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**FACULTY OF BUSINESS AND ADMINISTRATION**

**BACHELOR OF BUSINESS AND ADMINISTRATION (HONS.)  
HUMAN RESOURCE MANAGEMENT**

**HUMAN RESOURCE INTERNSHIP (HRM666)**

**INDUSTRIAL TRAINING  
REPORT AT BIG DOMAIN  
SDN.BHD.**



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## **1.0 EXECUTIVE SUMMARY**

This internship report is based on the excellent six-month industrial training that I took at Big Domain Sdn. Bhd. In terms of completing my studies in Human Resources Management, I started the full new experience on 1 September 2023 (Friday) and finished on 9 February 2024 (Friday). Because I was absolutely new to the government working atmosphere and setting, every hour I spent during my internship provided me with valuable experience that cannot be expressed in words. Regardless, they were all beneficial to my future job path.

As a human resources student, I was excited to apply what I had learned in class to my internship. I was assigned to the human resources department's section. The top management is led by Henry Tye, the Head of Director. Throughout my internship, I was given a variety of responsibilities and assignments. I also actively engaged in a range of activities held by the Big Domain and the Colla Team. I also contributed significantly to their operations.

In this report, I have highlighted the benefits I obtained throughout my industrial training, as well as the knowledge and skills I have learned and gained for job and personal growth, such as communication and multitasking skills. This report provides a swot analysis of the company based on what I observed throughout my six-month internship. There are some suggestions and discussions on how to strengthen the organization's strengths, reduce the impact of its weaknesses capitalize on opportunities, and deal with threats.

## 4.0 COMPANY'S PROFILE



**Figure 4.0: Organization's logo**

Big Domain Sdn. Bhd. stands as a distinguished entity in the digital landscape, recognized among the top 10 Malaysian domain name and SEO providers. Established in 2017 by the visionary entrepreneur Mr. Henry Tye, the company aims to be ASIA's Largest Cloud Solutions and expert marketplace. Headquartered at 45-2 Level 2, Setia Sentral, Lorong Setia Sentral 1, 13600, Perai, Pulau Pinang, Big Domain has expanded its footprint with two offices in Penang and one in Kuala Lumpur, showcasing its commitment to serving both local and international markets.

Big Domain, a significant leader in the business, provides a wide range of popular domain names, including .my, .com, and .id, at cheap pricing. The company offers a wide range of services, including cloud services, web hosting, web development, cloud servers, email services, and numerous internet-based software solutions. Beyond these capabilities, Big Domain distinguishes itself by providing technological knowledge, supporting customers in developing entire business solutions and internet platforms to promote the growth of online businesses. Big Domain's strength lies in its team, which consists of internet veterans with over a decade of expertise helping SMEs develop through digital transformation utilizing cloud services and Malaysian SEO strategies. This experienced staff guarantees that clients receive not just cutting-edge solutions, but also strategic insights gained through years of hands-on experience.

In a strategic partnership, Big Domain collaborates with Colla Team, a digital gig economy platform founded in 2022 by Ms. Abby Toh. Colla Team serves as a bridge between businesses and talent, providing opportunities for employers to source talents ranging from full-time employees to gig workers. Simultaneously, talented individuals can engage in both permanent jobs and gig work through Colla Team's platform, showcasing the versatility and flexibility of modern employment arrangements.

Colla Team, under the leadership of Ms. Abby Toh, offers a range of services, including a talent platform, smart cloud hiring, talent exchange marketplace, and a recruitment site in Malaysia. This partnership enhances Big Domain's offering by not only addressing the technical needs of businesses through web design and SEO but also contributing to the evolution of modern work arrangements through the facilitation of flexible employment opportunities. Big Domain Sdn. Bhd., as a web design and SEO company, not only exemplifies excellence in its technical services but also strategically expands its impact through a partnership with Colla Team, ensuring a holistic approach to meeting the diverse needs of businesses in the dynamic digital landscape.



**Figure 4.1 & 4.2: Company Location**

## 4.1 MISSION AND VISION



### ➤ **Mission:**

Our mission is to serve as a growth accelerator, enabling people to realize their digital goals through easily accessible and dependable technology. Empower companies and people by delivering cutting-edge and cost-effective solutions, as well as steadfast, 24-hour support to achieve exceptional client satisfaction.

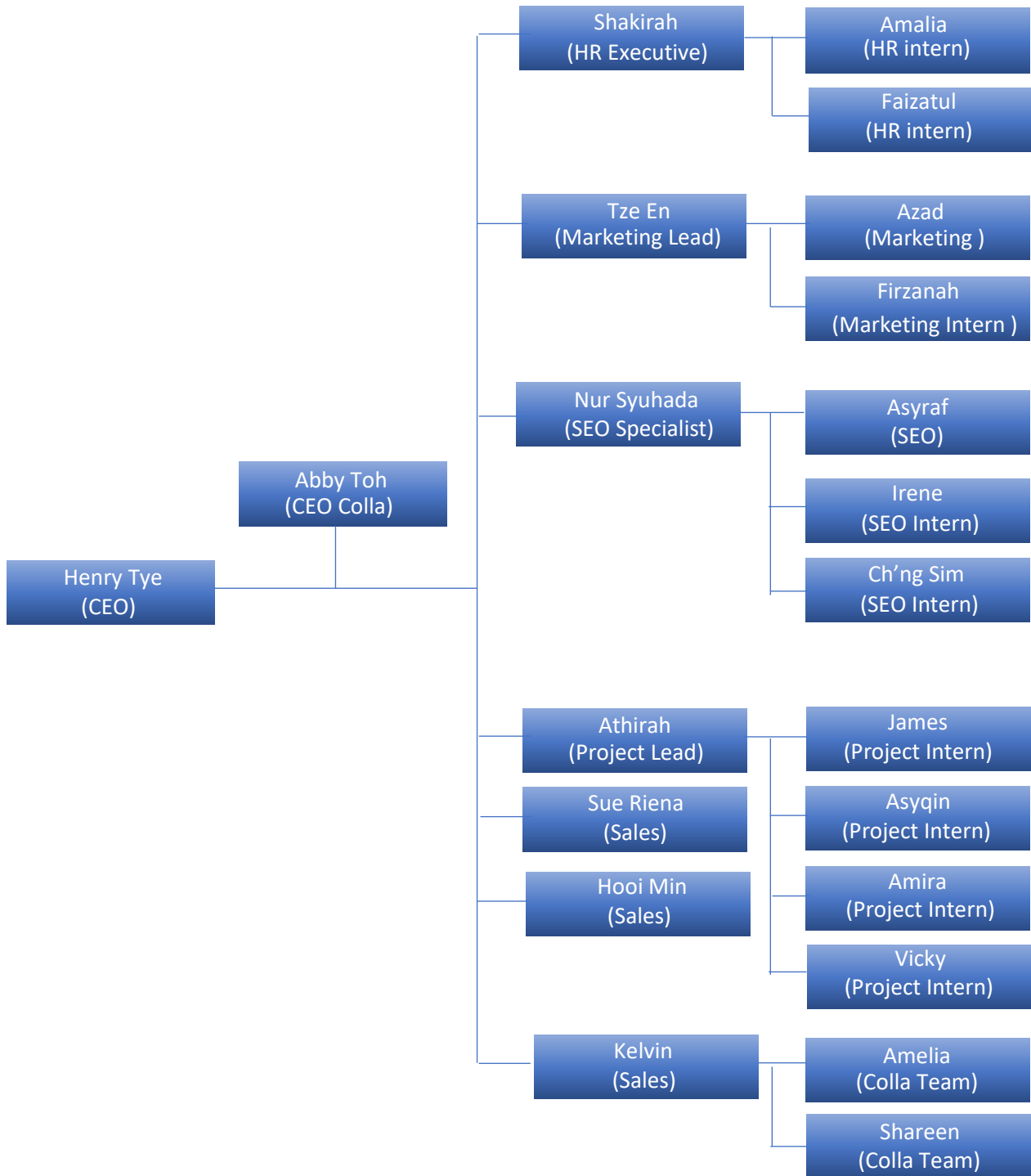
### ➤ **Vision:**

Our vision extends beyond being a service provider; we aim to be the cornerstone of our clients' digital transformation, fostering enduring partnerships and contributing to the sustained growth of businesses and individuals in the ever-evolving digital landscape.

## 4.2 OBJECTIVE OF THE COMPANY

- Create visually appealing and user-friendly websites that align with clients' brand identity and business goals.
- To ensure a positive and intuitive user experience through effective navigation, responsive design, and engaging content.
- To develop high-quality, relevant, and valuable content to engage users and establish authority in the industry.
- To ensure websites are fully optimized for mobile devices, given the increasing prevalence of mobile web usage.
- Work closely with clients to understand their business objectives, gather feedback, and ensure the alignment of web design and SEO efforts with their overall marketing strategy.
- Strive for ongoing improvement by monitoring results, gathering feedback, and implementing iterative changes to enhance overall web design and SEO effectiveness.

### 4.3 ORGANIZATIONAL STRUCTURE



**Figure 4.3: Organizational Structure**

## **4.4 COMPANY SERVICES**

### **1. Excellence in Web Design:**

- Create visually stunning and user-centric websites that exceed client expectations.
- Stay abreast of design trends and technologies for innovative web solutions.

### **2. SEO Optimization:**

- Implement cutting-edge SEO strategies to enhance online visibility for clients.
- Optimize websites for search engines to ensure prominent rankings and organic traffic.

### **3. Website Development:**

- Develop robust and functional platforms that seamlessly integrate cutting-edge technology.
- Provide intuitive and gratifying online experiences for users through dynamic web development.

### **4. Content Creation:**

- Produce engaging and relevant content aligned with clients' brand identities.
- Strategically contribute to enhancing online visibility through compelling content.

### **5. Customer Marketing:**

- Assist clients in effectively reaching and engaging their target audiences.
- Tailor comprehensive marketing strategies, ensuring strategic alignment with business goals.

### **6. Counselling and Sales Training:**

- Equip the team with skills to understand client needs and provide informed guidance.
- Facilitate the sales process through effective counselling and sales training.



#### **7. Technological Expertise:**

- Provide expertise in technology to help clients build complete business solutions and internet platforms.
- Stay at the forefront of technological advancements for innovative service offerings.

#### **8. Affordable Domain Services:**

- Offer popular domain names, such as .my, .com, .id, at competitive and affordable prices.
- Provide a range of domain services to meet the diverse needs of clients.

#### **9. Collaboration with Colla Team:**

- Strengthen partnership with Colla Team to provide flexible employment opportunities.
- Contribute to the evolution of modern work arrangements through collaborative endeavors.

## **5.0 TRAINING REFLECTION**

### **5.1 Duration**

I started my internship at Big Domain Sdn. Bhd. My industrial training journey start from September 1, 2023, to February 9, 2024. The internship spanned a total of 24 weeks or six months, during which I dedicated my time and efforts to gaining practical experience in the field. The working schedule consisted of Monday to Thursday from 9 am to 6 pm, Friday from 8 am to 4 pm, and Saturday from 9 am to 1 pm. Throughout the internship, I received an allowance of approximately RM600 per month. While the financial aspect was not the primary motivator for my internship, it played a role in acknowledging the commitment and effort I put into my role as a Human Resources Management Trainee.

### **5.2 Specific Department**

I have been assigned to Human Resources Department during my internship period. Being part of the Human Resources Department provided me with exposure to the core functions of HR, such as recruitment, employee relations, training and development, and HR administration. My supervisor, Mr. Kelvin Wang Wai Teck, played a pivotal role in guiding me through my responsibilities, providing constructive feedback, and ensuring that I had a well-rounded understanding of HR practices within the organization.

### **5.3 Roles, responsibilities and task**

#### **➤ Recruitment and staffing**

As a Human Resources Management Trainee, I had a variety of duties and activities that helped the Human Resources Department run smoothly. One of my key responsibilities was to participate in the recruitment and staffing procedures. This included not only writing detailed job descriptions and publishing opportunities, but also actively seeking and screening possible applicants using job portals such as My future job, Jora, Indeed, Job street, and colla team. Beyond the first stages of recruiting, I played an important role in gathering and organizing applicant data from various platforms, as well as facilitating daily communication through WhatsApp and email.

➤ **Employee Onboarding**

Another significant aspect of my role centered around employee onboarding. I played a crucial role in helping new hires integrate seamlessly into the organization by assisting in the onboarding process and facilitating orientation sessions. This exposed me to the importance of effective onboarding in ensuring that employees feel welcomed and understand the company's policies and procedures from the outset.

➤ **HR Administration**

HR administration constituted a significant portion of my daily responsibilities. From meticulously managing employee records and databases to overseeing various administrative facets of HR processes, I honed organizational skills indispensable for the seamless operation of the department. This immersive experience not only heightened my understanding of the intricate details involved in HR administration but also emphasized the critical importance of meticulous attention to detail within this company.

➤ **Financial management**

Furthermore, I also assumed a crucial role in financial management during my tenure as a Human Resources Management Trainee at Big Domain. Specifically, I undertook the responsibility of overseeing intern allowances, necessitating meticulous attention to detail for timely disbursement and accurate record-keeping. A noteworthy aspect of my financial responsibilities involved creating payment vouchers for interns, which were subsequently sent to them for signature. This hands-on experience not only acquainted me with the intricacies of financial procedures within the HR domain but also underscored the significance of streamlined financial management in enhancing the overall experience of interns throughout their tenure with the organization.

➤ **Performance management**

Additionally, I contributed to the performance management process, supporting the performance appraisal process and assisting in identifying training needs based on performance evaluations. This experience enhanced my understanding of the role HR plays in promoting employee development and performance improvement.

➤ **Customer Services**

In the realm of customer services, I actively engaged with employees to address their inquiries and concerns promptly. By fostering a positive and responsive atmosphere within HR services, I aimed to create an environment where employees felt supported and valued. Additionally, I took on the responsibility of collecting feedback from employees,

providing insights into their experiences with HR processes. This customer-centric approach allowed me to assess employee satisfaction and identify areas for improvement in the delivery of HR services.

➤ **Social media management**

In the realm of social media management, I not only handled official postings on Facebook and Instagram but also took a proactive role in creating visually appealing posters. These posters were designed to announce job vacancies, offering prospective candidates a glimpse into the organizational culture, values, and benefits. Additionally, I crafted and shared informative tips related to work, career development, and workplace well-being, fostering a sense of continuous learning and improvement among employees. Not only that, I also handle posting for celebration posters for events like Christmas and new years added a personal touch, promoting a positive and inclusive workplace culture.

➤ **Event Management**

Besides that, my role as a Human Resources Management Trainee at Big Domain extended to event management. This encompassed active participation in the planning and organization of various events hosted by both Big Domain and Colla Team. From coordinating logistics for workshops and seminars to spearheading employee engagement activities, I gained valuable insights into the intricacies of seamless event execution. Furthermore, I assumed a pivotal role in promoting these events on social media platforms, actively reaching out to potential participants and collecting their details. This multifaceted experience not only honed my organizational skills but also allowed me to make meaningful contributions towards fostering a positive and collaborative workplace culture within the organization.

## 5.4 Benefits

- During my training industrial period, the company generously extended several benefits, significantly contributing to my overall experience. Firstly, the provision of a monthly allowance not only acknowledged the value of my contributions but also served as a tangible recognition of my efforts. This financial support not only motivated me but also underscored the company's commitment to investing in its interns. Additionally, the adoption of flexible working hours showcased the company's understanding of the importance of work-life balance. This flexibility not only allowed me to adapt my work schedule to my personal needs but also fostered a more conducive and adaptive work environment. Furthermore, the company's provision of meals during events, whether held within the office or externally, exemplified its dedication to creating a cohesive and supportive atmosphere. These benefits collectively enhanced my professional experience, making my time with the company not only productive but also enjoyable and rewarding.

## 5.5 Knowledge and technical skills gain related to work

### ➤ Communication skills

The importance of workplace communication cannot be overstated, as it serves as the cornerstone for effective collaboration, productivity, and a positive organizational culture. Clear and coherent communication not only guarantees that tasks are completed effectively, but it also strengthens team members' sense of unity. It creates the groundwork for solid professional relationships by allowing individuals to communicate ideas, share criticism, and collaborate toward common goals. Communication is a circular and dynamic process so a simultaneous learning process is required (Nurbani, 2019).

During my internship, the acquisition of valuable knowledge and technical skills played a pivotal role in shaping my professional growth. Firstly, the enhancement of my communication skills emerged as a noteworthy outcome. Engaging in regular interactions with colleagues, supervisors, and external stakeholders allowed me to articulate ideas effectively, ensuring clear and concise communication. This consistent conversation not only sharpened my communication skills but also provided a platform for learning from experienced professionals. Additionally, everyday conversations with applicants through WhatsApp strengthened my communication skills as I negotiated many queries while maintaining a professional connection. This skill proved instrumental not only in fostering a collaborative work environment but also in establishing meaningful connections with diverse individuals within the professional sphere.

➤ **Multitasking**

Multitasking is considered necessary in the workplace (Schuch et al., 2019). Multitasking, or the ability to organize and perform numerous activities at the same time, emerged as a critical talent throughout my internship. The requirement for individuals who can smoothly balance multiple duties has grown increasingly widespread in the fast-paced climate of the workplace. As a result, increasing multitasking skills benefits not just individual productivity but also the general efficiency of the team and company. When performed without well-defined or stated job objectives, multitasking can result in work being accomplished inefficiently or not at all.

Throughout my internship, multitasking became a daily necessity, and the experience proved to be transformative. Whether handling administrative duties, participating in company events, or communicating with candidates, the skill of multitasking allowed me to navigate through a myriad of responsibilities seamlessly. This skill not only helped my time management, but it also developed flexibility, which is necessary in managing the changing demands of the working world. The multitasking expertise I learned during my internship not only provided a useful layer to my skill set, but it also highlighted the significance of adaptability in contributing to a dynamic and adaptive workplace.

## WHAT IS SWOT ANALYSIS?



**Figure 6.0: Swot**

SWOT analysis is a strategic planning method that examines an organization's internal strengths and weaknesses as well as external opportunities and threats. This strategy involves conducting a comprehensive examination of the elements that might impact an organization's performance and success. Strengths and weaknesses are internal features that indicate the organization's positive and negative characteristics, such as resources, capabilities, and limitations. Opportunities and threats on the other hand, are external variables that arise from the larger environment, including market trends, competition, and regulatory changes.

The fundamental purpose of a SWOT analysis is to help firms build strategic plans that are aligned with their objectives and conditions. By identifying and comprehending these critical elements, decision-makers may make more educated decisions about how to maximize internal strengths, address weaknesses, capitalize on external opportunities, and neutralize potential threats. SWOT analysis is a flexible method that can be used in a variety of industries and sectors to help businesses navigate uncertainty, make educated decisions, and increase their prospects of long-term success.

## 6.0 SWOT ANALYSIS FOR BIG DOMAIN SDN. BHD.

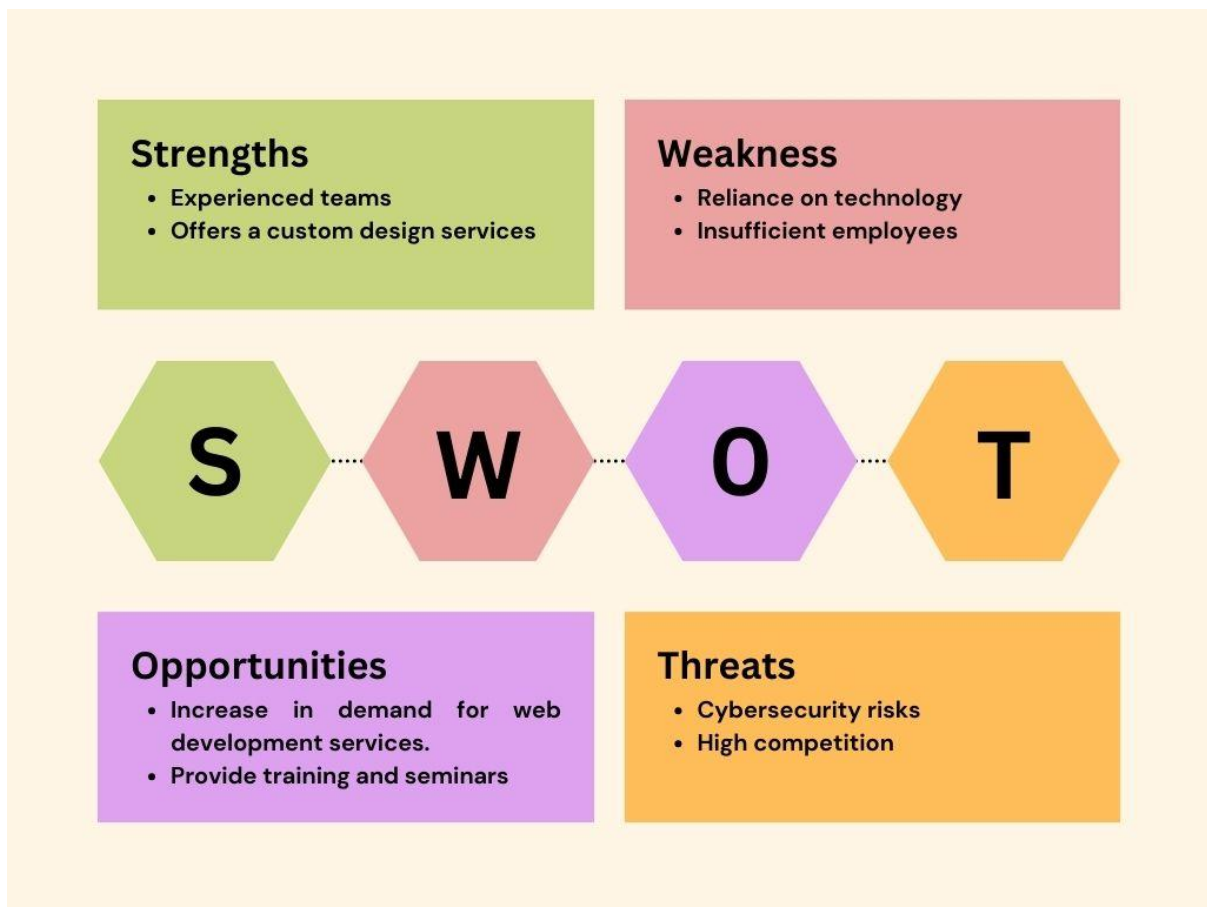


Figure 6.1: Swot Analysis



## **7.0 DISCUSSION AND RECOMMENDATIONS**

### **7.1 STRENGTHS**

- **Experienced teams**

Big Domain's remarkable skills are centered on its highly experienced staff, which is made up of seasoned specialists in web design and SEO. This capable workforce is the foundation of the company's strength, bringing a wealth of collective knowledge to the fore of its operations. During my time at the organization, I saw personally how these experienced people worked effortlessly together, leveraging their respective skills to contribute to the overall success of the projects. The teams' experience was visible in their simplified workflow and quick completion of tasks, ultimately reinforcing the company's reputation for excellence in the field. This adaptable strategy keeps Big Domain at the forefront of the digital environment.

Moreover, web design and SEO teams should have deep knowledge of technology and project management to provide online businesses an edge over their competitors promptly. The team should include experienced team members who can bring commendatory skills to the table. These skill sets involve human interaction, user experience principles, and overall project management. To be successful online, the team's highest priority is to satisfy the client through early and continuous delivery of timely and effective web applications. This can only be possible if Big Domain can leverage the best individuals with the right skill set to enable them to fulfill their client's goals rather than building applications fast without a clear development plan and technical know-how.

Big Domain is able to provide clients with a 360-degree digital presence plan that includes not only visually beautiful websites but also a package of SEO services aimed to improve search engine rankings. As a consequence, there is a strategic alignment that improves online exposure, boosts organic traffic, and eventually increases the total effect of customers' digital footprints. Furthermore, Big Domain's experienced employees not only perform in individual capacities but also flourish in joint endeavors. The team's cohesion guarantees that each project benefits from a wide skill set and a thorough awareness of both web design aesthetics and SEO intricacies. This collaborative approach not only improves output quality, but also creates an environment of creativity and continuous progress.

Lastly, Big Domain's skilled staff are a strong advantage in the competitive site design and SEO scene. The combined knowledge, strategic integration of SEO skills, and broad service portfolio demonstrate the company's dedication to provide entire digital solutions rather than just websites. Big Domain stays at the forefront of the business, setting milestones

for innovation, customer satisfaction, and compelling online presences as it continues to employ its skilled staff.

## **RECOMMENDATION**

### ➤ **Provide ongoing training sessions and workshops:**

To capitalize on this strength, it is recommended that Big Domain should continue to engage in the professional development of its workforce. Providing continuing training sessions and workshops to keep employees up to date on the newest trends and technology in web design and SEO will help the organization maintain its competitive edge. According to (Balouei Jamkhaneh et al., 2022), training is viewed as a beneficial instrument for addressing changes in technological innovation, productivity, and attempts to enhance performance quality.

### ➤ **Showcasing Expertise and Thought Leadership:**

Furthermore, the company can explore avenues to showcase its expertise and thought leadership in web design and SEO. This could include participating in industry events, publishing whitepapers or case studies, and actively engaging with the online community. Establishing Big Domain as an expert in these fields not only boosts its reputation, but it also draws clients looking for industry leaders for their digital initiatives.

- **Offers a custom design service**

Big Domain stands apart in the dynamic world of web development by providing personalized solutions through custom design services. As a leading web development firm, the company understands the critical role that customized designs play in defining a brand's online identity. The dedication to delivering customized designs represents more than simply a service, it represents a deliberate approach to ensuring that each client's website is a unique expression of their brand identity and connects perfectly with their overall company goals.

According to my observations of Big Domain's approach to offering custom design services, I noticed the experience teams always place a high emphasis on understanding each client's unique and challenging requirements. Beyond the one-size-fits-all strategy, the organization recognizes that each business has its own particular brand character and aims. Big Domain guarantees that customers have a digital representation that accurately reflects their business identity by delivering custom designs. This method goes beyond basic aesthetics, it captures the soul of the brand, resulting in an online presence that connects with its target audience.

In today's extremely competitive internet market, businesses must stand out and differentiate themselves from their competition. A customized web design allows to express the brand's individuality and explain the value proposition in a way that distinguishes from the competition. The website's design, color scheme, images, and overall layout may all be customized to mirror the image of the business, making it more recognizable and memorable to the target audience.

The process of custom design at Big Domain is a collaborative venture where client input and preferences play a central role. From the initial concept to the final implementation, the organization communicates with customers to better understand their vision, values, and unique selling propositions. This collaborative approach not only improves design quality but also creates ownership and alignment between the customer and their digital representation.

Finally, Big Domain's dedication to delivering unique design services goes beyond standard web development methods. It represents a strategic mindset that views each customer as a different entity deserving of a distinct online presence. The company's unique approach, which is based on cooperation and client-centricity, guarantees that the resulting designs not only meet but exceed customers' expectations, creating a powerful and genuine digital image of their brand.

## RECOMMENDATION

### ➤ **Tailored Solutions for Unique Brand Identity:**

Businesses seeking a strong online presence might consider utilizing Big Domain's custom design services. Big Domain can boost their digital identity, stand out in the competitive online market, and build stronger connections with their target audience by selecting for tailored solutions. It will demonstrate how Big Domain goes beyond generic templates, providing tailor-made designs that accurately reflect each client's brand identity and aspirations. This section will emphasize the strategic relevance of establishing a unique digital identity in order to stand out in a crowded digital world.

### ➤ **Seamless User Experience as a Key Focus:**

The user-centered nature of customized design services will be highlighted. Big Domain goes beyond aesthetics to guarantee that the websites perform intuitively, increasing user engagement and satisfaction. This section will emphasize how an excellent user experience helps to a digital presence's overall success.

## 7.2 OPPORTUNITIES

- **Increase in demand for web development services**

The rapid growth of e-commerce and the pervasiveness of online business have generated a new demand for competent web development services in the rapidly developing digital world. This paradigm shift in consumer behavior and business operations creates a tremendous opportunity for companies such as Big Domain to not only meet rising market demand but also position themselves as key players in meeting the evolving needs of small and medium-sized enterprises (SMEs).

As businesses strive to grow and strengthen their digital footprints, the demand for professional website development services has increased significantly. I noticed a significant increase in web development requests and projects within the organization, indicating the expanding market demand. Big Domain is in the forefront of profiting from this expanding market trend due to its experience and proficiency in web development.

What I can see that, Big Domain's strategy includes a strategic focus on catering to small to medium-sized businesses. These businesses, which are frequently characterized by limited resources and a need for specialized solutions, constitute a growing niche market. Big Domain not only aligns itself with market demand by adapting its services to fit the particular requirements of SMEs, but it also promotes itself as a solution provider that understands and responds to the different issues encountered by smaller companies in the digital world.

Big Domain's advantages go beyond simply entering a lucrative market segment. The company actively helps to the digital empowerment of smaller businesses by providing web development services to SMEs. A strong online presence changes the game for SMEs, allowing them to compete on a level playing field with larger competitors. Big Domain's role in assisting this transformation not only promotes growth for individual companies, but also contributes to the greater economic landscape by allowing smaller businesses to thrive in the digital era.

Furthermore, by leveraging on the growing demand for web development services, Big Domain hopes to strengthen its position as an industry leader. The company's ability to satisfy customers' changing demands and negotiate the complexities of web development distinguishes it as a reliable and inventive participant in the competitive digital world. This improved reputation not only draws new clients, but it also opens the door to future collaborations, partnerships, and industry recognition.

In conclusion, the increase in demand for web development services, which is being driven by the rise of e-commerce and online business, represents a big growth potential for Big Domain. By deliberately targeting small and medium-sized businesses, the company not only capitalizes on the growing market but also contributes to SMEs' digital transformation. Big Domain is positioned to be a crucial factor in influencing organizations' online presence in the dynamic and competitive realm of the digital economy as it evolves with the digital landscape.

## **RECOMMENDATION**

### ➤ **Diversification of Service Offerings:**

Big Domain should consider diversifying its service offerings to meet the comprehensive needs of businesses entering the online marketplace. This might include services such as website development, e-commerce solutions, mobile app development, and digital marketing. Providing an integrated suite of services positions Big Domain as a one-stop solution provider for businesses looking to establish a robust online presence.

### ➤ **Engage in marketing and outreach programs:**

Furthermore, engaging in marketing and outreach programs is critical for increasing exposure and attracting potential clients. Big Domain's skills and services may be efficiently showcased to its target audience by utilizing digital marketing tactics such as search engine optimization (SEO), social media marketing, and content marketing. Participation in industry events, conferences, and networking opportunities may boost the company's exposure and reputation even further.

- **Provide training and seminars**

In the dynamic realm of digital businesses, a company's ability to succeed is largely dependent on its strategic goals. The implementation of training courses and seminars, as I observed within Big Domain, is a distinctive and effective approach for strengthening its market standing and client relationships. Based on my observations, revealed that the company consistently organizes these educational events as part of its multifaceted strategy. Moreover, Big Domain and the Colla Team actively engage in hosting numerous online events, programs, and seminars. Additionally, they participate in outdoor events, exemplified by their involvement in the Carnival Kerjaya, Perkeso campaign and Go digital Event and others. Furthermore, they contribute to educational initiatives by organizing seminars that provide insights into becoming a professional in digital marketing and web entrepreneurship. This not only positions Big Domain as an industry authority but also serves as a direct vehicle for delivering vital information to clients in crucial areas such as website design and development, digital marketing, and search engine optimization (SEO).

Training can improve employee performance by increasing knowledge, skills, and attitudes (Afroz, 2018). Big Domain not only simplifies the complicated issue of website design and development, but it also enables clients to make educated decisions regarding the aesthetics, functionality, and overall design of their online platforms. This instructive endeavor fosters collaboration by transforming clients into educated contributors in the web design experience. Beyond the immediate benefits of customer education, this campaign works to improve Big Domain's industry reputation. By establishing authority and credibility as an educator, the company develops itself as a thought leader in the fields of web design, digital marketing, and SEO. This improved industry status not only draws clients looking for professional advice, but also opens the door to prospective collaborations and partnerships with other digital companies.

This strategic action has repercussions across the whole market environment. As clients become more knowledgeable and empowered, the demand for high-quality digital services is likely to increase. Big Domain, having positioned itself as an industry expert, is poised to meet this demand, further solidifying its market presence and potentially expanding its client. Big Domain, offering of training and seminars shows an innovative strategy that goes beyond the conventional boundaries of client-service provider relationships. By encouraging client education in website design, digital marketing, and SEO, the company not only empowers its customers but also distinguishes itself as an industry pioneer. This multifaceted strategy not only helps individual customers develop and succeed, but it also establishes Big Domain as a significant participant in the ever-changing digital world.

## **RECOMMENDATION**

### ➤ **Educating Clients on Website Design and Development:**

Introducing a broader range of website design and development training sessions emerges as a revolutionary approach for Big Domain, enhancing the company's client engagement and expertise-sharing activities. The company not only improves client comprehension but also promotes collaborative partnerships by providing clients with knowledge of design principles, user experience, and upcoming trends. The training sessions may cover anything from the fundamentals of web design to advanced development techniques, giving clients insights that go beyond the normal client-agency relationship.

### ➤ **Digital Marketing Workshops:**

In the era of digital dominance, understanding the intricacies of digital marketing is essential. Big Domain may set itself apart by organizing workshops that deconstruct the complexity of digital marketing. These workshops, which include topics such as content marketing, social media tactics, and online advertising, may help customers make informed decisions regarding their digital marketing activities. This educational empowerment helps customers while also positioning Big Domain as a thought leader in the ever-changing digital marketing field.



### 7.3 WEAKNESSES

- **Reliance on technology**

Technology can therefore be defined as mechanical or digital devices, tools or systems. These are used to replace work tasks or complement the execution of work tasks. However, technology is intrinsically connected to the present business environment, and Big Domain highlights the essential role that technological innovations play in their operations. In today's digital world, their reliance on technology is not only a strategic choice, but also a basic must. Throughout my research within the organization, I observed how expert teams easily incorporate modern technical tools and solutions into their workflow.

Technology is built into every aspect of their everyday work, from using cutting-edge design software to deploying complex SEO analytics tools. This reliability not only improves productivity, but also allows teams to keep ahead of industry trends. However, it was evident that the company maintains a keen awareness of the potential risks associated with technology, underscoring the importance of careful consideration and strategic management in navigating the dynamic digital landscape.

Big Domain's ability to provide timely and efficient services to clients is intrinsically linked to the smooth operation of their technological infrastructure, which is essentially technology-dependent. Any technological faults or malfunctions, whether caused by software bugs, hardware failures, or unexpected challenges, have the potential to impair their operations and jeopardize their commitment to providing services on time. As the company goes through the ever-changing technological world, it is critical that they stay careful in identifying and mitigating any risks to assure the continuous reliability and excellence of their services.

In recognizing this inherent challenge, Big Domain must take a proactive and comprehensive strategy to mitigating the dangers associated with technological reliance. A solid approach should include regular system maintenance, swift issue resolution protocols, and staying on top of technical changes to guarantee that their technology backbone stays resilient and up to date. In conclusion, Big Domain's dependence on technology is not a choice, it is a crucial component of their identity and operating culture. Technology is at the center of their initiatives, from supporting eco-friendly practices by minimizing paper consumption to harnessing cutting-edge solutions for service delivery. They guarantee that their commitment to offering fast, efficient, and innovative services stays constant in the shifting terrain of the digital era by taking a proactive and comprehensive approach to managing the risks associated with technology dependency.

## **RECOMMENDATION**

### **➤ Regular System Maintenance**

One of the best recommendations is for Big Domain should implement a thorough system maintenance program to guarantee that technical infrastructure runs smoothly. Regular updates, patches, and preventative actions can help avoid potential glitches and preserve optimal system performance. A proactive approach to system maintenance acts as the first line of defense against unexpected issues.

### **➤ Swift Issue Resolution Protocols**

Develop and implement swift issue resolution protocols to minimize downtime in the event of technical issues. A well-defined and rapid response system may greatly reduce the effect of disruptions, allowing the organization to keep its commitment to provide timely services. This involves having a dedicated support team, creating communication channels for quick response, and employing technical solutions for effective issue resolution.

- **Insufficient employees**

The persistent challenge of insufficient staffing at Big Domain presents a multifaceted dilemma that requires careful consideration. During my time at the company, what I observed is that across various departments, Big Domain has grappled with the recurrent issue of insufficient employees, leading to a prolonged and intricate hiring process that spans several months. This extended duration in filling vacant positions has inadvertently introduced a substantial weakness within the company's organizational structure, exerting its influence across diverse operational dimensions.

As the roles stay vacant, the existing staff bears an increased task, creating an environment in which employees are concerned about increased stress and probable burnout. According to (Assi et al., 2022), insufficient workforce numbers can lead to longer working hours, worse job satisfaction, and an increased risk of burnout. Turnover rates rise when overburdened employees resign rather than deal with greater tasks at the same pay rate. This overarching weakness not only jeopardizes the overall efficiency of day-to-day operations, but it also puts the quality of services given at risk.

In the specialized areas of web design and SEO projects, where complication is the norm, a cohesive and fully staffed team is critical for maximum performance and on-time project delivery. The domino effect of an understaffed scenario extends beyond immediate operational problems, potentially influencing employee morale. This can lead to a decrease in job satisfaction, subsequently impacting overall productivity. Besides that, what I can see that Big Domain additionally using the Colla Team company website as an employment platform to locate and recruit qualified people. This forward-thinking strategy aligns with the company's dedication to use technology not just in its service offerings, but also in finding and hiring top talent for its team.

Addressing this persistent challenge requires a strategic and comprehensive approach to human resource management. To limit the negative implications of prolonged vacancies, quick and effective recruiting processes, together with steps to improve staff retention, are required. By understanding the importance of a well-staffed and engaged workforce, Big Domain may not only ease present employee pressure but also promote an atmosphere favorable to long-term growth and operational success. The path forward involves taking a proactive approach to dealing with personnel issues, ensuring that the company's internal dynamics are solid and responsive to the changing needs of the dynamic digital world.

## **RECOMMENDATION**

### ➤ **Implementing a Comprehensive Recruitment Strategy:**

In recognizing a significant vulnerability in the company's structure, the prolonged hiring procedure and lengthy vacancy periods provide issues that necessitate proactive intervention. To optimize and expedite recruitment, it is recommended that Big Domain should consider implementing a more efficient and streamlined process that includes elements such as a dedicated recruitment team, technological automation, and strategic partnerships with educational institutions to access a pool of skilled graduates.

### ➤ **Prioritizing Employee Well-being:**

As the vacant positions persist, the remaining employee bears the burden of an increased task, adding to increased stress and potential burnout. To solve this, Big Domain should prioritize employee's well-being. Their sense of well-being may be measured by how people perceive themselves and their own life (Simons and Baldwin, 2021). By implementing flexible work schedules, health initiatives, and employee support programs may all help with stress management and burnout prevention. Additionally, the company should investigate the idea of recruiting temporary labor or freelancers during high work periods to relieve the pressure on the existing workforce.

## 7.4 THREATS

- **Cybersecurity risks**

Cyber-attacks on critical infrastructure are becoming more widespread and can deprive citizens of key services and create massive disruptions and chaos (Verizon, 2021). The area of Search Engine Optimization (SEO) emerges as a focus point for possible dangers in the dynamic environment of the digital age, where the intricacies of online operations connect with the nuances of cybersecurity. Big Domain is on the forefront of addressing and reducing cybersecurity concerns. The awareness of these hazards is especially obvious in SEO, where new online strategies necessitate a proactive and systematic approach to digital asset protection.

Big Domain significant role in the industry emphasizes the importance of comprehensive cybersecurity measures. SEO, as a component of digital strategy, heavily relies on online tools and platforms for analytics and reporting. This increased reliance exposes the industry to the concealed risks of possible data breaches. A security breach in the context of SEO is not merely a technical glitch it is a breach of trust and a potential stain on the reputation of the company. The company's commitment to guaranteeing the protection of sensitive client data is more than simply a technical requirement, it demonstrates its commitment to preserving client trust and safeguarding the integrity of their digital assets.

Big Domain establishes a pattern for the industry in negotiating the complicated convergence of cybersecurity and SEO by creating a comprehensive strategy that goes beyond reactive reactions to possible threats. The company understands that cybersecurity is more than just reinforcing the technological infrastructure; it is also about creating trust in clients and ensuring them that their digital assets are safe in their hands. Throughout my period at the company, I witnessed personally the company's proactive approach to cybersecurity issues. This comprises constant monitoring of digital environments, the use of proactive threat detection techniques, and risk mitigation strategies. Big Domain prioritizes cybersecurity not just to protect against potential data breaches, but also to reinforce its standing as a trustworthy custodian of client digital assets.

In conclusion, the symbiotic relationship between cybersecurity and SEO is a vital crossroads that needs constant attention, particularly in an era when the digital realm is prone to developing techniques and sophisticated attacks. Big Domain's proactive approach to tackling these difficulties demonstrates its dedication to client safety and trust. Businesses looking for SEO services are advised to emphasize cybersecurity when hiring a service provider. Big Domain's proactive and comprehensive strategy positions it as a trustworthy

partner in negotiating the intricacies of the digital world while protecting its clients' digital assets and trust.

## **RECOMMENDATION**

### ➤ **Continuous Training and Awareness Programs:**

This set of strategic recommendations aims to help Big Domain in further enhancing its cybersecurity measures within the SEO operations, assuring long-term trust and security for its clients. Big Domain should provide frequent training sessions for its team members, with an emphasis on the most recent cybersecurity risks and best practices. By cultivating a culture of cybersecurity awareness, employees become the first line of defense against potential threats, contributing to a resilient organizational security posture.

### ➤ **Collaboration with Cybersecurity Experts:**

Collaboration with external cybersecurity professionals may give useful insights and assistance in a quickly shifting digital landscape. Big Domain may keep ahead of emerging threats and ensure that its cybersecurity measures remain at the forefront of industry standards by forming partnerships or working with cybersecurity specialists. Due to this unpleasant truth, companies and enterprises must now have cybersecurity defenses and procedures in place in order to survive, making cybersecurity so crucial (Gustafsson, 2021).

- **High competition**

The discipline of web development stands out as a hub of creativity and technological competence in the rapidly growing arena of the digital era. However, along with the potential for several benefits, it faces a big challenge intense competition. The web development industry is known for its fierce competition, with a multitude of web development companies competing for market share by providing similar services. As a major participant in this competitive field, Big Domain navigates these challenges with a strategic approach that recognizes the intricacies of getting new clients, recruiting top staff, and sustaining profitability.

As a company deeply entrenched in the web development sphere, I can see that, Big Domain addresses the reality of increased competition by employing subtle techniques that set it distinct. In order to get new clients, the company uses its comprehensive service portfolio, which includes website design, development, hosting, and digital marketing. This multifaceted strategy promotes Big Domain as a one-stop solution provider, providing clients with a smooth and integrated experience that exceeds many rivals' offerings.

The challenge of attracting top talent in a fiercely competitive industry is met by Big Domain through its commitment to fostering a culture of innovation, continuous learning, and employee development. Throughout my time at the company, I observed first-hand the proactive measures taken to address the high competition for skilled professionals. Big Domain strategically positions itself as an appealing employer for top-tier talent by creating an atmosphere that not only fosters innovation and professional development but also actively engages employees in challenging and meaningful projects. This commitment not only strengthens the company's internal skills, but also contributes to its ability to provide clients with cutting-edge solutions.

Maintaining profitability in the face of increasing competition necessitates a strategic mindset, which Big Domain excels at through optimizing operational efficiency. The company embraces technology advances, streamlines processes, and provides cost-effective solutions while maintaining service quality. This strategic balance allows Big Domain to not only weather the challenges posed by competition but also thrive in an ever-changing digital world.

## RECOMMENDATION

### ➤ **Providing comprehensive solutions:**

By providing comprehensive solutions is another cornerstone of a robust value proposition. Big Domain's present practice of delivering a varied service portfolio spanning from website design and development to hosting and digital marketing corresponds perfectly with this proposal. By presenting itself as a one-stop solution provider, Big Domain guarantees that clients obtain end-to-end services, simplifying their digital journey and strengthening their trust in Big Domain's capabilities.

### ➤ **Cultivating a dynamic workplace is more than an internal practice:**

Productivity is known as the ability to balance all aspects of production in order to produce the most output with the least amount of work (Ducker,2020). Besides that, cultivating a dynamic workplace is more than just an internal practice, it has a direct impact on the quality of services a company provides. Big Domain recognizes the importance of cultivating an atmosphere that supports innovation, constant learning, and professional progress within its workers. A motivated and talented staff not only improves the company's internal processes, but also adds to the supply of high-quality solutions, which increases the company's competitive advantage.



## WHAT IS PESTEL ANALYSIS?



**Figure 8.0: PESTEL Analysis**

PESTEL analysis is a strategic management technique that assists businesses in assessing and understanding external macro-environmental elements that may have an influence on their operations and decision-making. PESTEL is an acronym for Political, Economic, Social, Technological, Environmental, and Legal Factors. This study entails thoroughly investigating these six kinds of external effects in order to get insight into the larger context in which an organization function.

Political factors include the impact of government policies and regulations; economic factors include the impact of economic conditions such as inflation and exchange rates; social factors include societal and cultural influences, technological factors include advancements and innovations; environmental factors address sustainability and ecological concerns; and legal factors are laws and regulations that affect the industry. Organizations may use a PESTEL study to discover possible opportunities and dangers in the external environment, allowing them to make educated strategic choices, predict changes, and adjust their plans to changing conditions. This extensive research is useful in sectors where external influences have a significant impact on the business environment and organizational effectiveness.

## 8.0 PESTEL ANALYSIS

### ➤ Economic



**Figure 8.1: Economic**

My industrial training at Big Domain helped me understand the significant impact of economic factors on the company's operations. In the technology sector, economic factors have a significant impact on clients' spending on digital services. My exposure to economic factors at Big Domain highlighted the need of the organization becoming intensely aware of these changes. Furthermore, with an international customer, currency fluctuations became a major aspect impacting financial stability. The economic study I saw throughout my training gave me a better understanding of how organizations like Big Domain make smart price decisions, expansion plans, and financial investments to maintain resilience in the face of economic uncertainty.

### ➤ Social



**Figure 8.2: Social**

Throughout my industrial training at Big Domain, I learned about the critical significance that social attitudes and cultural factors have in determining the success of the organization. Understanding society's constantly shifting technological tastes and expectations evolved as a critical part of customizing services to market needs. I observed how cultural differences affected design decisions and user experiences. My experience taught me that a sophisticated sociological study enables organizations such as Big Domain to align their offers with current trends and cultural expectations. This knowledge

improves consumer happiness, boosts the company's reputation, and positions it as a socially conscientious market participant.

➤ **Technological**



**Figure 8.3: Technological**

During my period at Big Domain, immersed me in the heart of technological advancements and their implications for the company. As a technology-focused organization, the company's dedication to continually updating and upgrading technical infrastructure became clear. My opinions highlighted the need of investigating upcoming technologies to keep Big Domain at the forefront of innovation in its service offerings. The technological analysis I watched provided me with insights into how organizations in the technology industry find areas for improvement, maximize efficiency, and capitalise on cutting-edge innovations to present clients with innovative solutions.

➤ **Environmental**



**Figure 8.4: Environmental**

During my industrial training at Big Domain, I learnt about the company's commitment to environmental sustainability. Big Domain adopted a proactive approach to monitoring its environmental impact, understanding the interconnection of its operations to the larger global ecology. The company's deliberate measures to reduce paper use were an important part of its environmental efforts. This strategic approach not only aligns with Big Domain's overall environmental goals, but also contributes to worldwide efforts to combat

deforestation. Seeing these internal activities highlighted the company's commitment to corporate social responsibility and active engagement in decreasing its environmental impact.

➤ **Legal**



**Figure 8.5: Legal**

My industrial training at Big Domain emphasized the critical necessity of legal concerns in the technology industry. As the organization navigated a complicated legal landscape, it became clear that data protection and privacy rules are always developing. Ensuring strict compliance with these requirements to protect client data and maintain trust became a major concern. Additionally, remaining current on intellectual property rules became critical for preserving the company's ideas and creations. This legal study provided me with an in-depth understanding of legal concerns while also highlighting the ethical and legal business practices that drive the operations of a technological company such as Big Domain. Finally, my industrial training at Big Domain was a valuable and intensive experience in understanding how the organization navigates the complex web of political, economic, social, technological, environmental, and legal factors. These insights will surely affect my future undertakings, teaching me significant lessons about strategic planning, adaptation, and ethical business practices in the constantly changing digital industrial sector.

## **9.0 CONCLUSION**

In conclusion, my six-month industrial training at Big Domain Sdn. Bhd. was a wonderful experience that greatly contributed to my professional development and understanding of the industry as a whole. Throughout this period, I was able to use theoretical information gained from my academic studies in a real-world situation, therefore improving my practical abilities and competences.

I am grateful to my supervisor for his assistance and support during the training process. Their expertise, encouragement, and readiness to share ideas have all helped shape my learning path. Their mentorship has not only helped me navigate the challenges of the workplace but has also instilled a sense of confidence in my abilities.

This training not only expanded my technical knowledge, but also taught me the importance of teamwork, good communication, and adaptability in the workplace. I am convinced that the abilities and experiences obtained during this time will provide a solid basis for my future endeavours in the industry.

I want to express my deepest gratitude to everyone at Big Domain Sdn. Bhd. for presenting me with this wonderful opportunity. I am looking forward to implementing the information and abilities I have gained here in my future career, and I am very grateful for the positive impact that this training has made on my professional growth.

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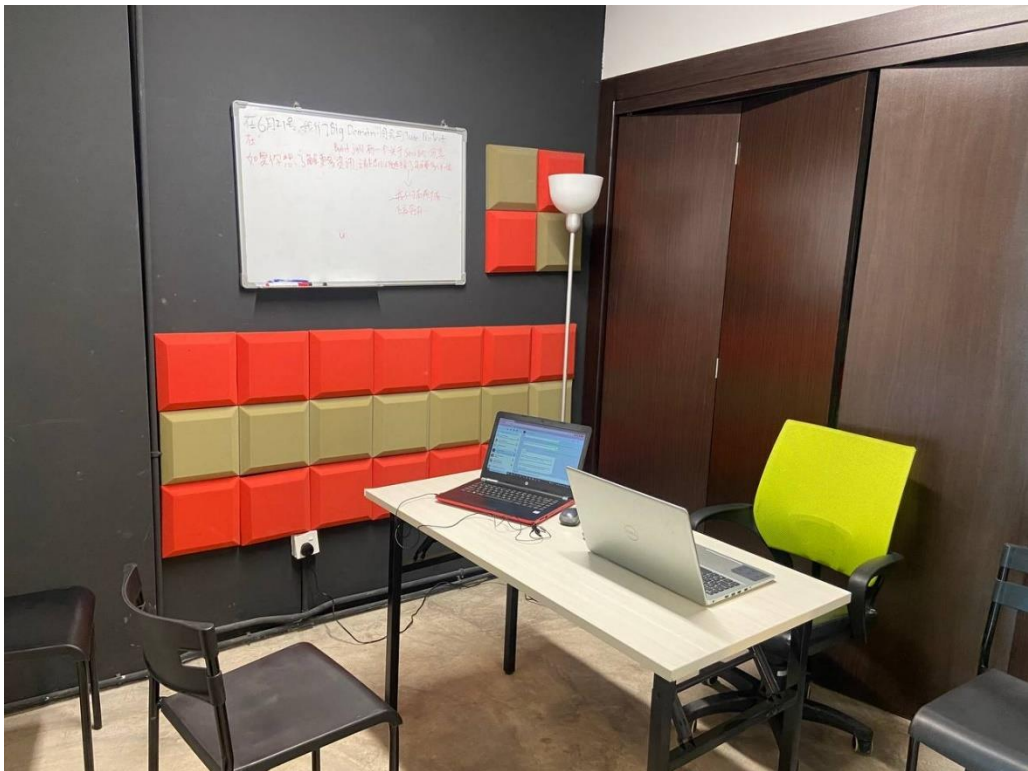
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## 11.0 APPENDICES

- The Big Domain's office environment







- Colla Team at Asian Of Management International Conference 2023 in University Science Malaysia (USM)





- Big Domain and Colla Team at The Mini Talent Drive Event



- Big Domain and Colla Team at Go Digital Opening Day Event in Kuala Lumpur





- Christmas Celebration at Big Domain's Office



## Document Information

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## Sources included in the report

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### Entire Document

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2 4.0 COMPANY'S PROFILE Figure 4.0: Organization's logo Big Domain Sdn. Bhd. stands as a distinguished entity in the digital landscape, recognized among the top 10 Malaysian domain name and SEO providers. Established in 2017 by the visionary entrepreneur Mr. Henry Tye, the company aims to be ASIA's Largest Cloud Solutions and expert marketplace. Headquartered at 45-2 Level 2, Setia Sentral, Lorong Setia Sentral 1, 13600, Perai, Pulau Pinang, Big Domain has expanded its footprint with two offices in Penang and one in Kuala Lumpur, showcasing its commitment to serving both local and international markets. Big Domain, a significant leader in the business, provides a wide range of popular domain names, including .my, .com, and .id, at cheap pricing. The company offers a wide range of services, including cloud services, web hosting, web development, cloud servers, email services, and numerous internet-based software solutions. Beyond these capabilities, Big Domain distinguishes itself by providing technological knowledge, supporting customers in developing entire business solutions and internet platforms to promote the growth of online businesses. Big Domain's strength lies in its team, which consists of internet veterans with over a decade of expertise helping SMEs develop through digital transformation utilizing cloud services and Malaysian SEO strategies. This experienced staff guarantees that clients receive not just cutting-edge solutions, but also strategic insights gained through years of hands-on experience. In a strategic partnership, Big Domain collaborates with Colla Team, a digital gig economy platform founded in 2022 by Ms. Abby Toh. Colla Team serves as a bridge between businesses and talent, providing opportunities for employers to source talents ranging from full-time employees to gig workers. Simultaneously, talented individuals can engage in both permanent jobs and gig work through Colla Team's platform, showcasing the versatility and flexibility of modern employment arrangements.

3 Colla Team, under the leadership of Ms. Abby Toh, offers a range of services, including a talent platform, smart cloud hiring, talent exchange marketplace, and a recruitment site in Malaysia. This partnership enhances Big Domain's offering by not only addressing the technical needs of businesses through web design and SEO but also contributing to the

