



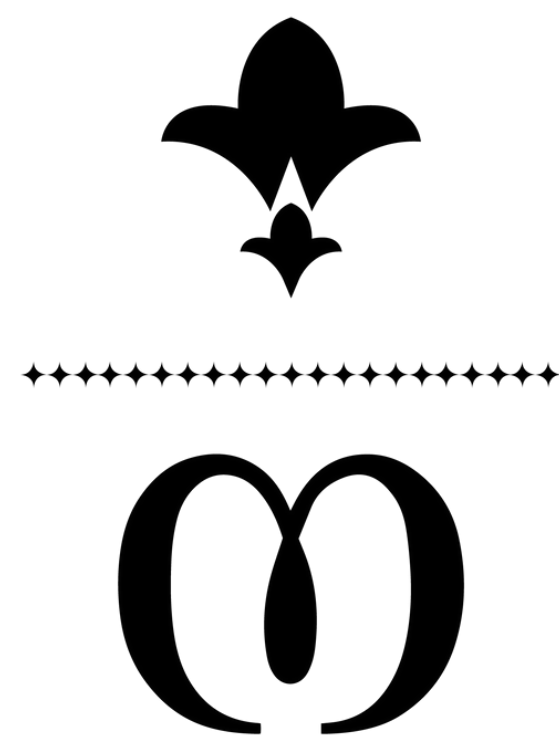
اَبُو سَيِّدِي تَيْكُونُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA



INDUSTRIAL TRAINING REPORT

MARYAM KHADIJAH SDN BHD

[29 AUGUST 2022 - 10 FEBRUARY 2023]



NUR QAMARINA HUSNA BINTI ABDULLAH
2020961105



UNIVERSITI TEKNOLOGI MARA PERLIS BRANCH

FACULTY BUSINESS ADMINISTRATION

BACHELOR BUSINESS ADMINISTRATION (HONS) IN MARKETING

MGT 666

INTERNSHIP

[INDUSTRIAL REPORT]



MARYAM KHADIJAH

PREPARED FOR:

PN. IMA ILYANI DATO' HJ. IBRAHIM (ADVISOR)

PREPARED BY:

NUR QAMARINA HUSNA BINTI ABDULLAH (2020961105)

DATE OF SUBMISSION:

17 FEBRUARY 2023

TABLE OF CONTENT

EXECUTIVE SUMMARY	4
1.0 STUDENT PROFILE	1
1.1 RESUME PRESENTATION	1
2.0 COMPANY PROFILE	2
2.1 COMPANY BACKGROUND	2
2.2 VISION	2
2.3 MISSION	2
2.4 COMPANY MONOGRAM	3
2.5 COMPANY LOGO	3
2.6 BRAND COLOR	3
2.7 ORGANIZATION & DEPARTMENT CHART	3
2.8 PRODUCT	4
3.0 TRAINING REFLECTION	6
3.1 INTERNSHIP DURATION	6
3.2 WORKING DAYS & HOURS	6
3.3 ROLES AND RESPONSIBLE	6
4.0 MARYAM KHADIJAH SWOT	8
4.1 SWOT ANALYSIS	9
5.0 RECOMMENDATION	15
6.0 CONCLUSION	17
APPENDICES	18
REFERENCE	21

EXECUTIVE SUMMARY

Maryam Khadijah(MK) is a brand of scarves company that provides a variety of wide scarves for Muslim career women. 70% of business operations are online. Most of its customers are Singapore buyers. MK has a good brand name and image but has yet to be widely known in the Malaysian market. The company is known for its product and packaging quality, various payment methods, fast complaint response and loyal customers. But Maryam Khadijah also has a problem with a high rate of return employees, does not have proper inventory control, a branding strategy is not recognized in the local market and does not have suitable equipment for marketing activity. Therefore, Maryam Khadijah needs help competing in an intense competition with its competitor and needs a good strategy to overcome the economic situation, such as inflation which can affect the business activity. Next is something that MK cannot control, which is the currency problem and Changing in social media and search algorithms. Lastly, even though the company has difficulty operating its business, there are also opportunities. Such as entering the international market, using Metaverse in digital marketing, collaborating with a big company, installing payment such as SpayLater and expanding the target market to younger career women.

2.0 COMPANY PROFILE

2.1 COMPANY BACKGROUND

Maryam Khadijah, established in 2016, got its start in the industry by selling its hijabs on Facebook. They have set up their major web store, expanding their online presence via genuine determination and a passion for succeeding. In October 2021, Maryam Khadijah converted from an enterprise (Maryam Khadijah Couture) to a company Sdn.Bhd. (Maryam Khadijah Group Sdn.Bhd. As of September 2022, Maryam Khadijah has more than 30 staff, including interns, who work together to develop this company to achieve the company's vision, mission, and objectives. For every occasion, Maryam Khadijah hopes to offer various styles, from bawal to shawl and inner.

By 2024, Maryam Khadijah hopes to establish itself as the industry's first hijab producer for career women. Their hijabs are made of premium, luxurious materials with authentic decals. Maryam Khadijah Group uses websites (www.maryamkhadijah.com) and social media platforms as the leading platforms to conduct business online and offline. Customers can also visit in-person at the boutique to purchase a headscarf.

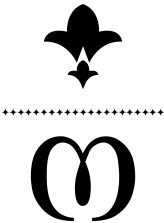
2.2 VISION

Bring inspiration and elegance to career women who love wearing big hijab in Southeast Asia.

2.3 MISSION

We'll achieve this by developing innovative design, making our brand more competitive, creating a dynamic and diverse team, and also providing a positive impact on the communities in which we live and work.

2.4 COMPANY MONOGRAM



2.5 COMPANY LOGO

MARYAM KHADIJAH

2.6 BRAND COLOR

Purple Accent

2.7 ORGANIZATION & DEPARTMENT CHART

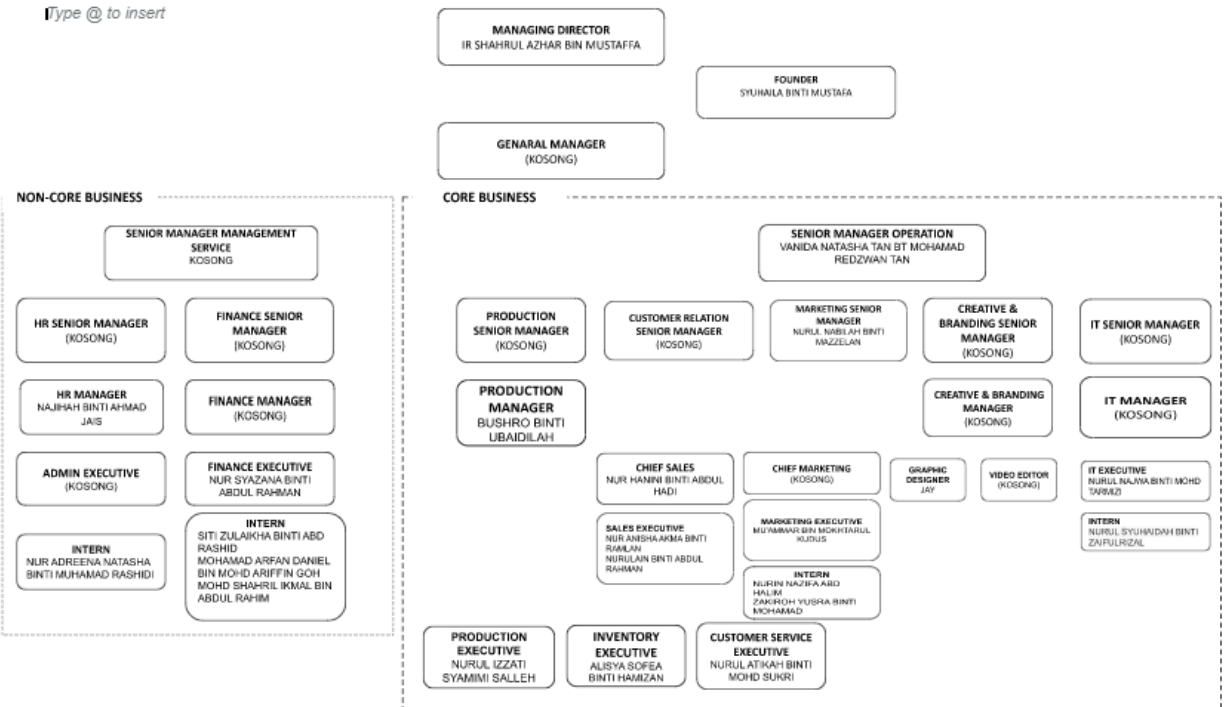


Figure 2.0

2.8 PRODUCT

Maryam Khadijah's products consist of the headscarf, inner neck, hand sock and muslimah suit set. The total of Maryam Khadijah's products is up to 211 products (Maryam Khadijah,2023). Headscarf consists of a long shawl, long shawl sulam, instant printed shawl, instant plain, instant plain Swarovski, sarung, sarung printed, bawal plain, bawal printed, instant bawal and instant sulam.

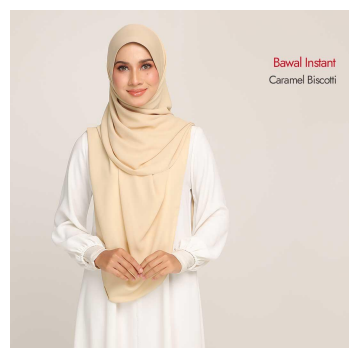
Long Shawl



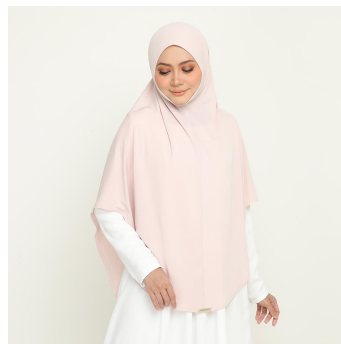
Instant Printed



Bawal



Sarung



Inner Neck



Handsock



Muslimah Sut



3.0 TRAINING REFLECTION

3.1 INTERNSHIP DURATION

Internship duration from 29/08/2022 to 10/02/2023 which is 24 weeks in total.

3.2 WORKING DAYS & HOURS

Day	Time
Monday	8:00 am - 5:00 pm
Tuesday	8:00 am - 5:00 pm
Wednesday	8:00 am - 5:00 pm
Thursday	8:00 am - 5:00 pm
Friday	8:00 am - 5:00 pm

Table 1.0

3.3 ROLES AND RESPONSIBLE

- Monitor Ads Manager
Monitoring "Ads Manager" consists of creating and duplicating ads for conversion and Customer Relations Executive(CRE) according to the budget (*Appendice 1.0*). Besides that, we need to closely monitor the Return of Ads Spent(ROAS) and ensure that it is not lower than 3.2, which is the minimum rate of ROAS of the company target.
- Daily Data Analysis
Collecting and analyzing sales and ads spent data daily. Sale and marketing Board 2022 (*Appendice 2.0*).
- Manage OMNI Channel
Manage company media social platforms such as Facebook, WhatsApp, Telegram, Twitter, TikTok and Instagram account daily. Update the OMNI channel with the latest product launch and company information. Appropriately interact with the follower (*Appendice 3.0*).

- Manage TikTok Shop

I am managing TikTok Shop, adding product items and monitoring sales daily (*Appendice 4.0*). Update product description and do live every Thursday and post TikTok videos to increase TikTok engagement.

- Manage Shopee Ads

Monitoring and updating the ads budget on Shopee Ads for every product, creating a shop campaign sale in the Shopee Seller. Organize Shopee Flash Deals every weekend on defective products (*Appendice 5.0*).

4.0 MARYAM KHADIJAH SWOT

<p><u>STRENGTH</u></p> <p>(S1) Product quality (S2) Payment method (S3) Packaging quality (S4) Fast complaint procedure (S5) Loyal customer</p>	<p><u>OPPORTUNITY</u></p> <p>(O1) International market (Evermarch,2022) (O2) Metaverse (Digital marketing) (Bahirat, 2022) (O3) Collaboration with a big company(Sharp, 2022) (O4) Installment Payment (Spay Later) (WARC,2022) (O5) Expand target market (Bartolacci, 2022)</p>
<p><u>WEAKNESS</u></p> <p>(W1) Low workforce (W2) Inventory control (W3) Branding strategy (W4) It does not receive much recognition and presence in the local market (W5) Does not have sufficient equipment (marketing)</p>	<p><u>THREAT</u></p> <p>(T1) Intense competition (Journal, 2022) (T2) Changing Fashion Trends (Lee, 2021) (T3) Economic condition (Inflation) (Shaw, 2022) (T4) Currency problem (Dhaval, 2020) (T5) Changing in social media and search algorithm (DMI, 2022)</p>

Table 2.0

4.1 SWOT ANALYSIS

STRENGTH

- **(S1) Product Quality**

Maryam Khadijah believes that quality is the most important of a product. Therefore, Maryam Khadijah carefully maintained its product quality all over time. 90% of customer feedback mentions that Maryam Khadijah's product is high quality. Moreover, most of the complaints by the customer are because of misplaced orders and delivery problems. For those years, Maryam Khadijah also had a problem with product quality because some suppliers' tried to cut their costs and supply low-grade fabrics, which impacted Maryam Khadijah's product quality. Therefore, MK decides to change the supplier and deal with a new supplier to maintain and improve their product. Maryam Khadijah controls its product quality by inspecting every single product before delivering it to the customer. Maryam Khadijah came out with a proper SOP for product quality checking procedures before product delivery. The staff must ensure that the correct color and product type is true to the length and width and that no defect is found.

- **(S2) Payment Method**

Types of payment methods MK provides to its customers are credit cards, debit cards, American Express, Touch & Go, online banking, and cash on delivery. Maryam Khadijah believes that it will increase buying activity of a consumer. Although the business operations are 90% online and only 10% offline, Maryam Khadijah continually operates its offline store as usual. Moreover, it can create trust. Some customers may feel that making a payment online is still risky, and they may have a preferred way to pay. Various payment methods make Maryam Khadijah's e-commerce store appear more trustworthy as MK considers the customer's needs, preferences, and security. The more options a business offers, the more professionalism and legitimacy the company shows.

- **(S3) Packaging Quality**

Maryam Khadijah is also known for its packaging quality. Maryam Khadijah carefully chooses the best packaging box for its product. The packing process consists of selecting appropriate materials and a suitable box to pack the products, weighing the package, and labeling it with the relevant invoice and refund procedure slip. Most of the orders are from online purchases. Therefore, MK used box type squares with a measurement of 25cm x 25 cm x 5 cm to avoid damage in the delivery process. Moreover, they believe a good presentation will gain the customer's attention and give a good impression of the party.

- **(S4) Fast Complaint Procedure**

Maryam Khadijah always puts the customer first. They have provided help to its customers on various platforms. The company always invites the customer to contact them on different media such as the website, email, phone number, WhatsApp and in every OMNI channel used by the business to gain a response from the customer. The Customer Relation Executive(CRE) will analyse all feedback and complaints daily and record the data in the company file.

- **(S5) Loyal customer**

Over the past six years in the industry, Maryam Khadijah has gained a lot of customers and loyal customers. The sale record shows multiple purchases from the same customer every month or every product launching campaign. According to the company record, out of 40k customers, a 2% return customer purchases from the company every month. And the number of return customers increased rapidly over a year. Most of the new customers are likely to become loyal potential customers.

WEAKNESS

- **(W1) Low workforce**

The turnover rate of employees is high. The highest record turnover rate for 2022 was 42% in August (Maryam Khadijah,2023). The critical part is the sales department showing the highest number of people quitting the company. When the workforce is low, the company's business activity will be interrupted and unable to run at the maximum rate. Moreover, the current worker must do extra

work to fulfill the business operation. This environment will drain the worker and create an unhealthy working environment, which can lead to an increasing number of people quitting their job.

- **(W2) Inventory control**

Maryam Khadijah needs proper inventory control to help them monitor the stock. They are still using the traditional system, which does stock-taking only once a year. MK always has a problem with a current stock number which impacts loss stock and overloads stock. They cannot track the inventory nor recognise any missing stock.

- **(W3) Branding strategy**

Maryam Khadijah has positioned its company as a high-value product. They believe they offer a high-quality product at a reasonable price to the target market, career women. But, unlike its competitor MK is not well known in the market.

Plus, the company uses the same model as another competitor. It can be confusing for the customer to differentiate MK from other brands. Next, MK's price is higher than other scarf brands.

Therefore, MK needs help attracting customers with their product because of the current economic situation people prefer a cheaper product than a branded product. MK needs a strong identity in the market so that MK can be differentiated from its competitor.

- **(W4) It does not receive quite the amount of recognition and presence in the local market**

As stated earlier, 80% of the customers are from Singapore. This shows that the local market needs to recognise MK as a scarf brand and always be confused with other brands such as Telekung Siti Khadijah.

- **(W5) Does not have sufficient equipment (marketing)**

Quality content is an essential aspect of marketing strategy nowadays. Maryam Khadijah does not have the proper equipment for the marketing team. The

company entirely depends on employee contributions, such as personal mobile phones, to record video content. Therefore without appropriate equipment, the quality of the content will be low. Thus, low-quality content on social media platforms will increase the probability of losing followers (Carter, 2021).

OPPORTUNITY

- **(O1) International market**

As mentioned before, most of the customers are from Singapore, and this is increasing rapidly throughout the year. This will be an excellent opportunity for the company to enter Singapore's international market.

- **(O2) Metaverse (Digital marketing)**

A metaverse is a virtual reality simulation in the form of a character or 3D virtual world that needs an internet presence. It can be used for various purposes, from entertainment and social networking to education and business. The 3D virtual is created and maintained by its users, and it can also be explored and interacted with like the physical world (Bahirat, 2022). The advantages of metaverse marketing strategy with 3D virtual marketing tools enable the company to target specific audiences based on their interests and preferences (Basheer, 2022).

- **(O3) Collaboration with a big company**

Collaboration is a great step for a small company to increase its brand equity and awareness. It is a win-win situation for both parties. It shows that brand collaboration can help the company explore new opportunities with new target markets, increase credibility, grow customer relationships, and improve marketing strategy (Sharp, 2022).

- **(O4) Installment Plan (SpayLater)**

"SpayLater" is a new feature of payment offered by Shopee to its buyer to purchase and pay later with an additional installment payment fee. "SpayLater" is a great opportunity for every Shopee Seller to enhance the purchase ability of a customer. When a seller registers for the "SpayLater" feature, Shopee lets the buyer purchase by installment payment, which is 100% risk bare by Shopee. The

seller would not be at risk at all. Even so, there is a fee that sellers need to pay Shopee involving the "SpayLater" feature. Moreover, SpayLater helps in improving the conversion rate of a seller and increasing the customer purchase ability (ZenBusiness, 2022).

- **(O5) Expand target market**

It is an excellent opportunity for Maryam Khadijah to expand its target market. As mentioned before, the target market of Maryam Khadijah is career women from 35 to 65 years old. However, nowadays, the younger generation starts to have their career earlier than before.

THREAT

- **(T1) Intense competition**

In every business, the competitor is the biggest threat after the product itself. There are many scarves companies in the market. Most businesses sell homogeneous products and create intense competition on price, product quality, customer service and delivery process (Journal, 2022).

Maryam Khadijah has a problem standing in the market with exclusive prices with other competitors offering the same product at a lower price. When there is intense competition in the business, Maryam Khadijah has no choice and needs to offer a lot of sales and discounts to the market to increase cash flow every month. This situation will increase cash flow in the company but, meanwhile, decrease the profit of the company too.

- **(T2) Changing Fashion Trends**

Fashion trends are crucial for the scarves industry to stay relevant in the market. The impact from Covid 19 pandemic is the activities of e-commerce, and the number of social media users increased rapidly in a short period. With internet access, more information can be found easily online by smartphone. Social media is the best medium to influence people on fashion trends. Big fashion companies will quickly influence the audience because it is well known in the industry, which will be a disadvantage to the small fashion industry. Even though small companies are trying to keep up with the fashion trends, they might have

problems with the supply and raw materials. The problem they may have is high raw and production cost because they are producing in small quantities compared to a big company's production(Lee, 2021).

- **(T3) Economic condition (Inflation)**

Inflation is a situation of low purchase power which raises the price of a product or service and makes consumers keep their money compared to spending it. Inflation will affect business operations, such as high labor and raw material rate, increasing business expenses(Shaw, 2022). Most businesses will try to cut expenses, such as reducing some of their workforces and stopping producing new products to save their budget.

- **(T4) Changing in social media and search algorithm**

Nowadays, everything depends on what is viral to stay on the chart. The rapid changes in the social media term algorithm put the business in a critical situation because there are no rules or regulations in the specific term. Search Engine Optimization(SEO) is something no one could expect or control in real-time. Marketers need to be updated with all the latest internet trends to stay relevant (DMI, 2022).

- **(T5) Currency problem**

The currency rate problem is one of the threats for Maryam Khadijah because most of the online customers are from Singapore. Because currency rates are uncontrollable yet predictable, MK suffers from problems such as profit percentages that may vary daily. Although Mk has set a delivery charge rate that is in line with the company's activities, this still needs to be more controllable. The company's profit percentage will decrease if the currency rate increases(Dhaval, 2020).

5.0 RECOMMENDATION

(O5,W3)

Improve Branding Strategy for New Target Market

Maryam Khadijah should focus more on the branding strategy. Although with good product quality, it will be useless for the brand if there is no brand identity in the market.

Maryam Khadijah is a great brand name. It has its character and is unique. As mentioned, the names Maryam and Khadijah are well-known in Islam. Maryam is the mother of prophet Isa, and Khadijah is the beloved wife of prophet Muhammad S.A.W. Therefore, Maryam Khadijah needs to make more effort to build good brand awareness on the brand name.

Maryam Khadijah should have a story behind its brand. Posting that explains who Maryam Khadijah is, what Maryam Khadijah is doing and why Maryam Khadijah is doing it. Brand storytelling is a strategy for all social media platforms to incorporate the brand concept into product descriptions and company marketing techniques. When customers understand the story behind the brand itself, they will connect with it through emotions and feelings, which can make them loyal customers (Bartolacci, 2022).

For example, in every product, MK could include some story with the product, such as the sentimental value that can show the brand identity. Next, MK could include a logo and its brand color in every posting to create a brand identity for the customers indirectly. With repetition exposure to the audience, it can increase brand awareness.

Next, brand storytelling on company Corporate Social Responsibility(CSR) will be a good marketing strategy to capture Generation Z's attention. Generation Z is anyone born from 1997 to 2012. This is because Generation Z is more focused on brand value, such as what image the brand shows and what it can provide to the environment (*How do different generations feel about brand loyalty?* ,2023). They value the emotions of the brand and the relationship shown with the customer(*How brand loyalty differs between each generation*,2023). But to align with the company vision and mission, MK can focus on Generation Z career women aged 20 to 26 only.

For example, Corporate Social Responsibility(CSR) activities such as cleaning rubbish at the beach will be an excellent activity for the company. It does not involve high costs, and it will increase the public's positive image of Maryam Khadijah.

(S3,W4)

Improve Engagement Quality in Social Media

Packaging quality is vital for business, especially when e-commerce activity is rapid every year. As we can see, when we search for a product online on shopping apps, it will show a variety of product options in a split second. Although the packaging is known to protect the product, packaging also can be used to promote the brand image and idea. Besides, according to Lee, a packaging specialist, packaging can instantly help the consumer interpret the brand by its color, design and size. Therefore good product packaging is important to catch the buyer's attention(Wong, 2021). I agree that a good and pretty packaging box will attract people's intentions toward the product but with a weak marketing strategy. There will be no point.

I recommend that MK provide complete information about its packaging box through social media to expose it to the target market, which can lead to brand awareness. Next, in every posting of the launching or sale campaign, MK should insert information about the packaging box and the precise details of the box. Furthermore, providing tips on reusing the packaging box will be a great marketing idea for the customer. Thus, it will increase the interaction between the buyer and seller. Hence, introducing MK packaging boxes will be a great way to attract an audience.

6.0 CONCLUSION

Hence, the internship period really showed me a lot of reality in the modern world with the harsh business environment and also human social relationships. I do learn a lot of stuff from the beginning until the end of my internship. There are a lot of values that I found which really teach me a lot of benefits. To me personally, I really appreciate the time and experience I had through the internship period. I do agree that an internship is the first step into the real world of the working environment. I believe that knowledge can give us a lot of options in our life and not differentiate us with the value of a human.

As a last semester student doing my degree, I would like to mention that life is beautiful but it is not necessarily an easy journey to go through it. The reality of business is awesome for me.

APPENDICES

Off/On	Campaign	Delivery	Results	Cost per result	Amount spent	Cost per landing page view	Lat view
<input type="checkbox"/>	25.1Q (C) (MOFU) (BAYANG 365) (INNER NECK) (SINGLE IMAG...	Active	9 Website purcha...	RM10.13 Per Purchase	RM91.16	RM1.17	
<input type="checkbox"/>	24.1Q (C) (MOFU) (BAYANG 365) (MIX SARUNG) (COLLECTION)	Active	12 Website purcha...	RM8.32 Per Purchase	RM99.90	RM0.65	
<input type="checkbox"/>	9.1S (C) (MOFU) (BAYANG 356) (NIQAB) (COLLECTION)	Active	15 Website purcha...	RM16.78 Per Purchase	RM251.65	RM1.14	
<input type="checkbox"/>	27.10Q (C) (TOFU) (NO INTEREST) (CLASSIC PLAIN LS) (SING...	Off	3 Website purcha...	RM42.11 Per Purchase	RM126.32	RM2.48	
<input type="checkbox"/>	27.10Q (C) (TOFU) (PEOPLE MID) (INNER NECK) (SINGLE IMA...	Off	8 Website purcha...	RM62.12 Per Purchase	RM496.97	RM3.27	
<input type="checkbox"/>	27.10Q (T) (CRE) (TOFU) (PURCHASE) (SARUNG TWILY) (COLL...	Off	1,413 Link Clicks	RM0.13 Per link click	RM180.92	RM25.85	
Results from 514 campaigns			Multiple conversions	Multiple conversions	RM100,445.14 Total Spent	RM1.57 Per Action	

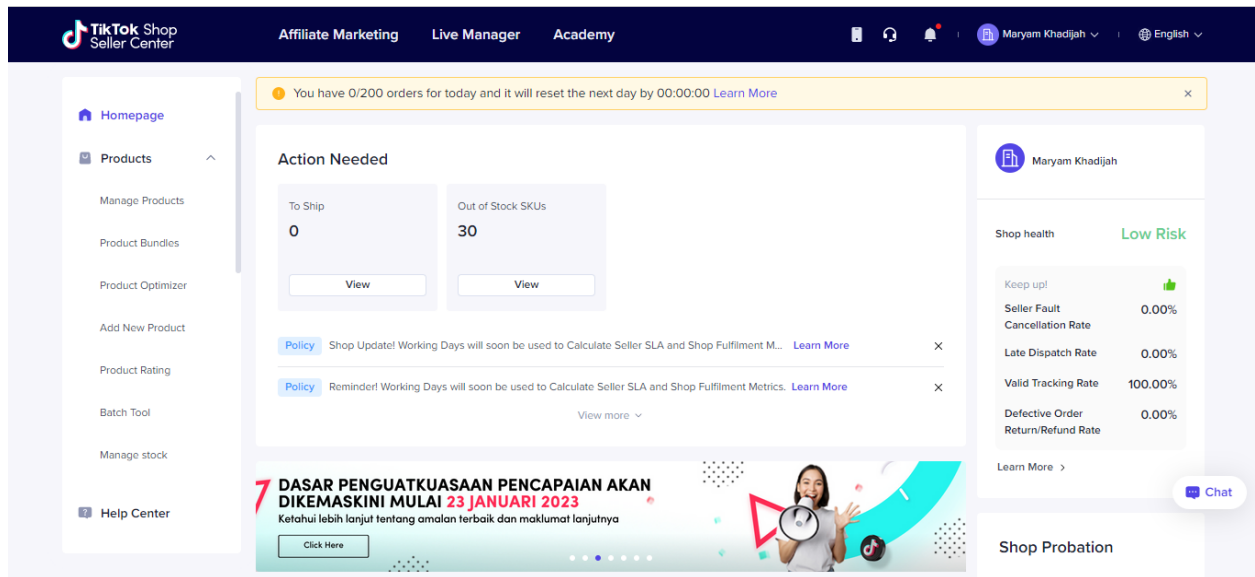
Appendice 1.0

DATE	SUM	SHOLAZ	SHO	CON	SMS	TT	SST	BOOST	SUM	NIN	AZY	IKH	CON	AVG
1-9-2022	121.82	29.31	79.88	825.82	0	0	0	61.96	1056.83	15.2	#DIV/0!	#DIV/0!	0.0	#DIV/0!
2-9-2022	71.82	29.27	0	534.73	0	0	0	85.95	635.82	18.0	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
3-9-2022	2.87	27.64	0	243.82	0	0	0	89.6	274.33	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
4-9-2022	0	32.06	0	211.77	0	0	0	94.1	243.83	0.0	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
5-9-2022	218.42	31.14	0	1246.29	0	0	0	108.04	1495.85	12.1	72.8	#DIV/0!	0.0	#DIV/0!
6-9-2022	221.79	30.03	0	766.64	0	0	0	118.32	1018.46	13.0	26.1	13.0	48.9	#DIV/0!
7-9-2022	211.22	29.88	0	778.8	0	0	0	30.08	1019.9	#DIV/0!	0.0	15.1	70.4	#DIV/0!
8-9-2022	98.1	29.53	0	232.86	0	0	0	4.79	360.49	#DIV/0!	0.0	12.3	32.7	#DIV/0!
9-9-2022	101.6	29.67	0	91.35	579.9	0.0	0.0	28.33	802.5	11.3	5.6	11.3	90.3	#DIV/0!
10-9-2022	67.19	27.39	0	493.57	0.0	0.0	0.0	35.58	588.15	#DIV/0!	#DIV/0!	22.4	67.2	#DIV/0!
11-9-2022	0.0	31.88	0	170.89	0.0	0.0	0.0	7.52	202.77	#DIV/0!	#DIV/0!	#DIV/0!	0.0	#DIV/0!

Appendice 2.0



Appendice 3.0



Appendice 4.0

Shopee Seller Centre maryamkhadijah.os 99+ Education Hub

- Shipment
 - My Shipment New
 - Mass Ship
 - Shipping Setting
- Order
 - My Orders
 - Cancellation
 - Return/Refund
- Product
 - My Products
 - Add New Product
 - Product Violations
 - Product Setting
- Marketing Centre
 - Marketing Centre
 - Shopee Ads
 - Vouchers

FEB 25 PAYDAY SALE REMINDER: NOMINATE VOUCHERS FOR FEB 25 PAYDAY SALE NOW! Nominate Now ▶

To Do List

Things you need to deal with

0 Unpaid	2 To-Process Shipment	0 Processed Shipment	0 Pending Cancellation
0 Pending Return/Refund	22 Banned / Deboosted Products	696 Sold Out Products	0 Pending Campaign New

Business Insights (Real-time data until GMT+8 04:00)

An overview of the shop data for the paid order dimension More >

Sales 📉	Visitors 📉	Page Views 📉
113.90	30	154
	vs yesterday -16.67% ↓	vs yesterday 63.83% ↑

Announcements More >

WMS Pro (Fulfilment)
★ PayRecon Warehouse Management System! ✳️ Tools like Product Batch (FIFO), Pick Pack System, Warehouse Arrangement, and KPI Report! 👉 Pick, pack, and ship efficiently now with PayRecon! 📧

New · 7 February 2023

3.3 Voucher Nomination Reminder
 REMINDER to nominate vouchers for 3.3 Mega Shopping Sale 2023 campaign! Submit your vouchers by 20 Feb 2023 to be featured during the Peak Day (3 Mar) to boost your sales. Start nominating NOW!

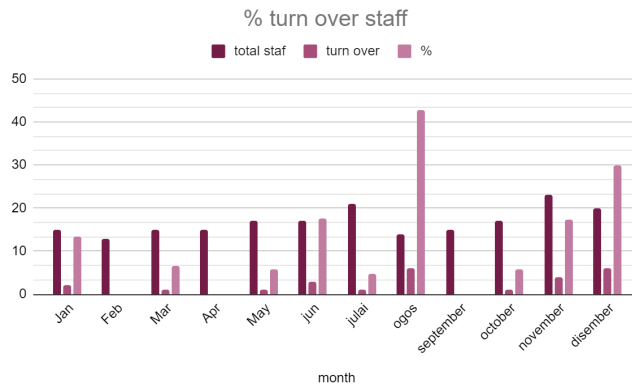
New · 7 February 2023

New Update
 We have improved and enhanced the My Tax Invoice page effective on 4 Feb 2023! [Click here to learn more](#) 👉

New · 3 February 2023

Feb PDS Voucher Nomination Reminder
 REMINDER to nominate vouchers for Feb

Appendice 5.0



REFERENCE

(Amed, 2022)

Amed. (2022, November 29). *The State of Fashion 2023: Holding onto growth as global clouds gather*. McKinsey & Company. <https://www.mckinsey.com/industries/retail/our-insights/state-of-fashion>

(Bahirat, 2022)

Bahirat, T. (2022, August 25). What is Metaverse? - Everything you need to know from <https://www.mygreatlearning.com/blog/what-is-metaverse/>

(Bartolacci, 2022)

Bartolacci, G. (2022, November 13). *What is brand strategy? [+6 ways to improve B2B branding]*. New Breed. Retrieved from <https://www.newbreedrevenue.com/blog/improve-branding-strategy>

(Carter, 2021)

Carter, T. (2021, February 15). Bad Content: 7 Ways Poor Quality Content Hurts SEO. Retrieved February 5, 2023, from <https://seo.co/bad-content/>

(DMI, 2022)

DMI, S. @. (2022, September 6). *What is seo & why is it important?* Digital Marketing Institute. Retrieved from <https://digitalmarketinginstitute.com/blog/what-is-seo-and-why-is-it-important>

(Dhaval, 2020)

Dhaval. (2020, June 8). *How do exchange rates affect business?* Foreign Exchange Services. Retrieved from <https://www.upfx.co.uk/latest-news/post/how-do-exchange-rates-affect-business#:~:text=Exchange%20rate%20volatility%20can%20also,increased%20sales%2C%20profits%20and%20jobs.>

(Evermarch,2022)

E. (2022). 3 Factors That Make Singapore A Global Business Hub from <http://www.evermarch.com.sg/trucking-services-3-factors-singapore-global-business-hub.php#:~:text=Singapore%20has%20a%20unique%20position.and%20respect%20for%20property%20rights.>

(Hamzad, 2022)

Basheer, H. (2022). The Future Of Metaverse In Digital Marketing from <https://dotinacademy.com/metaverse-in-digital-marketing/>

(Momin, 2022)

Momin, A. (2022, March 8). *SWOT Analysis of the Fashion Industry*. PESTLE Analysis. <https://pestleanalysis.com/fashion-industry-swot-analysis/>

(Journal, 2022)

Journal, E. S. (2022, October 10). *Bright expansion for Malaysian fashion industry in Days Ahead - SIDEC CEO*. Selangor Journal. Retrieved from <https://selangorjournal.my/2022/10/bright-expansion-for-malaysian-fashion-industry-in-days-ahead-sidec-ceo/>

(Lee et al., 2022)

Lee, Y. Y., Gan, C. L., & Liew, T. W. (2022, March 10). Do E-wallets trigger impulse purchases? An analysis of Malaysian Gen-Y and Gen-Z consumers - Journal of Marketing Analytics. SpringerLink. <https://doi.org/10.1057/s41270-022-00164-9>

(Lee, 2021)

Lee, J. (2021, December 16). How fast fashion is destroying small businesses. Retrieved February, from <https://thermtide.com/15390/popular/how-fast-fashion-is-destroying-small-businesses/>

(Sharp, 2022)

Sharp, E. (2022, August 8). Five reasons why brand collaboration matters | Awin. Retrieved from <https://www.awin.com/ca/affiliate-marketing/brand-collaboration>

(How do different generations feel about brand loyalty?,2023)

How do different generations feel about brand loyalty? Streng Agency. (2023). Retrieved 9AD, from <https://strengagency.com/how-do-different-generations-feel-about-brand-loyalty/>

(How brand loyalty differs between each generation,2023)

How brand loyalty differs between each generation. RSS. (2023). Retrieved 9AD, from <https://www.stampme.com/blog/how-brand-loyalty-differs-between-each-generation>

(Wong, 2021)

Wong, S. (2021, April 14). *How does the packaging affect consumer buying behavior?* LinkedIn.

Retrieved from

<https://www.linkedin.com/pulse/how-does-packaging-affect-consumer-buying-behavior-steven-wong>

(Why Singapore is preferred by foreign companies,2022)

Why Singapore is preferred by foreign companies. Rikvin Pte Ltd. (2022, March 1). Retrieved

February 9, 2023, from

<https://www.rikvin.com/incorporation/why-singapore-is-preferred-by-foreign-companies/>

(Shaw, 2022)

Shaw, A. (2022, December 22). *How does inflation impact businesses?: Small biz ahead.* Small

Biz Ahead Blog– Small Business Owners | Accounting | Digital Currency. Retrieved from

<https://sba.thehartford.com/finance/what-is-inflation/#:~:text=As%20business%20expenses%20rise%2C%20managing, costs%20related%20to%20borrowing%20money>

(Singapore Company Incorporation, 2022)

Singapore Company Incorporation. (2022, October 11). *5 reasons to start a business in*

Singapore. Singapore Company Incorporation. Retrieved from

<https://www.singaporecompanyincorporation.sg/blog/5-reasons-to-start-a-business-in-singapore>

(WARC,2022)

WARC. (22 C.E., August 24). *Brand in action: How ShopeePay is redefining APAC e-commerce*

with e-wallets | WARC. Brand in Action: How ShopeePay Is Redefining APAC E-commerce With

E-wallets

WARC.

<http://www.warc.com/newsandopinion/opinion/brand-in-action-how-shopeepay-is-redefining-apac-e-commerce-with-e-wallets/en-gb/5856>

(ZenBusiness, 2022)

ZenBusiness, T. (2022, July 20). Pros and cons of "Buy now, pay later" for online businesses.



Retrieved February, from

<https://www.zenbusiness.com/blog/pros-and-cons-of-buy-now-pay-later-for-online-businesses/>

Document Information

Analyzed document	MGT666(NUR QAMARINA MARYAM KHADIJAH).pdf (D158002772)
Submitted	2023-02-07 02:03:00
Submitted by	
Submitter email	2020961105@student.uitm.edu.my
Similarity	3.2%
Analysis address	noraini305.UITM@analysis.ouriginal.com

Sources included in the report

W	URL: https://maryamkhadjah.com/pages/about-us-mk Fetched: 2023-02-07 02:02:56	 1
W	URL: http://www.maryamkhadjah.com/ Fetched: 2023-02-07 02:03:00	 1

Entire Document

EXECUTIVE SUMMARY Maryam Khadijah(MK) is a brand of scarves company that provides a variety of wifes scarves for Muslim career women. 70% of business operations are online. Most of its customers are Singapore buyers. MK has a good brand name and image but has yet to be widely known in the Malaysian market. The company is known for its product and packaging quality, various payment methods, fast complaint response and loyal customer. Inspecting its strength, Maryam Khadijah also has a problem with a high rate of return employees, does not have proper inventory control, a branding strategy is not being recognized in the local market and does not have suitable equipment for marketing activity. Therefore, Maryam Khadijah needs help competing in an intense competition with its competitor and needs a good strategy to overcome the economic situation, such as inflation which can affect the business activity. Next is something that MK cannot control, which is the currency problem and Changing in social media and search algorithms. Lastly, even though the company has a hardship in operating its business, there are also opportunities for the company, such as the international market, using Metaverse in digital marketing, collaboration with a big company, installment payment such as SpayLater and expanding the target market to younger career women.

1.0 STUDENT PROFILE 1.1 RESUME PRESENTATION

2.0 COMPANY PROFILE 2.1 COMPANY BACKGROUND Maryam Khadijah, established in 2016, got its start in the industry by selling its hijabs on Facebook. They have set up their major web store, expanding their online presence via genuine determination and a passion for succeeding. In October 2021, Maryam Khadijah converted from an enterprise (Maryam Khadijah Couture) to a company Sdn.Bhd. (Maryam Khadijah Group Sdn.Bhd. As of September 2022, Maryam Khadijah has more than 30 staff, including interns, who work together to develop this company to achieve the company's vision, mission, and objectives. For every occasion, Maryam Khadijah hopes to offer various styles, from bawal to shawl and inner. By 2024, Maryam Khadijah hopes to establish itself as the industry's first hijab producer for career women. Their hijabs are made of premium, luxurious materials with authentic decals. Maryam Khadijah Group uses websites (www.maryamkhadjah.com) and social media platforms as the leading platforms to conduct business online and offline. Customers can also visit in-person at the boutique to purchase a headscarf. 2.2