Fresh Penang places a high priority on the health and safety of its workers by, among other things, providing the necessary

safety gear, medical care, first aid supplies, an Emergency Action Plan (EAP), safety nets, workplace drills, and other preventative measures.

The business strategy has also been affected by Malaysian labor regulations. According to Malaysian law, employers must develop official employment contracts. These contracts, which cover every aspect of employment in order to foster excellent relations between all parties and prevent miscommunication or fraud, are approved by recognized governmental organizations. In the end, Farm Fresh Penang abides with employment laws and makes personnel aware of them during the recruiting process. The HR department of Farm Fresh Penang routinely engages the personnel in training sessions to inform them of legal needs and employment standards.

8.0 SWOT ANALYSIS MATRIX (MATCHING STAGE)

<p>INTERNAL FACTORS</p> <p>EXTERNAL FACTORS</p>	<p>STRENGTHS (S)</p> <ul style="list-style-type: none"> • Wider distribution channel • Processed using coconut water 	<p>WEAKNESS (W)</p> <ul style="list-style-type: none"> • Lack of technology to manufacture • Higher price than other brands
<p>OPPORTUNITIES (O)</p> <ul style="list-style-type: none"> • Increasing demand for coconut product • Funding by Khazanah Nasional 	<p>S1, O1</p> <p>Maximize the usage of their distribution channel</p>	<p>W1, O2</p> <p>Expand their operation by owning their own technology and machine</p>
<p>THREATS (T)</p> <ul style="list-style-type: none"> • Strong competition in the market • Changes of purchasing behavior due to Covid-19 	<p>S2, T1</p> <p>By improving in marketing and advertising section</p>	<p>W2, T2</p> <p>Do a penetration pricing strategy</p>

8.1 Strategy 1 (S1, O1)

Combining strengths and opportunities between a wider distribution channel and increasing demand for coconut products can help Farm Fresh maximize the usage of their distribution channel to accommodate the high volume of coconut products. If the amount of demand is high, the diversity in distribution channels will help to make the process of delivering products to consumers without any problems. Customers who want to get Farm

Fresh coconut milk products can get them through several distribution channels, such as making purchases in supermarkets or ordering through their agents available throughout Malaysia and Singapore. For example, a customer in Kuala Lumpur can choose to visit a local supermarket and find Farm Fresh coconut milk products on the shelves, or they can opt to order directly from an agent who offers home delivery services. This diversity in distribution channels ensures that customers have multiple convenient options to access the desired products and promotes higher customer satisfaction as their needs are met efficiently.

8.2 Strategy 2 (S2, T1)

Next, combining strengths and threats will help the product by improving in marketing and advertising section. When it comes to selling new products, marketing and advertising go hand in hand. Getting things ready for the market is part of marketing. Prior to selling their coconut milk goods, Farm Fresh must ascertain who their target clients are and what they want to gain from doing so. For instance, Farm Fresh can advertise to the market the benefits and healthiness of their coconut milk. If they are aware of the benefits of Farm Fresh coconut milk, this may indirectly draw in additional consumers. To assist buyers in coordinating the product image on the target audience, use vibrant colours, logos, and other design components. For example, Farm Fresh can use vibrant green and blue colors in their packaging design to represent the freshness and purity of their coconut milk. They can also incorporate a benefit of a coconut such as processed using coconut water in the process of squeezing the coconut milk to further emphasize the natural and tropical aspect of their product. These benefits will help attract the attention of health-conscious consumers who are looking for a high-quality and customers will highly to choose Farm Fresh over other brands.

8.3 Strategy 3 (W1, O2)

Combining weaknesses with opportunities can help the product overcome its internal weaknesses with the opportunities that it must grab. Farm Fresh must use the opportunity of “Funding by Khazanah Nasional” as additional capital to expand their operation by owning their own technology and machine to produce their coconut milk in their own factory. This will also help reduce the cost of manufacturing because they do not have to hire a third-party manufacturer for their product. By owning their own technology and machines, Farm Fresh can have better control over the quality and production process of their coconut milk. They can also customize their production to meet the specific demands and preferences of their customers. Additionally, reducing the cost of manufacturing will allow Farm Fresh to offer

their coconut milk at a more competitive price, attracting more customers and increasing their market share.

8.4 Strategy 4 (W2, T2)

Finally, by developing a penetration pricing strategy, Farm Fresh can benefit from combining dangers and weaknesses in order to avoid losses. Offering a new good or service at a low initial cost in order to draw clients is known as a penetration pricing strategy. The Farm Fresh coconut product has the drawback of being a newcomer to the market and being more expensive than other coconut goods because of its distinctiveness. The challenge for Farm Fresh, however, arises when consumer behavior shifts as a result of the COVID-19 outbreak. As a result, after the epidemic, consumers are more conscious of doing price comparisons before making purchases. This is since they will need to save money to survive the epidemic. The objective of a pricing strategy is to aggressively attract clients at low costs and increase market share. One example of this is when Farm Fresh decides to offer a special discount on their premium coconut milk products during the post-COVID period. By lowering the price, they can entice cost-conscious consumers who are more likely to compare prices before making a purchase. This strategy not only helps them attract new customers but also allows them to gain a larger market share by offering a competitive price compared to other coconut milk brands. Thus, Farm Fresh may successfully enter new markets using this method with products that are similar to one another, like coconut milk products.

9.0 CONCLUSION

I'll sum up by saying that I consider myself fortunate to have had this organisation serve as the setting for my first job in the working world. I sincerely appreciate my department's experience and assistance. I believe the internship's six-month duration was insufficient for me to have a thorough understanding of the work. But the information and abilities I picked up while I was here have been priceless. My personal and professional development was facilitated by the company's encouraging and cooperative atmosphere. My department's mentorship and assistance have also been crucial in forming my understanding of the business world. Despite the short time frame, I was able to acquire a strong foundation and real-world experience that would unquestionably help me in my future ambitions.

Finally, I would like to thank you to Dr Shafiq, Sir Fadzly, Farm Fresh's staffs and my colleagues, Nur Athirah, Nurin Syahira and Shahzanani Izzaty also my family members for always being with me and appreciating my presence throughout this difficult time. I am truly

blessed to have such an inspiring circle, without the in-depth inputs provided by these great people, I would not be who I am today.

Overall, my internship has given me the opportunity to cement my academic knowledge and use it in practical settings. It has shown me the value of strategic planning, excellent communication, and flexibility in a fast-paced marketing environment. Working directly with seasoned experts has also offered me invaluable guidance and insights, which have furthered my development as a marketer. I hope this experience will surely help me in my future and in shaping my career.

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COMPANY ANALYSIS FARM FRESH TECHNOLOGY ENTREPRENEURSHIP (ENT600) :

CASE STUDY FACULTY & PROGRAMME : FACULTY OF SCIENCE COMPUTER AND MATHEMATICS BACHELOR OF SCIENCE (HONS.) STATISTICS SEMESTER

: 6 PROJECT TITLE : FARM FRESH NAME : NURUL IZZAH BINTI MUZAMMIL

MATRIC NO. : 2018802358 LECTURER : MADAM YUSRINA HAYATI BINTI NIK

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11.0 APPENDICES

