

MGT666

MOZACRUNCH



INDUSTRIAL TRAINING REPORT

1 MARCH - 15 AUGUST 2023



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2020859122

BA240



1.0

PRELIMINARY PAGES

**MOZACRUNCH INTERNATIONAL
SDN BHD**

Executive Summary

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Acknowledgement

EXECUTIVE SUMMARY

To tick off the last list on my bachelor's degree, I am honoured to carry out my internship as a Sales & Marketing intern at Mozacrunch International Sdn Bhd (Mozacrunch). This report summarises my 24-week experience. Mozacrunch a restaurant that serves flavorful corn sausage. Moza Pop, Moza Crunchy, Moza Cocoyo, Moza Chicky, and Moza Krusty Crab are among the menu options available. I started my internship on March 1st, 2023, and finished it on August 15th, 2023.

At Mozacrunch, I had the opportunity to learn more about marketing and how they run their company. I received a lot of experience through the trainings, meetings, presentations, events, and dealing with customers from varied backgrounds under the supervision of the sales and marketing team.

Furthermore, the company entrusted me with the primary responsibilities of joining an event, organising in-person marketing sessions, attending meetings, aiding sales teams in promoting the new product, and engaging with marketing specialists for collaboration and skill growth.

I can say that Mozacrunch is an outstanding eatery since it allows me to learn new things and exposes me to a real work environment and culture. In this report, there is a SWOT analysis as well as some ideas for Mozacrunch to enhance or change for future use.



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2.0

STUDENT PROFILE

**MOZACRUNCH INTERNATIONAL
SDN BHD**

Updated Resume



3.0

COMPANY PROFILE

MOZACRUNCH INTERNATIONAL SDN BHD

Company's Background

Vision, Mission, Objective & Tagline

Product/ Services Offer

Organization Structure



COMPANY PROFILE



Established on 1 May 2019 just by opening a small kiosk at AEON Mall Taiping. Due to very encouraging demand, Mozacrunch has successfully moved from a kiosk to a restaurant on January 1, 2020, at the same location in a short period of time which is only 8 months. Next, Mozacrunch has also brought the name even abroad. On 15 March 2020, Mozacrunch managed to have a second branch in Aman Central Mall, Alor Setar Kedah which is still operating until now. Next, Mozacrunch once again succeeded in producing frozen products that gave opportunities to traders out there to open stalls through the Mozacrunch brand. This stall franchise system was introduced in July 2021 and the search for partners for this franchise is promoted only through social media. Until now Mozacrunch has 20 stalls all over peninsular Malaysia.

- Phone: 017-937 5460
- Email: mozacrunchhr@gmail.com
- Address: No 27, Jalan Taiping Utara 9, Taman Taiping Utara, 34000 Taiping, Perak.

VISION

"Melahirkan 100 usahawan di bawah bimbingan Mozacrunch menjelang 2025"

MISSION

1. "Mengeluarkan cornsausage secara sejuk beku dan menyediakan sistem francais kepada orang ramai."
2. "Menjanjikan servis yang terbaik dan pantas untuk setiap pelanggan."
3. "Mengeluarkan lebih banyak produk yang berkualiti tinggi dan menjadi kegemaran untuk setiap lapisan umur."
4. "Melahirkan usahawan bumiputera yang berjaya dan berwawasan di peringkat tertinggi."

OBJECTIVE

"Memberikan perkhidmatan dan servis yang terbaik serta berkualiti tinggi kepada pelanggan."

TAGLINE

"Tarik Sampai Langit"

PRODUCT & SERVICES

Mozacrunch is a restaurant that serves corn sausage with a lot of flavour, popular street food found in South Korea. It is a hot dog-style sausage coated in a sweet and savoury batter, deep-fried until golden and crispy, for this reason, they are called "Hot Dog" (핫도그) in Korean.

Aside from eating, the restaurant may provide additional services such as takeaway or delivery of its dishes. The restaurant serves a range of corn sausage to customers. Moza Original and Original Sausage are signature dishes at Mozacrunch. The shop is styled after a "Korean street food," and the customer service is great. The mozzarella itself is aromatic, and it pairs wonderfully with their handmade batter. There are also other dishes, such as Moza Pop, Moza Crunchy, Moza Cocoyo, Moza Chicky and Moza Krusty Crab. It's a fantastic location to dine if you want to try a variety of foods.

Customers receive good service from Mozacrunch regardless of whether they pay a service charge. The crew will stand at the cashier's side, watching the client to see if they need help and prepared to clear the table. This is not common at other restaurants. The workers were incredibly aware and swift at their jobs. Even when the restaurant is packed, the food is served fast.



ORGANIZATION STRUCTURE

CEO

NORAZILA BT
MOHD ZIN

MANAGING DIRECTOR

NORMAZREEN BT
HARON

SALES

NUR SYUHADA HANIS
BT ABD. HALIM

MARKETING

NURAMIRAH BT
MOHD ZIN

HUMAN RESOURCES

NABILA AKBAL BT
NOORUL KAMAR

GRAPHIC DESIGNER

NURUL IZZANIE BT
DZULKIFLI

ACCOUNTING

NORLIZA BT
MOHD ZIN





4.0

TRAINING REFLECTION

MOZACRUNCH INTERNATIONAL
SDN BHD

Duration:

Specific date, working
day and time

Details:

Department, roles and
responsibilities

Gains:

Intrinsic and extrinsic
reward

TRAINING REFLECTION

DURATION

The internship is expected to last six months, divided into 24 weeks. The internship started on March 1, 2023, and ended on August 15, 2023. Mozacrunch International Sdn. Bhd. is open Monday through Friday from 8:30 a.m. to 6:00 p.m. and is open five days a week. The thumb print system is used by all employees.

WORKING DAYS & HOURS

DAYS	TIMES
MONDAY	8:30 AM to 6:00 PM
TUESDAY	8:30 AM to 6:00 PM
WEDNESDAY	8:30 AM to 6:00 PM
THURSDAY	8:30 AM to 6:00 PM
FRIDAY	8:30 AM to 6:00 PM

**Saturday - depending on operational needs by the company.*

ROLES & RESPONSIBILITY

As an intern at Mozacrunch International Sdn Bhd, I was guided by three individuals, which are Cik Nur Syuhada Hanis binti Abd.Halim (Sales Executive), Cik Nur Amirah binti Mohd Zin (Marketing Executive), and Cik Nabila Akbal binti Noorul Kamar (Human Resources Manager). So, according to the person in charge, it appears that I have worked in three departments, sales, marketing, and human resources. During the 24 weeks of the internship course, I received a lot of training to help me build company-related skills. This training included learning about sales techniques and strategies from Cik Nur Syuhada, understanding marketing campaigns and customer engagement from Cik Nur Amirah, and gaining insights into human resources management from Cik Nabila.

Additionally, I had the opportunity to apply these skills in real-life scenarios and contribute to various projects within each department. Overall, my internship experience at Mozacrunch International Sdn Bhd provided me with a well-rounded understanding of different aspects of the company's operations and helped me develop valuable.

During my internship, I received training from the marketing teams on the entire sales and purchase flow process, as well as tips and tricks for convincing a potential buyer, how to communicate with buyers, how to write the most interesting and catchy copywriting, and how to select the appropriate graphics and content for advertising. I have access to many editing applications, such as Microsoft Excel and Canva. Aside from that, I had access to their Meta Suite business Facebook and Telegram accounts. With this access, I must arrange catchy copywriting for their social media platforms. By leveraging these tools effectively, I can ensure that the content created is not only visually appealing but also compelling enough to convince potential buyers to take action.

In addition, I had the opportunity to attend an event at Dataran Merdeka in Kuala Lumpur. By attending the event, I witnessed firsthand how building trust with customers can lead to long-term success. The event showcased the company's commitment to providing quality products and services. Besides, by increasing my confident level is the most importance of customer trust. This experience has motivated me to actively engage with customers, understand their needs, and consistently deliver on our promises to maintain their loyalty.

INTRINSIC REWARD

During my internship, I was able to obtain experience in the food industry. I learned the sales and purchasing method, the company's data management system, marketing techniques, and attend various events. Furthermore, the internship helps me improve my problem-solving, monitoring, and solution-development skills. The interns received complete attention and guidance from all of the teams. They always allow me to speak up about my viewpoint on any issue and are always open to discussion. The employees' collaboration makes every task run well since they always work together and help one other. The department head has always allowed interns to be selective in making decisions and being a vital aspect of the organisation. The teams never failed to recognise me as one of their team members and continued to provide me with opportunities to participate in all company efforts.

EXTRINSIC REWARD

During my six-month internship with Mozacrunch International Sdn Bhd, I received RM 400 per month as an allowance for my hard work.

5.0 SWOT ANALYSIS

MOZACRUNCH INTERNATIONAL SDN BHD

Strengths Explanation

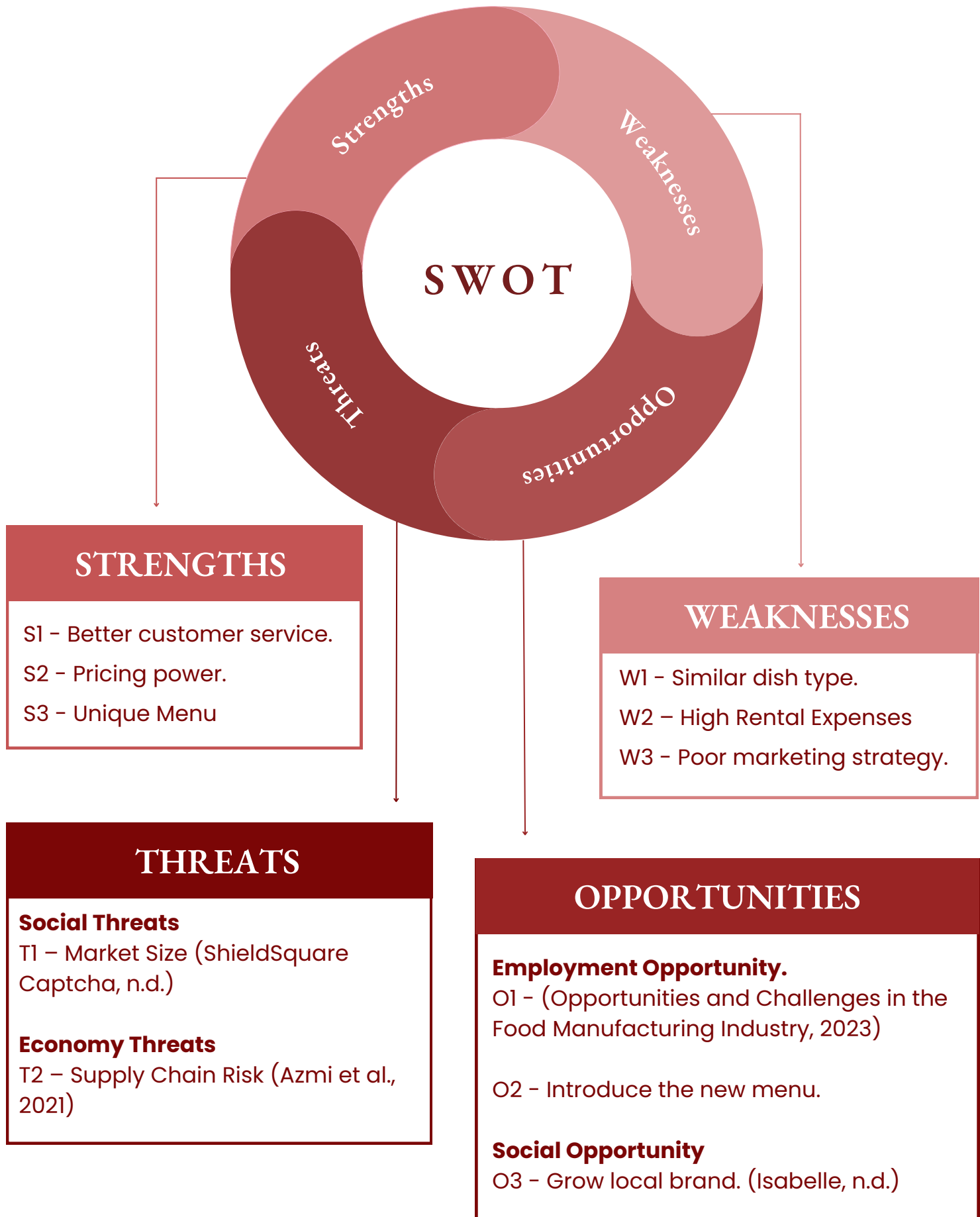
Weaknesses Explanation

Opportunities Explanation

Threats Explanation



SWOT ANALYSIS



MOZACRUNCH

S T R E N G T H S



S1 - Better Customer Service

Customer satisfaction entails continually exceeding customers' expectations. Great customer service is fast, simple, individualised, and compassionate. Mozacrunch has provide exceptional customer service by taking the time to understand the demands of its diverse customer base. They invest in their staff training so that they can handle any scenario with grace and professionalism. Great customer service also involves being proactive in addressing potential issues before they arise. This means anticipating customer needs and providing solutions before they even ask. It is important for Mozacrunch to communicate clearly and transparently with their customers, keeping them informed every step of the way. Additionally, it involves going above and beyond what is expected, whether it's offering a discount or a personalised thank-you note. Ultimately, delivering exceptional customer service requires wide commitment to putting the customer first and consistently exceeding their expectations.

S2- Pricing Power

Apart from that, Mozacrunch thought that eateries generally offered very affordable prices for their food and drinks. Mozacrunch particularly purchases the ingredients in bulk and essentially receives higher discounts, which is very substantial given that it is actually being set up to provide meals to a sort of broader audience. Mozacrunch thought they could pass these savings on to their customers in the form of essentially reduced prices. The cost of preparing a similar meal at home would generally be quite expensive. In addition to their cost-saving measures, Mozacrunch also prides itself on its commitment to providing healthy and delicious meals. Their meals are prepared fresh daily and delivered straight to the customer, making it easy and convenient to eat well without sacrificing taste or quality.



S3 - Unique Menu



Mozacrunch offers unique dishes. Their unique dish is that they just serve corndogs at the restaurant. If we can see nowadays, corndog stores are quite hard to find. This meal's speciality is often regarded as a one-of-a-kind and high-value food item created in tiny amounts from high-quality ingredients. Mozacrunch customers typically pay higher prices for their dishes and may perceive them as having various benefits compared to non-unique foods. Unique foods may be more expensive than staple foods due to more expensive components and labour. However, the allure of unique foods goes beyond just the cost.

These foods often carry cultural significance and can be a way for people to connect with their heritage or explore new culinary experiences. Additionally, the rarity of these dishes can make them feel like a special treat or indulgence. For those who are passionate about food, seeking out unique and high-quality dishes can be a thrilling adventure. While corndogs may not be as prevalent as they once were, there are still many other unique foods to discover and enjoy. From artisanal cheeses to exotic fruits, there is no shortage of delicious and distinctive options for adventurous eaters to explore.

WEAKNESSES



W1 - Similar Dish Type

Mozacrunch served just one type of dish, which is corndog. Contrary to popular belief, this makes some customers uncertain about where to go, and as a result, they decide to consume their meals elsewhere. Moreover, Mozacrunch's pricing strategy is not competitive enough in the market. The cost of their corndogs is relatively high compared to other fast-food chains, which may deter potential customers from choosing Mozacrunch as their go-to spot.

W2 - Operation Cost

Mozacrunch's operating costs are the expenses incurred to carry out its operations. Payroll, rent, insurance payments, utilities, and equipment maintenance are some of these costs. Mozacrunch was previously located in Aeon Mall in Taiping, Perak. It was, as we can see, a shopping mall. Mozacrunch would need a public location to attract more clients. Rents in these neighbourhoods are often extremely high. Rent can consume a significant portion of a company's profit. This is exactly what is happening right now in Mozacrunch. They must pay exorbitant rent to attract more clients. Mozacrunch's overall business viability may suffer because of high rental expenses at crowded public areas. Regardless of the financial burden, being located in a popular mall, like as Aeon Mall in Taiping, Perak, allows them to profit from foot traffic and exposure to prospective new consumers.



W3 - Poor Marketing Strategy

Additionally, the company's marketing efforts are lackluster and insufficient. They have not invested enough in advertising and promoting their brand, leading to low brand awareness and recognition. This makes it difficult for Mozacrunch to attract new customers and expand their customer base. Furthermore, the company's online presence is weak, with a limited social media activity. This limits their ability to reach out to potential customers and engage with existing ones effectively. Finally, Mozacrunch's operational efficiency needs improvement, as they struggle with long wait times during peak hours, leading to customer dissatisfaction and negative reviews.

MOZACRUNCH OPPORTUNITIES



O1 - (Opportunities and Challenges in the Food Manufacturing Industry, 2023)

Mozacrunch has employment opportunities that include hire, transfer, promotion, and training, including in any reorganisation or layoff. Employment opportunities do not mean the creation of a position or the creation of specialised training that is not otherwise provided to other employees. With many people losing their jobs as a result of the pandemic's economic downturn, unemployment has reached all-time highs. Mozacrunch can also take advantage of several prospects for growth and innovation. These prospects include rising demand for healthier and more sustainable food items, technological improvements, rising global population and urbanisation, the introduction of new markets and consumer trends, and packaging and distribution innovations.

O2 - Introduce New Menu

Mozacrunch offers a wide range of delectable options that cater to different dietary preferences. From crunchy cornflakes with the sound of crispiness to golden crisps with a lot of flavour, there is something for everyone. The menu also features innovative twists on dessert dishes, such as something sweet like melty chocolate with a velvety texture. Each dish is carefully crafted using locally sourced ingredients, ensuring the highest quality, and supporting local farmers. The Moza Krusty Crab has quickly become a hotspot for food enthusiasts seeking not only delicious meals but also a dining experience that aligns with their values. With its fresh and wholesome offerings, it continues to attract new customers who are eager to indulge in the latest culinary trends while supporting sustainable practices. The restaurant's commitment to sustainability goes beyond just its ingredients.

O3 - Grow Local Brand

Local businesses, such as Mozacrunch, promote and target their products and services to a specific group of consumers based on their local geography. By focusing on the specific needs and preferences of the local community, Mozacrunch can establish a strong connection with their target audience. They understand the unique challenges and aspirations of the people in their area, allowing them to tailor their offerings accordingly. This localized approach enables the company to create a sense of belonging and loyalty among customers, fostering a deep-rooted relationship that goes beyond mere transactions.

Moreover, Mozacrunch often prioritizes sustainability and support for local businesses, contributing to the overall growth and development of the community. With their intimate knowledge of the local market, they can adapt quickly to changing trends and preferences, staying ahead of larger competitors. In doing so, they become an integral part of the community's identity, representing its values and aspirations. As customers increasingly seek authenticity and personalized experiences, Mozacrunch has a unique advantage in delivering on these expectations. Their commitment to quality and community engagement increased.



MOZACRUNCH THREATS



T1 - Market Size (ShieldSquare Captcha, n.d.)

The "market size" of Mozacrunch is the total number of prospective purchasers of their product or service within a certain market. This data is especially important for businesses and entrepreneurs looking to invest in new items. It can also help Mozacrunch establish an evidence-based marketing plan by assisting with strategic decision making. Mozacrunch will be the dominant brand in this market based on its size. Having a clear understanding of the market size allows Mozacrunch to identify potential growth opportunities and target their marketing efforts effectively. Additionally, it enables them to assess the competition and position themselves as a leader in the industry, gaining a competitive advantage.

Economy Threats

T2 – Supply Chain Risk (Azmi et al., 2021)

In terms of supply chain risk, because the market is so competitive, Mozacrunch's raw material sources are limited. The business's functionality is dependent on Mozacrunch's positive connections with its suppliers. Only if they supply the raw materials on time will Mozacrunch be able to finish the orders on time. Without a reliable and consistent supply of raw materials, Mozacrunch may face delays in production and the potential loss of customers. It is crucial for the company to maintain open communication and establish mutually beneficial partnerships with their suppliers to ensure a smooth and efficient supply chain process.

6.0

DISCUSSION & RECOMMENDATION

MOZACRUNCH INTERNATIONAL
SDN BHD

TOWS Matrix:

W3 + O2 Strategy



Discussion

Digital Utilizing Marketing (W3 + O2)

The new method of marketing their products by utilising digital marketing should be more accessible to Mozacrunch. The quickest way to market a product is through the use of social media platforms like Instagram and TikTok, which can help the company establish a strong online presence. Mozacrunch can expand its social network and improve its brand image through digital marketing by introducing their new menu.

Nowadays, people are constantly using their smartphones. Therefore, advertising their new menu on social media is the ideal approach to getting people's attention.



Since most of the marketing team is still young and capable of keeping up with the most recent online marketing trends with creative ideas and being able to constantly update the website with the most recent information. By leveraging the expertise of the marketing team in digital marketing, Mozacrunch can tap into the vast potential of social media platforms to reach a wider audience and increase brand visibility.

The marketing team can teach the interns how to edit, create copywriting ideas, and manage various digital platforms, like Instagram, Facebook, Twitter, YouTube, LinkedIn, and Telegram. For instance, the marketing team should try to create creative videos that show the uniqueness of the new menu and expose the potential buyer to how many flavours Mozacrunch has, rather than simply uploading a softcopy of a pamphlet to promote the products.

By utilizing engaging and visually appealing content, the marketing team can effectively capture the attention of potential customers and showcase the brand's offerings in an interactive way. Additionally, they can analyze social media analytics to identify trends and preferences, allowing them to tailor their strategies and reach a wider audience.

CONCLUSION



Internship time taught me a lot about reality in today's world, with its tough economic climate and human interactions. There are several values that I discovered that have taught me a lot of things.

Personally, I value the time and experience I gained throughout the internship period. I believe that an internship is a good way to get started in the real world of employment. I believe that information can provide us with several possibilities in our lives while not distinguishing us from the value of a human being.

As a final-semester student completing my degree, I am really happy for the opportunity to finish my internship here. The adventures, education, friendships, and good times I had while working for Mozacrunch International Sdn Bhd will always be remembered lovingly. Thank you to everyone for their kind words, lovely service, and role as my staunchest supporters as I continue my marketing venture in the sector.

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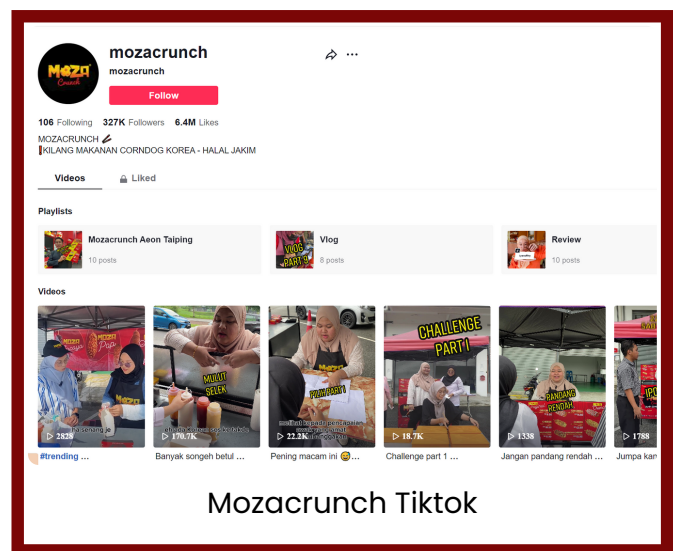
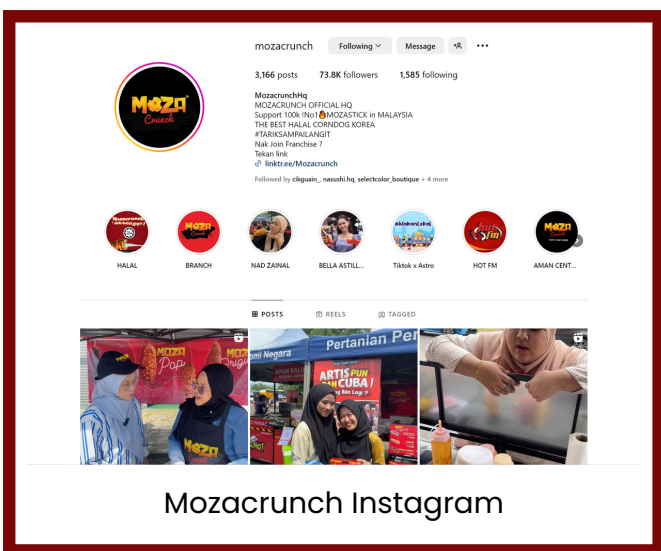
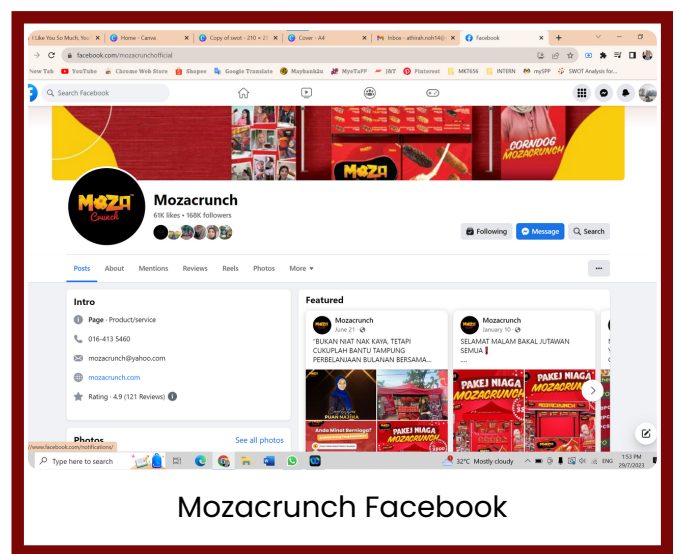
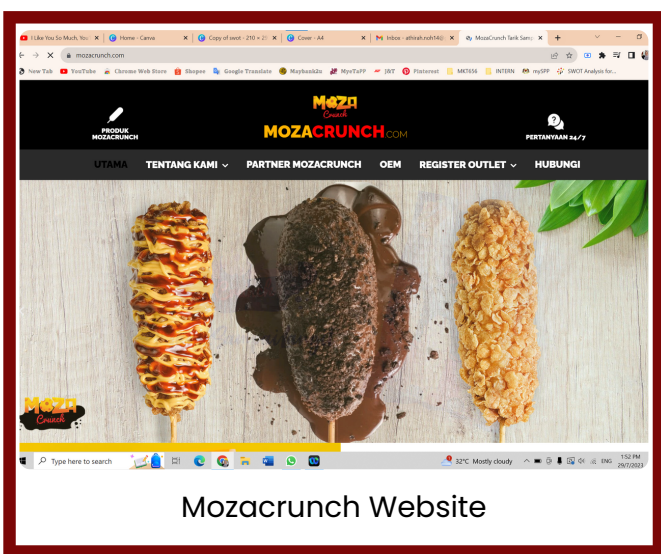
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APPENDICES

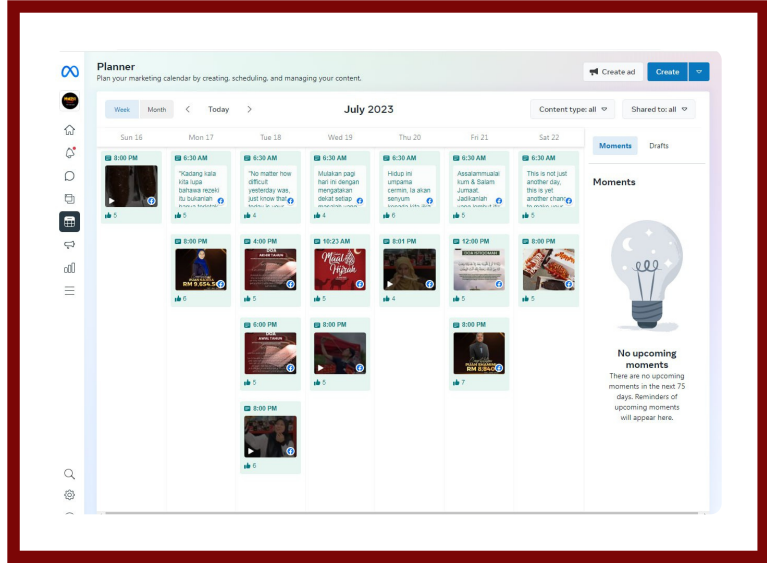




Example of Copywriting Post



Example of schedule Facebook Meta Suite Business





Teams of Mozacrunch International
Sdn Bhd






Joining an event at Dataran Merdeka,
Kuala Lumpur

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Entire Document

FACULTY OF BUSINESS AND MANAGEMENT BACHELOR OF BUSINESS ADMINISTRATIVE (HONS.) MARKETING INDUSTRIAL TRAINING REPORT MOZACRUNCH INTERNATIONAL SDN BHD

PREPARED BY

NAME NO. MATRIC NUR ATHIRAH BINTI MD NOH 2020859122

PREPARED FOR: PN. IMA ILYANI DATO' HJ. IBRAHIM

DATE: 28 JULY 2023

EXECUTIVE SUMMARY To tick off the last list on my bachelor's degree, I am honoured to carry out my internship as a Sales & Marketing intern at Mozacrunch International Sdn Bhd (Mozacrunch). This report summarises my 24-week experience. Mozacrunch a restaurant that serves flavorful corn sausage. Moza Pop, Moza Crunchy, Moza Cocoyo, Moza Chicky, and Moza Krusty Crab are among the menu options available. I started my internship on March 1st, 2023, and finished it on August 15th, 2023. At Mozacrunch, I had the opportunity to learn more about marketing and how they run their company. I received a lot of experience through the trainings, meetings, presentations, events, and dealing with customers from varied backgrounds under the supervision of the sales and marketing team. Furthermore, the company entrusted me with the primary responsibilities of attending an event, organising in-person marketing sessions, attending meetings, aiding sales teams in promoting the new product, and engaging with marketing specialists for collaboration and skill growth. I can say that Mozacrunch is an outstanding eatery since it allows me to learn new things and exposes me to a real work environment and culture. In this report, there is a SWOT analysis as well as some ideas for Mozacrunch to enhance or change for future use.

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ACKNOWLEDGEMENT First and foremost, I would like to thank Allah s.w.t for His righteous blessings and for granting me the necessary knowledge and skills to complete my internship and bachelor's degree. I owe the success of completing this internship to many individuals who have helped me along the way, be it direct or indirect. With the remarkable goodwill of these individuals, I am able to expand my learning curve beyond what I initially presumed. I would like to thank my father, Md Noh bin Budin for his endless prayers and support for his daughter to not only complete his degree, but to be an ideal human being, possessing all the necessary qualities to carry out the righteous deed as a servant of Allah. Thank you for your sacrifices in these challenging times. To my mentor, Cik Nur Syuhada Hanis binti Abd. Halim, thank you for your endless support, assistance, and teachings over my days as an intern. Thank you for being such a wonderful mentor, tirelessly working around the clock and passing on your exuberant knowledge spanning in many fields of interests. Thank you for incubating my growth as a person, taking me in under your tutelage and integrate me with qualities I could not be grateful enough to possess. To Puan Ima Ilyani Dato' Hj. Ibrahim and Dr Noraini Nasirun @ Hirun, thank you for your endless support in overseeing the progress of this report. Thank you for assisting me to complete my internship report, perhaps my last work as a bachelor's degree student. Thank you for putting your utmost faith in me to carry on tougher, more challenging roles I am about to embark on. My heartfelt gratitude also goes to my friends, Nurin Syahira bt Rosli, Siti Aisyah Azimuallah bt Azmin, and Nur Shahzanani Izzaty bt Mohd Sabri, for their physical and mental support throughout my internship, as well as their encouragement and sharing of ideas. I could not have completed my internship without their kind spirits and guidance. Thank you for the engaging yet funny conversations, banter of jokes we shared, ongoing Star Wars references, countless food deliveries on my doorsteps and many more. Last but not least, I want to thank me for believing in me, I want to thank me for doing all this hard work. I want to thank me for having no days off. I want to thank me for never quitting. I want to thank me for always being a giver and trying to give more than I receive. I want to thank me for trying to do more right than wrong. I want to thank me for being me at all times. 2.0 STUDENT'S RESUME

Figure 1: Resume

3.0 COMPANY PROFILE

Figure 2: Company's Logo

Phone: 017-937 5460 Email: mozacrunchhr@gmail.com Address: No 27, Jalan Taiping Utara 9, Taman Taiping Utara, 34000 Taiping, Perak.

Established on 1 May 2019 just by opening a small kiosk at AEON Mall Taiping. Due to very encouraging demand, Mozacrunch has successfully moved from a kiosk to a restaurant on January 1, 2020, at the same location in a short period of time which is only 8 months. Next, Mozacrunch has also brought the name even abroad. On 15 March 2020, Mozacrunch managed to have a second branch in Aman Central Mall, Alor Setar Kedah which is still operating until now. Next, Mozacrunch once again succeeded in producing frozen products that gave opportunities to traders out there to open stalls through the Mozacrunch brand. This stall franchise system was introduced in July 2021 and the search for partners for this franchise is promoted only through social media. Until now Mozacrunch has 20 stalls all over peninsular Malaysia. 3.1 Company's Vision, Mission, Objective and Tagline • VISION "Melahirkan 100 usahawan di bawah bimbingan Mozacrunch menjelang 2025"

• MISSION 1. "Mengeluarkan cornsausage secara sejuk beku dan menyediakan sistem francais kepada orang ramai." 2. "Menjanjikan servis yang terbaik dan pantas untuk setiap pelanggan." 3. "Mengeluarkan lebih banyak produk yang berkualiti tinggi dan menjadi kegemaran untuk setiap lapisan umur." 4. "Melahirkan usahawan bumiputera yang berjaya dan berwawasan di peringkat tertinggi."

• OBJECTIVE "Memberikan perkhidmatan dan servis yang terbaik serta berkualiti tinggi kepada pelanggan."

• TAGLINE "Tarik Sampai Langit" which shows how long their mozzarella cheese can be pulled.

3.2 Company's Product/Service Offers Mozacrunch is a restaurant that serves corn sausage with a lot of flavour, popular street food found in South Korea. It is a hot dog-style sausage coated in a sweet and savoury batter, deep-fried until golden and crispy, for this reason, they are called "Hot Dog" (핫도그) in Korean. Aside from eating, the restaurant may provide additional services such as takeaway or delivery of its dishes. The restaurant serves a range of corn sausage to customers. Moza Original and Original Sausage are signature dishes at Mozacrunch. The shop is styled after a "Korean street food," and the customer service is great. The mozzarella itself is aromatic, and it pairs wonderfully with their handmade batter. There are also other dishes, such as Moza Pop, Moza Crunchy, Moza Cocoyo, Moza Chicky and Moza Krusty Crab. It's a fantastic location to dine if you want to try a variety of foods. Customers receive good service from Mozacrunch regardless of whether they pay a service charge. The crew will stand at the cashier's side, watching the client to see if they need help and prepared to clear the table. This is not common at other restaurants. The workers were incredibly aware and swift at their jobs. Even when the restaurant is packed, the food is served fast.

Product Detail

Moza Original - Half mozzarella, half sausage - Coated with breadcrumbs

Moza Pop - Half mozzarella, half sausage - Coated with fries and breadcrumbs.

Moza Crunchy - Half mozzarella, half sausage - Coated with mini cornflakes and breadcrumbs.

Moza Cocoyo - Full mozzarella - Coated with chocolate and oreo crumbs.

Table 1: Product Details

3.3 Organization Structure Figure 3: Organization Structure 4.1 DURATION i. Specific Date The internship is expected to last six months, divided into 24 weeks. The internship started on March 1, 2023, and ended on August 15, 2023. Mozacrunch International Sdn. Bhd. is open Monday through Friday from 8:30 a.m. to 6:00 p.m. and is open five days a week. The thumb print system is used by all employees.

ii. Working days and hour DAYS TIME Monday 8:30 AM to 6:00 PM Tuesday 8:30 AM to 6:00 PM Wednesday 8:30 AM to 6:00 PM Thursday 8:30 AM to 6:00 PM Friday 8:30 AM to 6:00 PM Saturday - depending on operational needs by the company. Table 2: Working Days and Hours

4.2 Details Roles and Responsibility at Mozacrunch International Sdn Bhd As an intern at Mozacrunch International Sdn Bhd, I was guided by three individuals, which are Cik Nur Syuhada Hanis binti Abd.Halim (Sales Executive), Cik Nur Amirah binti Mohd Zin (Marketing Executive), and Cik Nabila Akbal binti Noorul Kamar (Human Resources Manager). So, according to the person in charge, it appears that I have worked in three departments, sales, marketing, and human resources. During the 24 weeks of the internship course, I received a lot of training to help me build company-related skills. This training included learning about sales techniques and strategies from Cik Nur Syuhada, understanding marketing campaigns and customer engagement from Cik Nur Amirah, and gaining insights into human resources management from Cik Nabila. Additionally, I had the opportunity to apply these skills in real-life scenarios and contribute to various projects within each department. Overall, my internship experience at Mozacrunch International Sdn Bhd provided me with a well-rounded understanding of different aspects of the company's operations and helped me develop valuable. During my internship, I received training from the marketing teams on the entire sales and purchase flow process, as well as tips and tricks for convincing a potential buyer, how to communicate with buyers, how to write the most interesting and catchy copywriting, and how to select the appropriate graphics and content for advertising. I have access to many editing applications, such as Microsoft Excel and Canva. Aside from that, I had access to their Meta Suite business Facebook and Telegram accounts. With this access, I must arrange catchy copywriting for their social media platforms. By leveraging these tools effectively, I can ensure that the content created is not only visually appealing but also compelling enough to convince potential buyers to take action. In addition, I had the opportunity to attend an event at Dataran Merdeka in Kuala Lumpur. By attending the event, I witnessed firsthand how building trust with customers can lead to long-term success. The event showcased the company's commitment to providing quality products and services. Besides, by increasing my confident level is the most importance of customer trust. This experience has motivated me to actively engage with customers, understand their needs, and consistently deliver on our promises to maintain their loyalty.

4.3 Gain i. Intrinsic Reward During my internship, I was able to obtain experience in the food industry. I learned the sales and purchasing method, the company's data management system, marketing techniques, and attend various events. Furthermore, the internship helps me improve my problem-solving, monitoring, and solution-development skills. The interns received complete attention and guidance from all of the teams. They always allow me to speak up about my viewpoint on any issue and are always open to discussion. The employees' collaboration makes every task run well since they always work together and help one other. The department head has always allowed interns to be selective in making decisions and being a vital aspect of the organisation. The teams never failed to recognise me as one of their team members and continued to provide me with opportunities to participate in all company efforts. ii. Extrinsic Reward During my six-month internship with Mozacrunch International Sdn Bhd, I received RM 400 per month as an allowance for my hard work.

5.0 SWOT ANALYSIS STRENGTHS WEAKNESSES S1 - Better customer service. S2 - Pricing power.

S3 - Unique Menu

W1 - Similar dish type. W2 - High Rental Expenses

W3 - Poor marketing strategy.

OPPORTUNITIES THREATS Employment Opportunity. O1 - (Opportunities and Challenges in the Food Manufacturing Industry, 2023)

O2 - Introduce the new menu.

Social Opportunity

O3 - Grow local brand. (Isabelle, n.d.)

Social Threats T1 - Market Size (ShieldSquare Captcha, n.d.)

Economy Threats

T2 - Supply Chain Risk (Azmi et al., 2021)

Table 3: SWOT Analysis

5.1 Explanation i. MOZACRUNCH INTERNATIONAL SDN. BHD. STRENGTHS S1 – Better customer service Customer satisfaction entails continually exceeding customers' expectations. Great customer service is fast, simple, individualised, and compassionate. Mozacrunch has provided exceptional customer service by taking the time to understand the demands of its diverse customer base. They invest in their staff training so that they can handle any scenario with grace and professionalism. Great customer service also involves being proactive in addressing potential issues before they arise. This means anticipating customer needs and providing solutions before they even ask. It is important for Mozacrunch to communicate clearly and transparently with their customers, keeping them informed every step of the way. Additionally, it involves going above and beyond what is expected, whether it's offering a discount or a personalised thank-you note. Ultimately, delivering exceptional customer service requires wide commitment to putting the customer first and consistently exceeding their expectations. S2 - Pricing power Apart from that, Mozacrunch thought that eateries generally offered very affordable prices for their food and drinks. Mozacrunch particularly purchases the ingredients in bulk and essentially receives higher discounts, which is very substantial given that it is actually being set up to provide meals to a sort of broader audience. Mozacrunch thought they could pass these savings on to their customers in the form of essentially reduced prices. The cost of preparing a similar meal at home would generally be quite expensive. In addition to their cost-saving measures, Mozacrunch also prides itself on its commitment to providing healthy and delicious meals. Their meals are prepared fresh daily and delivered straight to the customer, making it easy and convenient to eat well without sacrificing taste or quality. S3 – Unique Menu Mozacrunch offers unique dishes. Their unique dish is that they just serve corndogs at the restaurant. If we can see nowadays, corndog stores are quite hard to find. This meal's speciality is often regarded as a one-of-a-kind and high-value food item created in tiny amounts from high-quality ingredients. Mozacrunch customers typically pay higher prices for their dishes and may perceive them as having various benefits compared to non-unique foods. Unique foods may be more expensive than staple foods due to more expensive components and labour. However, the allure of unique foods goes beyond just the cost. These foods often carry cultural significance and can be a way for people to connect with their heritage or explore new culinary experiences. Additionally, the rarity of these dishes can make them feel like a special treat or indulgence. For those who are passionate about food, seeking out unique and high-quality dishes can be a thrilling adventure. While corndogs may not be as prevalent as they once were, there are still many other unique foods to discover and enjoy. From artisanal cheeses to exotic fruits, there is no shortage of delicious and distinctive options for adventurous eaters to explore. ii. MOZACRUNCH INTERNATIONAL SDN. BHD. WEAKNESSES W1 – Similar dish type Mozacrunch served just one type of dish, which is corndog. Contrary to popular belief, this makes some customers uncertain about where to go, and as a result, they decide to consume their meals elsewhere. Moreover, Mozacrunch's pricing strategy is not competitive enough in the market. The cost of their corndogs is relatively high compared to other fast-food chains, which may deter potential customers from choosing Mozacrunch as their go-to spot. W2 – Operation Cost Mozacrunch's operating costs are the expenses incurred to carry out its operations. Payroll, rent, insurance payments, utilities, and equipment maintenance are some of these costs. Mozacrunch was previously located in Aeon Mall in Taiping, Perak. It was, as we can see, a shopping mall. Mozacrunch would need a public location to attract more clients. Rents in these neighbourhoods are often extremely high. Rent can consume a significant portion of a company's profit. This is exactly what is happening right now in Mozacrunch. They must pay exorbitant rent to attract more clients. Mozacrunch's overall business viability may suffer because of high rental expenses at crowded public areas. Regardless of the financial burden, being located in a popular mall, like as Aeon Mall in Taiping, Perak, allows them to profit from foot traffic and exposure to prospective new consumers. W3 – Poor Marketing Strategy Additionally, the company's marketing efforts are lackluster and insufficient. They have not invested enough in advertising and promoting their brand, leading to low brand awareness and recognition. This makes it difficult for Mozacrunch to attract new customers and expand their customer base. Furthermore, the company's online presence is weak, with a limited social media activity. This limits their ability to reach out to potential customers and engage with existing ones effectively. Finally, Mozacrunch's operational efficiency needs improvement, as they struggle with long wait times during peak hours, leading to customer dissatisfaction and negative reviews. iii. MOZACRUNCH INTERNATIONAL SDN. BHD. OPPORTUNITY Employment opportunity. O1 - (Opportunities and Challenges in the Food Manufacturing Industry, 2023) Mozacrunch has employment opportunities that include hire, transfer, promotion, and training, including in any reorganisation or layoff. Employment opportunities do not mean the creation of a position or the creation of specialised training that is not otherwise provided to other employees. With many people losing their jobs as a result of the pandemic's economic downturn, unemployment has reached all-time highs. Mozacrunch can also take advantage of several prospects

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for growth and innovation. These prospects include rising demand for healthier and more sustainable food items, technological improvements, rising global population and urbanisation, the introduction of new markets and consumer trends, and packaging and distribution		

innovations. O2 - Introduce the new menu. Next, Mozacrunch offers a wide range of delectable options that cater to different dietary preferences. From crunchy cornflakes with the sound of crispyness to golden crisps with a lot of flavour, there is something for everyone. The menu also features innovative twists on dessert dishes, such as something sweet like melty chocolate with a velvety texture. Each dish is carefully crafted using locally sourced ingredients, ensuring the highest quality, and supporting local farmers. The Moza Krusty Crab has quickly become a hotspot for food enthusiasts seeking not only delicious meals but also a dining experience that aligns with their values. With its fresh and wholesome offerings, it continues to attract new customers who are eager to indulge in the latest culinary trends while supporting sustainable practices. The restaurant's commitment to sustainability goes beyond just its ingredients. Social Opportunity O3 - Grow local brand. (Isabelle, n.d.) Local businesses, such as Mozacrunch, promote and target their products and services to a specific group of consumers based on their local geography. By focusing on the specific needs and preferences of the local community, Mozacrunch can establish a strong connection with their target audience. They understand the unique challenges and aspirations of the people in their area, allowing them to tailor their offerings accordingly. This localized approach enables the company to create a sense of belonging and loyalty among customers, fostering a deep-rooted relationship that goes beyond mere transactions. Moreover, Mozacrunch often prioritizes sustainability and support for local businesses, contributing to the overall growth and development of the community. With their intimate knowledge of the local market, they can adapt quickly to changing trends and preferences, staying ahead of larger competitors. In doing so, they become an integral part of the community's identity, representing its values and aspirations. As customers increasingly seek authenticity and personalized experiences, Mozacrunch has a unique advantage in delivering on these expectations. Their commitment to quality and community engagement increased. iv. MOZACRUNCH INTERNATIONAL SDN. BHD. THREATS T1 - Market Size (ShieldSquare Captcha, n.d.) The "market size" of Mozacrunch is the total number of prospective purchasers of their product or service within a certain market. This data is especially important for businesses and entrepreneurs looking to invest in new items. It can also help Mozacrunch establish an evidence-based marketing plan by assisting with strategic decision making. Mozacrunch will be the dominant brand in this market based on its size. Having a clear understanding of the market size allows Mozacrunch to identify potential growth opportunities and target their marketing efforts effectively. Additionally, it enables them to assess the competition and position themselves as a leader in the industry, gaining a competitive advantage. Economy Threats T2 – Supply Chain Risk (Azmi et al., 2021) In terms of supply chain risk, because the market is so competitive, Mozacrunch's raw material sources are limited. The business's functionality is dependent on Mozacrunch's positive connections with its suppliers. Only if they supply the raw materials on time will Mozacrunch be able to finish the orders on time. Without a reliable and consistent supply of raw materials, Mozacrunch may face delays in production and the potential loss of customers. It is crucial for the company to maintain open communication and establish mutually beneficial partnerships with their suppliers to ensure a smooth and efficient supply chain process.

6.0 DISCUSSION AND RECOMMENDATION FOR MOZACRUNCH INTERNATIONAL SDN. BHD. i. Digital utilizing marketing (W3 + O2) The new method of marketing their products by utilising digital marketing should be more accessible to Mozacrunch. The quickest way to market a product is through the use of social media platforms like Instagram and TikTok, which can help the company establish a strong online presence. Mozacrunch can expand its social network and improve its brand image through digital marketing by introducing their new menu. Nowadays, people are constantly using their smartphones. Therefore, advertising their new menu on social media is the ideal approach to getting people's attention. Since most of the marketing team is still young and capable of keeping up with the most recent online marketing trends with creative ideas and being able to constantly update the website with the most recent information. By leveraging the expertise of the marketing team in digital marketing, Mozacrunch can tap into the vast potential of social media platforms to reach a wider audience and increase brand visibility. The marketing team can teach the interns how to edit, create copywriting ideas, and manage various digital platforms, like Instagram, Facebook, Twitter, YouTube, LinkedIn, and Telegram. For instance, the marketing team should try to create creative videos that show the uniqueness of the new menu and expose the potential buyer to how many flavours Mozacrunch has, rather than simply uploading a softcopy of a pamphlet to promote the products. By utilizing engaging and visually appealing content, the marketing team can effectively capture the attention of potential customers and showcase the brand's offerings in an interactive way. Additionally, they can analyze social media analytics to identify trends and preferences, allowing them to tailor their strategies and reach a wider audience.

7.0 CONCLUSION Last but not least, during internship time taught me a lot about reality in today's world, with its tough economic climate and human interactions. There are several values that I discovered that have taught me a lot of things. Personally, I value the time and experience I gained throughout the internship period. I believe that an internship is a good way to get started in the real world of employment. I believe that information can provide us with several possibilities in our lives while not distinguishing us from the value of a human being. As a final-semester student completing my degree, I am really happy for the opportunity to finish my internship here. The adventures, education, friendships, and good times I had while working for Mozacrunch International Sdn Bhd will always be remembered lovingly. Thank you to everyone for their kind words, lovely service, and role as my staunchest supporters as I continue my marketing venture in the sector.

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90% **MATCHING BLOCK 2/5** **W**

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Retrieved July 17, 2023, from

100% **MATCHING BLOCK 3/5** **W**

https://www.academia.edu/5560234/How_unique_are_local_brands_An_empirical_comparison_of_local_and_international_brands_in_the_food_industry

industry

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88% **MATCHING BLOCK 5/5** **W**

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9.0 APPENDICES 9.1 Example of Copywriting Post

9.2 Example of schedule Facebook Meta Suite Business

9.3 Joining an event at Dataran Merdeka, Kuala Lumpur

9.4 Teams of Mozacrunch International Sdn Bhd

9.5 Involve in making content for company

Hit and source - focused comparison, Side by Side

Submitted text As student entered the text in the submitted document.

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for growth and innovation. These prospects include rising demand for healthier and more sustainable food items, technological improvements, rising global population and urbanisation, the introduction of new markets and consumer trends, and packaging and distribution

for growth and innovation in the industry, including the growing demand for healthier and sustainable food products, advancements in technology, increasing global population and urbanization, the emergence of new markets and consumer trends, and innovations in packaging and distribution.

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