



INDUSTRIAL TRAINING REPORT

MAR-AUG 2025

MGT666

COCOFANS SDN BHD

(1440314T)



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Executive Summary

To create a clear picture of my six-month industrial training at CocoFans Sdn. Bhd., a young and upcoming company engaged in production of coconut based food and beverage products, this report provides a detailed account of this training experience. The internship program was done at the Marketing Department, where I got involved in many issues related to digital marketing, content development, social media and brand campaign activities during the period between March 3, 2025, and August 15, 2025.

My main duties and responsibilities at this time included controlling the social media platforms of CocoFans, creating interesting posts, recording and editing videos, taking pictures of products, and assisting in marketing events. I even took part in studio, outdoor shoots, events in Port Dickson, Sungai Kanching and Hilton KL. I have also interviewed people on the streets in Ramadan at the TTDI Bazaar, with even a local celebrity, Daiyan Trisha. Having those practical experiences allowed me to not only enhance my technical abilities in digital programs, such as CapCut and Lark, but also gain a set of soft skills by unleashing my time management and teamwork, and creative problem-solving abilities.

Otherwise, a SWOT analysis was made to have an evaluation of the strengths, weaknesses, opportunities, and threats surrounding the business of CocoFans. Depending on the results, the following suggestions were made, namely, app-based task jobs, product line diversification with market experimentation, improvements to the event service packages, and the approaches of a wider market reach beyond direct contact and a resilient supply chain.

On the whole, this internship was a meaningful and open-eyed experience, which never erased the distance between studying and working in the sphere. It helped me obtain some practical experiences, test my abilities in practice, and develop not only as a person but also professionally. The experience at CocoFans has provided me with a firm base towards my future profession in the creative marketing and digital content strategy sector.

Acknowledgement

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