



اَبُو سَيِّدِي تَسْكُمُ لَوْ كُنَّ مَنَارًا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

aafiyat

INDUSTRIAL TRAINING REPORT

29 AUGUST 2022 - 10 FEBRUARY 2023



Prepared By:
Nur Afiqah Binti Basri
BA240



اُنْدِيُوْ سَرِيْ بِنْدِيُوْ لُوْ كِيْ فَايْزَا
UNIVERSITI
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MARA

aafiyat



UNIVERSITY TECHNOLOGY MARA PERLIS BRANCH

FACULTY BUSINESS ADMINISTRATION

BACHELOR BUSINESS ADMINISTRATION (HONS) MARKETING

MGT666

INTERNSHIP

[INDUSTRIAL REPORT]

PREPARED FOR

DR. ISMALAILI BINTI ISMAIL (ADVISOR)

PREPARED BY

| NAME | STUDENT ID | GROUP |
|------------------------|-------------------|--------------|
| NUR AFIQAH BINTI BASRI | 2020969189 | RBA2406A |

DATE OF SUBMISSION

17 FEBRUARY 2022

Part 1

Preliminary Pages

EXECUTIVE SUMMARY

This internship report focuses on my six-month work experience as a marketing intern at Aafiyat Holdings Sdn Bhd, which lasted from 29 August 2022 until 10 February 2023 (24 weeks). This company focused on sourcing and distributing high-quality natural and organic products, particularly for the health and wellness segment. I had a fantastic start in my career, where I've gained valuable knowledge and become involved in AHSB. I've gained a lot of experience regarding on social media such as voice over, talent in content, content creators and copywriting. Then, I also handle on marketing tools such as sales promotion (special deals, flash sales, sales 12.12), contest marketing (Lucky Draw, PRU contest, etc.), Olivie Car Sticker and gained on communication skills such as dealing with agents and colleagues at the workplace and warehousing. In this internship report, I was provided all the information that I have about Aafiyat Holdings Sdn Bhd, including background company, vision, and mission, company logo, organisational structure, products and services offered, and much more. Following that, this report also provides the PESTEL, SWOT, and TOWS analyses of the AHSB Company. Basically, the PESTEL, SWOT, and TOWS analyses that I carry out consider both internal and external elements, as well as the company's existing and future growth potential. Then, I also provide a discussion and recommendation for AHSB Company. In the training reflection section later, I also described some of the tasks, challenges, and experiences that I had gone through since my first day at AHSB. Finally, I would like to remark that my practical training experience with AHSB was an enjoyable and great success. I had a lot of fun while gaining a lot of experience and information from my lovely colleagues there. As a trainee at this reputable organization, I have some wonderful memories to cherish in the future.

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Part 2

Student's Profile

Part 3

Company's Profile

3.0 COMPANY BACKGROUND



Figure 2: Company Background

AAFIYAT HOLDINGS SDN BHD



Phone: +604-7330749



Email: Info@aafiyatgroup.com



Level 5&6 Kompleks Perniagaan Ampang,
Lebuhraya Sultanah Bahiyah, Ampang
Business Centre, 05050 Alor Setar, Kedah.



<https://aafiyatgroup.com/>

OHR Marketing Sdn Bhd was established in 2011 by Ustaz Aidil Azwal Zainuddin who hold Master's Degree in Business Administration from the Asia School of Business. It also known as Olive House and focused on sourcing and distributing high-quality natural and organic products particularly for the health and wellness segment from countries in North Africa, West Asia, Caucasia and Central Asia including Morocco, Turkey, Azerbaijan, Kyrgyzstan and Uzbekistan. Since then, Olive House continues to capture the domestic health and wellness market while developing some 2,000 entrepreneurs as affiliate sales agents.

In 2021, a new parent company known as Aafiyat Holdings Sdn Bhd (AHSB) was officially established on 1 January 2021 as the corporate umbrella to a number of subsidiaries such as Olive House, Aafiyat Synergy, Aafiyat Academy, Aafiyat Digital, Aafiyat Store,

Aafiyat Manufacturing and Aafiyat Yayasan Jariah. As the Aafiyat Group ventures into manufacturing and marketing of new products while producing media contents as well as spreads its wings in Southeast Asia, the parent company acts as the growth engine to take the group to the next level. AHSB is servicing its consumers via four sales channels such as:

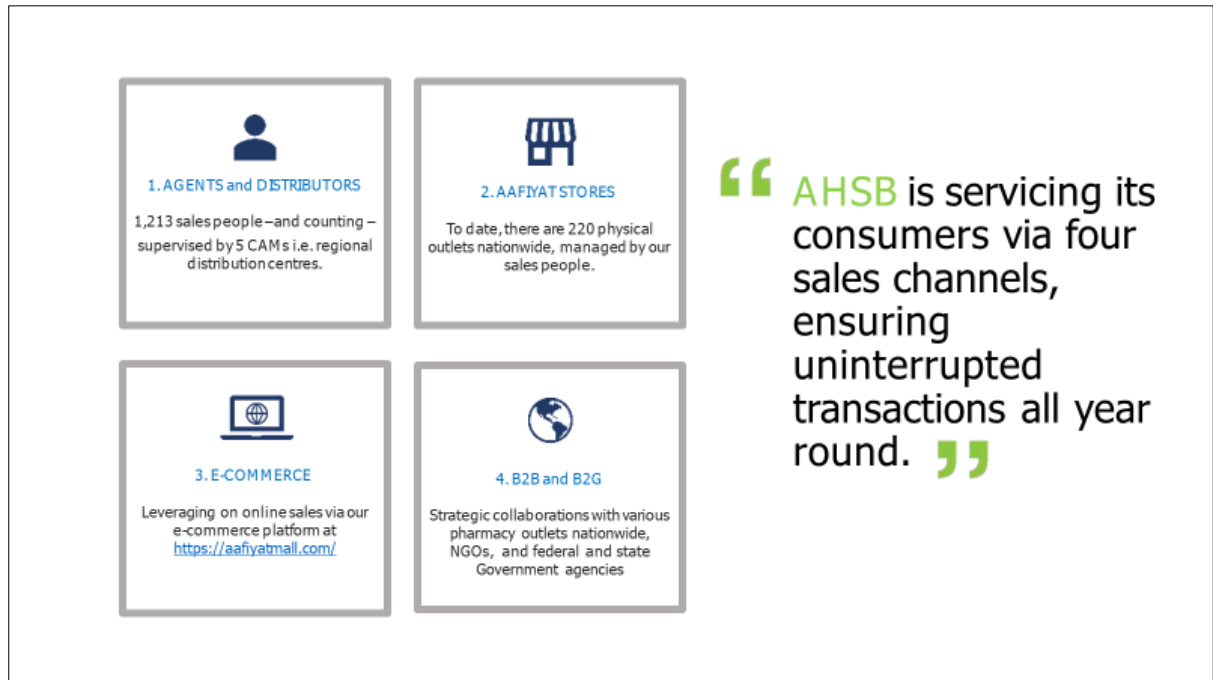


Figure 3: AHSB servicing

3.1 OFFICIAL LOGO OF AAFIYAT HOLDINGS SDN BHD



Figure 4: The official logo of AHSB

3.2 COMPANY VISION, MISSION, CORPORATE VALUE

Vision

To be the preferred organisation for holistic solutions for society’s health, wellbeing, wellness and welfare.

Mission

We are an organisation that strives to improve society’s health, wellbeing, wellness and welfare through holistic and integrative lifestyle principles and values based on Quranic teachings and backed by science.

Corporate value

Believe and Behave, Think and Act according to guidance provided by Al-Quran and As-Sunnah Hablu minallah and Hablu minannas.

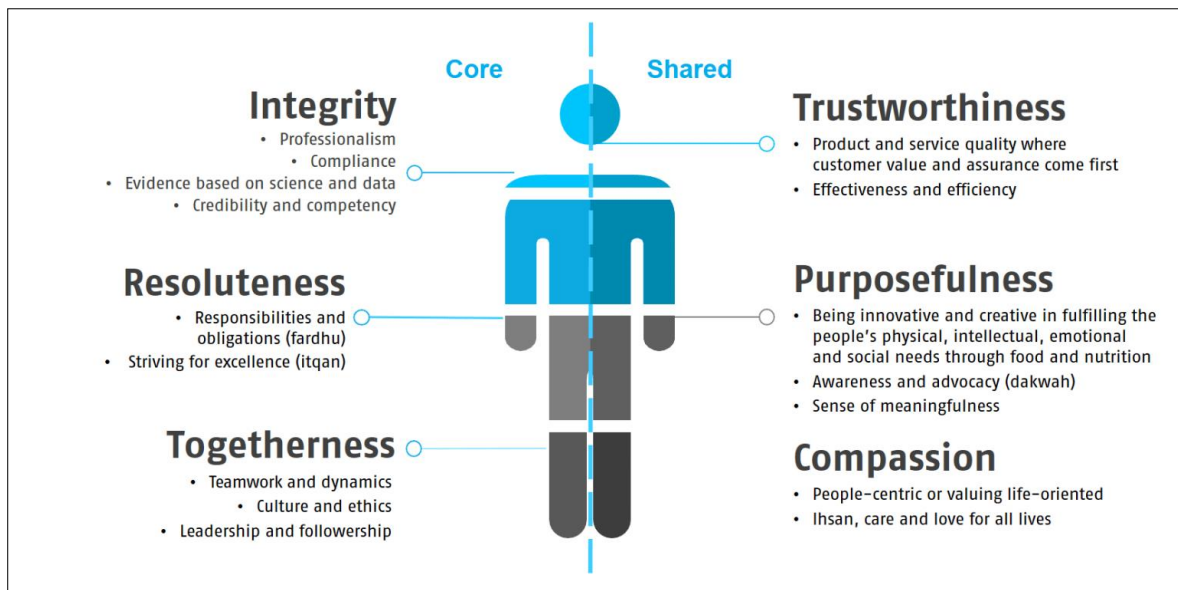


Figure 5: Corporate Value of AHSB

3.3 AHSB PRODUCTS

3.3.1 Olivie Plus



Price: RM119.90 (250ml)

Category: Healthy Oil

SKU: OP250

Olivie Plus was imported from E-Borouj, Morocco. Certified Organic by USDA, CERES, IFS Food Certificate-Higher Level Food Standard, Certificate of Conformity-Global Standard for Food Safety and ISO22000:2005. Production of 100% unfiltered extra virgin oil using 'Mechanically Cold-Pressed' technique. It also good for protecting heart, improve digestion and brain function, reducing LDL cholesterol and naturally lower blood sugar.

3.3.2 Black Seed Oil



Price: RM29.90 (50ml)

Category: Healthy Oil

SKU: BSO50

Mechanically cold-pressed oil from Izmir, Turkey with brownish colour which guarantees its high-quality properties. The unique packaging of Black Seed Oil Olive House comes with user friendly dropper id. Black seed oil contained high vitamin E (goods for skin, nail and hair), Thymoquinone (TQ) (increasing immunity) and Polyphenol (goods for heart and cancer disease). It also has mild taste and aroma, good for immunity booster.

3.3.3 Fig Vinegar



Price:

- RM24.90 (250ml)
- RM44.90 (500ml)

Category: Vinegar

SKU: FVG250 & FVG500

Imported from Izmir, Turkey, Certified IFS Food Certificate, Certificate of Conformity, ISO22000:2005, ISO1002:2004 and ISO9001:2008, Figs are grown organically and processed using traditional method in oak casks to maintain the quality of fermentation. It contains 'Mother' which is high in minerals such as iron, among others. It comes with two sizes which are 250ml and 500ml with different prices.

3.3.4 Pomegranate Juice and Concentrate



Price:

- RM23.90 (200ml)
- RM52.90 (350ml)
- RM69.90 (1litre)

Category: Healthy Drinks

SKU: PMJ001, PMJ200, PMC350

Imported from Agsu, Azerbaijan, Certified organic by USDA for the EU, Kosher Certification, ISO9001:2008. Among the 'Healthiest Fruits on the Planet' that contains high polyphenol, high mineral and without adding sugar. It comes with three sizes such as Pomegranate Juice (1 Litre), Pomegranate Juice (200ml) and Pomegranate Juice and Concentrate (350ml).

3.3.5 Olivie Power Up



Price:

- RM139.90 (100g)
- RM394.90 (340g)

Category: Healthy Oil

SKU: OPU100, OPU340

Imported from El-Borouj, Morocco. 100% organic and certified by USDA Organic and Organic Agriculture MA BIO 132001638. Olive tree extract mixed with olive oil produced in a pearl-form obtained by cold pressing fresh olives from trees grown in the arid soil and harsh climate of the Southern Sahara of Morocco. It comes with two size which are 340g and 100g.

3.3.6 Extra Virgin Olive Oil



Price: RM44.90 (250ml)

Category: Healthy Oil

SKU: EVO250

Imported from Izmir, Turkey. Certified organic by CERES, Certificate of Conformity-Global Standard for Food Safety, IFS Food Certificate, Higher Level Food Standard, Gluten-Free. Production of 100% unfiltered extra virgin olive oil using 'mechanically cold-pressed' techniques. High value of Vitamin D, Vitamin E and free fat trans.

3.3.7 Mountain Honey Kyrgyzstan



Price:

- RM59.90 (125g)
- RM119.90 (350g)

Category: Honey

SKU: HKM125, HKM350

100% pure honey. Produced by wild bees that collect nectar from thousands of flowers (multi-flora) in Kyrgyzstan's mountains. Obtained the international recognition of 'World Beekeeping Awards' for eco-friendly, high-quality products amidst unpolluted landscape and fertile environment. Winner of the International Beekeeping Congress Apimondia, Daejon, South Korea 2015 and Golden Crown for Quality, London.

3.3.8 Virgin Coconut Oil



Price: RM35.00 (250ml)

Category: Vinegar

SKU: VCO250

Organic Virgin Coconut Oil is 100% natural derived from fresh organic coconut kernels via a cold press process. Its high content of Medium Chain Fatty Acid especially lauric acid makes it unique in helping to preserve the natural immunity of the body (via monolaurin formation) plus stimulating metabolism and delivering high energy levels.

3.3.9 Ceylon Cinnamon



Price:

- RM75.00 (15sch x 10g)
- RM17.90 (3sch x 10g)

Category: Extracts & Herbs

SKU: CCM015, CCM003

Imported from India. Obtained certification of Halal Endorsement Product, SGS System Certification and ISO22000 from Food Safety and Standards Authority of India. Licensed under Food Safety and Standards Act, 2006 and SGS Coumarin Content. 100% original Ceylonese cinnamon known as 'The Real Cinnamon' for the high Cinnamaldehyde content of more than 70%.

3.3.10 Choco



Price: RM29.90 (15sch)

Category: Healthy Drinks

SKU: CHD015

Premixed cocoa drink powder under the Choco brand was launched in 2018 by Olive House to meet the needs of healthy diet. Choco is made of a combination of skim milk, fructose, cocoa powder, goat milk, malt extract, honey and DHA (Omega 3).

3.3.11 Ajwah Dates



Price: RM27.90 (200g)

Category: Dates

SKU: AJD200

Imported from Madinah Al-Munawwarah, Saudi Arabia, the dates are hand-picked and carefully selected for their fresh quality and great taste. It contains of Vitamin A, Vitamin B3, Vitamin B6, Vitamin B9, Calcium, Magnesium, Iron, Zinc and Polyphenol.

3.3.12 Toothpaste



Price:

- RM12.90 (Olive Leaf Extract)
- RM4.90 (Herbal with Clove)
- RM6.90 (Herbal with Rocks)

Category: Toothpaste

SKU: OLT155, HCT200, HRT200

Made in Malaysia and certified with Good Manufacturing Practise (GMP). The toothpaste varies from different ranges comprising of Herbal Toothpaste with Rocks, Herbal Toothpaste with Clove and Olive Leaf Extract Toothpaste that give a fresh taste and healthy gums.

3.4 ORGANIZATIONAL STRUCTURE

3.4.1 Company Organizational Chart

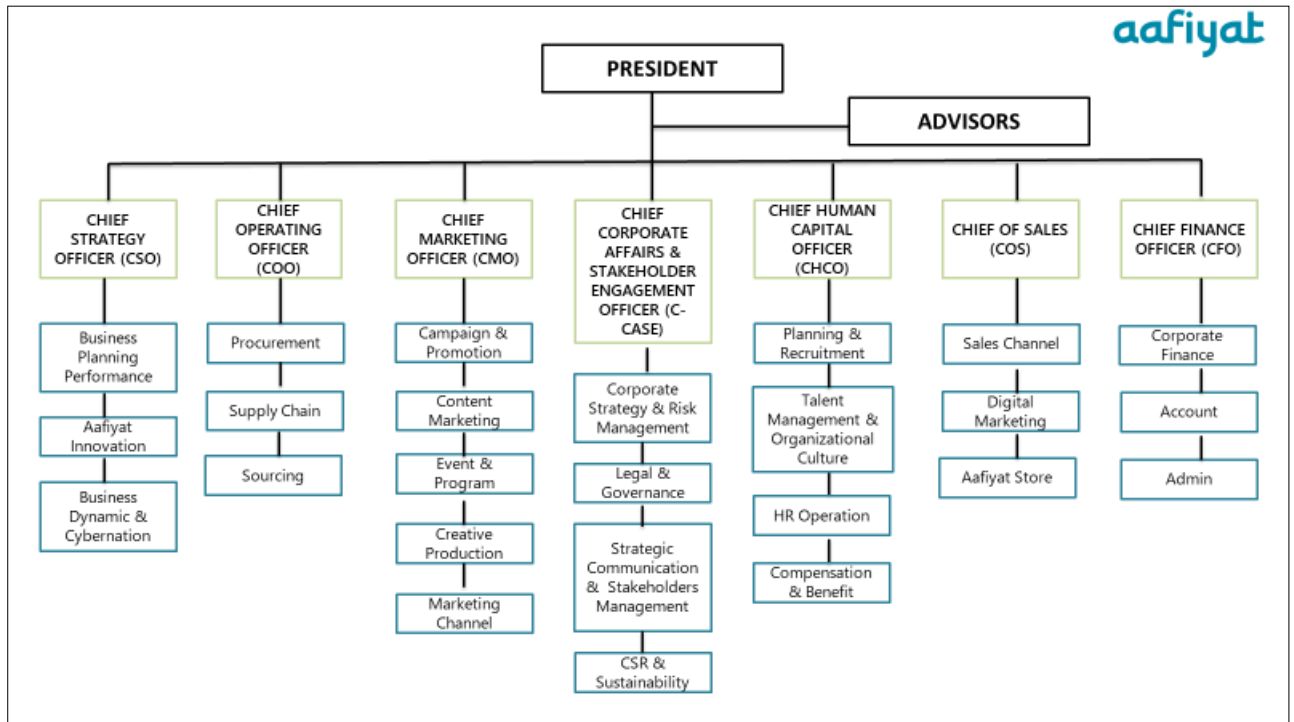


Figure 6: Company Organizational Chart

3.4.2 Management Team

THE PRESIDENT

MR. AIDIL AZWAL ZAINUDIN

- Graduated in LLB of Laws and Shariah (1st Class) from the prestigious Al-Azhar University in Cairo, Egypt (2003)
- Underwent apprenticeship and talaqqi-based classical education in Cairo, Egypt (2004 – 2009)
- Lectured at the Al-Azhar University and the Grand Mosque in Cairo, Egypt (2004 – 2009)
- Recently completed Master in Business Administration (MBA) at Asia School of Business, a partnership between MIT Sloan School of Management, USA and Bank Negara Malaysia (2019-2021)



Figure 7: President of AHSB

THE C-SUITES



CHIEF FINANCIAL OFFICER– MR. JAAFAR B. AHMAD THANI

Graduated in Bachelor of Business and Information Processing from Curtin University of Technology, Perth, Western Australia with the chunk of his past experience at HSBC, specialised in trade financing and corporate banking.



CHIEF STRATEGY OFFICER– MADAM JASMIZA YANTEE BINTI JAMALLUDDIN

At present, Jasmiza is the lead adviser for several high-impact interventions in human capital development at various organisations particularly companies, Government entities and tertiary education institutions. Apart from designing systems, she has also led the establishment of a management system by integrating international standards and best practices into local particularities, tailored according to an organisation's needs, and aligned to its vision and missions.



CHIEF MARKETING OFFICER- MADAM SITI RUSYIDAH BT YAHYA

Graduated in Master of Business Administration from International Islamic University Malaysia with experience at Al-Rajhi Banking & Investment Corporation (Malaysia), specialising in product development and affluent banking.



CHIEF HUMAN CAPITAL OFFICER–MR. MOHD ZUQI @ ZAKIBIN MOHD REJAB

Mohd Zuqi @ Zaki Bin Mohd Rejab, a graduate from Master of Business Administration held an extensive 17 years experience particularly as a Human Resources Officer/Manager that specialized in compensation and benefits, hiring and recruiting, training, workplace safety and compliance, also actively involved with crafting personnel policies and procedures.



CHIEF SALES OFFICER –MR MUHAMAD HAFIZ BIN MURIDAN

Had more than 15 years of extensive experience in business management particularly in overseeing the sales operations management. With years of experiences, he held responsible in overseeing the execution and planning of driving revenue growth and sales strategy, analyze sales performance, set sales targets, and determining the effectiveness of sales initiatives.



CHIEF CORPORATE AFFAIRS & STAKEHOLDER ENGAGEMENT OFFICER - MR MOHD AYOB B. MOHAMUD MUHSIN

Graduated in Bachelor in Human Resource Management from Universiti Utara Malaysia with extensive experience at various GLCs particularly Telekom Malaysia Berhad, specialising in marketing and sales.

Figure 8: C-Suites of AHSB

3.4.3 Marketing Department Organizational Chart

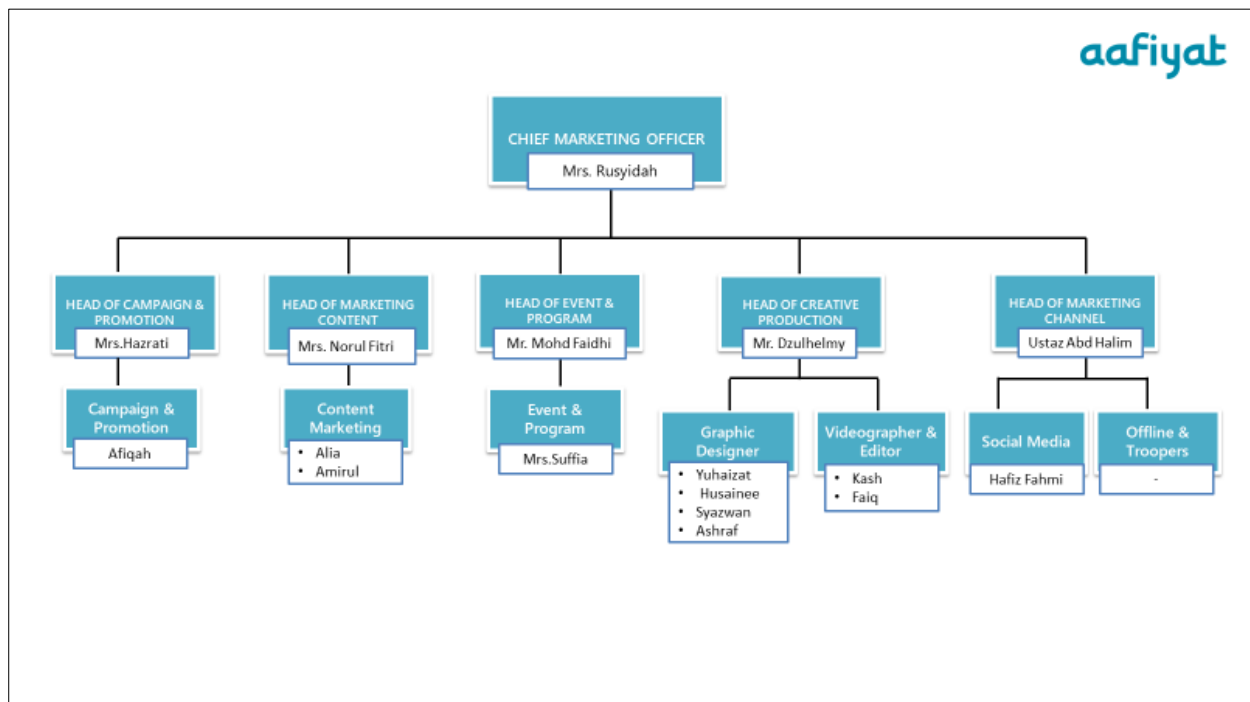


Figure 9: Marketing Organizational Chart

Part 4

Training's Reflection

4.0 DURATION

a) Specific date

- 29 August 2022 – 10 February 2022 (24 weeks)

b) Working day and time

| Day | Time |
|------------|------------------|
| Monday | 8.30 AM -5.30 PM |
| Tuesday | 8.30 AM -5.30 PM |
| Wednesday | 8.30 AM -5.30 PM |
| Thursday | 8.30 AM -5.30 PM |
| Friday | 8.30 AM -5.30 PM |

Table 1: Working day and time

c) Attendance system

- AHSB using fingerprint attendance system for check in and check out.
- To automate the attendance taking procedure of company using biometric technology (fingerprint).

4.1 DETAILS

Roles and responsibilities as a Marketing Protegee at Aafiyat Holdings Sdn Bhd:

i. Involve in handling the car sticker ‘Olivie King’

I have been tasked with managing the Olivie King and Win 2022 campaign, where I have to follow up with Olive House agents regarding their car door sizes. This is due to the fact that OHR will print the car sticker based on the information or dimensions of the car that the agent accurately provides and approves. The giving of "Olivie King" stickers to the agents is a token of appreciation to fuel the spirit of the "Olivier King and Win 2022" campaign. After the "Olivie King" sticker installation is completed by all agents, I need to follow up on their odometer by asking for a picture of the agent's car with the sticker installation and their latest odometer before paying the RM50 monthly incentive to agents.



Figure 10: Follow up with agent via WhatsApp

ii. Involve in handling Aafiyat Lucky Draw Campaign.

I was handling the monthly Aafiyat Lucky Draw Campaign, which, in its traditional form, involves a representative (the Chief Marketing Officer and Head of Marketing Department) picking out the lucky number. The Department of Campaign and Promotion organised this campaign to capture consumers' attention and influence purchase decisions. Following are a few pointers to keep in mind when running this lucky draw campaign:

| | |
|---------------|--|
| Step 1 | Sorting and compiling data from WEB, ACORE, and BTL sources |
| Step 2 | The host (the Chief Marketing Officer and Head of Marketing Department) randomly picks a number from the total number of leads given via WhatsApp. |
| Step 3 | Sending the winners' information to the contact centre for verification |
| Step 4 | Request a winner announcement poster from the Department of Creative Production. |
| Step 5 | Create a code voucher in the ACORE system for the winner who claimed at the CAM level. |
| Step 6 | Return it to the contact centre so that the winner's details can be emailed to her. |
| Step 7 | Create a code voucher for the CAM from HQ. |

Table 2: Steps Aafiyat Lucky Draw Campaign

| ID | Name | Phone Number | Status | Agent | URL |
|----|-------------------------|--------------|----------------------------|-------------------|--|
| 1 | Norika | 0131041105 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 2 | Mis-Azi | 0104640722 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 3 | Shahin | 0197563036 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 4 | Eash | 01110859159 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 5 | Sambah | 0137229395 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 6 | Norfaedah Mahfiz | 0143286462 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 7 | Norliza Ibrahim | 0194783650 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 8 | Mahathir Marzuki | 0197780145 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 9 | Jumantan Ismail | 017117894 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 10 | Mat Ravi | 0107886647 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 11 | Fazana | 0136739257 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 12 | Maftan | 0137945388 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 13 | Inda Hardiana | 0197412289 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 14 | Samsah | 0137264466 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 15 | Shahrulha | 0163841932 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 16 | Musa | 0137257603 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 17 | Radh | 0137447678 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 18 | Aryan Hanani | 01157626484 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 19 | Fadina | 0132027281 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 20 | Salmah | 0177365399 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 21 | Awa | 0137499096 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 22 | Sabih | 0137571465 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 23 | MOHD FESAL BIN MOHD POP | 0167745634 | Benar (30 x ganda Khasiat) | Online | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 24 | Ain | 0127988913 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |
| 25 | Bahari | 0137061265 | Benar (30 x ganda Khasiat) | Ejen & Consultant | https://olivehouse.my/wp-content/uploads/fluentform/H... |

Figure 11: Sorting data lead customers

| NO | NAME | CODE | START DATE | END DATE | DISCOUNT TYPE | DISCOUNT AMOUNT | STATUS |
|----|---|---------|--------------|--------------|--------------------|-----------------|--------|
| 1 | Aafiyat Lucky Draw November (Zainal) | CBS018 | Dec 14, 2022 | Jan 16, 2023 | Discount By Amount | 300.000000 | Active |
| 2 | Aafiyat Lucky Draw November (Maimunah Ahmad) | CBS017 | Dec 14, 2022 | Jan 16, 2023 | Discount By Amount | 300.000000 | Active |
| 3 | Aafiyat Lucky Draw November (Saidin Wan Ismail) | CBS016 | Dec 14, 2022 | Jan 16, 2023 | Discount By Amount | 300.000000 | Active |
| 4 | Voucher for Special Deals | OHUBS05 | Dec 4, 2022 | Dec 7, 2022 | Discount By Amount | 4560.000000 | Active |
| 5 | Voucher for Special Deals | OHUBS02 | Dec 4, 2022 | Dec 7, 2022 | Discount By Amount | 5724.000000 | Active |

Figure 12: ACORE system

iii. Involve in handling PRU15 contest marketing

I have been tasked with handling the PRU15 contest marketing. It is one of the marketing tools to make agents more active in promoting Olive House Products and to give them rewards for carrying out the contest through their social media platforms on the day of the 15th Malaysian General Election, which falls on November 19, 2022. In the ACORE system, I need to create two types of voucher codes for this contest: one for the winner claimed from CAM and one for the winner claimed from HQ. Then, submit the voucher code to Mrs. Hazrati Alias (Head of Campaign and Promotion) for distribution to each CAM Olive House.

Figure 13: 44 voucher code of winner PRU15 contest

iv. Do tasks that involve filing and sorting through documents

For the Aafiyat Lucky Draw, I was tasked with sorting data leads from Below the Line activities, Websites, and the ACORE system. Furthermore, I also have to sort "Olivie King" car stickers that were divided into several CAM at the warehouse before sending them to agents.



Figure 14: Sorting 'Olivie King' Car Sticker

v. Support the marketing team in administrative tasks

As a marketing trainee, I am responsible for writing paper work or proposals for campaigns and promotions such as Lucky Draw 2023, Meet and Greet, and Agent Competition. Then, I also have to write the circular letter of sales promotion (special deals and flash sales) that is used by the Department of Campaign and Promotion to inform all its agents and staff about an important event happening in the Department. In this circular letter, I need to provide information like price, quantity, how to apply the campaign, etc. to make agents more conscious of the product promotion. After that, I also have to write a memo that is used for internal communications regarding procedures within the Department of Campaign and Promotion. For example, a memo for submission of the "Olivie King" car sticker, replacement and sending of products for "Flash Sales 16 September," product replacement taken by the Aafiyat Store Icity Shah Alam marketing department, and many more. On the other hand, I also have to create the "Request Form" (Poster) for Department Creative Production to ensure the teams can successfully control the entire end-to-end work request process. Moreover, my supervisor asked me to update the Food Panda Portal Restaurant of the Aafiyat Holdings store by updating the product in store management. Then I had to write the marketing workshop joining instructions and email them to all of the marketing department heads.

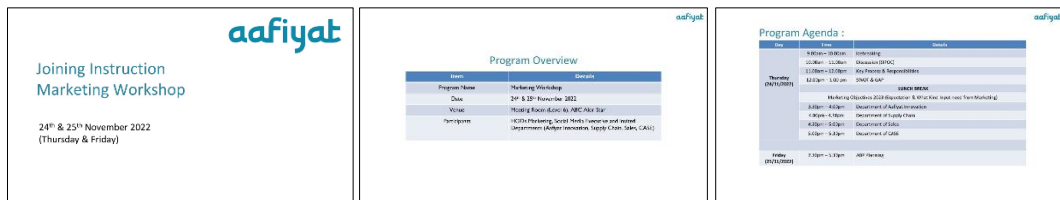


Figure 15: Joining Instruction Marketing Workshop

vi. Assisting the social media team

I have been tasked with writing copywriting for health and posting general content that speaks to the company’s target audience through social media. After that, I also helped to transcribe the audio regarding health topics such as diabetes, heart disease, and so on. In addition, I have to assist the content creator to create video content and need to assist the Knowledge Management Department to find content on health trending topics for posting on social media. For example, there is World Heart Day, World Diabetes Day, World Breast Cancer Day, and many more. Following that, I helped to create social media video content for the marketing campaign, which required me to record

my voiceover, be as talent, assist the videographer for video content flash sales, special deals and so on.

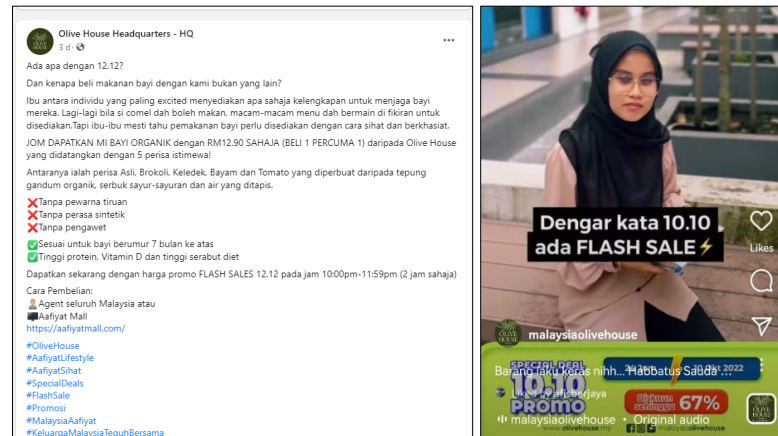


Figure 16: Copywriting and video content

vii. Attending weekly meeting

Every Wednesday, I need to attend a weekly meeting under the Marketing Department. The objective of this weekly meeting is to discuss the work ongoing over the next seven days, look forward, and delegate the task to all team members to ensure that everyone can give a good performance on their task.

viii. Attending Marketing Workshop

I have been attending the marketing workshop where all head of department marketing and digital media staff discuss SIPOC (supplier, input, process, output, and customer), SWOT (strength, weakness, opportunity, and threat), and GAP analysis of marketing. Furthermore, department heads (Innovation, Supply Chain, Sales, and CASE) attend this marketing workshop and must make suggestions for marketing department improvement.

4.2 GAINS

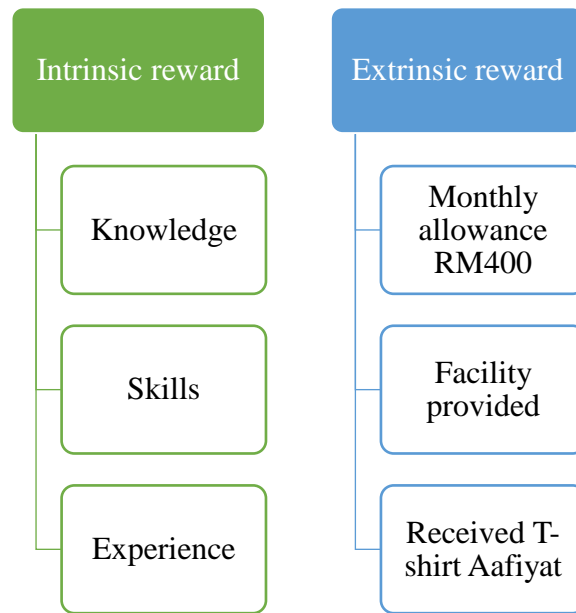


Figure 17: Intrinsic and extrinsic reward

4.2.1 Intrinsic Reward

i. Knowledge

In this point, I can explain that my supervisor has been teaching me personally about marketing mix promotion, which can be classified into two parts which are above the line and below the line. To begin, I learned about above-the-line media such as television (television commercial break, sponsorship program, brand integration, product placement, infomercials, and overlay), radio (jingle), out-of-home (OOH) (billboard, transit, street furniture, and placement based on OOH), and, finally, newspaper. Following that, I gained new knowledge about marketing mix promotion below the line, such as point-of-sale material, digital marketing, direct mail, trade shows, and campaigns.

On the other hand, the marketing workshop taught me about SIPOC (supplier, input, process, output, and customer). SIPOC is a visual tool for documenting a business process from start to finish before it is implemented. The SIPOC technique's goal is to determine outcomes, identify inefficiencies, and stimulate process improvement efforts by providing a high-level overview of current processes and challenging people to define new and improved ones. Then, using a module provided by the Department of Business Dynamics and Cybernation, I learned how to use the ACORE system. Having

this made it easier for me to generate a voucher code with this system. On the other hand, I learned how to manage the Aafiyat store's Food Panda Restaurant Website.

ii. Skills

As an intern, I discovered that I needed to write a variety of copywriting from longer pieces of content to short product descriptions and advertising slogans. As a result of my copywriting skills, I am able to convey ideas that ultimately persuade an audience to take action. Following that, I discovered communication skills for how to communicate with the staff here in person. In addition, I improve my communication skills through phone conversations with Aafiyat agents. On the other hand, I discovered email writing skill and voice over skill that I able to create a good speaking voice and the ability to read a script with the appropriate tone, emotion, clarity and enunciation.

iii. Experience

During my internship, I had a great experience working in this company, where I was given the opportunity to attend a marketing weekly meeting on the topic of "What's Trending." This meeting covered topics such as the social media algorithm, market tags, a 7-day preview of social media content, feedback on content, how to engage an audience, and much more. After that, I also was given an opportunity to join Aafiyat Business Planning 2023 (ABP), which involved the Chief Officer, Head of Department, and several staff, and where they presented their proposal for what would happen in 2023. Furthermore, I was able to participate in the Aafiyat Bazaar Programme 2022 at Masjid Al Makrufi in Kuala Kedah Alor Setar, where I and the other staff members were required to sell groceries at a lower price.

4.2.2 Extrinsic Reward

i. Monthly allowance

As an internship student, my company gave me a monthly allowance of RM400 per month as a reward for contributing my precious time and energy toward achieving the company's goals.

ii. Facility provided

AHSB also provides office facilities such as working space, company WiFi, a pantry, a prayer hall, and many more.

iii. Received T-shirt Aafiyat

Every Friday, AHSB employees need to wear smart casual, which means a T-shirt and blazer. Regarding on that, the marketing department gave me a T-shirt Aafiyat.

Part 5

PESTLE & SWOT ANALYSIS

5.0 PESTEL ANALYSIS



Figure 18: PESTLE Analysis Point

i. Economic Factors

• **Inflation (Threat)**

According to the Department of Statistics in Malaysia (December 2022), Malaysia's inflation in November 2022 increased 4.0 percent. Businesses were facing raw material price volatility and "unprecedented" global inflation that posed a challenge for the business as it aimed to keep its products affordable for consumers and affected the way companies priced the products. Hence, the research showed that 82% of Malaysian businesses had been increasing prices in response to inflation, which had pushed key input costs for businesses in the country up nearly a fifth (19% on average), led by raw materials (up 22%) and energy (19%) (Rupinder Singh, 2022).

• **Rise of health supplement products in market (Threat)**

In recent years, the health supplement industry has exploded in popularity in Malaysia and across the world. As more individuals become interested in taking care of their health, the demand for supplements continues to grow. Trending health products include vitamins, minerals, dietary supplements, and herbal supplements (botanicals). These products can be bought without a prescription and usually come in pill, powder, or liquid form. This will pose a threat to the company, which focuses on organic products, because more people will choose to buy supplement products because they believe in the modern method compared to the traditional ones (DHL, 2022).

ii. **Social Factors**

• **Low concern on healthy lifestyle (Threat)**

In comparison to other Southeast Asian nations, Malaysia has the greatest frequency of overweight persons, according to the Malaysian Health Organization. As a result, the most prevalent causes of the major deadly diseases in Malaysia are frequently linked to a poor diet and food intake. Additionally, the illness might be exacerbated by poor lifestyle choices. According to News Straits Time, Malaysia was regarded an unhealthy nation in November 2022 because of the high prevalence of obesity and heart disease and the general lack of public health knowledge. People also have low awareness when it comes to buying health products for their medical needs.

iii. **Technological Factors**

• **Digitalization transformation (Opportunity)**

A wide range of sectors have seen increased productivity and competitiveness as a result of the digitalization transition in economies. Over the past ten years, this trend has been accelerated by the use of big data and the growth of internet platforms. Through the dynamics of money flow and commerce, digitalization has also contributed to a growth in regional and worldwide economic integration. Additionally, improvements in digital technology have had a significant positive impact on economies' productive capacities, enhancing economic efficiency and the possibility for long-term output development. (Tan Sri Abdul Wahid,2022)

iv. **Environmental Factors**

• **Pandemic Covid19 (Opportunity/ Threat)**

Following the abrupt interruptions to the pandemic COVID19, Malaysians realised in 2021 that Malaysians had shifted their focus to the things that mattered most to them and that they valued health products like vitamins and dietary supplements. They believed that taking supplements could help them take control of their health and wellness. Following that, the digital economy also helped businesses enter the market more easily, reduced inequality, and encouraged social and economic inclusion especially during the pandemic COVID19. The globalisation of digitization, which was sparked by Covid-19, makes it increasingly necessary for us to utilise the powers of technology for the welfare of global households,

businesses, and employees (Tan Sri Abdul Wahid, 2022). However, the covid19 pandemic also impacting poor business economic and financial results, supply chain disruptions and affected on performance employment.

5.1 SWOT ANALYSIS



Figure 19: SWOT Analysis Point

i. Strength

• **Offer high quality products**

Aafiyat Holdings Sdn Bhd was strives to improve society's health, wellbeing and welfare through wholesome and integrative lifestyle principles and values based on Quranic tenets and scientific approaches. AHSB sources natural, organic plant and highly purified vitamins and minerals imported from countries in North Africa, West Asia, Caucasia and Central Asia including Morocco, Turkey, Azerbaijan, Kyrgyzstan and Uzbekistan to meet their exacting quality standards. The products produced for a range of needs, including general nutrition, heart health, diabetes health, weight management and many more.

• **Having agents and distributors**

Aafiyat Holdings Sdn Bhd was recruit agents and distributors that playing a vital role in commercial activity. AHSB have 1213 sales people supervised by 5 CAM such as OHU (Northern), OHC (Central), KMJ (Southern), ECR (East Coast) and BORNEO. Agents sell product on AHSB behalf that they continue to own and invoice the ultimate customer likewise distributors take ownership of the product and sell on to their own customers.

- **Having product recognition from recognized bodies**

As a leader in natural health products, AHSB has been product recognition from recognized bodies such as United States Department of Agriculture (USDA), Safe Food Industry Responsibility (MeSTI), Halal, Organic Food Certification by the Ministry of Health, CERES, IFS Food Certificate-Higher Level Food Standard, Certificate of Conformity-Global Standard for Food Safety dan ISO 22000:2005.

- **Having Research and Development (R&D)**

Aafiyat Holdings Sdn Bhd has an Aafiyat Innovation Department that is always looking for ways to drive Research and Development (R&D). Regarding on that, Aafiyat Innovation Department conducts research based on clinical studies and interventions to improve customer trust. They also do product development, such as product innovation and product rescue as follow Aafiyat Standards. AI Department do the product innovation with process of creating a new product or improving an existing one to meet customers' needs in a novel way. Besides, they also do the product rescue which help AHSB get their product back on track if things are not running smoothly or after things have gone terribly wrong.

ii. **Weaknesses**

- **Low competency of agent**

Agent incompetence was encountered by Aafiyat Holdings Sdn Bhd. It contributed to AHSB's weaknesses in agent system practises. This is due to AHSB agents' lack of commitment and engagement with customers. AHSB also encountered problems with agent access technology, with a few agents experiencing poor internet connections while entering customer orders into the ACORE system. On the other hand, they have agents ranging in age from young to old. As a result, agents among the elderly frequently have difficulties using the AHSB order system because there are too many functions that they must know and understand.

- **Poor communication in workplace**

According to the problems I learned about Aafiyat Holding Sdn Bhd, they have inadequate workplace communication. When there is a mismatch or disparity between what is stated and what is understood, communication breaks down. In

light of that, poor communication at work has a detrimental effect on this company's interdepartmental working relationships, productivity, and morale. For instance, a lack of communication between the Country Area Manager (CAM) and the agents led to a poor knowledge of the ACORE system by the agents when it came to customer ordering activities

- **Lack of brand awareness**

Aafiyat Holdings Sdn Bhd is unknown to many people. This is due to the fact that in 2021, AHSB rebranded and announced this brand name as the new corporate or parent company to Olive House (a subsidiary company). As a result, the brand names AHSB (parent company) and Olive House continue to confound many people (subsidiary company). It will indirectly cause problems for AHSB and Olive House when they launch new products or activities under both brands.

iii. **Opportunity**

- **Pandemic Covid19**

AHSB had an opportunity to boost up their products sales during Pandemic Covid19 because the pandemic Covid19 has made more people interested in foods that benefit their immunity, metabolism and mental state and also made Malaysians increasingly appreciate consumer health products such as vitamins and dietary supplements, believing that taking supplements can help them involve their health and wellness. Since the onset of pandemic Covid19, Malaysia has experienced a continuous rise in the demand for digital services (Tan Sri Abdul Wahid, 2022). As a result, it was push employees of AHSB to fast-forward button on digital access.

- **Digitalization transformation**

It is an opportunity for Aafiyat Holdings Sdn Bhd to adapt to digital transformation in order to survive in a competitive market and maintain a dominant position. It is the process of changing how an organisation leverages technology, people, and processes to improve business and performance while also embracing new business models. This cultural transformation affects all aspects of the business, including sales, marketing, operations, and customer service. It is usually accompanied by a transition to modern cloud technologies. Optimize customer satisfaction, for

example, by gaining complete insight into the user experience of web and mobile applications.

iv. **Threat**

- **Inflation**

In terms of inflation, AHSB was confronted with raw material price volatility and global inflation, both of which posed a threat to them. Furthermore, as inflation rises, consumers' purchasing power erodes. Simply put, they can now purchase fewer goods and services than they previously could. This means that AHSB's sales will be lower, lowering the company's total revenue.

- **Pandemic Covid19**

Pandemic Covid19 has affected every business in the world, including AHSB, because they rely heavily on suppliers from outside Malaysia. As a result, it had an impact on the AHSB supply chain, causing delays in receiving supplies. As a result, AHSB identified delays in fulfilment and delivery as a threat. Furthermore, Pandemic Covid19 had an impact on AHSB, causing downtime in their daily operations as well as delays in completing tasks and projects.

- **Rise of health supplement products in market**

Malaysian market for supplement products has grown rapidly, AHSB must compete with many other companies. As more people become interested in taking care of their health, the demand for supplements grows. This will pose a risk to the company. Because this company focuses on organic products, more people will choose to buy supplement products because they believe in modern methods over traditional ones.

- **Low concern on healthy lifestyle**

Malaysia has the highest prevalence of overweight people in Southeast Asia, according to the Malaysia Health Organization. As a result, the most common causes of major fatal diseases in Malaysia are widely linked to one incorrect diet method and food intake. Furthermore, poor lifestyle choices can exacerbate the condition. According to News Straits Time, our previous Health Minister

considered Malaysia to be an unhealthy country in November 2022 because the number of people suffering from heart disease and obesity is high, and health awareness among the people is low. As a result, people have low awareness when it comes to purchasing health products for their health care.

Part 6

RECOMMENDATION

6.0 TOWS MATRIX

| <h1>TOWS MATRIX</h1> | <u>Opportunities (O)</u> (O1) Pandemic Covid19 (O2) Digitalization transformation | <u>Threat (T)</u> (T1) Inflation (T2) Pandemic Covid19 (T3) Rise of health supplement products in market (T4) Low concern on healthy lifestyle |
|--|---|--|
| <u>Strength (S)</u> (S1) Offer high quality products (S2) Having agents and distributors (S3) Having product recognition from recognized bodies (S4) Having Research and Development (R&D) | <u>(S1, S4, O1, O2)</u> Come out with product development that can help to prevent covid19. <u>(S2, O2)</u> Agent and distributor need to used TikTok platform in promoting products. | <u>(S1, S4, T1, T2)</u> Increasing price by offering combo package to differentiate with competitors. <u>(S1, S3, S4, T3, T4)</u> Collaboration with KOSPEN to promote healthy lifestyle and high-quality product from Aafiyat. |
| <u>Weaknesses (W)</u> (W1) Low competency of agent (W2) Poor communication in the workplace (W3) Lack of brand awareness | <u>(W1, O1, O3)</u> Provide regular training and development to encourage self-improvement of agent. <u>(W2, O2)</u> Make regular meetings and encouraging employees to give and receive feedback. | <u>(W3, T3, T4)</u> Run referral program with influencer to build brand awareness. |

Table 3: TOWS Matrix Analysis

6.1 RECOMMENDATION

Strength + Opportunities

6.1.1 Come out with product development that can help to prevent covid19.

(S1, S4, O1, O2)

The outbreak of the COVID-19 pandemic has left people around the world searching for viable prevention and treatment options to use against the virus. By offering high quality products with having research and development (R&D), AHSB have an opportunity to come out with product development that can help to prevent Covid19. AHSB need to come out product pomegranate gummies (high in vitamin C and E) for adults and kids because this product supporting the immune system by working closely with other antioxidant in the body to protect cells by neutralizing free radicals. It also necessary for the body to produce collagen which helps to support healthy skin. In addition, gummies pomegranate also has a pleasant taste and are easy to take. This is because nowadays, more people still difficult to take supplement in pill, tablet or liquid because they have an unpleasant, bitter or “medicinal” taste and prefer going for delicious options such as pomegranate gummies. Thus, it does not just help provide immune system with support but it helps bring people taste buds a little excitement having pomegranate gummies as their supplement.

6.1.2 Agent and distributor need to used TikTok platform in promoting products.

(S2, O2)

The ubiquity of social media has had a profound effect on the way communicate and is of significant importance to business. Social media tools have helped break down geographical barriers that once restricted communication and have led to an explosion of e-participation, virtual presence and online communities. By having agents and distributor in AHSB, they need to set for them use social media platform of TikTok in promoting products besides Instagram and Facebook. This is because TikTok quickly gained mainstream traction and is currently the fastest-growing social media platform. In other words, TikTok ascension to social media staple makes it a great platform for businesses, with presence on the application providing huge opportunity for enhanced brand visibility and subsequent growth. Thus, Department of Marketing in AHSB need to prepare marketing material such as video content (product, customer testimonial, tips

health food etc) for agent and distributor to facilitate them to post into their TikTok account.

Weaknesses + Opportunities

6.1.3 Provide regular training and development to encourage self-improvement of agent. (W1, O1, O3)

Regarding on low competency agent of Aafiyat Holdings Sdn Bhd, they need to provide regular training and development opportunities for agents to improve their skills and knowledge. This can include on the job training, workshops and seminars. It is also to encourage agents to take ownership of their own development by providing them with resources and opportunities to improve their skills. Hence, AHSB also need to have performance evaluations where they need to regularly evaluate the performance of agents to help them improve their skills and performance. Regarding on these, AHSB need to provide constructive feedback to agents on their performance, both positive and negative, to help them understand what they need to improve on.

6.1.4 Make regular meetings and encouraging employees to give and receive feedback. (W2, O2)

To resolve the problem of having poor communication in workplace such as misunderstanding, conflicts and ultimately, a decrease in performance and morale. Here the recommendation for AHSB do is make regular team meetings that an effective way to keep everyone informed and up-to-date. Meetings also provide an opportunity to identify any communication breakdowns and address them quickly. By implementing these recommendations, employers and employees can improve their communications skills and build stronger relationships with their colleagues. This will ultimately lead to be more productive, harmonious and successful workplace. On the other hand, encouraging employees to give and receive feedback regularly for improving communication. Feedback allows employees to understand what they are doing well and where they need to improve. It also helps to resolve any issues that may arise and improve overall performance.

Strength + Threat

6.1.5 Increasing price by offering combo package to differentiate with competitors.

(S1, S4, T1, T2)

By having R&D department, AHSB have their own strength to deal with inflation which they need to increase their product price by offering combo package. Hence, R&D need to involves researching market and customer needs to develop this strategy. Increasing prices is fine when customers perceive that the products have superior benefits or quality to those of competitors. By offering this strategy, AHSB need to create combo package and give something free (tumbler, jute bag, etc.) for customer who purchase AHSB products. It will give most impactful sales tactic used in modern business and the mere idea of winning something for free generates an interest in the consumer's mind. For example, Combo Trio RM100 = 3x units Black seed oil Units + FREE stainless tumbler Olive House.

6.1.6 Collaboration with KOSPEN (Komuniti Sihat Pembina Negara)

(S1, S3, S4, T3, T4)

As mentioned above earlier, AHSB are facing counterfeit and rise of health supplement products in market with the low concern healthy lifestyle. Regarding on that, Aafiyat Holdings Sdn Bhd need to collaborate with KOSPEN to encourage Malaysians concern on healthy lifestyle. This is because KOSPEN bringing the NCD risk factors interventions to the community level by creating trained health volunteers, who will function as “agents of change” or health enablers, who will introduce and facilitate healthy living practices amongst their respective community. Hence, AHSB and KOSPEN need to organize the program or activities regarding on healthy lifestyle such as medical check-up, balanced diet, Zumba, cycling, brisk walking, health talk and many more. Furthermore, AHSB have the greatest strength of effective product positioning in Halal Certificate that it can create a competitive advantage. Thus, AHSB easiest to promote their product during this program because it involving the community.

Weaknesses + Threat

6.1.7 Run referral program with influencer to build brand awareness

(W3, T3, T4)

To increase brand awareness is a tough undertaking. In relation to the lack of brand awareness of this company, AHSB need to run referral programs which is the one of the best strategies to measure the return on investment (ROI) for their campaigns. This is because the easiest and most effective referral program strategy is to share a promo code that is unique to each influencer. The influencers can then share the promo codes with their audiences through their content. When the influencer shares the promotional link and discount codes exclusive to their followers, it draws their attention and inspires them to visit the link or use the code. Whenever you run a referral program, always ask the influencers to mention the brand name on their blog and social media channels. When their followers see the influencer mentioning your brand, it builds social trust and increases your brand recall value. Peer recommendations carry a lot of weight. People are more likely to buy a product or service when recommended by those they trust, such as influencers they follow.

Part 7

CONCLUSION

7.0 CONCLUSION

To conclude everything that has been stated so far, during my internship at Aafiyat Holding Sdn Bhd for six months, that is 24 weeks starting from February 28, 2022, until February 10, 2023, I have learned various valuable skills that are required by the industry out there, especially at the executive level. I am familiar with marketing responsibilities and have been exposed to corporate company work styles. Hence, I am able to do tasks that involve filling out and sorting through documents, supporting the marketing team in administrative tasks, assisting the social media team (copywriting, voiceover, and talent in content), and many more. In addition, my supervisor, Mrs. Hazrati Alias, always gives me an opportunity to communicate with agents where she wants to assist me in order to improve my confidence level as well as hone my communication skills. During my six months at AHSB, I learned a lot of new things, gained knowledge about marketing, and learned how to organise marketing professionally. I also learned more about the products of this company, how they manage their agents, how to do paper work or proposals for campaigns and promotions, how to use the system provided by the Business Dynamic Cybernation Department, and many more things. On the other hand, this company also organises various programmes that enable me to take part with other employees there and help me build a relationship with them. In short, it was my pleasure because I am able to be part of this organisation even though I am an internship student. Finally, I hope that within six months of my internship, I am able to prepare myself to become the valuable person that is required by the industry out there.

Part 8

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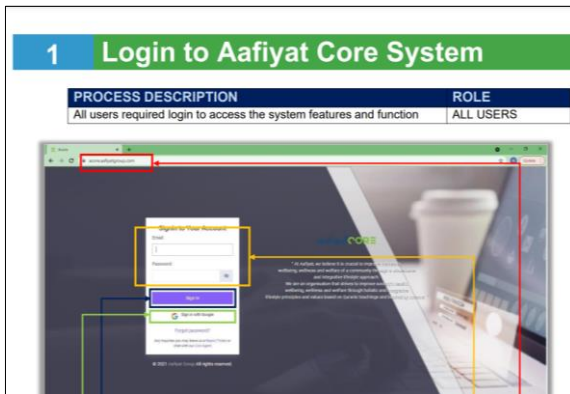
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Part 9

APPENDICES

9.0 APPENDICES



Module How to Link reference



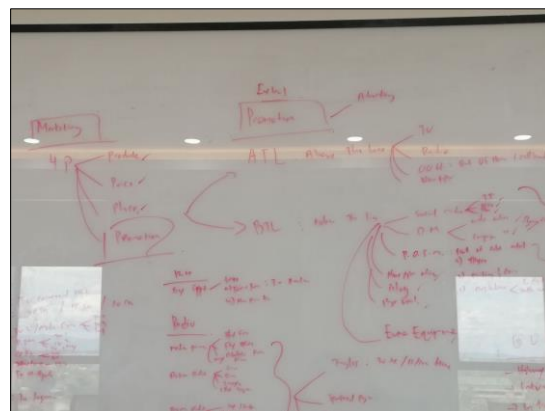
Attending religious Talk organized by HR Department



Committee of Aafiyat Bazaar Program under Aafiyat Yayasan Jariah Department



Warehouse visited



Supervisor coaching regarding on ATL and BTL

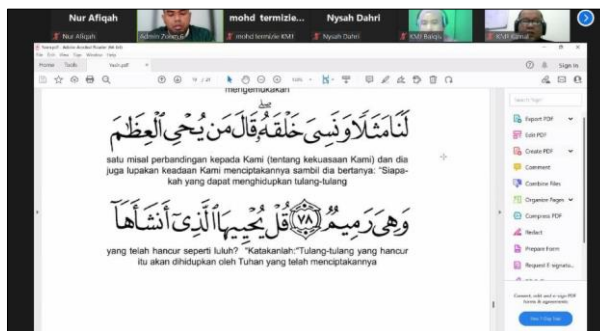


Emcee for Program Employees Outstanding



Backstage crew members

Sorting Olivie King Car Sticker at Warehouse



Attending Bacaan Yaasin via zoom

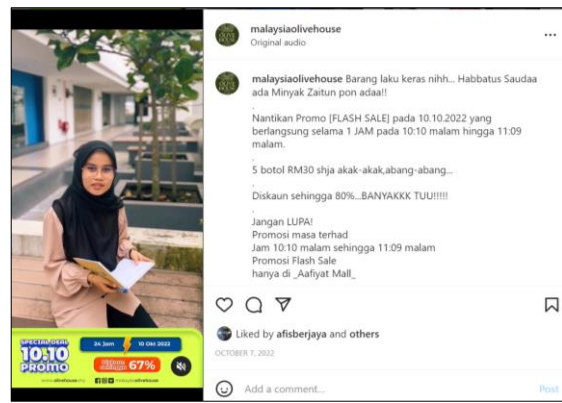


Attending Town Hall program

Talent in content social media



https://www.instagram.com/reel/CkxDi5_JgG0/



<https://www.instagram.com/reel/CjZuZ6TpXe7/>



<https://www.instagram.com/reel/Cihu7pMJzTJ/>



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<https://www.instagram.com/reel/Clnmzx4Jt9>

Voice over in content social media



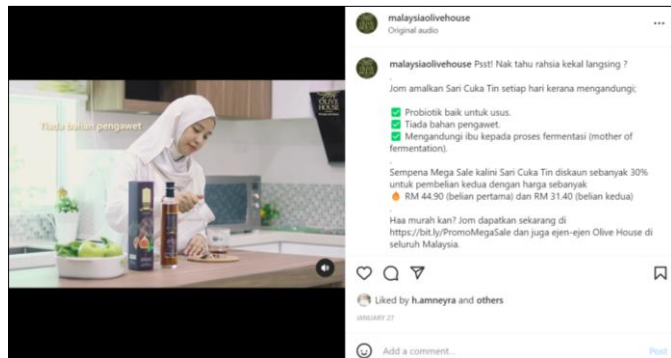
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https://www.instagram.com/reel/CmQ0QA_Vp9Wm/



<https://www.instagram.com/reel/CmyK-tUodSR/>



<https://www.instagram.com/reel/Cn6darUp6cp/>

Copywriting for social media

Untuk bayi 7 bulan keatas

MI BAYI

Original audio

malaysiaolivehouse • Following

malaysiaolivehouse Ada apa dengan 12.12??

Kenapa beli makanan bayi dengan kami bukan yang lain?

Ibu antara individu yang paling excited menyediakan apa sahaja kelengkapan untuk menjaga bayi mereka. Lagi-lagi bila si comel dah boleh makan, macam-macam menu dah bermain di fikiran untuk disediakan.Tapi ibu-ibu mesti tahu pemakanan bayi perlu disediakan dengan cara sihat dan berkhasiat.

JOM DAPATKAN MI BAYI ORGANIK dengan RM12.90 SAHAJA (BELI 1 PERCUMA 1) daripada Olive House

Liked by 4nirah and others

DECEMBER 11, 2022

12.12 12 DESEMBER 2022

www.aafiyatmall.com

Olive House Headquarters - HQ

3 d · 🌐

Ada apa dengan 12.12?

Dan kenapa beli makanan bayi dengan kami bukan yang lain?

Ibu antara individu yang paling excited menyediakan apa sahaja kelengkapan untuk menjaga bayi mereka. Lagi-lagi bila si comel dah boleh makan, macam-macam menu dah bermain di fikiran untuk disediakan.Tapi ibu-ibu mesti tahu pemakanan bayi perlu disediakan dengan cara sihat dan berkhasiat.

JOM DAPATKAN MI BAYI ORGANIK dengan RM12.90 SAHAJA (BELI 1 PERCUMA 1) daripada Olive House yang didatangkan dengan 5 perisa istimewa!

Antaranya ialah perisa Asli, Brokoli, Keledek, Bayam dan Tomato yang diperbuat daripada tepung gandum organik, serbuk sayur-sayuran dan air yang ditapis.

- ❌ Tanpa pewarna tiruan
- ❌ Tanpa perasa sintetik
- ❌ Tanpa pengawet
- ✅ Sesuai untuk bayi berumur 7 bulan ke atas
- ✅ Tinggi protein, Vitamin D dan tinggi serat/butir diet

Dapatkan sekarang dengan harga promo FLASH SALES 12.12 pada jam 10:00pm-11:59pm (2 jam sahaja)

Cara Pembelian:

- 👤 Agent seluruh Malaysia atau
- 📍 Aafiyat Mall
- <https://aafiyatmall.com/>

#OliveHouse
#AafiyatLifestyle
#AafiyatSihat
#SpecialDeals
#FlashSale
#Promosi
#MalaysiaAafiyat
#KeluargaMalaysiaTeguhBersama

Olive House Malaysia - HQ

10 September 2022 · 🌐

"Gejala Perut berangin"

Anda pernah alami rasa perut kembung tak?

Lepas makan mesti akan rasa perut kembung kan. Ada sesetengah pendapat gejala tersebut adalah punca daripada perut berangin. Kalau betul lah perut kembung tu berpunca daripada angin, anda mungkin akan alami gejala seperti di bawah:

Tips untuk merawat perut berangin dengan pengambilan 'cuka buah tin' dapat membantu membersihkan sistem penghadaman dan menyingkirkan toksin.

Jika anda selalu sangat alami rasa perut berangin, mungkin itu adalah simptom penyakit yang serius. Jadi, admin sarankan seeloknya anda dapatkan rawatan atau pemeriksaan lanjut daripada Doktor.

Semoga bermanfaat!

#OliveHouse
#AafiyatLifestyle
#SariCukaTin
#CukaTin
#AafiyatSihat

Olive House Malaysia - HQ

14 October 2022 · 🌐

"KAMI SAHABAT JANTUNG"

Sering kali kita mengedar kematian akibat sakit jantung banyak berlaku pada golongan muda disebabkan corak pemakanan yang tidak sihat. Situasi sebegini telah berlaku peningkatan hari demi hari. Dengan itu KAMI SAHABAT JANTUNG mengajak anda semua AYUH!!!!

- ❌ Katakan "TIDAK" pada makanan tinggi gula, garam dan makanan berproses serta makanan segera.
- ✅ AMALKAN pengambilan lemak sihat seperti minyak zaitun kerana terdapat beberapa kelebihan pengambilan minyak zaitun seperti:
 - 🌿 Sumber lemak sihat serta sebatian fenolik yang berupaya menetralkan radikal bebas dan mengurangkan kesan akibat tekanan oksidatif
 - 🌿 Tinggi Vitamin D & E untuk membantu menghadkan pengoksidaan kolesterol LDL (kolesterol jahat) yang boleh menyebabkan salur darah ke jantung tersumbat
 - 🌿 Mengurangkan kesan keradangan dalam tubuh badan membantu diri mengelak risiko serangan penyakit jantung

"Ayuh bertindak sebelum terlambat"

#OliveHouse
#AafiyatLifestyle
#AafiyatSihat
#MalaysiaAafiyat
#WorldHeartDay
#HariJantungSedunia
#WHD2022
#Demijantungku
#UseHeart
#LoveHeart

Olive House Malaysia - HQ

14 November 2022 · 🌐

"Kadar diabetes Malaysia kedua tertinggi di dunia"

Sambutan Hari Diabetes Sedunia 2022 bertepatan "Akses kepada penjagaan diabetes" bertujuan untuk meningkatkan kesedaran masyarakat tentang penyakit diabetes dan kepentingan untuk mendapatkan rawatan terbaik dengan kadar segera.

TAHUKAH ANDA? Hampir 4 juta penduduk menghidap kencing manis. Malaysia mempunyai jumlah penghidap penyakit kencing manis atau diabetes yang tertinggi di Asia & kedua tertinggi di dunia selepas Arab Saudi.

Berdasarkan tinjauan Kebangsaan Kesihatan & Morbiditi (NHMS) mendapati peratusan pesakit diabetes di Malaysia meningkat daripada 13.4 peratus pada 2015 kepada 18.3 peratus pada 2019. Laporan tersebut menunjukkan satu dalam lima individu dewasa berusia 18 tahun menghidap penyakit diabetes atau bersamaan 3.9 juta penduduk Malaysia.

Mari dapatkan Set Sugar Balance sempena World Diabetes Day pada bulan November dengan harga yang sangat berbaloi.

AYUH SEMUA KITA AMALKAN GAYA HIDUP AAFIYAT

Jangan lupa Follow, Like, Comment & Share yer.

#OliveHouse
#AafiyatLifestyle
#MudahnyaAafiyat
#worlddiabetesday
#diabetes

Olive House Malaysia - HQ

17 November 2022 · 🌐

"Jenis makanan hindari Diabetes"

Diabetes (kencing manis) merupakan penyakit kronik yang lazim berlaku di Malaysia. Ia berlaku apabila paras gula di dalam darah berada pada tahap yang tinggi menyebabkan simptom dan komplikasi kesihatan.

Ia berpunca daripada pengambilan makanan yang tidak sihat ekoran peredaran masa yang membawa bersama perubahan dalam kebanyakan aspek kehidupan termasuk pemakanan. Khususnya, golongan muda pada masa kini sangat menggemari makanan dan minuman 'hipster' yang unik sehingga mereka terlupa ia adalah punca risiko mendapat diabetes.

Jom ubah gaya pemakanan dengan pengambilan:

- Buah-buahan yang rendah kandungan gula
- Sayur-sayuran bukan hijau
- Sayur-sayuran hijau
- Kekacang dan bijan

Sama-sama Kita Amalkan Gaya Hidup Aafiyat

Sumber: The Five Best Food for Preventing or Reversing Diabetes www.drfurhman.com









Jangan lupa Follow, Like, Comment & Share yer.

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#AafiyatLifestyle
#MudahnyaAafiyat
#worlddiabetesday
#diabetes

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UNIVERSITY TECHNOLOGY MARA PERLIS BRANCH FACULTY BUSINESS ADMINISTRATION BACHELOR BUSINESS ADMINISTRATION (HONS) MARKETING MGT666 INTERNSHIP [INDUSTRIAL REPORT] PREPARED FOR DR. ISMALAILI BINTI ISMAIL (ADVISOR) PREPARED BY NAME STUDENT ID GROUP NUR AFIAH BINTI BASRI 2020969189 RBA2406A DATE OF SUBMISSION 17 FEBRUARY 2023

Part 1 Preliminary Pages

EXECUTIVE SUMMARY This internship report focuses on my six-month work experience as a marketing intern at Aafiyat Holdings Sdn Bhd, which lasted from 29 August 2022 until 10 February 2023 (24 weeks). This company focused on sourcing and distributing high-quality natural and organic products, particularly for the health and wellness segment. I had a fantastic start in my career, where I've gained valuable knowledge and become involved in AHSB. I've gained a lot of experience regarding on social media such as voice over, talent in content, content creators and copywriting. Then, I also handle on marketing tools such as sales promotion (special deals, flash sales, sales 12.12), contest marketing (Lucky Draw, PRU contest, etc.), Olivie Car Sticker and gained on communication skills such as dealing with agents and colleagues at the workplace and warehousing. In this internship report, I was provided all the information that I have about Aafiyat Holdings Sdn Bhd, including background company, vision, and mission, company logo, organisational structure, products and services offered, and much more. Following that, this report also provides the PESTEL, SWOT, and TOWS analyses of the AHSB Company. Basically, the PESTEL, SWOT, and TOWS analyses that I carry out consider both internal and external elements, as well as the company's existing and future growth potential. Then, I also provide a discussion and recommendation for AHSB Company. In the training reflection section later, I also described some of the tasks, challenges, and experiences that I had gone through since my first day at AHSB. Finally, I would like to remark that my practical training experience with AHSB was an enjoyable and great success. I had a lot of fun while gaining a lot of experience and information from my lovely colleagues there. As a trainee at this reputable organization, I have some wonderful memories to cherish in the future.

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1 AAFIYAT HOLDINGS SDN BHD

ACKNOWLEDGEMENT

75%

MATCHING BLOCK 1/26

SA

MGT657_BA2465A_RAMLY FOOD PROCESSING SDN BHD.pdf (D125217295)

In the name of Allah, the Most Gracious and the Most Merciful, All praises to Allah SWT and His blessing for the completion of this industrial report. Many thanks to Allah for all the opportunities, trials and strength that have been showered on

me in the way to complete my journey during internship period and also

76%

MATCHING BLOCK 2/26

SA

Aafiyat_Industrial report_mohd amirul akhyar b ...
(D142610230)

during writing this industrial report. Additionally, my humblest gratitude to the holy Prophet Muhammad SAW whose way of life has been a continuous guidance for me. First and foremost, I would like personally thanks to Dr. Ismalaili Binti Ismail as my Academic Advisor along the way of internship period for her continuous support, warm words, guidance, understanding patience and positive encouragement to complete this writing report

properly. Furthermore, special thanks to my Industrial Training Coordinator, Dr.Farahlina Binti Azizan for assisting me in providing internship-related information and signing all relevant documents during the internship searching process. Those excellent service will be with me to remember forever. May Allah SWT reward your kindness. Moreover, I took this opportunity to offer my special gratitude to AHSB company for giving a chance for me having my internship at here. Then I thank you most warmly to Mr. Ayob, Mrs. Rusyidah, Mrs. Hazrati and Mr. Dzul Helmy for providing me this opportunity to associate myself with them for my training and also like to express my sincere gratitude to them for providing me the most valuable guidance and affable treatment given to me at every stage to boost my memorable and helping me in learning more about marketing knowledge. Additionally, my deepest appreciation also goes

73%

MATCHING BLOCK 8/26

SA

Aafiyat_Industrial report_mohd amirul akhyar b ...
(D142610230)

to all my family members especially for their contributing an idea, encouragement and full supportive me during

my internship period and settling writing this industrial report.

71%

MATCHING BLOCK 3/26

SA

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(D142610230)

It would not be possible to complete my bachelor requirement (internship session, report and presentation) without warm spirit and support from them. Last but not least,

not forget to offer my special thanks

79%

MATCHING BLOCK 4/26

SA

Aafiyat_Industrial report_mohd amirul akhyar b ...
(D142610230)

to all my friends who were with me and continually support me through thick and thin during

completion of this internship session and writing this industrial report. I thank them wholeheartedly.

2 AAFIYAT HOLDINGS SDN BHD Part 2 Student's Profile

3 AAFIYAT HOLDINGS SDN BHD 2.0 STUDENT RESUME Figure 1: Resume

4 AAFIYAT HOLDINGS SDN BHD Part 3 Company's Profile

5 AAFIYAT HOLDINGS SDN BHD 3.0 COMPANY BACKGROUND Figure 2: Company Background AAFIYAT HOLDINGS SDN BHD OHR Marketing Sdn Bhd was established in 2011 by Ustaz Aidil Azwal Zainuddin who hold Master's Degree in Business Administration from the Asia School of Business. It also known as Olive House and focused on sourcing and distributing high-quality natural and organic products particularly for the health and wellness segment from countries in North Africa, West Asia, Caucasia and Central Asia including Morocco, Turkey, Azerbaijan, Kyrgyzstan and Uzbekistan. Since then,

92%

MATCHING BLOCK 5/26

SA

Aafiyat_Industrial report_mohd amirul akhyar b ...
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Olive House continues to capture the domestic health and wellness market while developing some 2,000 entrepreneurs as affiliate sales agents.

In 2021,

94%

MATCHING BLOCK 6/26

SA

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(D142610230)

a new parent company known as Aafiyat Holdings Sdn Bhd (AHSB) was officially established on 1 January 2021 as the corporate umbrella to a number of subsidiaries such as Olive House, Aafiyat Synergy, Aafiyat Academy, Aafiyat Digital, Aafiyat Store,

Phone: +604-7330749 Email: Info@aafiyatgroup.com Level 5&6 Kompleks Perniagaan Ampang, Lebuhraya Sultanah Bahiyah, Ampang Business Centre, 05050 Alor Setar, Kedah. <https://aafiyatgroup.com/>
6 AAFIYAT HOLDINGS SDN BHD

87%

MATCHING BLOCK 7/26

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(D142610230)

Aafiyat Manufacturing and Aafiyat Yayasan Jariah. As the Aafiyat Group ventures into manufacturing and marketing of new products while producing media contents as well as spreads its wings in Southeast Asia, the parent company acts as the growth engine to take the group to the next level.

AHSB is servicing its consumers via four sales channels such as: Figure 3: AHSB servicing 3.1 OFFICIAL LOGO OF AAFIYAT HOLDINGS SDN BHD Figure 4: The official logo of AHSB
7 AAFIYAT HOLDINGS SDN BHD 3.2 COMPANY VISION, MISSION, CORPORATE VALUE

100%

MATCHING BLOCK 9/26

W

Vision To be the preferred organisation for holistic solutions for society's health, wellbeing, wellness and welfare.

100%

MATCHING BLOCK 10/26

W

Mission We are an organisation that strives to improve society's health, wellbeing, wellness and welfare through holistic and integrative lifestyle principles and values based on Quranic teachings and backed by science.

Corporate value Believe and Behave, Think and Act according to guidance provided by Al-Quran and As- Sunnah Hablu minallah and Hablu minannas. Figure 5: Corporate Value of AHSB
8 AAFIYAT HOLDINGS SDN BHD 3.3 AHSB PRODUCTS 3.3.1 Olivie Plus Olivie Plus was imported from E-Borouj, Morroco. Certified Organic by USDA,

91%

MATCHING BLOCK 13/26

W

CERES, IFS Food Certificate-Higher Level Food Standard, Certificate of Conformity-Global Standard for Food Safety and ISO22000:2005.

Production of 100% unfiltered extra virgin oil using 'Mechanically Cold-Pressed' technique. It also good for protecting heart, improve digestion and brain function, reducing LDL cholesterol and naturally lower blood sugar. 3.3.2 Black Seed Oil Mechanically cold-pressed oil from Izmir, Turkey with brownish colour which guarantees its high-quality properties. The unique packaging of Black Seed Oil Olive House comes with user friendly dropper id. Black seed oil contained high vitamin E (goods for skin, nail and hair), Thymoquinone (TQ) (increasing immunity) and Polyphenol (goods for heart and cancer disease). It also has mild taste and aroma, good for immunity booster. Price: RM119.90 (250ml) Category: Healthy Oil SKU: OP250 Price: RM29.90 (50ml) Category: Healthy Oil SKU: BSO50

9 AAFIYAT HOLDINGS SDN BHD 3.3.3 Fig Vinegar Imported from Izmir, Turkey, Certified IFS Food Certificate, Certificate of Conformity, ISO22000:2005, ISO1002:2004 and ISO9001:2008, Figs are grown organically and processed using traditional method in oak casks to maintain the quality of fermentation. It contains 'Mother' which is high in minerals such as iron, among others. It comes with two sizes which are 250ml and 500ml with different prices. 3.3.4 Pomegranate Juice and Concentrate Imported from Agsu, Azerbaijan, Certified organic by USDA for the EU, Kosher Certification, ISO9001:2008. Among the 'Healthiest Fruits on the Planet' that contains high polyphenol, high mineral and without adding sugar. It comes with three sizes such as Pomegranate Juice (1 Litre), Pomegranate Juice (200ml) and Pomegranate Juice and Concentrate (350ml). Price: • RM24.90 (250ml) • RM44.90 (500ml) Category: Vinegar SKU: FVG250 & FVG500 Price: • RM23.90 (200ml) • RM52.90 (350ml) • RM69.90 (1litre) Category: Healthy Drinks SKU: PMJ001, PMJ200, PMC350

10 AAFIYAT HOLDINGS SDN BHD 3.3.5 Olive Power Up Imported from El-Borouj, Morocco. 100% organic and certified by USDA Organic and Organic Agriculture MA BIO 132001638. Olive tree extract mixed with olive oil produced in a pearl- from obtained by cold pressing fresh olives from trees grown in the arid soil and harsh climate of the Southern Sahara of Morocco. It comes with two size which are 340g and 100g. 3.3.6 Extra Virgin Olive Oil Imported from Izmir, Turkey. Certified organic by CERES, Certificate of Conformity-Global Standard for Food Safety, IFS Food Certificate, Higher Level Food Standard, Gluten-Free. Production of 100% unfiltered extra virgin olive oil using 'mechanically cold-pressed' techniques. High value of Vitamin D, Vitamin E and free fat trans. Price: • RM139.90 (100g) • RM394.90 (340g) Category: Healthy Oil SKU: OPU100, OPU340 Price: RM44.90 (250ml) Category: Healthy Oil SKU: EVO250

11 AAFIYAT HOLDINGS SDN BHD 3.3.7 Mountain Honey Kyrgyzstan 100% pure honey. Produced by wild bees that collect nectar from thousands of flowers (multi- flora) in Kyrgyzstan's mountains. Obtained the international recognition of 'World Beekeeping Awards' for eco-friendly, high-quality products amidst unpolluted landscape and fertile environment. Winner of the International Beekeeping Congress Apimondia, Daejon, South Korea 2015 and Golden Crown for Quality, London. 3.3.8 Virgin Coconut Oil Organic Virgin Coconut Oil is 100% natural derived from fresh organic coconut kernels via a cold press process. Its high content of Medium Chain Fatty Acid especially lauric acid makes it unique in helping to preserve the natural immunity of the body (via monolaurin formation) plus stimulating metabolism and delivering high energy levels. Price: • RM59.90 (125g) • RM119.90 (350g) Category: Honey SKU: HKM125, HKM350 Price: RM35.00 (250ml) Category: Vinegar SKU: VCO250

12 AAFIYAT HOLDINGS SDN BHD 3.3.9 Ceylon Cinnamon Imported from India. Obtained certification of Halal Endorsement Product, SGS System Certification and ISO22000 from Food Safety and Standards Authority of India. Licensed under Food Safety and Standards Act, 2006 and SGS Coumarin Content. 100% original Ceylonese cinnamon known as 'The Real Cinnamon' for the high Cinnamaldehyde content of more than 70%. 3.3.10 Choco Premixed cocoa drink powder under the Choco brand was launched in 2018 by Olive House to meet the needs of healthy diet. Choco is made of a combination of skim milk, fructose, cocoa powder, goat milk, malt extract, honey and DHA (Omega 3). Price: • RM75.00 (15sch x 10g) • RM17.90 (3sch x 10g) Category: Extracts & Herbs SKU: CCM015, CCM003 Price: RM29.90 (15sch) Category: Healthy Drinks SKU: CHD015

13 AAFIYAT HOLDINGS SDN BHD 3.3.11 Ajwah Dates Imported from Madinah Al-Munawwarah, Saudi Arabia, the dates are hand-picked and carefully selected for their fresh quality and great taste. It contains of Vitamin A, Vitamin B3, Vitamin B6, Vitamin B9, Calcium, Magnesium, Iron, Zinc and Polyphenol. 3.3.12 Toothpaste Made in Malaysia and certified with Good Manufacturing Practise (GMP). The toothpaste varies from different ranges comprising of Herbal Toothpaste with Rocks, Herbal Toothpaste with Clove and Olive Leaf Extract Toothpaste that give a fresh taste and healthy gums. Price: RM27.90 (200g) Category: Dates SKU: AJD200 Price: • RM12.90 (Olive Leaf Extract) • RM4.90 (Herbal with Clove) • RM6.90 (Herbal with Rocks) Category: Toothpaste SKU: OLT155, HCT200, HRT200

14 AAFIYAT HOLDINGS SDN BHD 3.4 ORGANIZATIONAL STRUCTURE 3.4.1 Company Organizational Chart Figure 6: Company Organizational Chart 3.4.2 Management Team Figure 7: President of AHSB

15 AAFIYAT HOLDINGS SDN BHD Figure 8: C-Suites of AHSB

16 AAFIYAT HOLDINGS SDN BHD 3.4.3 Marketing Department Organizational Chart Figure 9: Marketing Organizational Chart

17 AAFIYAT HOLDINGS SDN BHD Part 4 Training's Reflection

18 AAFIYAT HOLDINGS SDN BHD 4.0 DURATION a) Specific date • 29 August 2022 – 10 February 2022 (24 weeks) b) Working day and time Day

100%

MATCHING BLOCK 11/26

SA

Aafiyat_Industrial report_mohd amirul akhyar b ...
(D142610230)

Time Monday 8.30 AM -5.30 PM Tuesday 8.30 AM -5.30 PM Wednesday 8.30 AM -5.30 PM Thursday 8.30 AM -5.30 PM Friday 8.30 AM -5.30 PM Table 1: Working

day and time c) Attendance system • AHSB using fingerprint attendance system for check in and check out. • To automate the attendance taking procedure of company using biometric technology (fingerprint).

19 AAFIYAT HOLDINGS SDN BHD 4.1 DETAILS Roles and responsibilities as a Marketing Protegee at Aafiyat Holdings Sdn Bhd: i. Involve in handling the car sticker 'Olivie King' I have been tasked with managing the Olivie King and Win 2022 campaign, where I have to follow up with Olive House agents regarding their car door sizes. This is due to the fact that OHR will print the car sticker based on the information or dimensions of the car that the agent accurately provides and approves. The giving of "Olivie King" stickers to the agents is a token of appreciation to fuel the spirit of the "Olivier King and Win 2022" campaign. After the "Olivie King" sticker installation is completed by all agents, I need to follow up on their odometer by asking for a picture of the agent's car with the sticker installation and their latest odometer before paying the RM50 monthly incentive to agents. Figure 10: Follow up with agent via WhatsApp ii. Involve in handling Aafiyat Lucky Draw Campaign. I was handling the monthly Aafiyat Lucky Draw Campaign, which, in its traditional form, involves a representative (the Chief Marketing Officer and Head of Marketing Department) picking out the lucky number. The Department of Campaign and Promotion organised this campaign to capture consumers' attention and influence purchase decisions. Following are a few pointers to keep in mind when running this lucky draw campaign:

20 AAFIYAT HOLDINGS SDN BHD Step 1 Sorting and compiling data from WEB, ACORE, and BTL sources Step 2 The host (the Chief Marketing Officer and Head of Marketing Department) randomly picks a number from the total number of leads given via WhatsApp. Step 3 Sending the winners' information to the contact centre for verification Step 4 Request a winner announcement poster from the Department of Creative Production. Step 5 Create a code voucher in the ACORE system for the winner who claimed at the CAM level. Step 6 Return it to the contact centre so that the winner's details can be emailed to her. Step 7 Create a code voucher for the CAM from HQ. Table 2: Steps Aafiyat Lucky Draw Campaign Figure 11: Sorting data lead customers Figure 12: ACORE system

21 AAFIYAT HOLDINGS SDN BHD iii. Involve in handling PRU15 contest marketing I have been tasked with handling the PRU15 contest marketing. It is one of the marketing tools to make agents more active in promoting Olive House Products and to give them rewards for carrying out the contest through their social media platforms on the day of the 15th Malaysian General Election, which falls on November 19, 2022. In the ACORE system, I need to create two types of voucher codes for this contest: one for the winner claimed from CAM and one for the winner claimed from HQ. Then, submit the voucher code to Mrs. Hazrati Alias (Head of Campaign and Promotion) for distribution to each CAM Olive House. Figure 13: 44 voucher code of winner PRU15 contest iv. Do tasks that involve filing and sorting through documents For the Aafiyat Lucky Draw, I was tasked with sorting data leads from Below the Line activities, Websites, and the ACORE system. Furthermore, I also have to sort "Olivie King" car stickers that were divided into several CAM at the warehouse before sending them to agents. Figure 14: Sorting 'Olivie King' Car Sticker

22 AAFIYAT HOLDINGS SDN BHD v. Support the marketing team in administrative tasks As a marketing trainee, I am responsible for writing paper work or proposals for campaigns and promotions such as Lucky Draw 2023, Meet and Greet, and Agent Competition. Then, I also have to write the circular letter of sales promotion (special deals and flash sales) that is used by the Department of Campaign and Promotion to inform all its agents and staff about an important event happening in the Department. In this circular letter, I need to provide information like price, quantity, how to apply the campaign, etc. to make agents more conscious of the product promotion. After that, I also have to write a memo that is used for internal communications regarding procedures within the Department of Campaign and Promotion. For example, a memo for submission of the "Olivie King" car sticker, replacement and sending of products for "Flash Sales 16 September," product replacement taken by the Aafiyat Store Icity Shah Alam marketing department, and many more. On the other hand, I also have to create the "Request Form" (Poster) for Department Creative Production to ensure the teams can successfully control the entire end-to-end work request process. Moreover, my supervisor asked me to update the Food Panda Portal Restaurant of the Aafiyat Holdings store by updating the product in store management. Then I had to write the marketing workshop joining instructions and email them to all of the marketing department heads. Figure 15: Joining Instruction Marketing Workshop vi. Assisting the social media team I have been tasked with writing copywriting for health and posting general content that speaks to the company's target audience through social media. After that, I also helped to transcribe the audio regarding health topics such as diabetes, heart disease, and so on. In addition, I have to assist the content creator to create video content and need to assist the Knowledge Management Department to find content on health trending topics for posting on social media. For example, there is World Heart Day, World Diabetes Day, World Breast Cancer Day, and many more. Following that, I helped to create social media video content for the marketing campaign, which required me to record

23 AAFIYAT HOLDINGS SDN BHD my voiceover, be as talent, assist the videographer for video content flash sales, special deals and so on. Figure 16: Copywriting and video content vii. Attending weekly meeting Every Wednesday, I need to attend a weekly meeting under the Marketing Department. The objective of this weekly meeting is to discuss the work ongoing over the next seven days, look forward, and delegate the task to all team members to ensure that everyone can give a good performance on their task. viii. Attending Marketing Workshop I have been attending the marketing workshop where all head of department marketing and digital media staff discuss SIPOC (supplier, input, process, output, and customer), SWOT (strength, weakness, opportunity, and threat), and GAP analysis of marketing. Furthermore, department heads (Innovation, Supply Chain, Sales, and CASE) attend this marketing workshop and must make suggestions for marketing department improvement.

24 AAFIYAT HOLDINGS SDN BHD 4.2 GAINS Figure 17: Intrinsic and extrinsic reward 4.2.1 Intrinsic Reward i. Knowledge In this point, I can explain that my supervisor has been teaching me personally about marketing mix promotion, which can be classified into two parts which are above the line and below the line. To begin, I learned about above-the-line media such as television (television commercial break, sponsorship program, brand integration, product placement, infomercials, and overlay), radio (jingle), out-of-home (OOH) (billboard, transit, street furniture, and placement based on OOH), and, finally, newspaper. Following that, I gained new knowledge about marketing mix promotion below the line, such as point-of-sale material, digital marketing, direct mail, trade shows, and campaigns. On the other hand, the marketing workshop taught me about SIPOC (supplier, input, process, output, and customer). SIPOC is a visual tool for documenting a business process from start to finish before it is implemented. The SIPOC technique's goal is to determine outcomes, identify inefficiencies, and stimulate process improvement efforts by providing a high-level overview of current processes and challenging people to define new and improved ones. Then, using a module provided by the Department of Business Dynamics and Cybernation, I learned how to use the ACORE system. Having Intrinsic reward Knowledge Skills Experience Extrinsic reward Monthly allowance RM400 Facility provided Received T- shirt Aafiyat

25 AAFIYAT HOLDINGS SDN BHD this made it easier for me to generate a voucher code with this system. On the other hand, I learned how to manage the Aafiyat store's Food Panda Restaurant Website. ii. Skills As an intern, I discovered that I needed to write a variety of copywriting from longer pieces of content to short product descriptions and advertising slogans. As a result of my copywriting skills, I am able to convey ideas that ultimately persuade an audience to take action. Following that, I discovered communication skills for how to communicate with the staff here in person. In addition, I improve my communication skills through phone conversations with Aafiyat agents. On the other hand, I discovered email writing skill and voice over skill that I able to create a good speaking voice and the ability to read a script with the appropriate tone, emotion, clarity and enunciation. iii. Experience During my internship, I had a great experience working in this company, where I was given the opportunity to attend a marketing weekly meeting on the topic of "What's Trending." This meeting covered topics such as the social media algorithm, market tags, a 7-day preview of social media content, feedback on content, how to engage an audience, and much more. After that, I also was given an opportunity to join Aafiyat Business Planning 2023 (ABP), which involved the Chief Officer, Head of Department, and several staff, and where they presented their proposal for what would happen in 2023. Furthermore, I was able to participate in the Aafiyat Bazaar Programme 2022 at Masjid Al Makrubi in Kuala Kedah Alor Setar, where I and the other staff members were required to sell groceries at a lower price.

26 AAFIYAT HOLDINGS SDN BHD 4.2.2 Extrinsic Reward i. Monthly allowance As an internship student, my company gave me a monthly allowance of RM400 per month as a

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reward for contributing my precious time and energy toward achieving the company's goals.

ii. Facility provided AHSB also provides office facilities such as working space, company WiFi, a pantry, a prayer hall, and many more. iii. Received T-shirt Aafiyat Every Friday, AHSB employees need to wear smart casual, which means a T-shirt and blazer. Regarding on that, the marketing department gave me a T-shirt Aafiyat.

27 AAFIYAT HOLDINGS SDN BHD Part 5 PESTLE & SWOT ANALYSIS

28 AAFIYAT HOLDINGS SDN BHD 5.0 PESTEL ANALYSIS Figure 18: PESTLE Analysis Point i. Economic Factors • Inflation (Threat) According to the Department of Statistics in Malaysia (December 2022), Malaysia's inflation in November 2022 increased 4.0 percent. Businesses were facing raw material price volatility and "unprecedented" global inflation that posed a challenge for the business as it aimed to keep its products affordable for consumers and affected the way companies priced the products. Hence, the research showed that 82% of Malaysian businesses had been increasing prices in response to inflation, which had pushed key input costs for businesses in the country up nearly a fifth (19% on average), led by raw materials (up 22%) and energy (19%) (Rupinder Singh, 2022). • Rise of health supplement products in market (Threat)

In recent years, the health supplement industry has exploded in popularity in Malaysia and across the world. As more individuals become interested in taking care of their health, the demand for supplements continues to grow. Trending health products include vitamins, minerals, dietary supplements, and herbal supplements (botanicals). These products can be bought without a prescription and usually come in pill, powder, or liquid form.

This will pose a threat to the company, which focuses

on organic products, because more people will choose to buy supplement products because they believe in the modern method compared to the traditional ones (

DHL, 2022).

29 AAFIYAT HOLDINGS SDN BHD ii. Social Factors • Low concern on healthy lifestyle (Threat) In comparison to other Southeast Asian nations, Malaysia has the greatest frequency of overweight persons, according to the Malaysian Health Organization. As a result, the most prevalent causes of the major deadly diseases in Malaysia are frequently linked to a poor diet and food intake. Additionally, the illness might be exacerbated by poor lifestyle choices. According to News Straits Time, Malaysia was regarded an unhealthy nation in November 2022 because of the high prevalence of obesity and heart disease and the general lack of public health knowledge. People also have low awareness when it comes to buying health products for their medical needs. iii. Technological Factors • Digitalization transformation (Opportunity) A wide range of sectors have seen increased productivity and competitiveness as a result of the digitalization transition in economies. Over the past ten years, this trend has been accelerated by the use of big data and the growth of internet platforms. Through the dynamics of money flow and commerce, digitalization has also contributed to a growth in regional and worldwide economic integration. Additionally, improvements in digital technology have had a significant positive impact on economies' productive capacities, enhancing economic efficiency and the possibility for long-term output development. (Tan Sri Abdul Wahid,2022) iv. Environmental Factors • Pandemic Covid19 (Opportunity/ Threat) Following the abrupt interruptions to the pandemic COVID19, Malaysians realised in 2021 that Malaysians had shifted their focus to the things that mattered most to them and that they valued health products like vitamins and dietary supplements. They believed that taking supplements could help them take control of their health and wellness. Following that, the digital economy also helped businesses enter the market more easily, reduced inequality, and encouraged social and economic inclusion especially during the pandemic COVID19. The globalisation of digitization, which was sparked by Covid-19, makes it increasingly necessary for us to utilise the powers of technology for the welfare of global households,

30 AAFIYAT HOLDINGS SDN BHD businesses, and employees (Tan Sri Abdul Wahid, 2022). However, the covid19 pandemic also impacting poor business economic and financial results, supply chain disruptions and affected on performance employment.

31 AAFIYAT HOLDINGS SDN BHD 5.1 SWOT ANAYLSIS Figure 19: SWOT Analysis Point i. Strength • Offer high quality products Aafiyat Holdings Sdn Bhd was

strives to improve society's health, wellbeing and welfare through wholesome and integrative lifestyle principles and values based on Quranic tenets and

scientific approaches. AHSB sources natural, organic plant and highly purified vitamins and minerals imported from countries in North Africa, West Asia, Caucasia and Central Asia including Morocco, Turkey, Azerbaijan, Kyrgyzstan and Uzbekistan to meet their exacting quality standards. The products produced for a range of needs, including general nutrition, heart health, diabetes health, weight management and many more. • Having agents and distributors Aafiyat Holdings Sdn Bhd was recruit agents and distributors that playing a vital role in commercial activity. AHSB have 1213 sales people supervised by 5 CAM such as OHU (Northern), OHC (Central), KMJ (Southern), ECR (East Coast) and BORNEO. Agents sell product on AHSB behalf that they continue to own and invoice the ultimate customer likewise distributors take ownership of the product and sell on to their own customers.

32 AAFIYAT HOLDINGS SDN BHD • Having product recognition from recognized bodies As a leader in natural health products, AHSB has been product recognition from recognized bodies such as United States Department of Agriculture (USDA), Safe Food Industry Responsibility (MeSTI), Halal, Organic Food Certification by the Ministry of Health,

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CERES, IFS Food Certificate-Higher Level Food Standard, Certificate of Conformity-Global Standard for Food Safety dan ISO 22000:2005. •

Having Research and Development (R&D) Aafiyat Holdings Sdn Bhd has an Aafiyat Innovation Department that is always looking for ways to drive Research and Development (R&D). Regarding on that, Aafiyat Innovation Department conducts research based on clinical studies and interventions to improve customer trust. They also do product development, such as product innovation and product rescue as follow Aafiyat Standards. All Department do the product innovation with process of creating a new product or improving an existing one to meet customers' needs in a novel way. Besides, they also do the product rescue which help AHSB get their product back on track if things are not running smoothly or after things have gone terribly wrong. ii. Weaknesses • Low competency of agent Agent incompetence was encountered by Aafiyat Holdings Sdn Bhd. It contributed to AHSB's weaknesses in agent system practises. This is due to AHSB agents' lack of commitment and engagement with customers. AHSB also encountered problems with agent access technology, with a few agents experiencing poor internet connections while entering customer orders into the Acore system. On the other hand, they have agents ranging in age from young to old. As a result, agents among the elderly frequently have difficulties using the AHSB order system because there are too many functions that they must know and understand. • Poor communication in workplace According to the problems I learned about Aafiyat Holding Sdn Bhd, they have inadequate workplace communication. When there is a mismatch or disparity between what is stated and what is understood, communication breaks down. In

33 AAFIYAT HOLDINGS SDN BHD light of that, poor communication at work has a detrimental effect on this company's interdepartmental working relationships, productivity, and morale. For instance, a lack of communication between the Country Area Manager (CAM) and the agents led to a poor knowledge of the Acore system by the agents when it came to customer ordering activities • Lack of brand awareness Aafiyat Holdings Sdn Bhd is unknown to many people. This is due to the fact that in 2021, AHSB rebranded and announced this brand name as the new corporate or parent company to Olive House (a subsidiary company). As a result, the brand names AHSB (parent company) and Olive House continue to confound many people (subsidiary company). It will indirectly cause problems for AHSB and Olive House when they launch new products or activities under both brands. iii. Opportunity • Pandemic Covid19 AHSB had an opportunity to boost up their products sales during Pandemic Covid19 because the pandemic Covid19 has made more people interested in foods that benefit their immunity, metabolism and mental state and also made Malaysians increasingly appreciate consumer health products such as vitamins and dietary supplements, believing that taking supplements can help them involve their health and wellness. Since the onset of pandemic Covid19, Malaysia has experienced a continuous rise in the demand for digital services (Tan Sri Abdul Wahid, 2022). As a result, it was push employees of AHSB to fast-forward button on digital access. • Digitalization transformation It is an opportunity for Aafiyat Holdings Sdn Bhd to adapt to digital transformation in order to survive in a competitive market and maintain a dominant position. It is the process of changing how an organisation leverages technology, people, and processes to improve business and performance while also embracing new business models. This cultural transformation affects all aspects of the business, including sales, marketing, operations, and customer service. It is usually accompanied by a transition to modern cloud technologies. Optimize customer satisfaction, for

34 AAFIYAT HOLDINGS SDN BHD example, by gaining complete insight into the user experience of web and mobile applications. iv. Threat • Inflation In terms of inflation, AHSB was confronted with raw material price volatility and global inflation, both of which posed a threat to them. Furthermore, as inflation rises, consumers' purchasing power erodes. Simply put, they can now purchase fewer goods and services than they previously could. This means that AHSB's sales will be lower, lowering the company's total revenue. • Pandemic Covid19 Pandemic Covid19 has affected every business in the world, including AHSB, because they rely heavily on suppliers from outside Malaysia. As a result, it had an impact on the AHSB supply chain, causing delays in receiving supplies. As a result, AHSB identified delays in fulfilment and delivery as a threat. Furthermore, Pandemic Covid19 had an impact on AHSB, causing downtime in their daily operations as well as delays in completing tasks and projects. • Rise of health supplement products in market Malaysian market for supplement products has grown rapidly, AHSB must compete with many other companies.

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As more people become interested in taking care of their health, the demand for supplements grows. This will pose a risk to

the company. Because

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this company focuses on organic products, more people will choose to buy supplement products because they believe in modern

methods over traditional ones. • Low concern on healthy lifestyle Malaysia has the highest prevalence of overweight people in Southeast Asia, according to the Malaysia Health Organization. As a result, the most common causes of major fatal diseases in Malaysia are widely linked to one incorrect diet method and food intake. Furthermore, poor lifestyle choices can exacerbate the condition. According to News Straits Time, our previous Health Minister 35 AAFIYAT HOLDINGS SDN BHD considered Malaysia to be an unhealthy country in November 2022 because

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the number of people suffering from heart disease and obesity is high,

and health awareness among the people is low. As a result, people have low awareness when it comes to purchasing health products for their health care.

36 AAFIYAT HOLDINGS SDN BHD Part 6 RECOMMENDATION

37 AAFIYAT HOLDINGS SDN BHD 6.0 TOWS MATRIX TOWS MATRIX Opportunities (O) (O1) Pandemic Covid19 (O2) Digitalization transformation Threat (T) (T1) Inflation (T2) Pandemic Covid19 (T3) Rise of health supplement products in market (T4) Low concern on healthy lifestyle Strength (S) (S1) Offer high quality products (S2) Having agents and distributors (S3) Having product recognition from recognized bodies (S4) Having Research and Development (R&D) (S1, S4, O1, O2) Come out with product development that can help to prevent covid19. (S2, O2) Agent and distributor need to used TikTok platform in promoting products. (S1, S4, T1, T2) Increasing price by offering combo package to differentiate with competitors. (S1, S3, S4, T3, T4) Collaboration with KOSPEN to promote healthy lifestyle and high-quality product from Aafiyat. Weaknesses (W) (W1) Low competency of agent (W2) Poor communication in the workplace (W3) Lack of brand awareness (W1, O1, O3) Provide regular training and development to encourage self- improvement of agent. (W2, O2) Make regular meetings and encouraging employees to give and receive feedback. (W3, T3, T4) Run referral program with influencer to build brand awareness. Table 3: TOWS Matrix Analysis

38 AAFIYAT HOLDINGS SDN BHD 6.1 RECOMMENDATION Strength + Opportunities 6.1.1 Come out with product development that can help to prevent covid19. (S1, S4, O1, O2) The outbreak of the COVID-19 pandemic has left people around the world searching for viable prevention and treatment options to use against the virus. By offering high quality products with having research and development (R&D), AHSB have an opportunity to come out with product development that can help to prevent Covid19. AHSB need to come out product pomegranate gummies (high in vitamin C and E) for adults and kids because this product supporting the immune system by working closely with other antioxidant in the body to protect cells by neutralizing free radicals. It also necessary for the body to produce collagen which helps to support healthy skin. In addition, gummies pomegranate also has a pleasant taste and are easy to take. This is because nowadays, more people still difficult to take supplement in pill, tablet or liquid because they have an unpleasant, bitter or "medicinal" taste and prefer going for delicious options such as pomegranate gummies. Thus, it does not just help provide immune system with support but it helps bring people taste buds a little excitement having pomegranate gummies as their supplement. 6.1.2 Agent and distributor need to used TikTok platform in promoting products. (S2, O2) The ubiquity of social media has had a profound effect on the way communicate and is of significant importance to business. Social media tools have helped break down geographical barriers that once restricted communication and have led to an explosion of e-participation, virtual presence and online communities. By having agents and distributor in AHSB, they need to set for them use social media platform of TikTok in promoting products besides Instagram and Facebook. This is because TikTok quickly gained mainstream traction and is currently the fastest-growing social media platform. In other words,

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TikTok ascension to social media staple makes it a great platform for businesses, with presence on the application providing huge opportunity for enhanced brand visibility and subsequent growth.

Thus, Department of Marketing in AHSB need to prepare marketing material such as video content (product, customer testimonial, tips

39 AAFIYAT HOLDINGS SDN BHD health food etc) for agent and distributor to facilitate them to post into their TikTok account. Weaknesses + Opportunities 6.1.3 Provide regular training and development to encourage self-improvement of agent. (W1, O1, O3) Regarding on low competency agent of Aafiyat Holdings Sdn Bhd, they need to provide regular training and development opportunities for agents to improve their skills and knowledge. This can include on the job training, workshops and seminars. It is also to encourage agents to take ownership of their own development by providing them with resources and opportunities to improve their skills. Hence, AHSB also need to have performance evaluations where they need to regularly evaluate the performance of agents to help them improve their skills and performance. Regarding on these, AHSB need to provide constructive feedback to agents on their performance, both positive and negative, to help them understand what they need to improve on. 6.1.4 Make regular meetings and encouraging employees to give and receive feedback. (W2, O2) To resolve the problem of having poor communication in workplace such as misunderstanding, conflicts and ultimately, a decrease in performance and morale. Here the recommendation for AHSB do is make regular team meetings that an effective way to keep everyone informed and up-to-date. Meetings also provide an opportunity to identify any communication breakdowns and address them quickly. By implementing these recommendations, employers and employees can improve their communications skills and build stronger relationships with their colleagues. This will ultimately lead to be more productive, harmonious and successful workplace. On the other hand, encouraging employees to give and receive feedback regularly for improving communication. Feedback allows employees to understand what they are doing well and where they need to improve. It also helps to resolve any issues that may arise and improve overall performance.

40 AAFIYAT HOLDINGS SDN BHD Strength + Threat 6.1.5 Increasing price by offering combo package to differentiate with competitors. (S1, S4, T1, T2) By having R&D department, AHSB have their own strength to deal with inflation which they need to increase their product price by offering combo package. Hence, R&D need to involves researching market and customer needs to develop this strategy. Increasing prices is fine when customers perceive that the products have superior benefits or quality to those of competitors. By offering this strategy, AHSB need to create combo package and give something free (tumbler, jute bag, etc.) for customer who purchase AHSB products. It will give most impactful sales tactic used in modern business and the mere idea of winning something for free generates an interest in the consumer's mind. For example, Combo Trio RM100 = 3x units Black seed oil Units + FREE stainless tumbler Olive House. 6.1.6

Collaboration with KOSPEN (Komuniti Sihat Pembina Negara) (S1, S3, S4, T3, T4) As mentioned above earlier, AHSB are facing counterfeit and rise of health supplement products in market with the low concern healthy lifestyle. Regarding on that, Aafiyat Holdings Sdn Bhd need to collaborate with KOSPEN to encourage Malaysians concern on healthy lifestyle. This is because KOSPEN bringing the NCD risk factors interventions to the community level by creating trained health volunteers, who will function as "agents of change" or health enablers, who will introduce and facilitate healthy living practices amongst their respective community. Hence, AHSB and KOSPEN need to organize the program or activities regarding on healthy lifestyle such as medical check-up, balanced diet, Zumba, cycling, brisk walking, health talk and many more. Furthermore, AHSB have the greatest strength of effective product positioning in Halal Certificate that it can create a competitive advantage. Thus, AHSB easiest to promote their product during this program because it involving the community.

41 AAFIYAT HOLDINGS SDN BHD Weaknesses + Threat 6.1.7 Run referral program with influencer to build brand awareness (W3, T3, T4) To increase brand awareness is a tough undertaking. In relation to the lack of brand awareness of this company, AHSB need to run referral programs which is the one of the best strategies to measure the return on investment (ROI) for their campaigns. This is because the easiest and most effective referral program strategy is to share a promo code that is unique to each influencer. The influencers can then share the promo codes with their audiences through their content. When the influencer shares the promotional link and discount codes exclusive to their followers, it draws their attention and inspires them to visit the link or use the code. Whenever you run a referral program, always ask the influencers to mention the brand name on their blog and social media channels. When their followers see the influencer mentioning your brand, it builds social trust and increases your brand recall value. Peer recommendations carry a lot of weight. People are more likely to buy a product or service when recommended by those they trust, such as influencers they follow.

42 AAFIYAT HOLDINGS SDN BHD Part 7 CONCLUSION

43 AAFIYAT HOLDINGS SDN BHD 7.0

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CONCLUSION To conclude everything that has been stated so far, during my internship at Aafiyat Holding Sdn Bhd for six months, that is 24 weeks starting from February 28, 2022, until February 10, 2023, I have learned various valuable skills that

are required by the industry out there, especially at the executive level. I am familiar with marketing responsibilities and have been exposed to corporate company work styles. Hence, I am able to do tasks that involve filling out and sorting through documents, supporting the marketing team in administrative tasks, assisting the social media team (copywriting, voiceover, and talent in content), and many more. In addition, my supervisor, Mrs. Hazrati Alias, always gives me an opportunity to communicate with agents where she wants to assist me in order to improve my confidence level as well as hone my communication skills. During my six months at AHSB, I learned a lot of new things, gained knowledge about marketing, and learned how to organise marketing professionally. I also learned more about the products of this company, how they manage their agents, how to do paper work or proposals for campaigns and promotions, how to use the system provided by the Business Dynamic Cybernation Department, and many more things. On the other hand, this company also organises various programmes that enable me to take part with other employees there and help me build a relationship with them.

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In short, it was my pleasure because I am able to be part of this organisation even though I am an internship student. Finally, I hope that within six months of

my internship, I am able to prepare myself to become the valuable person that is

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required by the industry out there. 44 AAFIYAT HOLDINGS SDN BHD 8.0 REFERENCES Aafiyat Holdings Sdn. Bhd. (n.d). AAFIYAT

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Health supplement trend in Malaysia: Nutritional supplements: DHL Express my.

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45 AAFIYAT HOLDINGS SDN BHD 9.0 APPENDICES Module How to Link reference Attending religious Talk organized by HR Department Committee of Aafiyat Bazaar Program under Aafiyat Yayasan Jariah Department Warehouse visited Supervisor coaching regarding on ATL and BTL

- 46 AAFIYAT HOLDINGS SDN BHD Emcee for Program Employees Outstanding Backstage crew members Sorting Olivie King Car Sticker at Warehouse Attending Bacaan Yaasin via zoom Attending Town Hall program
- 47 AAFIYAT HOLDINGS SDN BHD \ Talent in content social media https://www.instagram.com/reel/CkxDi5_JgG0/
<https://www.instagram.com/reel/CjZuZ6TpXe7/> <https://www.instagram.com/reel/Cihu7pMJzTJ/>
<https://www.instagram.com/reel/CijKK23JXjG/> <https://www.instagram.com/reel/Clnmzx4Jt9 m/>
- 48 AAFIYAT HOLDINGS SDN BHD Voice over in content social media https://www.instagram.com/reel/CmBwHf_pIH1/
<https://www.instagram.com/reel/CmQ0QAVp9Wm/> <https://www.instagram.com/reel/CmyK-tUodSR/>
<https://www.instagram.com/reel/Cn6darUp6cp/>
- 49 AAFIYAT HOLDINGS SDN BHD Copywriting for social media

Hit and source - focused comparison, Side by Side

Submitted text As student entered the text in the submitted document.
Matching text As the text appears in the source.

| 1/26 | SUBMITTED TEXT | 45 WORDS | 75% MATCHING TEXT | 45 WORDS |
|------|---|----------|-------------------|---|
| | In the name of Allah, the Most Gracious and the Most Merciful, All praises to Allah SWT and His blessing for the completion of this industrial report. Many thanks to Allah for all the opportunities, trials and strength that have been showered on | | | In the name of Allah, the Most Gracious and the Most Merciful) All praises to Allah and His blessing for the completion of this assignment. thank God for all the opportunities, trials and strength that have been showered on |
| | <p>SA MGT657_BA2465A_RAMLY FOOD PROCESSING SDN BHD.pdf (D125217295)</p> | | | |

| 2/26 | SUBMITTED TEXT | 67 WORDS | 76% MATCHING TEXT | 67 WORDS |
|------|---|----------|-------------------|--|
| | during writing this industrial report. Additionally, my humblest gratitude to the holy Prophet Muhammad SAW whose way of life has been a continuous guidance for me. First and foremost, I would like personally thanks to Dr. Ismalaili Binti Ismail as my Academic Advisor along the way of internship period for her continuous support, warm words, guidance, understanding patience and positive encouragement to complete this writing report | | | during writing this industrial report. Additionally, my humblest gratitude to the holy Prophet Muhammad SAW whose way of life has been a continuous guidance for me. First and foremost, I would like personally thanks to Mr. Solihin bin Razali as my supervisor along the way of internship period for his continuous support, warm words, guidance, understanding and positive encouragement to assist me in complete this report. |
| | <p>SA Aafiyat_Industrial report_mohd amirul akhyar bin ghazali (2020970761).pdf (D142610230)</p> | | | |

| 3/26 | SUBMITTED TEXT | 27 WORDS | 71% MATCHING TEXT | 27 WORDS |
|------|---|----------|-------------------|---|
| | It would not be possible to complete my bachelor requirement (internship session, report and presentation) without warm spirit and support from them. Last but not least, | | | It would not be possible to complete my bachelor requirement (internship session, report and presentation) without their support. Last but not least, |
| | <p>SA Aafiyat_Industrial report_mohd amirul akhyar bin ghazali (2020970761).pdf (D142610230)</p> | | | |

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|--|-----------------------|---|---------------------------|----------|
| 4/26 | SUBMITTED TEXT | 18 WORDS | 79% MATCHING TEXT | 18 WORDS |
| <p>to all my friends who were with me and continually support me through thick and thin during</p> | | <p>to appreciate all my friends who were with me and continually support me through ups and downs during</p> | | |
| <p>SA Aafiyat_Industrial report_mohd amirul akhyar bin ghazali (2020970761).pdf (D142610230)</p> | | | | |
| 5/26 | SUBMITTED TEXT | 22 WORDS | 92% MATCHING TEXT | 22 WORDS |
| <p>Olive House continues to capture the domestic health and wellness market while developing some 2,000 entrepreneurs as affiliate sales agents.</p> | | <p>Olive House continue to capture the domestic health and wellness market while developing some 2,000 entrepreneurs as affiliate sales agents.</p> | | |
| <p>SA Aafiyat_Industrial report_mohd amirul akhyar bin ghazali (2020970761).pdf (D142610230)</p> | | | | |
| 6/26 | SUBMITTED TEXT | 40 WORDS | 94% MATCHING TEXT | 40 WORDS |
| <p>a new parent company known as Aafiyat Holdings Sdn Bhd (AHSB) was officially established on 1 January 2021 as the corporate umbrella to a number of subsidiaries such as Olive House, Aafiyat Synergy, Aafiyat Academy, Aafiyat Digital, Aafiyat Store,</p> | | <p>A new parent company known as Aafiyat Holdings Sdn Bhd (AHSB) was officially established on 1 January 2021 as the corporate umbrella to a number of subsidiaries such as Olive House, Aafiyat Synergy, Aafiyat Academy, Halagel Aafiyat (known as Aafiyat Digital), Aafiyat Store,</p> | | |
| <p>SA Aafiyat_Industrial report_mohd amirul akhyar bin ghazali (2020970761).pdf (D142610230)</p> | | | | |
| 7/26 | SUBMITTED TEXT | 48 WORDS | 87% MATCHING TEXT | 48 WORDS |
| <p>Aafiyat Manufacturing and Aafiyat Yayasan Jariah. As the Aafiyat Group ventures into manufacturing and marketing of new products while producing media contents as well as spreads its wings in Southeast Asia, the parent company acts as the growth engine to take the group to the next level.</p> | | <p>Aafiyat Manufacturing and Dulce Media. As the Aafiyat Group ventures into manufacturing and marketing of new products while producing media contents as well as spreads its wings in Southeast Asia, the parent company acts as the growth engines to take the group to the next level. 3.3.</p> | | |
| <p>SA Aafiyat_Industrial report_mohd amirul akhyar bin ghazali (2020970761).pdf (D142610230)</p> | | | | |
| 8/26 | SUBMITTED TEXT | 18 WORDS | 73% MATCHING TEXT | 18 WORDS |
| <p>to all my family members especially for their contributing an idea, encouragement and full supportive me during</p> | | <p>to all my family members especially for their contributing in ideas, encouragement and full support me during</p> | | |
| <p>SA Aafiyat_Industrial report_mohd amirul akhyar bin ghazali (2020970761).pdf (D142610230)</p> | | | | |
| 9/26 | SUBMITTED TEXT | 26 WORDS | 100% MATCHING TEXT | 26 WORDS |
| <p>Vision To be the preferred organisation for holistic solutions for society's health, wellbeing, wellness and welfare.</p> | | <p>VISION To be the preferred organisation for holistic solutions for society's health, wellbeing, wellness and welfare</p> | | |
| <p>W https://aafiyatgroup.com/about-us/</p> | | | | |

| | | | | |
|---|-----------------------|--|---------------------------|----------|
| 10/26 | SUBMITTED TEXT | 43 WORDS | 100% MATCHING TEXT | 43 WORDS |
| <p>Mission We are an organisation that strives to improve society's health, wellbeing, wellness and welfare through holistic and integrative lifestyle principles and values based on Quranic teachings and backed by science.</p> <p>W https://aafiyatgroup.com/about-us/</p> | | <p>MISSIONWe are an organisation that to improve society's health, wellbeing, wellness and welfare through holistic and integrative lifestyle principles and values based on Quranic teachings and backed by science</p> | | |
| 11/26 | SUBMITTED TEXT | 49 WORDS | 100% MATCHING TEXT | 49 WORDS |
| <p>Time Monday 8.30 AM -5.30 PM Tuesday 8.30 AM -5.30 PM Wednesday 8.30 AM -5.30 PM Thursday 8.30 AM -5.30 PM Friday 8.30 AM -5.30 PM Table 1: Working</p> <p>SA Aafiyat_Industrial report_mohd amirul akhyar bin ghazali (2020970761).pdf (D142610230)</p> | | <p>Time Monday 8.30 AM – 5.30 PM Tuesday 8.30 AM – 5.30 PM Wednesday 8.30 AM – 5.30 PM Thursday 8.30 AM – 5.30 PM Friday 8.30 AM – 5.30 PM Table 2 Working</p> | | |
| 12/26 | SUBMITTED TEXT | 16 WORDS | 89% MATCHING TEXT | 16 WORDS |
| <p>reward for contributing my precious time and energy toward achieving the company's goals.</p> <p>SA Aafiyat_Industrial report_mohd amirul akhyar bin ghazali (2020970761).pdf (D142610230)</p> | | <p>reward for contributing my precious time and energy in achieving the company's goals. ?</p> | | |
| 13/26 | SUBMITTED TEXT | 17 WORDS | 91% MATCHING TEXT | 17 WORDS |
| <p>CERES, IFS Food Certificate-Higher Level Food Standard, Certificate of Conformity-Global Standard for Food Safety and ISO22000:2005.</p> <p>W https://www.utusan.com.my/ekonomi/2021/07/olive-house-tawar-produk-berkhasiat-tinggi/</p> | | <p>CERES), IFS Food Certificate-Higher Level Food Standard, Certificate of Conformity-Global Standard for Food Safety dan ISO 22000:2005.</p> | | |
| 14/26 | SUBMITTED TEXT | 25 WORDS | 75% MATCHING TEXT | 25 WORDS |
| <p>on organic products, because more people will choose to buy supplement products because they believe in the modern method compared to the traditional ones (</p> <p>SA Aafiyat_Industrial report_mohd amirul akhyar bin ghazali (2020970761).pdf (D142610230)</p> | | <p>on organic product, so more people will choose to buy supplement product because they believe in the modern method compare to the traditional ones.</p> | | |

| | | | | |
|--|-----------------------|--|---------------------------|----------|
| 15/26 | SUBMITTED TEXT | 65 WORDS | 96% MATCHING TEXT | 65 WORDS |
| <p>In recent years, the health supplement industry has exploded in popularity in Malaysia and across the world. As more individuals become interested in taking care of their health, the demand for supplements continues to grow. Trending health products include vitamins, minerals, dietary supplements, and herbal supplements (botanicals). These products can be bought without a prescription and usually come in pill, powder, or liquid form.</p> | | <p>In recent years, the health supplement industry has exploded in popularity in Malaysia and across the world. As more individuals become interested in taking care of their health, the demand for supplements continues to grow. Trending health products include vitamins, minerals, dietary, and herbal supplements (botanicals). These products can be bought without a prescription and usually come in a pill, powder, or liquid form.</p> | | |
| <p>W https://www.dhl.com/discover/en-my/business/market-intelligence/Health-Supplement-Trend-How-Malay ...</p> | | | | |
| 16/26 | SUBMITTED TEXT | 21 WORDS | 100% MATCHING TEXT | 21 WORDS |
| <p>CERES, IFS Food Certificate-Higher Level Food Standard, Certificate of Conformity-Global Standard for Food Safety dan ISO 22000:2005. •</p> | | <p>CERES), IFS Food Certificate-Higher Level Food Standard, Certificate of Conformity-Global Standard for Food Safety dan ISO 22000:2005.</p> | | |
| <p>W https://www.utusan.com.my/ekonomi/2021/07/olive-house-tawar-produk-berkhasiat-tinggi/</p> | | | | |
| 17/26 | SUBMITTED TEXT | 23 WORDS | 68% MATCHING TEXT | 23 WORDS |
| <p>As more people become interested in taking care of their health, the demand for supplements grows. This will pose a risk to</p> | | <p>As more individuals become interested in taking care of their health, the demand for supplements continue to grow. This will lead a threat to</p> | | |
| <p>SA Aafiyat_Industrial report_mohd amirul akhyar bin ghazali (2020970761).pdf (D142610230)</p> | | | | |
| 18/26 | SUBMITTED TEXT | 20 WORDS | 71% MATCHING TEXT | 20 WORDS |
| <p>this company focuses on organic products, more people will choose to buy supplement products because they believe in modern</p> | | <p>this company focusing on organic product, so more people will choose to buy supplement product because they believe in the modern</p> | | |
| <p>SA Aafiyat_Industrial report_mohd amirul akhyar bin ghazali (2020970761).pdf (D142610230)</p> | | | | |
| 19/26 | SUBMITTED TEXT | 13 WORDS | 100% MATCHING TEXT | 13 WORDS |
| <p>the number of people suffering from heart disease and obesity is high,</p> | | <p>the number of people suffering from heart disease and obesity is high,</p> | | |
| <p>SA Aafiyat_Industrial report_mohd amirul akhyar bin ghazali (2020970761).pdf (D142610230)</p> | | | | |

| | | | | |
|---|-----------------------|---|--------------------------|----------|
| 20/26 | SUBMITTED TEXT | 22 WORDS | 84% MATCHING TEXT | 22 WORDS |
| <p>strives to improve society's health, wellbeing and welfare through wholesome and integrative lifestyle principles and values based on Quranic tenets and</p> | | <p>strives to improve society's health, wellbeing, wellness and welfare through holistic and integrative lifestyle principles and values based on Quranic teachings and</p> | | |
| <p>W https://aafiyatgroup.com/</p> | | | | |

| | | | | |
|--|-----------------------|---|--------------------------|----------|
| 21/26 | SUBMITTED TEXT | 43 WORDS | 78% MATCHING TEXT | 43 WORDS |
| <p>CONCLUSION To conclude everything that has been stated so far, during my internship at Aafiyat Holding Sdn Bhd for six months, that is 24 weeks starting from February 28, 2022, until February 10, 2023, I have learned various valuable skills that</p> | | <p>Conclusion. To conclude everything that have been mentioned so far, during my internship at Aafiyat Holding Sdn Bhd for six months that is 24 weeks started from 28 February 2022 until 12 August 2022. I have learned various valuable skill that</p> | | |
| <p>SA Aafiyat_Industrial report_mohd amirul akhyar bin ghazali (2020970761).pdf (D142610230)</p> | | | | |

| | | | | |
|---|-----------------------|---|--------------------------|----------|
| 22/26 | SUBMITTED TEXT | 32 WORDS | 71% MATCHING TEXT | 32 WORDS |
| <p>In short, it was my pleasure because I am able to be part of this organisation even though I am an internship student. Finally, I hope that within six months of</p> | | <p>In short, it was my pleasure because I am able to being part of this organisation even though as an intern student. I hope that within this six month of</p> | | |
| <p>SA Aafiyat_Industrial report_mohd amirul akhyar bin ghazali (2020970761).pdf (D142610230)</p> | | | | |

| | | | | |
|--|-----------------------|--|--------------------------|----------|
| 23/26 | SUBMITTED TEXT | 36 WORDS | 61% MATCHING TEXT | 36 WORDS |
| <p>required by the industry out there. 44 AAFIYAT HOLDINGS SDN BHD 8.0 REFERENCES Aafiyat Holdings Sdn. Bhd. (n.d.). AAFIYAT</p> | | <p>required by the industry out there. Aafiyat Digital Sdn Bhd. (2022, August 2). Home. Aafiyat Mall. https://aafiyatmall.com/ Aafiyat Holdings Sdn. Bhd. (n.d.). Aafiyat</p> | | |
| <p>SA Aafiyat_Industrial report_mohd amirul akhyar bin ghazali (2020970761).pdf (D142610230)</p> | | | | |

| | | | | |
|--|-----------------------|--|---------------------------|----------|
| 24/26 | SUBMITTED TEXT | 11 WORDS | 100% MATCHING TEXT | 11 WORDS |
| <p>Health supplement trend in Malaysia: Nutritional supplements: DHL Express my.</p> | | <p>Health Supplement Trend in Malaysia Nutritional Supplements DHL Express MY</p> | | |
| <p>W https://www.dhl.com/discover/en-my/business/market-intelligence/Health-Supplement-Trend-How-Malay ...</p> | | | | |

| 25/26 | SUBMITTED TEXT | 29 WORDS | 98% MATCHING TEXT | 29 WORDS |
|-------|--|----------|--|----------|
| | TikTok ascension to social media staple makes it a great platform for businesses, with presence on the application providing huge opportunity for enhanced brand visibility and subsequent growth. | | TikTok's ascension to social media staple makes it a great platform for businesses, with presence on the application providing huge opportunity for enhanced brand visibility and subsequent growth. | |
| | W https://gocardless.com/en-us/guides/posts/five-ways-your-business-can-profit-from-presence-on-tiktok/ | | | |

| 26/26 | SUBMITTED TEXT | 11 WORDS | 100% MATCHING TEXT | 11 WORDS |
|-------|---|----------|--|----------|
| | New government needs to address fundamental healthcare issues. The Star. | | New government needs to address fundamental healthcare issues The Star x | |
| | W https://www.thestar.com.my/lifestyle/health/the-doctor-says/2022/12/06/new-government-needs-to-ad ... | | | |