

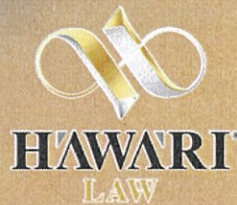


UNIVERSITI  
TEKNOLOGI  
MARA

**FACULTY BUSINESS AND MANAGEMENT**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**(HONS) MARKETING (BA240)**

**INDUSTRIAL TRAINING REPORT**  
**(MGT666)**

**INDIVIDUAL ASSIGNMENT**



**CLASS: MIBA2406C**

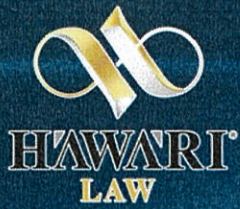
**PREPARED BY:**

**AYU NADIA BINTI MOHD RADI**  
**(2021505233)**

**PREPARED FOR:**

**MADAM LINA MAZWEIN**  
**BINTI IBRAHIM**





# MESSRS HAWARI HANAFI & CO EXECUTIVE SUMMARY

Messrs Hawari Hanafi & Co is a law firm that was chosen to make my internship report. Messrs Hawari Hanafi & Co have two branches in Puncak Alam, and Bukit Jelutong, Selangor. The branch I work at is in Bukit Jelutong Selangor. It started from 1st March 2023 until 15th August 2023.

In this report, is about company profile, training reflection, SWOT, and also recommendations for SWOT analysis. During my internship at Messrs Hawari Hanafi & Co, I was under the supervision of Miss Nur Thaqifah binti Zainal Ariffin and she was my supervisor. The position held by her is executive marketing department. There are many experiences that have been learned during my practical here. Maybe in the beginning the first month was quite a bit of work and experience carried by me. But over time, the work that was carried out became many and the boss also gave me a big task that had to be done by me and the marketing team to take on the task.

From this report, it actually taught me how to analyze this company's SWOT and what can be improved with recommendations that can be made by this company. It also taught me by adding more knowledge about Messrs Hawari Hanafi & Co. The experience given as I went through practical training here, it actually added a lot of knowledge about marketing. At the same time, I can also increase my knowledge about real estate. In my opinion, because I am a marketing student and the job I took is also related to marketing, it can actually teach me what this marketing job really is and I can also add a lot of knowledge, experience and skills by working in this company.



# TABLE OF CONTENT

|                                 |                |
|---------------------------------|----------------|
| <b>ACKNOWLEDGEMENT</b>          | <b>1</b>       |
| <b>RESUME</b>                   | <b>2</b>       |
| <b>COMPANY PROFILE</b>          | <b>3 - 4</b>   |
| <b>ORGANIZATIONAL STRUCTURE</b> | <b>5</b>       |
| <b>SERVICE OFFERED</b>          | <b>6</b>       |
| <b>TRAINING'S REFLECTION</b>    | <b>7 - 9</b>   |
| <b>SWOT ANALYSIS</b>            | <b>10 - 16</b> |
| <b>RECOMMENDATION</b>           | <b>17 - 22</b> |
| <b>CONCLUSION</b>               | <b>23</b>      |
| <b>REFERENCES</b>               | <b>24 - 25</b> |
| <b>APPENDICES</b>               | <b>26 - 27</b> |





# MESSRS HAWARI HANAFI & CO ACKNOWLEDGEMENT

First and foremost, I would like to praise and thank to Allah S.W.T for giving me the opportunity to complete this assignment successfully.

I also cannot express our sincere thanks to our beloved lecture madam Lina Mazwein binti Ibrahim for providing me with the ability and guide use to complete my individual report assignment of "Industrial Training Report (MGT666)" which allowed me to deepen my knowledge and learn something new. especially in my company Messrs Hawari Hanafi & Co. Simultaneously, assist me with all the information I need to do and include in the report to ensure that everything runs smoothly and make an excellent report.

Furthermore, thank you to my family for always supporting me no matter what my situation is, it's hard to complete this report task, but they always give me encouragement until I finish completing this task.

Other than that, my supervisor which is Miss Nur Thaqifah binti Zainal Ariffin and all staff of Messrs. Hawari Hanafi & Co who helped me to get information about this company more easily and also helped me in completing this report assignment.

Last but not least, my classmates who assisted me with the information I required, which we greatly appreciate.



# RESUME

AYU NADIA BINTI MOHD RADI



## INFORMATION

Gender :  
Ic Number :  
Age :  
Date of Birth :

## CONTACT



## PERSONAL SKILLS

- COMMUNICATION
- TEAMWORK
- COMMITMENT
- MICROSOFT OFFICE
- EXCEL

## LANGUAGES



Bahasa Melayu



English

## REFERENCES

**PUAN MASTURA BINTI RONI**  
Advisor of Class Marketing (BA2405C)  
Faculty of Business Administration  
Mara University of Technology  
75350 Jalan Hang Tuah, Melaka

## EDUCATION BACKGROUND

**MARA UNIVERSITY OF TECHNOLOGY (UITM)  
CAMPUS OF BANDARAYA, MALACCA (2021-2023)**

Bachelor of Business Administration (Hons)  
Marketing  
CGPA: 3.44

**MARA UNIVERSITY OF TECHNOLOGY (UITM)  
CAMPUS OF ALOR GAJAH, MELACCA (2018-2021)**

Diploma in Business Studies  
CGPA: 3.46

**SEKOLAH MENENGAH KEBANGSAAN PUNCAK  
ALAM (2012-2016)**

Sijil Pelajaran Malaysia  
Result: 1A 5B+ 1C

## WORK EXPERIENCE

**MJ DESIGN SOLUTION  
PUNCAK ALAM**

(1 October 2020 until  
17 October 2020)  
Temporary Replacement  
Administrative Assistant

**BJ MART BUKIT  
JELUTONG**

(1 March 2019 until  
31 March 2019)  
Store Assistant and Cashier

**HAWARI HANAFI & CO**

(1 March 2023 until  
15 August 2023)  
Practical Student

## CURRICULAR ACTIVITIES

2022

Moderator Forum of How to Be Confident of Our Potential & Strategies To Success

2019

Emcee of Carnival Cinta Rasul

2019

Head of The Dormitory College

2018

Athlete College of Netball

## ACHIEVEMENT

2023

Winner of company TikTok contest category of the most creative content video

2022

Dean List Award (Degree)

2018 &  
2020

Dean List Award for 2 times (Diploma)

2017

Receiver LCCI International Qualification Level 2 (Malay)

2013 &  
2015

Full Attendant Award For 2 Times (School)

## STRENGTH

Team Leader



Attitude



Like

Challenges



Independent



Communication Skill

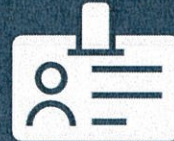






# COMPANY PROFILE

## NAME



Messrs Hawari Hanafi & Co



## LOCATION

- Puncak Alam, Kuala Selangor, Selangor
- Bukit Jelutong, Shah Alam, Selangor

## BACKGROUND



Messrs Hawari Hanafi & Co or more friendly and known by the public as Hawari Law. Messrs Hawari Hanafi & Co is a law firm located in Puncak Alam. This company was established on 7 September 2013. In February 2022, Messrs Hawari Hanafi & Co, opened a new branch in Bukit Jelutong and it is the HQ of Messrs Hawari Hanafi & Co. This law firm is lined up with lawyers and staff with extensive experience, especially in the legal aspects, especially Malaysian real estate. Messrs Hawari Hanafi & Co is supported by a line of young and talented lawyers who have high standards in providing real estate advice and wisdom. The main focus of this law firm is related to real estate law and conveyancing in Malaysia.



## VISION

To create a better world by helping others achieve their dreams while protecting and defending their rights



## MISSION

Protecting rights fulfilling dreams



## OBJECTIVE AND GOALS

Messrs Hawari Hanafi & Co, we are committed to providing customers with complete protection at affordable costs since we appreciate quality and high-quality legal services.

In order to achieve the objectives requested by the customer, we always gather energy and ideas in a targeted and objective manner, which are then implemented through a flexible and responsive approach in compliance with the law.

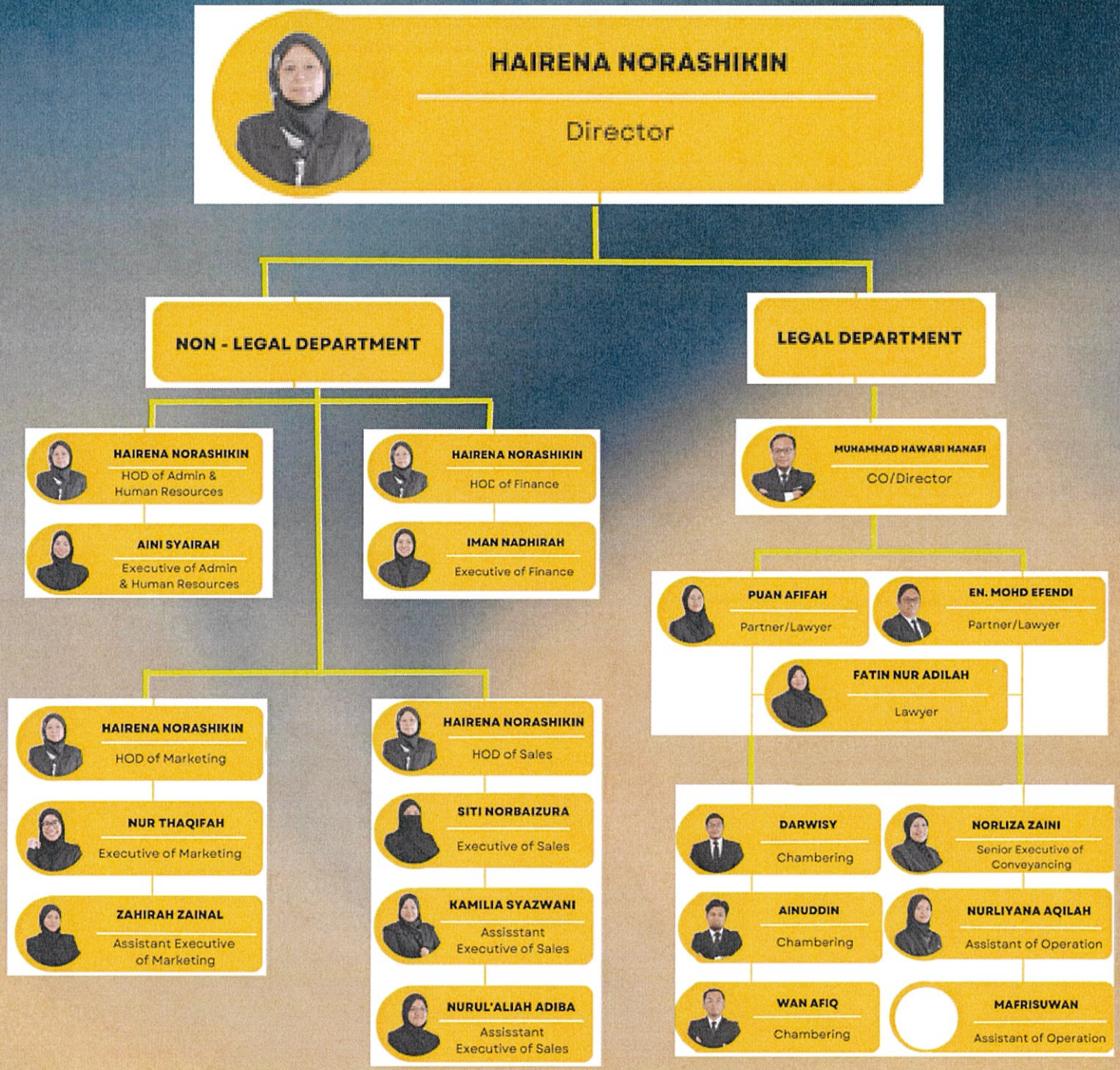
We also realize that the client's needs for legal services can no longer be met through conventional methods and approaches in this digital age. As such, we have leveraged the latest technological capabilities in the legal industry to:

- Be more proactive and not reactive to client needs and real estate legal assignments
- Be more committed to understanding customers and protecting their interests.

Strive to become a more efficient and fast law firm in performing its role



# ORGANIZATIONAL STRUCTURE





# SERVICE OFFERED

Real estate transactions



LPPSA financing

Estate Planning



Litigation and dispute resolution



# TRAINING'S REFLECTION

## DURATION

5 month 15 days



## SPECIFIC DATE

1st Mac 2023 until  
15th August 2023



## WORKING DAY AND TIME

Monday - Friday  
9.00 AM - 6.00 PM

Saturday work  
9.00 AM - 3.00 PM  
(once a month)



## DEPARTMENT

Marketing



## ROLES AND RESPONSIBILITIES



My role is as a digital marketer. I am responsible for doing posters, boarder, editing pictures, editing videos, posting videos or pictures on social media and updating social media.



## TASK AND ASSIGNMENT



- Make weekly live posters, QnA, drama, event days, and any Hawari Law program
- Edit video for any program or event Hawari Law
- Assisting Mashitah for shooting the Hawari Law short drama project
- Check on social media if have any question from public
- Conduct posting video, poster, picture on four Hawari Law media social
- Conduct live stream Hawari Law on Facebook and Tiktok



## GAINS: INTRINSIC & EXTRINSIC

### Allowance



Allowance that I get is RM600 per month. My salary will be deposited in the bank at the end of the month, starting from the 28th to the 31st day of the month.



## Experience / Knowledge / Skills

A lot of experience, knowledge, and skills have been gained while working at Messrs. Hawari Hanafi & Co.




Among them, I can find out how to make an event. Especially large events involving outsiders. I also learned how to edit pictures, posters or videos in more depth, especially by using a computer. Before I worked at Messrs Hawari Hanafi & Co, I didn't know how to edit pictures, posters, videos using a computer, but after I worked here, they taught me more about editors and made me able to add new knowledge about editors. and it turns out that using a computer for editing is easier than using a mobile phone. Therefore, I can add skills in the editor in me.

At Messrs Hawari Hanafi & Co, I learn to always work as a team and have our own goals to achieve the target for each team that has been set. For example, our marketing team will do their best to get 10 leads in one day by creating content on social media every day to get leads from the public to ask questions and get Hawari Law as a service for their lawyers. I was also educated to be punctual, which is to ensure that the posts that are made every day, are posted according to the time that has been set and to ensure that every video, picture, poster, etc. that has been set is posted on time and cannot be delayed.








## STRENGTH

-  Have motivated employees
-  Producing more lawyer
-  Employees have enough equipment/tools to work






## OPPORTUNITIES

-  High demand of real estate consultant
-  To boost company program through joint management
-  Collaboration with commercial banks for full panelship bank application






## WEAKNESSES

-  Lots of work but few workers
-  Lack of knowledge skills in the field of work
-  Can't promote the company directly



## THREAT

-  Client expectation and pricing pressure
-  Customer looking for another lawyer
-  competition stepping up marketing and advertising rapidly



# STRENGTH

Have motivated employees

1



Every morning, before starting work, we will listen to a motivational for 15-30 minutes on Google Meet to boost staff morale and encourage them to work more enthusiastically.

every week, on Thursdays, we will join executive coaching on zoom by Richwork, to train ourselves to be a successful employee or leader



Every Wednesday, one hour before we go home, our company having a town hall for all staff, that is we have to stop working and play games to release tension

2

Producing more lawyer



They only have four lawyers at Hawari Hanafi & Co. Nonetheless, chambering is accepted as an employee in their organisation. After chambering, they will have completed their studies at this firm, become a lawyer, and be hired as a new lawyer in this company. As a result, this firm may give birth to two additional lawyers in the near future.

Employees have enough equipment/tools to work

3

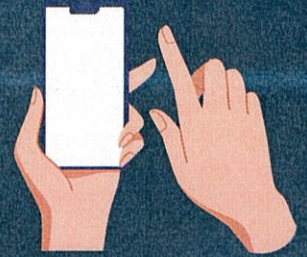
This firm gives enough work tools to each employee. For example, we are provided a computer, a desk, and a chair.



For the marketing team, we have enough tools to create content, such as having a DSLR camera to get a quality video and pictures, having studio lighting, tripods and so on.



Marketing and sales team, we have our own mobile phone company. Therefore, if there is any work or a question call from the customer, we can answer the question by using the company mobile phone and number rather than our own number and mobile phone



## WEAKNESS

1

**Lots of work but few workers**



As an example, during Eid, the marketing team has fewer personnel and just four employees, two of whom are intern students. However, the tasks that must be completed are so numerous that it is necessary to work during holidays or outside of working hours in order to meet the due date that has been established because it must be posted according to the season, such as Eid posting, which must be posted during Eid and cannot be posted outside of that time.

Each employee for the marketing team, they are divided into two parts which are copywriting and editor. As we know, to make an editor, it takes a very long time to complete a project. Especially if making a video.

Therefore, for those who hold copywriting positions, they have to help the editors to do the job because of the lack of workers.



2

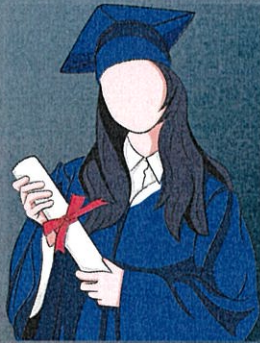
**Lack of knowledge skills in the field of work**



As an example we can take, the marketing team, they lack skills in editors. Not very skilled in the editor especially to get a beautiful video or poster compared to bigger companies



As for copywriting, they also lack copywriting skills on how to compose sentences to attract people's attention see the post. sometimes the marketing team itself becomes no idea and take time to think what the suitable and nice copywriting for the posting content.

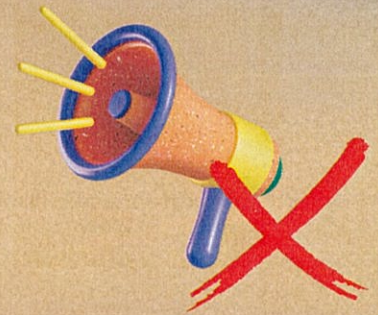


Furthermore, most of the workers here are fresh graduates and do not have much experience in the job. The courses they take and the jobs they apply for are also not the same. And some of them, far different from the course they took and the position they held.

Can't promote the company directly

3

Hawari Hanafi & Co is a law firm. They have rules where if they want to make an advertisement about their company they cannot promote their company to the public too much. For example, they cannot advertise by telling people that they have a very good service.



Their signboard company also has rules where it cannot be as big as other companies. For example Tesco. They can only put a small signboard in front of their company.

## OPPORTUNITY

High demand of real estate consultant

1



In Puncak Alam, there are not many lawyers company especially for real estate. Therefore, it can attract customers to come to this company because it is in Puncak Alam because customers do not have many options to go to law firms.



Furthermore, Puncak Alam is now an area that is developing and has an increase in population. The location of Hawari Hanafi & Co, they are in an area that many people visit. Therefore, it is better known than other company lawyers.



2

To boost company program through joint management

Hawari Hanafi & Co have created a program called the Legal Clinic for the public. And this Legal Clinic is made online using the Zoom application. Therefore, the general public, they can join this program anywhere. This Legal Clinic is also made free of charge. From this legal clinic, they can acquire clients at the same time can introduce this company more widely.

The concept of this Law Clinic is to tell about real estate. The title aslo people are interested in. This Legal Clinic is also held weekly, which is every Saturday. Therefore, the potential for them to get clients on that day is high. Furthermore, that day is a weekday when many people have a day off.



3

Collaboration with commercial banks for full panelship bank application

Right now, Hawari Hanafi & Co have a mission where they want to be a full panelship for ten banks. Each staff including lawyers, human resources, marketing and so on, they are divided into five groups. Each group should try to approach each bank that has been listed to get approval from the bank.





If there is a group that succeeds in getting Hawari Hanafi & Co to become a panelship, it opens up a wide opportunity for this company because they will always get cases and not wait for cases to come to them. For example, if they don't have a case, they can request a case from the bank and the bank will give it to them. It can be said, they will always have a case and always be a customer



## THREAT



Client expectation and pricing pressure

1

As we know, getting a lawyer service is expensive. Especially if it involves having to enter the court and fight between the defendant and the plaintiff. It can reach tens and hundreds of thousands depending on the case.



Therefore, there are actually many clients who have many problems, especially those involving real estate. Therefore, to solve the problem, they need to hire a lawyer to solve the problem. But the price is quite high and causes some of them to feel that they cannot afford to hire a lawyer to solve this problem. In this company, there are also clients who have consulted with Hawari Hanafi & Co, but in the end did not hire a lawyer because the price was quite expensive.



Customer looking for another lawyer

2



If this company is a little slow in responding to the questions asked by the customer, it can make them want to deal with another lawyer even though the customer originally asked the question to this company, but because this company is a little slow in responding compared to other companies, it can make the customer want to deal with other people.



Customers recognize and know lawyers who offer cheaper prices than this company



competition stepping up marketing and advertising rapidly

3

Have a local law company that is faster and always up to date, they have a social page.

142 37 27



Competitors also have higher followers than Hawari Hanafio & Co

As we know, there are many company law that have social pages. Therefore, they also have more interesting content and are always racing to ensure they get clients by creating more content. They also know and more expert about this advertising. They are also always up to date their company on social media, causing clients to trust the company more.





## STRENGTH

Have motivated employees



**Maintain the motivation program and always provide meaningful feedback**

Messrs Hawari Hanafi & Co should maintain to always give motivation to their employees so that they will always continue to be a employees who are motivated and love their jobs. Employers can also always provide meaningful feedback to their employees so that they feel confident about the results they do and feel appreciated for every job they have done. An example we can take is to say "amazing, good job, congratulations and so on." From these words it also actually gives a new spirit to the employee to do a better job in the future.

Producing more lawyer



**Train and develop Messrs Hawari Hanafi & Co lawyer**



Due to Messrs Hawari Hanafi & Co, they also take chambering to be absorbed in their company to become lawyers, they can train and develop their new lawyers to become successful employees. As we know, if he is a chambering, it means, they are fresh graduates who have no work experience other than the work they have done during the intern and chambering. Therefore, they should train their employees in more detail.



From this situation, it can cultivate their skills and they will better understand how they should do their job more precisely. This can also make them a professional and can teach them their skills and performance.

Employees have enough equipment/tools to work



ensure that employees use the tools that have been provided usefully



Tools/ equipment have been provided by each worker with enough. Therefore, employers should ensure that each of their employees use the tool/equipment properly and produce good work. For example, marketing team has been provided with a DSLR camera to create content, events, programs and so on. Therefore, they should take advantage of the equipment by producing beautiful and high-quality videos or pictures. In addition, for live on Facebook and IG, they also provide two iPhones to produce quality videos. Therefore, they should present their way of live more creatively and presenters who attract people's attention to see it because the quality of the live is already there, what needs to be added in the live is how creative that person is to deliver the talk so that people are interested in seeing the live.

## WEAKNESS



Lots of work but few workers

Add more employees



Marketing team has many jobs but only a few employees, the solution of this problem is they can increase their employees in order to avoid these existing employees doing more work than working hours. It can also reduce the work of an individual and can focus on the scope of their respective jobs. At the same time, they can also deal with the problem of chasing the posting due date.

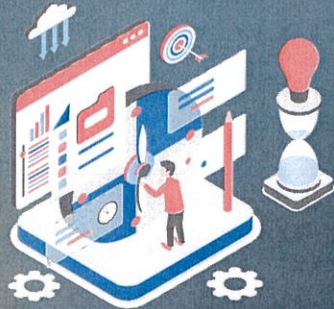




## Increase salary/allowance



To raise the morale of an employee, they can increase the employee's salary and intern allowance for working overtime and they can feel that the overtime work they do is worth it. With this increase in salary and allowance, it can actually attract the attention of employees and make them able to do their jobs more efficiently.



Lack of knowledge skills  
in the field of work

## provided training knowledge skill



Most of the employees of Messrs. Hawari Hanafi & Co hire a lot of fresh graduate employees, that is, in the management department, such as marketing, they can put their employees in training classes on how to make their employees have skills to be more professional and quality like other big companies. This allows their employees to add skills and improve the scope of their work such as editors, copywriting, how to take pictures and so on.



Can't promote the  
company directly

## promoting the company but in a healthy way and not breaking the rules



Although company law has a regulation where they cannot promote their company owners directly, but they can think of ways to promote their company owners indirectly. For example, they can create content on social media about real estate knowledge that can attract people's attention to see it. With content like this, they can also reach clients with questions that will be asked by the public.

In addition, they can make discount vouchers for their customers so that their company can acquire loyal customers at the same time, have the opportunity for their loyal clients to recommend to their friends or family to get lawyer services at Messrs Hawari Hanafi & Co.



## OPPORTUNITY

High demand of real estate consultant

➤➤➤ **Messrs Hawari Hanafi & Co can promote their company more efficiently**

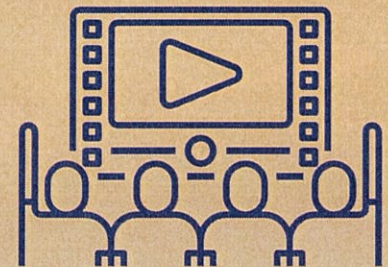


They can also promote their company on social media so that people get to know them better. They should also always update their entire social media pages such as Facebook, Instagram, Tiktok, Youtube and websites to ensure that people know them better and feel that this company is always alive and more reliable.

With the lack of law firms in Puncak Alam, it has a high chance of getting customers from the public who live in Puncak Alam and near Puncak Alam will choose this company as their lawyer. They should also ensure that the review on google gets a good review and is easy to find by many.

To boost company program through joint management

➤➤➤ **take the opportunity if you get a viewer or client from the public**



Before members of the public have a Zoom Legal Clinic, they have to register first to get the zoom link. From the information they get, they can make a connection with their customers by always keeping in touch with the customers they have registered.

If they always maintain engagement and always keep in touch with their client, there is a possibility of getting that client, because they are good at always taking their client's heart and with this keep in touch strategy allows the client to get to know this company more deeply. For example, keeping in touch can be done by giving holiday posters, giving poster tips for applying for LPPSA and so on.



Collaboration with commercial banks for full panelship bank application



**Train employee to make sure they get to be full panelship bank**

If every group that has succeeded in making Messrs. Hawari Hanafi & Co a panelship bank, it has actually brought great profits to this company. Therefore, employers should train each employee to ensure they get this panelship. As an example that we can take so that their employees are enthusiastic to get this panelship is to be able to offer a high bonus if they succeed in making this company a panelship for this company. Like thousands of ringgit. Therefore, it can increase the interest of every employee to ensure that this company successfully achieves their target to become a full panelship bank.

If, they succeed in making Messrs. Hawari Hanafi & Co a full panelship bank, it can make this company more advanced and get high profits. Especially if they manage to get 10 banks that they have targeted.

## THREAT



Client expectation and pricing pressure

**Seek first to build trust**



If our service is expensive, there are still people who want to do service with us. But how to make sure they choose our service if the price is expensive? Therefore, they have to trust our service first so that the client wants to use the service of Messrs. Hawari Hanafi & Co even though the price is quite expensive. As an example we can take is an Apple product. Although the price is expensive, people still look for Apple to use as part of their device. Just like Messrs. Hawari Hanafi & Co, they can create trust first for their clients with their services, they can be trusted. Telling about their experience handling cases, being honest and accurate, treating customers politely, and making customers have faith in this company.



From this situation, it can make customers believe in this company and be willing to invest money to get service from this company.



Customer looking for another lawyer

### Be more faster responses

They should ensure that if there are any questions from customers on WhatsApps, and other applications, they should respond more efficiently and quickly so that their clients do not run away and have a chance to get the client. They should ensure that employees are always alert to questions asked by clients and should be answered as quickly as possible. This is because to ensure that the clients we have got do not run away to find another company.



### Recontact old customer

Messrs Hawari Hanafi & Co can recontact their old customers to make sure they still remember this company and have the possibility that if their friends or family have real estate problems, they can rrecommment to their friends or family about this company.

For example, what can be done is, they can list their customers who have not contacted them for five months and contact them all. Among them is to give a message saying we miss you, and offer some offer that can attract the customer's attention to come back to this company.

competition stepping up marketing and advertising rapidly

### Be socially responsible



Because competitors are fast in advertising and marketing on social media, we can make something different from them by joining social events to attract people's attention to our company. For example, a social event that can be joined is by participating in community activities. From this situation, it is not only able to promote the company's joint social activities on social media, but it can also attract the attention of the community to introduce Messrs. Hawari Hanafi & Co.



# MESSRS HAWARI HANAFI & CO CONCLUSION

In conclusion, working with Messrs. Hawari Hanafi & Co can give me an assessment of this company about the SWOT that this company has. There are three points for each SWOT. The first point which are S (strength) is to have motivated employees, producing more lawyers, and employees have enough equipment/tools to work. Next, W (weaknesses) are lots of work but few workers, lack of knowledge skills in the field of work, and can't promote the company directly. In addition, O (opportunity) are High demand of real estate consultant, to boost company program through joint management, collaboration with commercial banks for full panelship bank application, and high demand of real estate consultant. Lastly T (threat) are client expectation and pricing pressure, customer looking for another lawyer and competition stepping up marketing and advertisement rapidly.

Meanwhile, for recommendations, there are fourteen recommendations that can be made by Messrs Hawari Hanafi & Co among them are (1) maintain the motivation program and always provide meaningful feedback, (2) train and develop Messrs Hawari Hanafi & Co lawyer, (3) ensure that employees use the tools that have been provided usefully, (4) add more employees, (5) increase salary or allowance, (6) provided training knowledge skill, (7) promoting the company but in a healthy way and not breaking the rules, (8) Messrs Hawari Hanafi & Co can promote their company more efficiently, (9) take the opportunity if you get a viewer or client from the public, (10) train employees to make sure they get to be full panelship bank, (11) seek first to build trust, (12) be more faster responses, (13) reconnect old customer and (14) be socially responsible.

Therefore, from the swot and recommendations that have been made, it can teach us to evaluate a place of work and think about how to solve the problem and maintain the advantages that the company has. At the same time, we can also get to know the real world of work in this industry. Moreover, the work I do is related to the course that I learn. It can add knowledge to myself to become a knowledgeable employee at the same time can add skills in the work environment. I hope in the next five years, I will get a job that I am interested in as I am now by having a broader and deeper knowledge of marketing and become a successful person in the future.



# REFERENCES

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# APPENDICES

