



**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
INTERNATIONAL BUSINESS**

MGT666: INTERNSHIP

**COMPANY NAME:
APG MARKETING AND MANAGEMENT SDN. BHD**



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EXECUTIVE SUMMARY

This internship report documents a six-month practical training experience at APG Marketing and Management Sdn Bhd, a prominent real estate marketing firm based in Kota Laksamana, Melaka. The internship was conducted from March 3, 2025, to August 15, 2025, within the Marketing Department under the role of Developer Marketing Consultant (DMC). Throughout this period, the internship provided valuable exposure to the operations, challenges, and strategies of a professional real estate marketing environment.

The report highlights key tasks and responsibilities undertaken, including client follow-ups, participation in property roadshows, and digital marketing through social media platforms. These assignments provided hands-on learning in customer engagement, product knowledge, and real estate promotion techniques. The training also emphasized personal development, as the internship helped improve communication skills, professionalism, and self-confidence.

A comprehensive SWOT analysis was conducted to evaluate APG's internal strengths and weaknesses alongside external opportunities and threats. Notable strengths include the company's strong client relationship management, experienced agents and flexibility. Identified weaknesses involve time-consuming sales cycles, no proper payroll systems, and poor marketing strategies. Opportunities exist in population growth, referral networks, and property investment awareness, while threats include rising competition, economic uncertainties, and client loyalty concerns.

Based on the SWOT analysis, detailed recommendations were proposed, such as implementing a CRM system, introducing a hybrid compensation model, developing a mentorship program, and enhancing digital marketing efforts. These strategies are supported by recent academic literature and practical observations, aiming to enhance the company's sustainability and competitive edge.

Overall, the internship was a transformative journey that bridged theoretical knowledge with real-world applications. It provided meaningful insights into the real estate sector and contributed significantly to both professional and personal growth.

ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude to Puan Suhaila binti Salleh, my supervisor at APG Marketing and Management Sdn Bhd, for her invaluable guidance, support, and encouragement throughout the duration of my internship. Her mentorship has provided me with a deeper understanding of the real estate industry and has significantly contributed to my professional growth.

I am also sincerely thankful to the entire team at APG Marketing and Management Sdn Bhd for their warm welcome, constant support, and willingness to share their knowledge and experiences. The positive and collaborative work environment made this internship both educational and enjoyable.

I would also like to extend my appreciation to my university and lecturers for facilitating this internship opportunity, which has played a vital role in bridging academic knowledge with practical experience.

Lastly, I am deeply grateful to my family and friends for their continuous encouragement, motivation, and support throughout this journey.

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