

W TECH MEDIA SDN BHD

INDUSTRIAL TRAINING REPORT

INTERNSHIP (MGT 666)

4TH MARCH - 9TH AUG

Presented To

PUAN NOOR JUNIANI ARWIN

YAAKOB

PUAN NURUL IZZAT

KAMARUDDIN

Presented By

A'ISYAH BINTI RIDZUAN

———— 2021653016

EXECUTIVE SUMMARY

My internship at W Tech Media Sdn Bhd from March 4, 2024, to August 9, 2024, was an invaluable experience that provided comprehensive exposure to the dynamic field of social media marketing. W Tech Media is a leading social media marketing agency renowned for its innovative and tailored digital marketing solutions. Specializing in platforms like TikTok, the agency helps businesses enhance their online presence, drive engagement, and boost conversions through compelling content and strategic campaigns. With a diverse client base across various industries, W Tech Media leverages its expertise in digital trends and data analytics to deliver impactful results. Known for its adaptability, customized strategies, and proven track record, W Tech Media is a trusted partner for businesses seeking to maximize their digital marketing efforts.

I was actively involved in several key projects and responsibilities that significantly enhanced my skills and understanding of the industry. During my time there, I was entrusted with the launch of special projects, specifically handling the "Whitebox TikTok Marketing Agency" initiative from ideation to publication. This involved shooting photos and videos for social media content, ensuring high-quality visuals that met client specifications. I assisted in setting up studios and lighting to create optimal shooting conditions, contributing to the overall production process. Participating in ideation sessions, I helped generate creative ideas for content creation, followed video storyboards, and adhered to the director's instructions to capture the required shots. Additionally, I adhered to established workflows and systems with meticulous attention to detail, contributing to the agency's efficiency and productivity. This hands-on experience allowed me to develop a robust understanding of the operational aspects of a social media marketing agency, from content creation and editing to project management and client relations.

The SWOT analysis of W Tech Media reveals its strengths in having a positive working environment, a focus on self-growth, and a strong demand for its social media marketing services, particularly on TikTok. Weaknesses include resource constraints such as limited funding, manpower, and technological infrastructure. Opportunities lie in expanding service offerings, leveraging new digital marketing trends, and increasing market reach. However, threats include intense competition, rapidly changing digital landscapes, and economic fluctuations that could impact client budgets. This analysis underscores the need for strategic planning to capitalize on strengths and opportunities while addressing weaknesses and mitigating threats. Overall, my internship at W Tech Media was a period of significant professional growth. The experience honed my creative and technical skills, provided insight into industry best practices, and prepared me for future endeavors in the field of digital marketing.

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3.0 COMPANY PROFILE

3.1 NAME, LOCATION, BACKGROUND



W TECH MEDIA SDN BHD

Jalan Taman Bukit Desa

Kuala Lumpur, Federal Territory of Kuala Lumpur, MY

W Tech Media, a growing marketing agency, has been active in the media marketing industry since 2016. In 2021, it was formally established as a Private Limited Company (Sdn. Bhd.). The agency comprises six business units: Mat Salleh Cari Makan, White Box, Club Cari Makan, and three food media websites. Specializing in the food and beverage (F&B) industry, W Tech Media has broadened its scope since the launch of White Box, venturing into other sectors and exploring diverse marketing strategies on the TikTok platform. White Box TikTok Marketing Agency, an official TikTok Shop Partner specializing in professional account management and results-based content creation. Other than that Food Media Digital Platforms, which consist of three online platforms (Purpledurian.my, Mandarin.my, and MunchMalaysia.com) reaching over 1.8 million monthly impressions and generating 100k monthly page views across three languages. Club Cari Makan, Malaysia's first exclusive membership food club offering discounts and benefits at various highly-rated restaurants; and Mat Salleh Cari Makan, a social media content creator with over 1 million followers and a diverse client base in the F&B and tourism industries. Our investment philosophy is focused on pursuing long-term capital growth for shareholders.

3.2 VISION, MISSION, GOALS AND OBJECTIVES

Vision

To be the leading marketing agency in the media and technology sectors, recognized for innovative solutions and exceptional service, driving success for our clients and enriching the digital landscape.

Mission

At W Tech Media Sdn. Bhd., our mission is to empower businesses by delivering cutting-edge marketing strategies and compelling content that engage audiences and drive results. We strive to create value through our expertise in technology and media, fostering long-term partnerships and contributing to the growth and success of our clients in an ever-evolving digital world.

Goals & Objectives

W Tech Media Sdn. Bhd. aims to expand its market reach by entering new regions and industries, ensuring a broader global presence. The company continuously strives to innovate by developing and implementing new marketing technologies and strategies to stay ahead of industry trends. Enhancing client success is a primary objective, as W Tech Media is dedicated to providing top-tier marketing services that significantly contribute to the growth and success of its clients. Building a strong team is also essential, with a focus on attracting and retaining talented professionals who are passionate about media and marketing. Additionally, the company is committed to achieving long-term financial growth and stability, ensuring sustainable development for both the company and its shareholders.

Core Values

The purpose of core values is to ensure that all employees share the same principles, uniting them in realizing the company's mission and vision. The core values of W Tech Media Sdn Bhd spells out “SUPERCEDE”.

Suggestions: If any employees have any ideas, they should feel free to share them. W Tech Media Sdn Bhd welcomes all ideas, as we believe that everyone has unique ways of thinking. The company constantly needs new perspectives and alternatives to expand our thinking and knowledge.

Useful: As a growing company, W Tech Media needs employees who can handle a variety of tasks. Everyone should continuously stay informed and expand their knowledge through videos, reading, and other sources.