



اَبُو سَيْفِي تِكْوَالِي مَبَارَا
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MARA

Fakulti
Pengurusan
dan Perniagaan

astro
Media Solutions

MGT666 : INDUSTRIAL TRAINING REPORT AT ASTRO MEDIA SOLUTIONS

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EXECUTIVE SUMMARY

As a first-timer in the industry, Astro Media Solutions will make an excellent selection since it will give a feel of what a real office experience is. Overall, Astro Media Solutions is a powerful company because it is a famous media and entertainment company in Malaysia, and is very well spread in terms of market share. In more than six months, the leadership role of Astro and strong financial results to launch high perceived value campaigns in the digital sphere, and overcome the industry change, such as increasing competition tension and digital transformation.

Previously participated in planning, executing and optimizing digital marketing campaigns in various platforms including social media e.g., Facebook, email e.g., Scentre Group, email e.g., The Star and programmatic advertising e.g., Astro Ads. Some of the most central roles were segmentation of audiences, monitoring performance based on, and in the generation of insights. Working in cross-functional teams, and worked on creative briefs, A/B testing and post-campaign reports, and this work helped to enhance the level of analytical and project management expertise.

Astro's dynamic and innovative work culture played a significant role in the professional growth. Participating in brainstorming sessions and client meetings to understand the importance of data-driven decision-making and customer-centric strategies. The company's emphasis on creativity and teamwork further inspired me to explore new trends in digital marketing, such as AI-driven personalization and influencer collaborations.

Also, lastly performed a SWOT analysis of the digital marketing strategy of Astro and determined its strengths towards its brand reach and its opportunities towards emergent digital platforms, as well as its weaknesses towards ad saturation and changing consumer behaviour. This activity strengthened my strategic approach, and convinced the importance of agile marketing amid the competitive environment.

To sum up, the internship experience in Astro has formed an essential milestone in the marketing career by providing the working skills and industry knowledge, as well as a positive attitude toward dealing with digital campaigns. Looking ahead to work

ACKNOWLEDGEMENT

In the first place, would like to say that highly appreciate Allah S.W.T, who has given all His blessings, strengths and knowledge to enable to go through this report which has been specifically given to carry an analysis which deals with a company that to carry out the industrial training, Astro Media Solutions.

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Other than this,also feel kind of like saying that infinitely thankful to the family who have accorded some facilitations and background support so that completion of the report to this course could be achieved in an appropriate way. Without the prompting of the mother, would definitely not have been able to maximize the capabilities in giving this report. She is the biggest asset and seek her advice not only in matters that concern but also in everything. Also wish to show appreciation to other colleagues who helped answer all the questions and whose full cooperation was given in a bid to ensure the successful completion of this report as well as the industrial training. They were essential in helping to make sure that remain aware and aware of the undertaking of the industrial training and writing this report.

At last, indebted to all the individuals who happen to be a part of the process. Addressed this report either directly or indirectly and been able to gain several dozens of new things that are beyond the fact that have learned a lot of valuable experiences in the process of writing this report and the industrial training. Just to be more exact, all of their help is highly valued and there is no way this could not be achieved without the help of these people and their active and timely support.

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