



اوتو سنيقو تنيكولوغي مارا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

**UITM BANDARAYA MELAKA CAMPUS
FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR IN BUSINESS ADMINISTRATION (HONS) MARKETING**

**MGT 666
INDUSTRIAL TRAINING REPORT**



ARMANI ENTERTAINMENT GROUP SDN BHD

12TH AUGUST 2024 – 24TH JANUARY 2025

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SUBMISSION DATE:

14th FEBRUARY 2025

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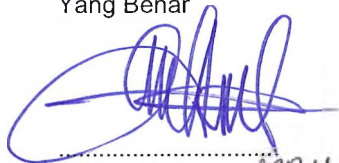
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ACKNOWLEDGMENT

First and first, I would want to thank Allah SWT for providing me with the chance to create this industrial report, as well as for guiding me on the correct road in life. Next, I'd want to thank my advisor, Miss Munirah binti Mohamed, for always being available to advise me on how to complete the industrial training report. Her encouragement and advise helped me get through all phases of preparing this industrial training report. Without her direction and kindness, this industrial training report would have been less successful.

Aside from that, I would want to thank our parents for always encouraging and supporting me during this period. Not to mention my friends, who have constantly supported and encouraged me during this report. Finally, this report cannot be finished without our group's work and cooperation. We are grateful to each of our groupmates for their responsibility with this task. I really thank you.


EXECUTIVE SUMMARY

Providing students with practical job experience, competitive abilities, and a strong feeling of responsibility for their future employment are the key goals of MGT 666 Industrial Training. An internship or other hands-on experience in a subject linked to their major or course of study is required of all students.

I worked as a student trainee at Armani Entertainment Group Sdn Bhd for 23 weeks and 4 days, which is summarized in this industrial training report. The report details the experiences I had during the industrial training, emphasizing the information and skills I acquired, dealing with employees, and adjusting to a professional work environment. Both professionally and emotionally, these events helped me grow.

The industrial report is provide with the background to the company, my personal profile, reflections on the training, the company's SWOT analysis, my recommendations, and a conclusion. The SWOT analysis help to explores Armani Entertainment Group's strengths, weaknesses, opportunities, and threats to evaluate its competitive position. Based on my experiences and observations during the internship, the report also reviews the company's performance and provides suggestions for improvement.

1.0 STUDENT'S PROFILE



NUR ZAHIRAH BINTI HASHBULLISHMAN

I have a strong work ethic, a focus on achieving goals, a love for innovative marketing techniques, a talent for interacting with social media, and a strategic mindset for raising brand exposure.

Contact

Education

- Bachelor of Business Administration (Hons) Marketing**
Universiti Teknologi Mara (UiTM)
2022 - current
- Diploma in Public Administration**
Universiti Teknologi Mara (UiTM)
2019-2022
Dean's List 2 Semesters

Skills

- Leadership
- Time Management
- Adaptability
- Ability to Multitask
- Teamwork

Work Experience

- Marketing Intern**
Armani Entertainment Group Sdn Bhd
August 2024- current
 - Manage celebrities and influencers for any events/campaigns/tours
 - Handle social media postings and insights
 - Prepare master brief for celebrities/influencers

Extra-curricular Activities

- "WasteLESS Future: A Journey Towards Zero Waste" Campaign**
SMK ST Francis Institution, Melaka
2024
 - Held a social marketing campaign about environmental awareness with Perbadanan Pengurusan Sisa Pepejal dan Pembersihan Awam (SWCorp).
- LinkedIn: Your Gateway to Professional Activities**
As a multimedia bureau for the talk event by a speaker, Miss Nur Ilyana
2024
- Marketing Students' Association Club**
Executive Committee of Academic
2023
 - One of activities bureau for MASAVENGERS 8.0 which is a program to strengthen marketing student relationships
 - Handling a programme called "MASAVENGERS 9.0" for marketing students as the head of a project. The purpose of the programme is to build a good bond between students.
 - Joined an endowment project named "Projek Waqf Masin Basuh".
 - Exchange Programme in Makassar, Indonesia for a week with the collaboration of Universitas Muhammadiyah Makassar.
- Service-Learning Malaysia University for Society (SULAM)**
SMK Infant Jesus Convent, Melaka
2023
 - Financial Literacy Workshop - Contributed to the success of the Financial Literacy Workshop by serving as a secretary

Language

Malay English

Reference: Dr Nornajihah Nadia Hashbullah (017-7496525)

Figure 1.1: Student's resume

2.0 COMPANY'S PROFILE

2.1 Company Background



Figure 2.1: Armani Entertainment Group's Logo

Located in Kota Damansara, Armani Entertainment Group (AEG) serves as a fully integrated creative agency delivering specialized event management with brand sponsorship services and video production capabilities. Through thirty years of activity Dato' KK Chua established this organization which both builds entertainment properties with cultural value and develops talent. The company supports clients to achieve their diverse business goals through expressive brand storytelling combined with strategic approaches to content creation.

Event management legitimacy for the company stems from their delivery of more than 5,000 events over the last several years. The company functions as the main center for a variety of creative talent that includes filmmakers alongside singers like Michael Ang and MK from K-Clique. AEG established its reputation as a reliable company operating in Malaysian entertainment through crafting advertising that connects businesses and markets along with celebrity sponsorship programs.

Their achievements within the creative economy have made them recognized for all the wrong reasons. The company demonstrates both innovation and excellence by delivering comprehensive services from media content creation through artist management.

2.2 Location

Armani Entertainment Group (AEG) is located at Seksyen 8 32-3, Jalan Pekaka 8/4, Kota Damansara, 47810 Petaling Jaya, Selangor.

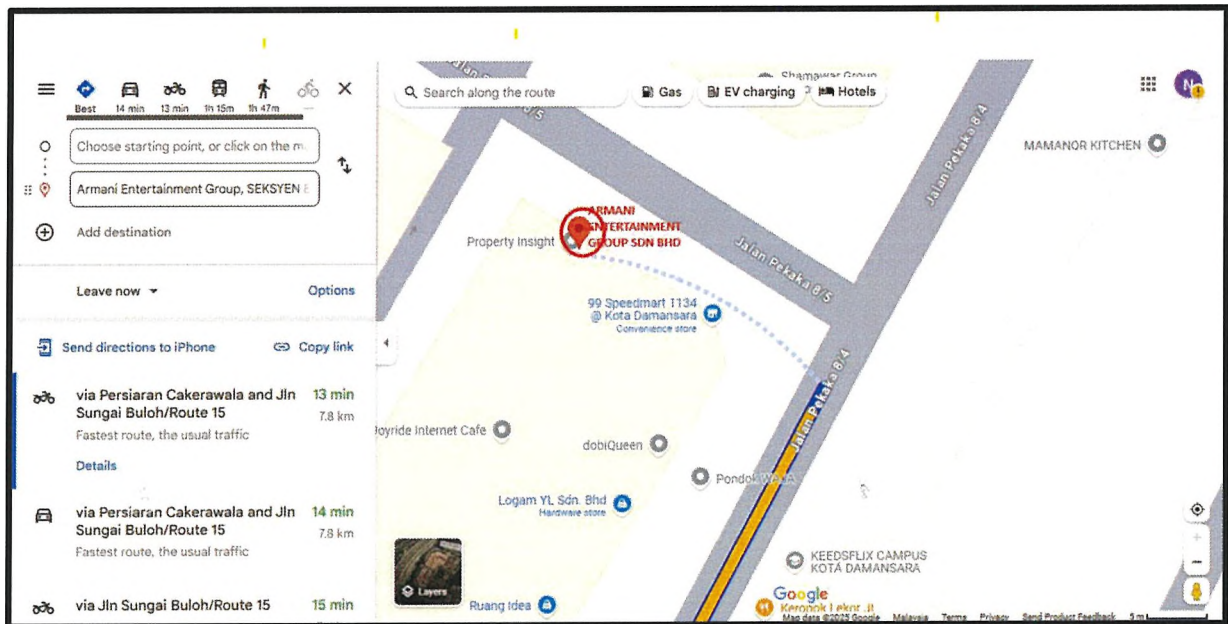


Figure 2.2: Location of Armani Entertainment Group (AEG)

2.3 Vision

- Number 1 Asia leading media event company that elevates client branding internationally.

2.4 Mission

- To help 1,000,000 clients achieve profitable branding

2.5 Organization Chart

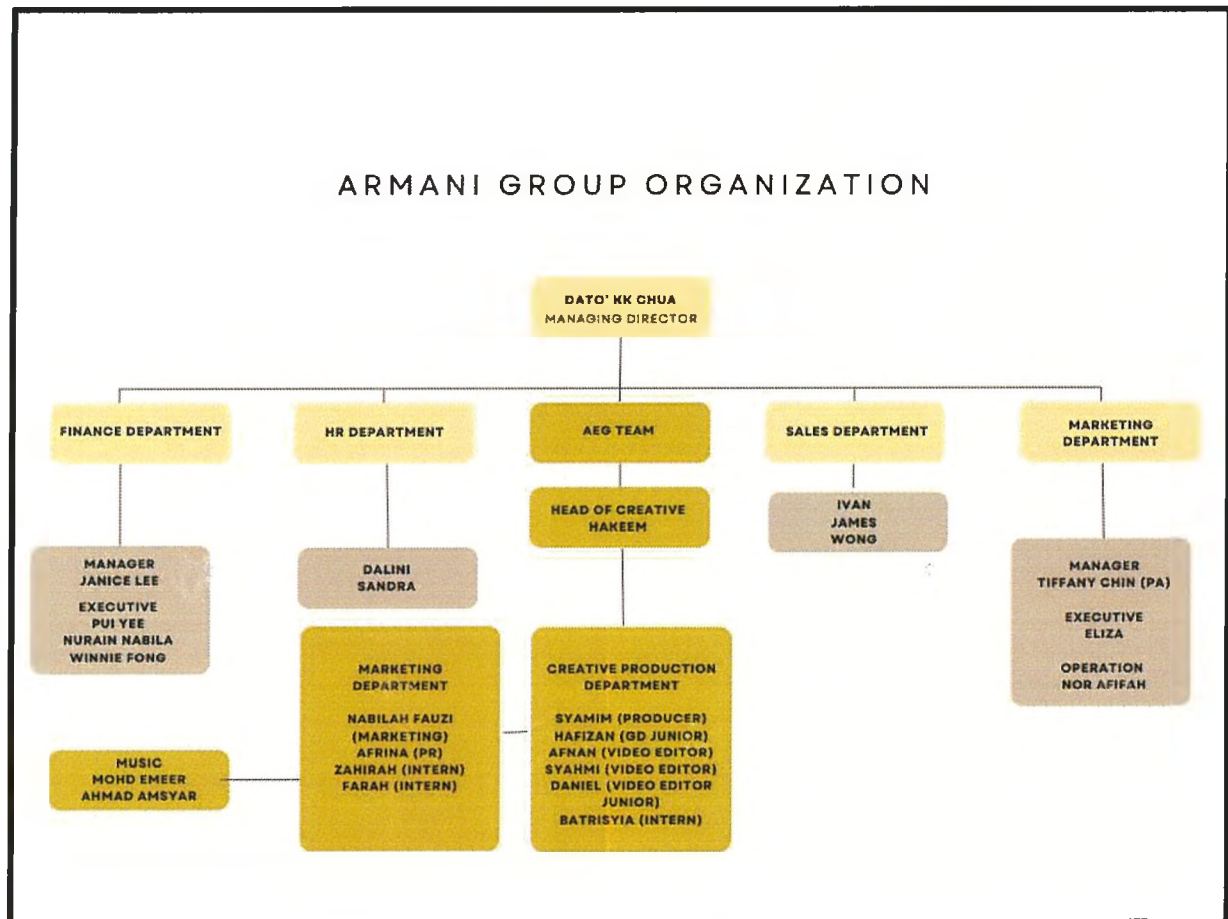


Figure 2.3: Armani Group Organization Chart

2.6 Product & Services

2.6.1 Talent Management

The company actively and fully take care of the talents, focusing specifically on identifying and nurturing gifted individuals like actors, musicians, and social media influencers. The firm offers many career advancement and guide professional services, which are aimed at training and supporting the development of its artists. More importantly, they work hard to ensure that the talents of their artists are marketed and placed for maximum impact within their industry. At the very outset, the engagement of Armani Entertainment rest on the efforts to build the marketing and commercial capacity of their artists and, by so doing, their potential to get 'deals' and attend functions increases significantly.



Figure 2.4: The girl group (COEX) were practicing and recording.

2.6.2 Media Production

The company is also a specialist in media creation, with a focus on creating excellent, visually appealing material. Their experience includes producing music videos, narrative campaigns, and promotional films that successfully convey brand messages and attract viewers. The production team of the organization places a great focus on technical accuracy and creativity to guarantee that every project satisfies the highest quality requirements and complements the client's vision. This commitment strengthens Armani Entertainment's standing as a top creative firm in the entertainment sector while also improving the public perception of its clients.

For instance, AFFIN Bank became one of our company's clients for a video project in celebration of Deepavali. Additionally, as part of Merdeka Day celebrations, AFFIN Bank collaborated with us on a project involving several singers performing the song titled Satu Hati. Furthermore, Izzue Islam has always been one of our collaboration actors when it comes to any project. For example, he joined CelcomDigi paid review and put his trust on our production team when it comes to shooting and editing his videos.



Figure 2.5: The production team has produced a perfect Deepavali 2024 video with Affin Group.

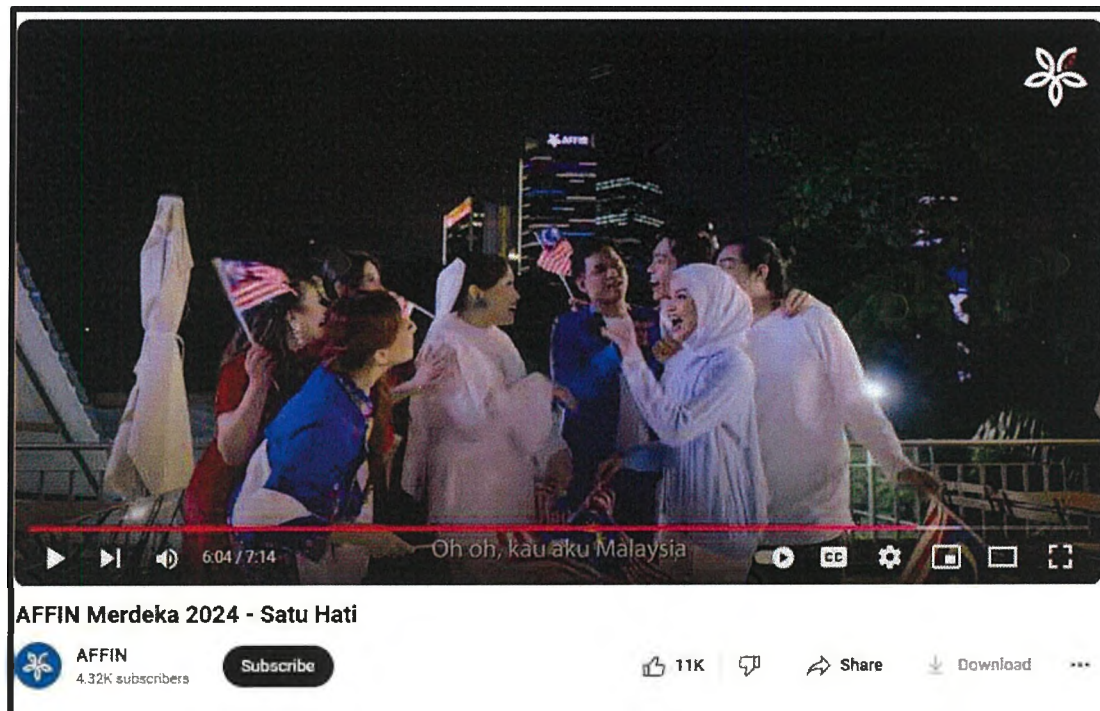


Figure 2.6: For Hari Kemerdekaan, production team has produced a song “Satu Hati” featuring our talents (Bil Musa, Kucaimars, Emeer Bakri, COEX, Yunadia & Sebrion Shah).

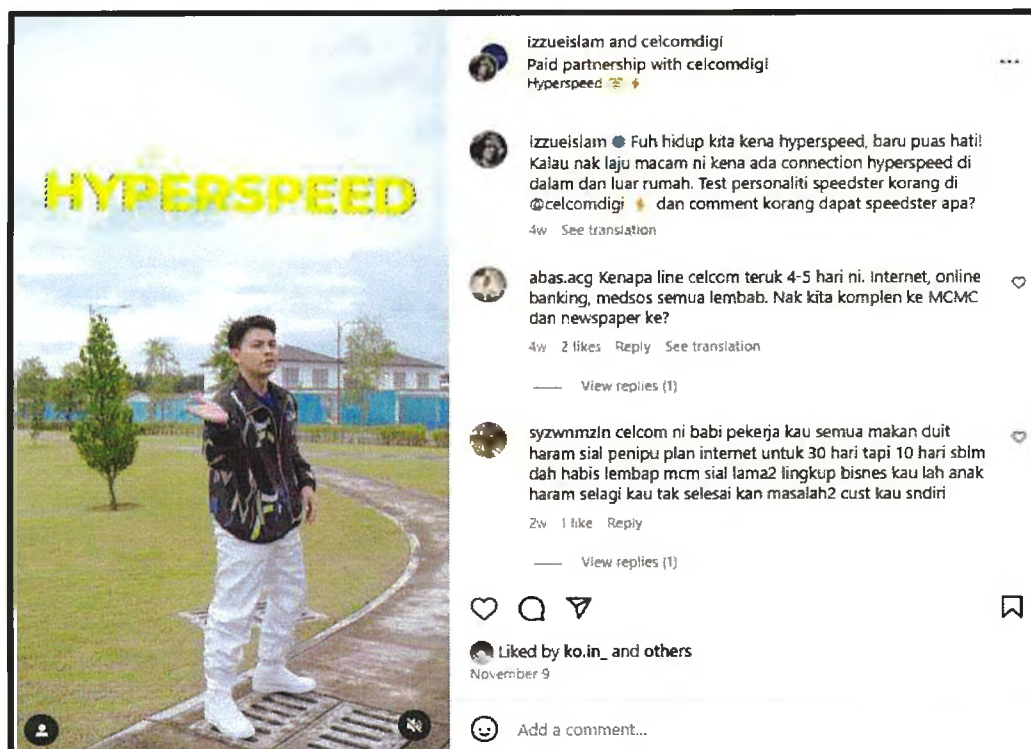


Figure 2.7: The production team helped Izzue Islam for his CelcomDigi advertisement.

2.6.3 Event Planning

The company is an expert at event management. The company ensure that every event is planned to leave a lasting impression on guests by emphasizing originality and perfection. They manage all facets of event preparation, including ideation, venue selection, logistical management, and on-site implementation. Because of this attention to detail, every event is smooth, interesting, and represents the objectives and branding of the clients.

Armani Entertainment Group (AEG) with their event management strategies to fit the specific needs of their diverse clients. The company can also organize either a corporate gala, an awards ceremony or any other events, the company uses creative ideas and high-quality production techniques to create unforgettable experiences. AEG unique skill in managing both large and small events has helped them build a reputation as a reliable partner that delivers excellent results, leaving a lasting impact on attendees and stakeholders.



Figure 2.8: 100 Most Influential Young Entrepreneur (100 MIYE) award held every year



Figure 2.9: The director of Armani Entertainment Group (Dato KK Chua) with Deputy Prime Minister Datuk Seri Fadillah Yusof and Raja Saidatul Mardiah.

3.0 Training and Reflection

3.1 Duration

I worked as an intern for five months and twelve days at Armani Entertainment Group (AEG) at Kota Damansara. Since I had no job experience, this is honestly my first exposure to a professional work setting. Armani Entertainment Group (AEG) opens from Monday until Friday, 9:00 AM to 6:00 PM but closes at 5:00 PM for the clients to visit. For lunch break, one hour is maintained every day from 12:00 PM to 1:00 PM. This regimented timetable aided in my understanding of workplace relations and helped me adjust to the professional routine.

3.2 Department Role

I worked in the marketing division's creative department. During the training time, I received guidance from Mr. Hakeem, my supervisor. Additionally, per Mr. Hakeem's instructions, I was assisted by Ms. Nabilah, a senior in the Marketing division. I received a lot of assistance from Ms. Nabilah in understanding many facets of the work. She offered me advice on how to negotiate dealings with influencers and artists, especially when it came to collaborations and quotes. I also learned a lot about managing social media content and analytics, helping with event planning, and finding brand partnerships to increase our artists' visibility.

3.3 Task and Responsibilities

As part of meeting customer requirements I needed to communicate with artists as well as influencers and our in-house artists. Our customers relied on our capacity to discover suitable influencers and artists for effective marketing of their products and events. As part of my work responsibilities I reached out to artists and influencers while simultaneously keeping within the project budget requirements provided by the clients. Considerable thought was essential to check that selected options achieved project objectives while staying within budget constraints.

Miss. Nabilah instructed me about appropriate procedures for interacting with both influencers and artists and clients. She provided me with this employment opportunity that allowed me to enhance critical skills for dealing with people as well as conducting negotiations. My internship highlight was leading the participation of Amber Chia, Izzue Islam and Fikry Ibrahim at the Boustead Mutiara X application launch event which I managed to lead to a successful outcome. Working on this project provided me with better knowledge of event planning while building my ability to execute prestigious projects.

The management planned several live performance for university tours to increase our artists' exposure. Kitsui supported these tours, which was a major factor in the initiative's success. One of my biggest achievements was that I was the one who dealt with UiTM Johor at Segamat. The rest were from our PR (Miss Afrina).

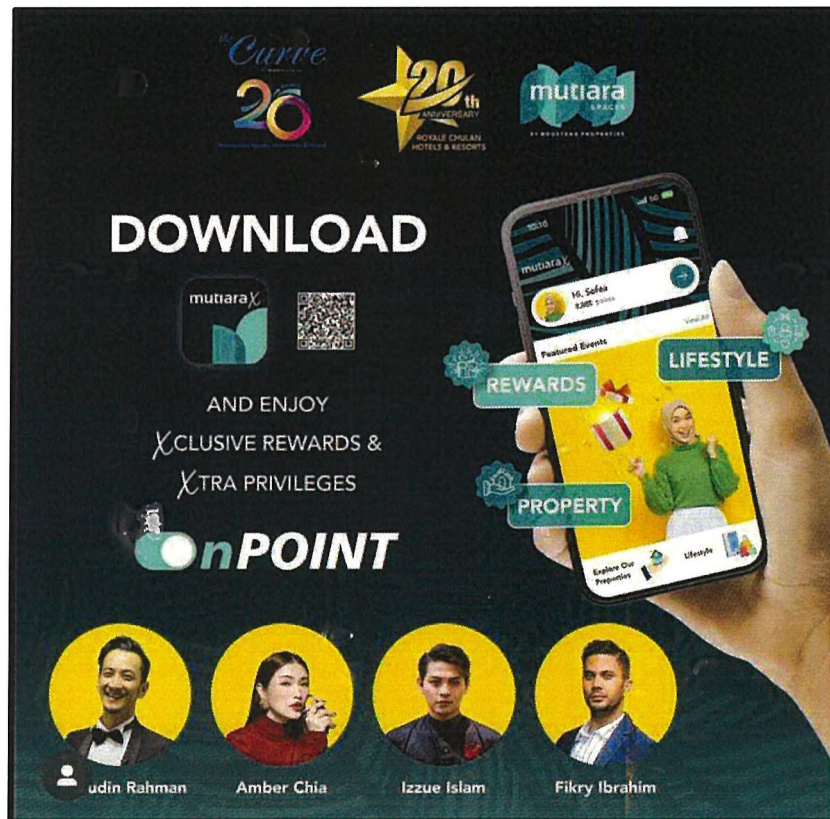


Figure 3.1: Official Poster for Mutiara X

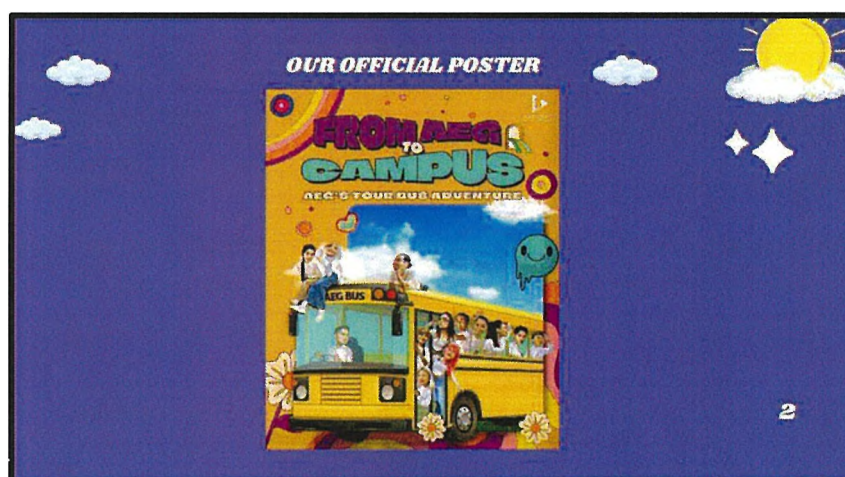


Figure 3.2: From AEG to Campus Official Poster

3.4 Project and Skills

My superior instructed me to conduct a task regarding KOLs which comprised of campaigning to them. This encompassed pinpointing relevant KOLs that could work with the brand, budget their collaboration with them, and communicate to them so the campaigns would succeed. Owing to this project, I enhanced my values of negotiation, communication and relationship management. Furthermore, I came to appreciate the concept of influencer marketing and how it affects the brand's outreach and engagement.

Another important project that I undertook was the Unitour, where I brought the talents to various universities for them to showcase their talent and interact with the students. I organized, managed an event at UiTM Segamat in Johor, where I made sure the talents had a good time and the audience's expectations were met during the performances. For this project, I had to perform event planning, communication with university staff, and make sure it all went to plan. While attending the Unitour, I learned the coordination of the planning of and time allocation for problem solving and put into practice the organization of the live performances. I also participated in USM, Penang



Figure 3.3: Healing Hujung Tahun at UiTM Segamat, Johor.



Figure 3.3: Our team and the talents at UiTM Segamat, Johor.

3.5 Intrinsic Benefits

I experienced numerous intrinsic benefits that greatly contributed to my personal and professional growth. One of the most significant advantages was the opportunity to develop a diverse set of skills. I was involved in real-world projects where I learned about event planning, talent management, and media production. These will help me enhance my understanding of marketing strategies, such as audience targeting, branding, and promotional planning, which are essential for creating effective campaigns in the entertainment industry.

Not to forget, I increased my professional network and acquired insightful knowledge about the sector. Collaborating with a variety of skills and working with seasoned experts let me make contacts that may help me in the future. I felt a feeling of accomplishment from the projects I worked on since I could see the physical fruits of my labour in well-attended events and shows. All things considered, these experiences not only increased my self-confidence but also equipped me for the chances and difficulties that lie ahead in the entertainment sector.

3.6 Extrinsic Benefits

Throughout my time I was fortunate to receive different perks which improved my industrial training experience as well as workplace satisfaction. The primary benefit of being an intern at that company included receiving a monthly RM600 stipend that sustained me throughout the entire internship period. Receiving this monthly allowance allowed me to manage my daily expenses while giving me increased incentive to fulfill all my job tasks.

Apart from their financial rewards the company made concerted efforts to integrate interns fully into their organization structure. During my internship at the company I received complimentary access to concerts and movie events so I could learn about the industry while experiencing the organization's products. Through the whole process I learned to understand the techniques behind event planning while advancing my own knowledge. At Armani Entertainment Group their mission centered on formal celebrations plus team-building initiatives. Every month the company elevated the special status of its workforce by hosting birthday celebrations. The organization held regular casual hangouts each month which created multiple chances for team members and leadership to meet informally. Team activities built strong employee relationships and made me feel like a vital member of the organization while providing entertaining experiences to our team.

4.0 SWOT ANALYSIS

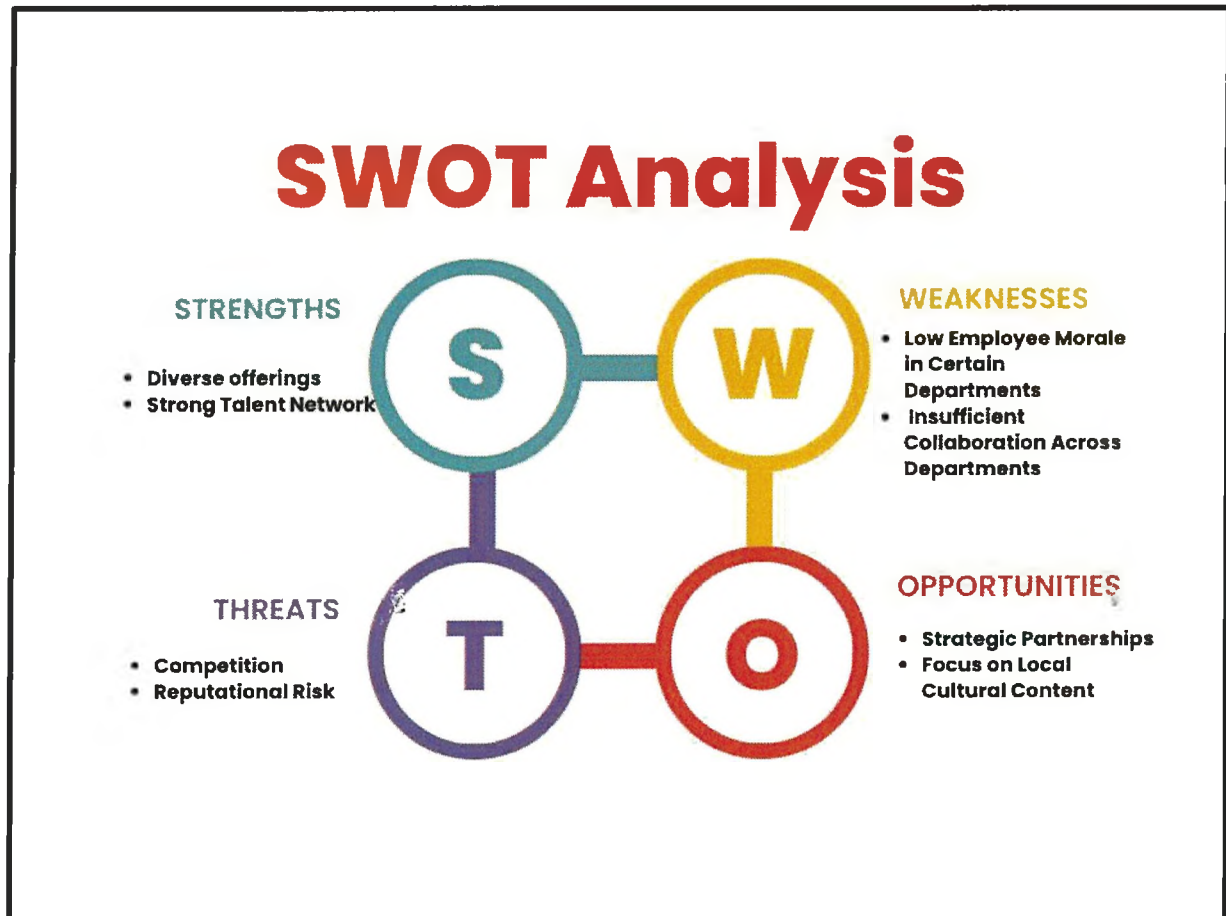


Figure 4.1: SWOT ANALYSIS

4.1 STRENGTH

4.1.1 Diverse Offerings

Armani Entertainment Group Sdn Bhd delivers different services through media production and event management along with celebrity endorsements and talent management programs. Through its broad range of services Armani Entertainment Group Sdn Bhd offered customers one convenient solution for multiple business sectors such as corporate events alongside music entertainment and cinematic production and advertising needs. The company approaches talent management by overseeing extraordinary rosters of artists and celebrities and influencers who help clients discover fitting choices for their projects and promotional initiatives. Cue's universal service offerings have allowed the company to draw multiple clients while establishing its leadership position within the competitive entertainment market.

Table 1: Armani Entertainment Group (AEG) with two another entertainment (the differences within aspect)

ASPECT	ARMANI ENTERTAINMENT GROUP	XO HOUSE	RUSA MUSIC
Comprehensive Talent Management	Manages celebrities, influencers, and professionals across various industries	Focuses on digital influencers only	Primarily works with music artists
Event Management	Full-scale event planning and execution for corporate and public events	No event management services	Limited to music-related events
Celebrity Endorsements	Direct access to a wide range of celebrities for endorsements and campaigns	Primarily digital influencers	Not focused on endorsements
One-Stop Entertainment Hub	Combines talent, media, events, and endorsements into a single integrated service	Focused on social media marketing	Focused on music production
Client Based Diversity	Serves celebrities, corporations, event organizers, and media clients	Primarily small businesses and influencers	Mainly music artists and labels

4.1.2 Strong Talent Network

A diverse pool of skilled individuals prefers the company because of its primary position in the industry. Highly recognized names including Izzue Islam belong among the business' leading artists and influencers. Armani Entertainment Group gains enhanced credibility from its growing number of prominent users which helps create larger brand awareness. The company uses these qualities to bring in numerous clients that generate new business opportunities. This will generate external revenue from signed artists and enhances competitive capabilities throughout the entertainment industry by reaching diverse customer bases.

The company obtains an exceptional competitive position from the presence of well-known artists within its artist roster. The company's artists maintain keen popularity across their respective domains and produce a substantial presence across social media platforms television and live shows. The company benefits from a comprehensive customer base and its heightened ability to shape trends which assures future growth. The broad popularity of Armani Entertainment Group allows it to obtain high-value business collaborations through sponsorships while extending partnerships and landing endorsement contracts. The talent network enables the business to forge enduring partnerships with other industry professionals making the company a dominant force within the entertainment sector. Through its extensive network Izzue Islam enables the company to stay connected and convey work tasks.



Brief Note for En Izzue Islam

Mutiara X Official Launch

Venue: Centre Court, the Curve, Mutiara Damansara, Petaling Jaya

Date: 4th October 2024 (Friday), 5th October 2024 (Saturday)

Time: 1030am – 1130am, 4pm – 5pm

1. Background of Mutiara X

- A strategic initiative by Boustead Properties Berhad
- Mutiara X is designed to leverage technology to enhance customer value
- Recognizing the need for a more unified and engaging customer experience
- Developed Mutiara X to bridge existing gaps and deliver an exceptional customer journey
- Mutiara X will **eventually** integrate the entire Boustead ecosystem, to create a seamless and rewarding experience for all our customers with the following key features;
 - i. **Lifestyle:** Keeps users informed about upcoming events, promotions, and new experiences across the ecosystem.
 - ii. **Rewards:** Earn loyalty points and be rewarded from shopping at the Curve, special parking rates at Mutiara Parking, special rates on hotel stay and F&B purchases at Royale Chulan Hotels & Resorts, property purchases and redeem the points at participating merchants.
 - iii. **Property:** Showcases Boustead Properties' offerings (existing and upcoming), enabling users to explore projects, product USPs, floor plans, and connect with sales representatives directly.
- Mutiara X aims at unlocking a new level of Xperiences within Mutiara Spaces and Boustead ecosystem. It is a part of a new loyalty programme with Xciting and Xclusive offers, Xtra rewards and privileges, and enhanced services across diverse business partners to be enjoyed by the customers. Customers will be spoiled with Xclusive privileges and rewards with Mutiara X.

2. Event Objective

- Officially launch Mutiara X.
- To drive app downloads and user registrations.
- Create public awareness of the app and its benefits.
- Promote Boustead Properties and partner brands within the ecosystem

Figure 4.3: Master Brief for Izzue Islam.

4.2 WEAKNESS

4.2.1 Low Employee Morale in Certain Departments

The serious weakness in Armani Entertainment Group Sdn Bhd comes from low staff morale in specific branches which threatens its reputation as the field's pioneering organization. Strained staff morale at the company developed because departments received inconsistent amounts of work. Several distinct teams encounter differing challenges because some face insufficient tasks that lead to underutilization even though other teams analyze an overwhelming amount of work.

An organizational analysis reveals that this mismatch generates general emotional negativity which permeates all internal company operations. Staff who work excessive hours commonly face work-related stress together with tiredness and burnout and thereby show decreased performance across physical and emotional domains. Worked-upon employees who feel their roles get insufficient attention may develop the perception that their work lacks importance thus causing them to disengage. The unequal distribution of work challenges organizational wellbeing as well as negatively affects the affected teams and their company as a whole. Work-force burnout and stress negatively affect employees through performance errors and time management problems that cause reduced work quality. The negative impacts of these conditions limit a company's ability to deliver elite service which hurts its client-base reputation.

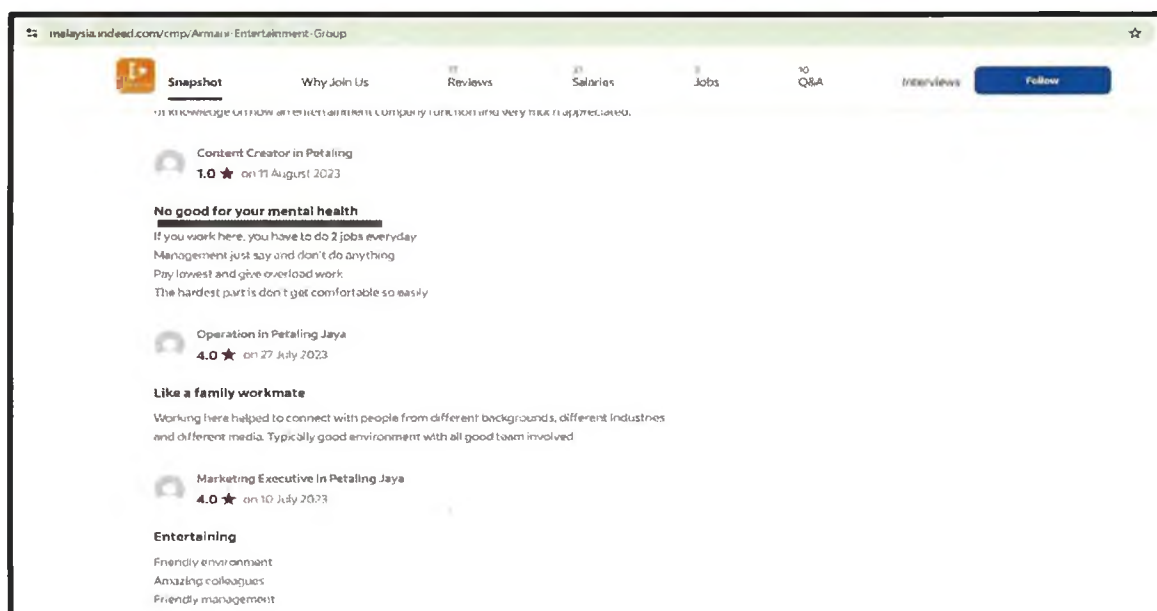


Figure 4.4: One of the reviews from Indeed said, "No good for your mental health".

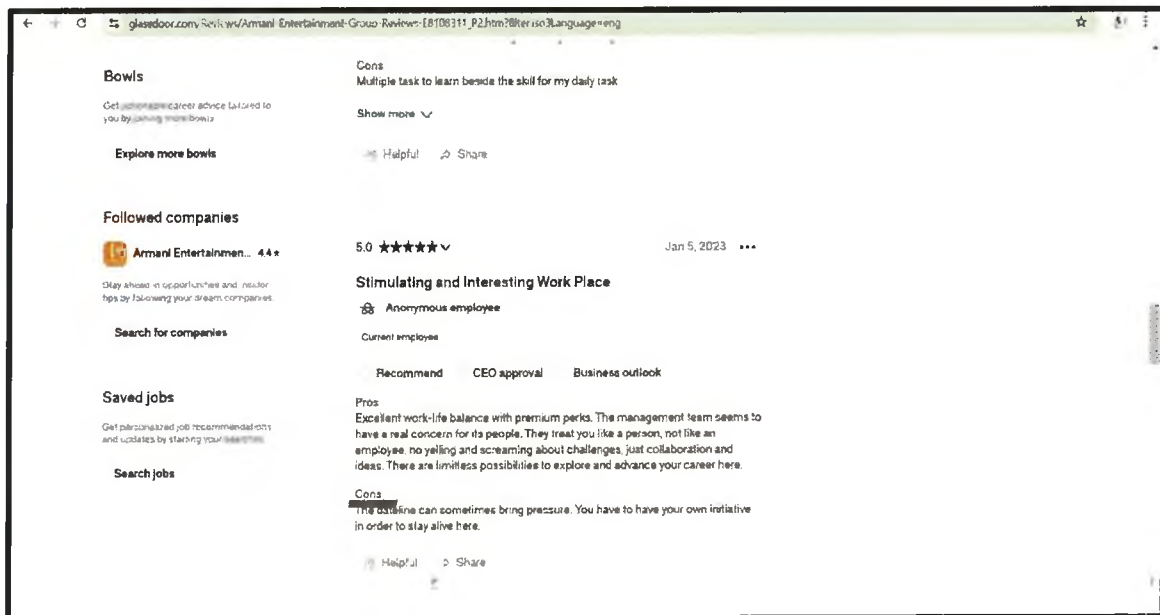


Figure 4.5: “The dateline can sometimes bring pressure. You have to have your own initiative in order to stay alive here” reviewed on GlassDoor.

4.2.2 Insufficient Collaboration Across Departments

The company's efficiency and overall performance can be disrupted by a series of problems that arise from poor team collaboration and communication but unfortunately, when these groups don't coordinate their efforts, inefficiencies are bound to happen. In the event that a singer is dissatisfied with the music created by Armani Entertainment Group Sdn Bhd, there may be instances in which certain song elements are missing or changed in a way that falls short of the artist's expectations. Unfortunately, some of the essential elements like backing harmonies, particular instrumental solos, or even the artist's unique vocal runs are either omitted or changed without the singer's consent because of inadequate communication between the talent management and music production teams. The missing parts have a big effect on the song's overall sound, the artist discovers when they listen to the finished version.

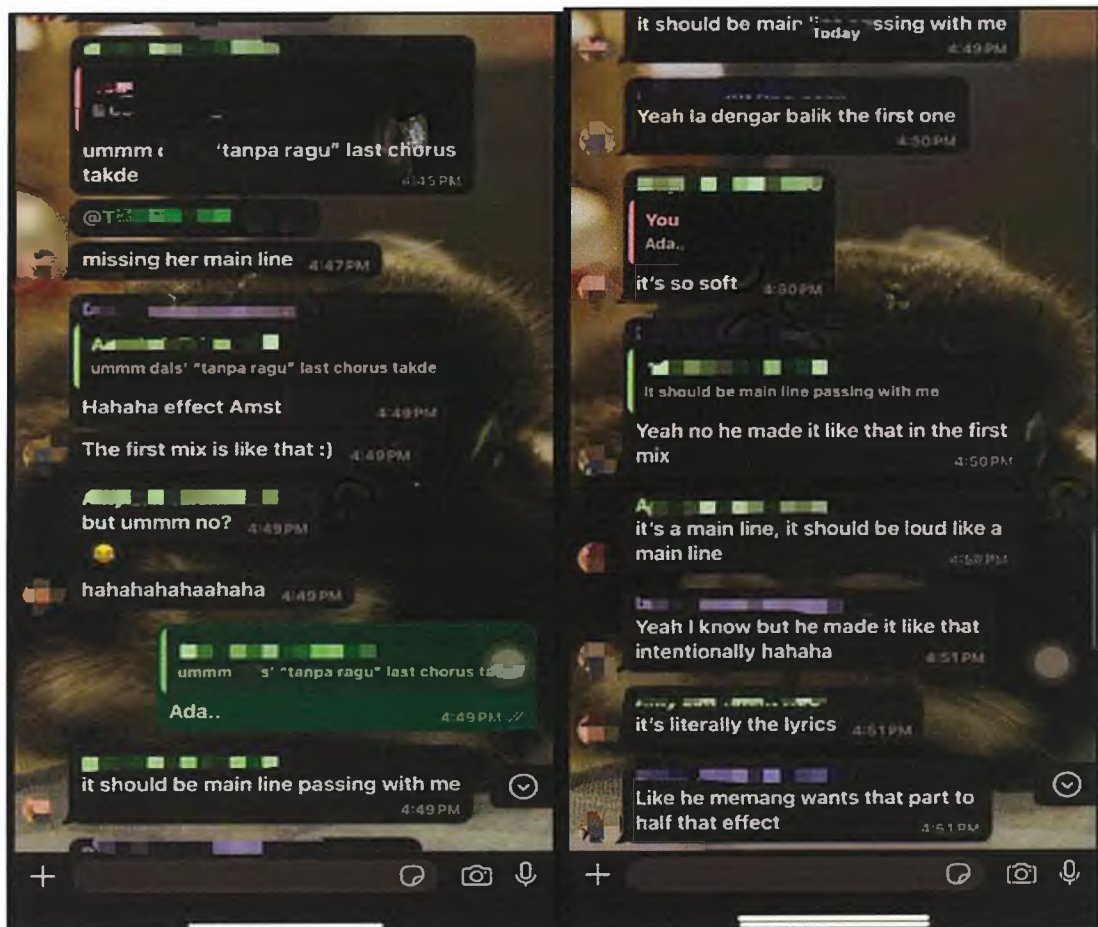


Figure 4.6: Talents were having miscommunication with the music production team regarding the song they planned to release.

4.3 OPPORTUNITIES

4.3.1 Strategic Partnerships

When it comes to opportunity, Armani Entertainment Group Sdn Bhd can enhance their company service by offering established strategic alliances with production firms, media platforms, and brands. Furthermore, partnering with well-known brands, the business may be able to broaden its consumer base, boost market awareness, and expand its reach. By celebrity endorsements and event coordination, Armani Entertainment Group can help brands increase their visibility, and the brands can return the favor by providing resources or marketing support. These collaborations can also be advantageous to both parties. According to Forbes (2022), emphasizes the advantages of collaborative marketing by stating that companies can join with local companies and influencers to increase their reach and reach new audiences.



Figure 4.7: Strategic partnership to enhance events and develop talent

4.3.2 Penetrate Foreign Market

Through Malaysia's extensive cultural heritage, the company can seek international market growth opportunities. Armani Entertainment Group Sdn Bhd can use its Malaysian rich cultural heritage to expand into international markets. Creating content and events that by showcasing Malaysian festivals alongside customs and artistic expressions the company will capture audience attention from global consumers. A universal market stream of international viewers can discover unique and genuine cultural encounters through our company's offerings. In this era, the global numerous cultural industries can now show exponential growth as global demand for varied cultural showcases continues to increase. This can be shown in the research where cultural and creative industries comprise 3% of total Global GDP while reflecting substantial growth prospects cultural products in international markets (UNESCO, 2021).

The entertainment business strategy positions Armani Entertainment to gain market advantage among international competitors. This strategy both increases Armani's worldwide brand visibility as well as gives more strength to its international corporate recognizable presence. Through its cultural programming Armani Entertainment constructs a positive international image which makes Malaysia recognized as a global cultural hub. Research emphasizes unique displays of cultural establishments and traditions receive extensive global engagement because they maintain audience interest international markets (Kim et al., 2021). Through this approach Armani Entertainment Group, the entertainment market offers Group an opportunity to become one of its leading international players.

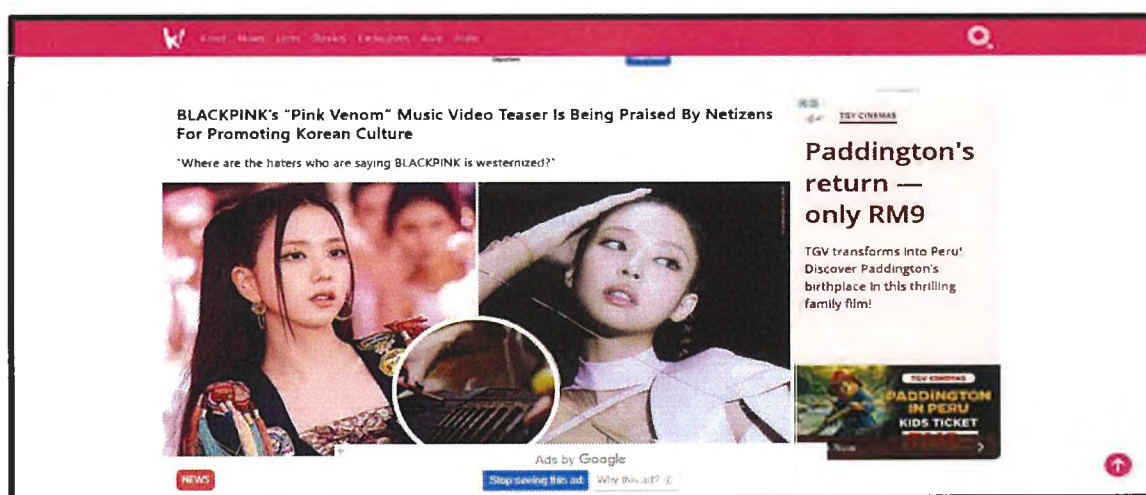


Figure 4.8: YG Entertainment promotes Korean Culture in BLACKPINK's Pink Venom Music Video.

4.4 THREATS

4.4.1 Competition

The growing rivalry in the entertainment sector, especially from well-established firms like Warner Music Malaysia, a well-known entertainment company in Malaysia, is one of the main risks facing Armani Entertainment Group Sdn Bhd. They provide comparable media production and talent management services, which puts pressure on Armani Entertainment Group (AEG) to stand out in a competitive industry (Armstrong, 2018). To be added to the increasing competition, the emergence of digital platforms and social media influencers has made it possible for smaller businesses to become more visible without having to make significant financial commitments (Saidani, 2020). This can be proved in the article where with the notion that technological advancements and the rise of social media have transformed audiovisual content production, lowering entry barriers and increasing market saturation (Hennig-Thurau et al., 2015).



Figure 4.9: Warner Music Malaysia is the well-known music label.

4.4.2 Reputational Risks

An essential challenge for the Armani Entertainment Group business plan occurs from its connection to significant talent who represent artists and influencers. They function as official representatives of the brand who draw consumers and viewers toward its products. The company runs considerable dangers since its financial results along with branding strength would suffer from both talented departures or public scandals involving notable figures. In studies, it demonstrate that when consumers perceive enhanced trust alongside brand reputation because of celebrity endorsements. When loyalty-driven brand effects experience negative publicity it results in substantial risks for businesses (Erdem et al., 2019). Any business without contingency plans for replacing its pivotal employees puts itself at risk from market unknowns since the entertainment industry continues to shift unpredictably. A business without established personnel succession plans in emergency situations allows market transformations to threaten its operations (Choi et al., 2020).



Figure 4.10: The entertainment company suffered from a dubious reputation because Seungri from BigBang group engaged in a damaging scandal.

5.0 DISCUSSION AND RECOMMENDATION

5.1 STRENGTH

5.1.1 Diverse Offerings

Malaysian entertainment sector Armani Entertainment Group Sdn Bhd delivers four main competencies that unify talent management services with media production and event management as well as celebrity endorsement tasks. The integration of different services makes Armani Entertainment Group Sdn Bhd adaptable to multiple clients' needs in the entertainment industry. Multiple customers can obtain one seamless service experience because of the well-integrated offerings of the company. When the entertainment industry provides unified service packages research indicates better operational efficiency together with cost reduction. The system enables organizations to concentrate on their main competency areas while needing fewer service providers (BPM, 2023).

The organization needs to allocate funds for purchasing top-end cameras alongside drones and state-of-the-art editing tools. A company needs these investments to protect its market position in media production because technological developments continue to shape this field. The article Innovation Drivers for Export Performance by Ortigueira-Sánchez, Welsh, and Stein (2024) shows that organizations should embrace current technology to remain competitive in their markets. These technologies when incorporated by Armani Entertainment Group would boost their media product quality and deliver dynamic creative solutions to satisfy their clients' changing needs.

5.1.2 Strong Talent Network

The endorsement relationships forged by Armani Entertainment Group Sdn Bhd produce significant market power for the organization. The celebrities who work with Armani Entertainment Group Sdn Bhd maintain large followings on social media and deliver live performances. The organization uses this approach to grow its market presence. Using the extensive popularity of recognized individuals the company can obtain valuable deals consisting of sponsorships along with collaboration and endorsement possibilities. The company builds enduring business relationships with industry partners through its talent network which establishes its status as a leading firm in entertainment. Studies reveal that collaborations with celebrities enhance brand recognition as well as trustworthiness so consumer participation along with sales numbers improves (Wisernotify, 2023).

Armani Entertainment Group should establish and maintain durable partnerships in the entertainment sector to achieve their recommendation targets. By partnering with production companies or event organizers the company obtains shared resources which enable them to deliver more meaningful projects. The company will discover fresh business opportunities along with joint ventures and cross-promotional partnerships as well as secure access to unique talent and resources. Strategic partnerships represent a fundamental ingredient for innovation and development into new markets especially within entertainment industries according to Salah (2023). Strengthening business relationships will give Armani Entertainment Group broader market reach and secure its long-term business sustainability in this competitive sector.

5.2 WEAKNESS

5.2.1 Low Employee Morale in Certain Departments

Through unequal work allocation at Armani Entertainment Group both staff spirit and organizational execution status suffer substantial negative consequences. Workplace stress together with burnout and additional health issues grows stronger when employees receive excessive workloads. Research findings establish an association between burnout that leads to employees missing work and job abandonment while excessive workloads cause staff to lose job satisfaction (Gallup, 2021). When employee efforts become unbalanced it negatively impacts individual staff members and their abilities to prevent errors and deliver deadlines and keeps work standards from declining which damages both service quality and company reputation (Teramind, 2022).

The assessment of current work distribution patterns should be Armani Entertainment Group's first step before developing its recommendation. The business should stimulate open communication channels which enable staff to share concerns and collaborate to solve their problems. The work method employs flexible approaches that let employees manage different workload amounts by setting priorities and deadline adaptations to reduce workplace pressure (Shiftbase, 2023). Employee training programs which enable workers to learn new abilities will create equal distribution of tasks as well as maintain team member engagement. Workload evaluations combined with periodic adjustments will stop future distribution problems and promote workplace morale alongside organizational success as well as enhanced performance (Urban Challenger, 2023).

5.2.2 Insufficient Collaboration Across Departments

Effective communication stands as a common organizational challenge because it directly impacts both employee satisfaction and company productivity and output quality. Poor communication systems create confusion between workers while simultaneously reducing enthusiasm and degrading business function and various other operational problems. Armani Entertainment Group Sdn Bhd faces important operational challenges because its talent management department does not properly communicate with music production staff. Song components such as background harmonies and instrumental solos that are edited without artist permission will result in project delays and artist dissatisfaction. The difference between how managers communicate with employees creates problems in organization production. Daneill (2020) describes operational challenges triggered by deficient communication as well as suggesting a method to enhance interactions between leadership and personnel.

To implement this recommendation Armani Entertainment Group requires a structured system which lets employees give feedback to each other repeatedly. Structured employee feedback channels help organizations detect emerging issues at the first sign which minimizes their growth into significant problems. Habitual feedback contributes to developing an open communication environment in which staff members perceive they are part of the decision-making process. Vibeke (2023) establishes that organizational stability requires employee feedback because management uses received employee feedback to create better decisions and find solutions promptly and adapt to organizational changes effectively. A feedback system which works directly improves workplace cooperation and produces happier employees who deliver superior outcomes.

5.3 OPPORTUNITIES

5.3.1 Strategic Partnerships

Armani Entertainment Group Sdn Bhd benefits from numerous advantages by establishing strategic partnerships with international brands including Nike and production companies. Partnering with international brands and production companies provides the company with new customer reach and leads to better production values while raising its public trust and reliability. Partnerships with international brands create stronger visibility that allows the company to gain new clients along with enthusiastic fans and potential business connections. Record labels produce successful outputs when they partner with artists on music releases. Organization research indicates that important partnerships fuel business expansion because they enable combined resource sharing across multiple platforms and market access as well as continuous innovation. Long-term success occurs when organizations combine resources with new market entry and innovative processes according to Johnson & Scholes (2021).

The company should embark on joint efforts with international media executives alongside global production houses and entertainment industry stars according to suggestions from the authors. Vayatis (2021) demonstrates that artistic collaborations can elevate artist play counts by 6.6% yet the connected musical release attracts engagement reaching 27.5% according to reports. The organization stands to benefit significantly from collaboration activities because this approach significantly improves visibility and success potential.

5.3.2 Penetrate Foreign Market

The present global entertainment market behavior provides Armani Entertainment Group Sdn Bhd with a chance to broaden their reach internationally through Malaysian diverse heritage content. Both national and regional storytelling can now access content distribution through Over-The-Top (OTT) platforms to reach worldwide audiences thus stimulating greater interest in authentic portrayal of minority perspectives. Studies conclude that presenting diverse cultural content across international platforms makes viewers develop increased empathy while their engagement with such content strengthens (Choi et al., 2022).

Armani Entertainment Group needs to allocate funds toward developing content that authenticates Malaysian traditional cultural elements in order to succeed with international market entry. An alliance with local cultural experts and artists produces traditional images of cultural heritage that leads to authentic audiovisual content (Kang et al., 2023). Armani reaches viewers globally by utilizing its OTT platform presence according to Kim et al., 2022. Viewers become more invested in OTT content through the presentation of traditional cultural elements combined with traditional arts and stories and beliefs directed toward international audiences.

5.4 THREATS

5.4.1 Competition

Armani Entertainment Group Sdn Bhd must overcome market competition because its Entertainment industry rivals deliver exclusive service propositions. Today's market offers numerous alternative options to the customers seeking similar services. The company's uncertain brand recognition makes it hard to keep current customers and draw new ones which threatens its business expansion and market standing. Research in academia demonstrates that businesses must establish special propositions which enable customer separation and generate loyal client relations. A properly defined value proposition lets companies demonstrate their ability to fulfill customer needs beyond what competitors can manage which increases customer engagement and maintains strong lasting competitive benefits (Morrison, 2022). The process of creating an exclusive value proposition requires businesses to analyze their audience needs while expressing their benefits precisely and updating their approach regularly for market sustainability.

Armani Entertainment Group should build strong brand differentiation strategies according to current market recommendations. Fred (2023) supports the idea that different brand differentiation strategies empower companies to establish competitive advantages. Armani Entertainment Group should utilize different brand differentiation approaches; which include emphasizing distinct features and delivering superior quality as well as offering exceptional customer service and implementing artistic marketing strategies. Armani Entertainment Group should concentrate its efforts on these strategic areas to build a brand identity which distinguishes itself and appeals to its designated customer segment. Original marketing strategies focusing on company assets will help customers notice the brand while enhancing brand awareness. Instilling its distinct identity in the entertainment market will let Armani Entertainment Group attract clients more effectively while outshining rival companies.

5.4.2 Reputational Risks

The dominant position of Armani Entertainment Group within the entertainment sector implies that public controversies affecting its artistic talent will affect the company significantly. Armani Entertainment Group needs to deal with serious misconduct issues as they appear because of its elevated market position. The company must perform immediate root cause analysis of such events before delivering complete information about corrective measures to stakeholders. The company displayed a commitment to trust maintenance through straightforward statements during public disputes which involved their artists. The strategy underlines proactive measures to reassure stakeholders while protecting the firm's credibility (Han et al., 2024).

The recommended measure for Armani Entertainment Group Sdn Bhd to handle reputation risks includes creating alternate protective plans. A comprehensive guide for crisis response needs development since it will assist the company to react instantaneously while minimizing reputational damage. The success of a backup plan rests on its ability to prevent long-term reputation damage (Martínez-Torres et al., 2021) because the entertainment sector undergoes rapid changes with fast-moving external factors (Gómez-Miranda et al., 2020). Strategies that enable stakeholders to stay informed should be included in the plan in addition to measures for rebuilding trust because these steps help ensure effective recovery and protect the organization's reputation.

6.0 CONCLUSION

My industrial training at Armani Entertainment Group Sdn Bhd has been an eye-opening and valuable experience from 12th August until 24th January 2025. During my training under my supervision which is Mr. Hakeem and the colleagues there, I had the chance to work on various aspects of the company's operations, including talent management, media production and event management especially in how to handle talent and media production where it was my first time getting involved. Meaningful experiences like these helped me improve my skills and gave me a clearer understanding of how the entertainment industry actually works. To work in this industry, you always need to be on track and fast in order to fit in the current trend and technologies.

With SWOT analysis I analysed , I was able to better understand the company's overall position, including its strengths and areas that could be improved. This exercise taught me the importance of evaluating both internal and external factors to stay competitive in a challenging industry especially in this entertainment industry.

This training has been a truly rewarding experience. Even though this experience helped me gain practical knowledge but it also prepared me to face future challenges in my career. I believe the skills and lessons I've learned during this time will be valuable and beneficial for me in the years ahead.

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APPENDIX



Appendix 1: Assisted KOLs (Roy Bundle) for property review Mutiara Hills by Boustead



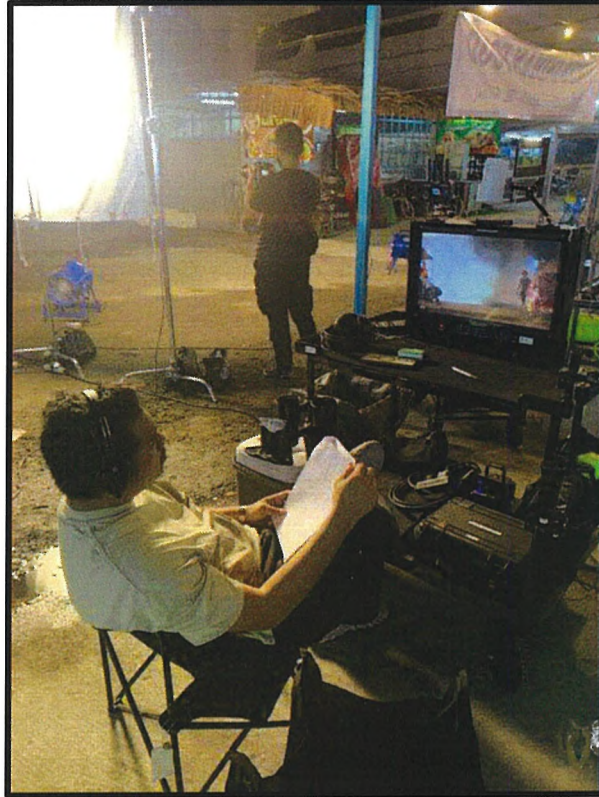
Appendix 2: 100 MIYE 2024



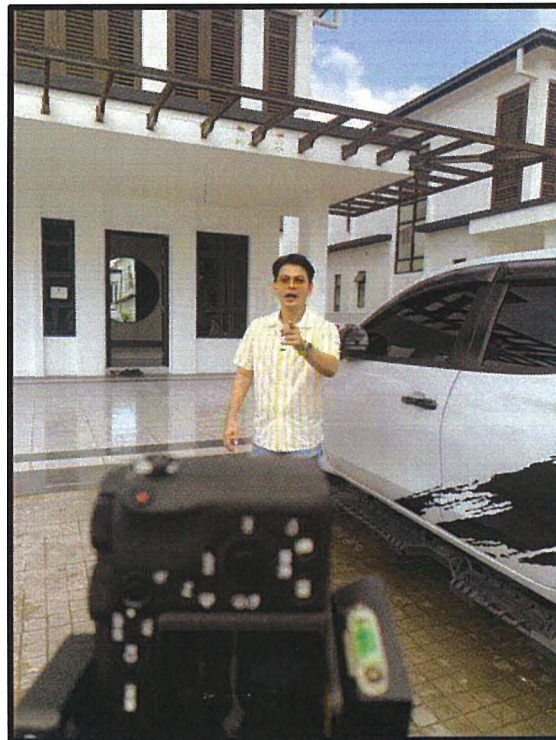
Appendix 3: UNITOUR at Universiti Sains Malaysia (USM), Penang



Appendix 4: Shooting for KTM



Appendix 5: Shooting for Affin's Deepavali.



Appendix 6: Behind the scene Izzue Islam for CelcomDigi