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FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING (BA240)

MARKETING INTERNSHIP (MGT666)

INTERNSHIP REPORT:

SWOT ANALYSIS OF JULYTECH SDN BHD

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EXECUTIVE SUMMARY

This report outlines my internship experience from 3rd March 2025 until 15th August 2025 at Julytech Sdn Bhd, known as a POS system software company, based in Selangor. As a Social Media and Digital Marketing Intern, I was responsible for planning and executing marketing contents for the company's TikTok and Instagram platform including content creation, social media management and basic market research. During this six-month internship, I was also exposed to beauty market trends, developing content strategies and assisting with spa and salon owners for video collaborations.

Throughout my internship, I conducted a SWOT analysis of the company, focusing more on the Marketing Department. From my observations, the strengths of the company are a positive working environment, strong mobile friendly cloud-based POS system and 24/7 customer support team. Next, the company's weaknesses are lack of time management, limited proven track record and small team size. Moreover, the company's opportunities are to do collaborations with influencers who own beauty businesses like hair salon, beauty salon and barbershop, getting the government endorsed credibility like Digital Economy Initiatives (MDEC) and company expansion into Southeast Asian markets like Brunei and Indonesia. Lastly, the company's threats are high competition in the digital marketing and tech industry, talent retention challenges in tech startups and exposure to risk of hackers or unauthorized parties accessing sensitive information like customer data and financial records.

Based on my observations, I recommend that the marketing department should allocate greater investment on advanced content production tools and prioritize continuous team development in the latest digital trends to maintain a competitive edge. Furthermore, adopting a more structured and strategic campaign timeline would help Julytech in improving the overall workflow efficiency and project execution.

To conclude, this internship has significantly strengthened my understanding of real-world marketing operations and improved my ability to adapt and think critically. Indeed, the experiences that I had were really complementing the theoretical knowledge I learned during my marketing studies at UiTM Kampus Bandaraya Melaka.

1.0 ACKNOWLEDGEMENT

لَا يُكَلِّفُ اللَّهُ نَفْسًا إِلَّا وُسْعَهَا

“Allah does not burden a soul beyond that it can bear”

[Al-Baqarah 2:86]

First and foremost, Alhamdulillah, I would like to thank the Almighty for allowing me to experience this bittersweet internship journey. Putting God in the center of everything including my work has allowed me to achieve good work particularly this report with ease.

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