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PRODUCTION  
環映製作

MGT666



## INTERNSHIP REPORT K PRODUCTION COMPANY



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# EXECUTIVE SUMMARY



This internship report gives a thorough rundown of the knowledge and understanding I acquired while working at K Production. A thorough student profile describing my educational background and career goals opens the report. The next section of the text switches to a firm profile, showcasing K creation's strengths in social media management, video creation, event organizing, and marketing. The company's hierarchical structure is explained in detail in the section on organizational structure, which also clarifies departmental responsibilities and interdepartmental cooperation.

My learning path is captured in the training reflection chapter, which highlights the important skills I have learned and the real-world experiences I have had. After a comprehensive SWOT analysis that looks at the internal strengths, weaknesses, opportunities, and threats facing the organization, a PESTLE study is added to assess the external factors driving K Production. The section on discussion and recommendations suggests tactical measures to tackle recognized obstacles and capitalize on favorable circumstances. The importance of the practical exposure obtained at K Production is emphasized in the report's conclusion, which also includes a summary of the major results and a perspective on the entire internship experience.

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# COMPANY'S PROFILE



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## Company's Background

K Production, established by Kimi Lau in 2017 in Kuala Lumpur, has rapidly emerged as a leading force in the realm of video production and marketing. Rooted in a vision to redefine communication effectiveness and brand impact, K Production has assembled a dynamic team comprising the industry's top local video producers and marketers. With a collective expertise honed through years of experience, the team possesses an innate understanding of what it takes to craft captivating videos that not only captivate audiences but also drive tangible results in terms of brand awareness and business productivity.

K Production is unique because of its collaborative culture, which combines creativity and strategic vision. The organization cultivates a network of innovation and excellence by directly collaborating with outstanding artists in the local sector, in addition to its own talent pool. K Production can push limits and provide innovative solutions that connect with a wide range of people on multiple platforms because to this synergy.

K Production is essentially at the forefront of innovation in the marketing industry, constantly pushing the envelope and establishing new benchmarks for quality. Combining creativity, knowledge, and a client-focused philosophy, the organization is still in a position to break new ground and redefine the potential of visual storytelling in the digital era.



# VISION & MISSION



## VISION

we envision a world where every brand is a beacon of inspiration, a visual masterpiece that transcends boundaries and captivates hearts. We aspire to be the architects of glamour, crafting unique narratives that elevate brands to iconic status, leaving an indelible mark on the global stage



## MISSION

Our mission at K Group is to be the unparalleled one-stop destination for all your creative needs. We are committed to redefining the essence of glamour, seamlessly blending creativity with strategic insight to deliver awe-inspiring solutions. With a diverse range of services under one roof, we strive to empower brands to shine brightly in an ever-evolving marketplace. Through innovation, collaboration, and an unwavering commitment to excellence, we aim to be the catalyst that transforms dreams into visually stunning realities. Welcome to a world where glamour knows no bounds

