



# INDUSTRIAL TRAINING REPORT

**DGS Solution Sdn Bhd**

1 March 2023 - 15 August 2023



Your Total Security Solution



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MARA

Prepare by:

NORAINA SHAZWANI BINTI KAMARUDDIN  
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TEKNOLOGI  
MARA

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING**

**1 MARCH 2023 – 15 AUGUST 2023**

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**INDUSTRIAL TRAINING REPORT**

**PREPARED BY**

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**DATE SUBMISSION:**

**22<sup>ND</sup> AUGUST 2023**

## **EXECUTIVE SUMMARY**

The internship at DGS Solution Sdn Bhd for six months proved to be a valuable experience, allowing myself to apply theoretical knowledge in a practical setting. Through active involvement in projects and responsibilities, significant accomplishments were achieved, contributing to the overall goals of the organization.

The supportive work environment fostered professional growth and learning, enabling the acquisition of essential skills and insights into the security system industry. I am grateful for the guidance and mentorship provided by supervisors and team members, which greatly influenced the successful completion of tasks and projects.

The internship has been instrumental in shaping my career aspirations, and the skills and knowledge gained will be highly beneficial in future endeavours. The opportunity to contribute to DGS Solution Sdn Bhd has been both rewarding and formative.

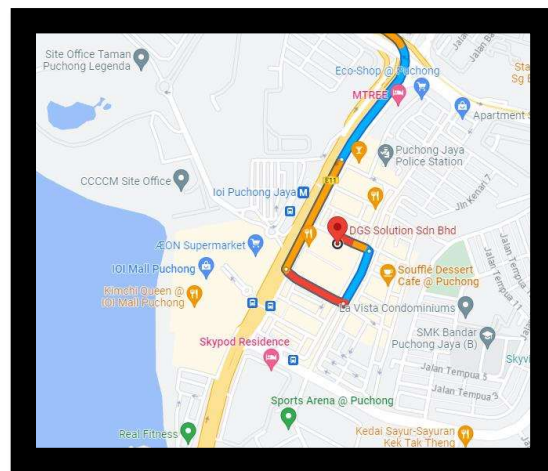
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### 3.0 COMPANY PROFILE



DGS Solution Sdn Bhd was a company that purpose of providing total security systems and automation solutions. It was founded in 2012 at Puchong Selangor by Daniel Lee and Tan Wan Nee. This company full addressed is A-3-33, IOI Boulevard, Jalan Kenari 7, Bandar Puchong Jaya, 47170 Puchong, Selangor Darul Ehsan. Besides, we start our business on Monday—Friday at 8.30AM—6:00PM. This company currently have 13 permanent staff and 1 internship student.



DGS Solution Company is a leading provider of comprehensive surveillance solutions, specializing in the installation, and maintenance of closed-circuit television (CCTV) systems. With a commitment to security excellence, we offer a wide range of services tailored to meet the unique needs of our clients across various industries. As a trusted provider of CCTV solutions, we serve a diverse range of clients, including businesses, government agencies, transportation, and manufacturing. Our expertise spans across various sectors, allowing us to tailor our services to meet the unique security challenges faced by each industry.

At CCTV Service Company, we take pride in our ability to understand the specific needs of our clients and provide them with customized, reliable, and cost-effective security solutions. With our industry expertise and commitment to exceptional service, we have become a trusted partner for businesses and organizations across a wide range of sectors.

### **3.1 VISION**

DGS Solution Sdn Bhd vision is to provide our customers reliable, innovative, and advanced security system.

### **3.2 MISSION**

DGS Solution Sdn Bhd mission is to create a safe, secure, and efficient environment in which people throughout the world live and work.

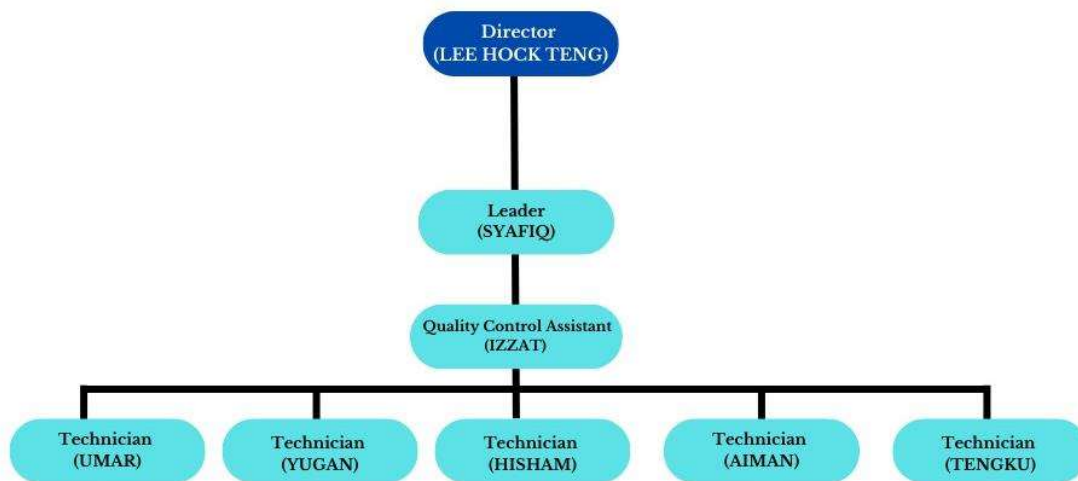
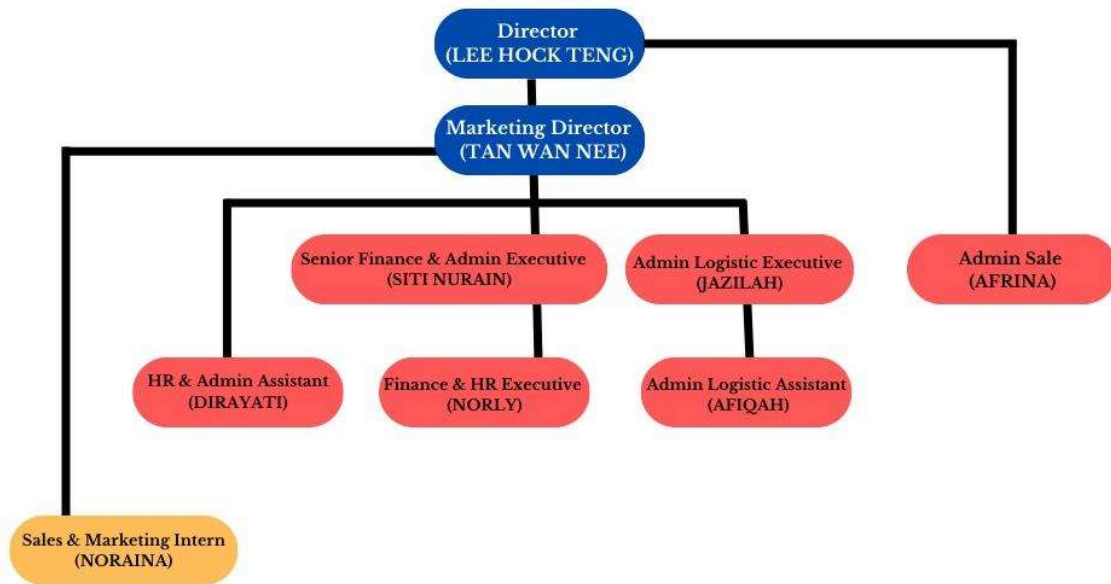
### **3.3 PRODUCT/SERVICE OFFER**

DGS Solution Sdn Bhd is a company that provides total security systems and automation solutions. We provide wide selection of products and services to cater to the ever-growing needs of our customers. We hope to be the one stop solution provider that will be able to cater to all the different requirements of our customers. The services include intrusion detection system, CCTV System, access control systems, guard tour system, intercom system, perimeter protection, visitor management system, safes, network audio system.

However, the company DGS Solution focuses on CCTV service. This is because CCTV service is the biggest contributor to the company's income. DGS Solution can install CCTV systems which can be monitored in several ways including remotely through our control centre by your own staff or even through your mobile phone. Besides, the systems available include analogue, hybrid and full IP based solutions utilizing the latest technology, and these can be stand-alone or integrated into a wider security management system.

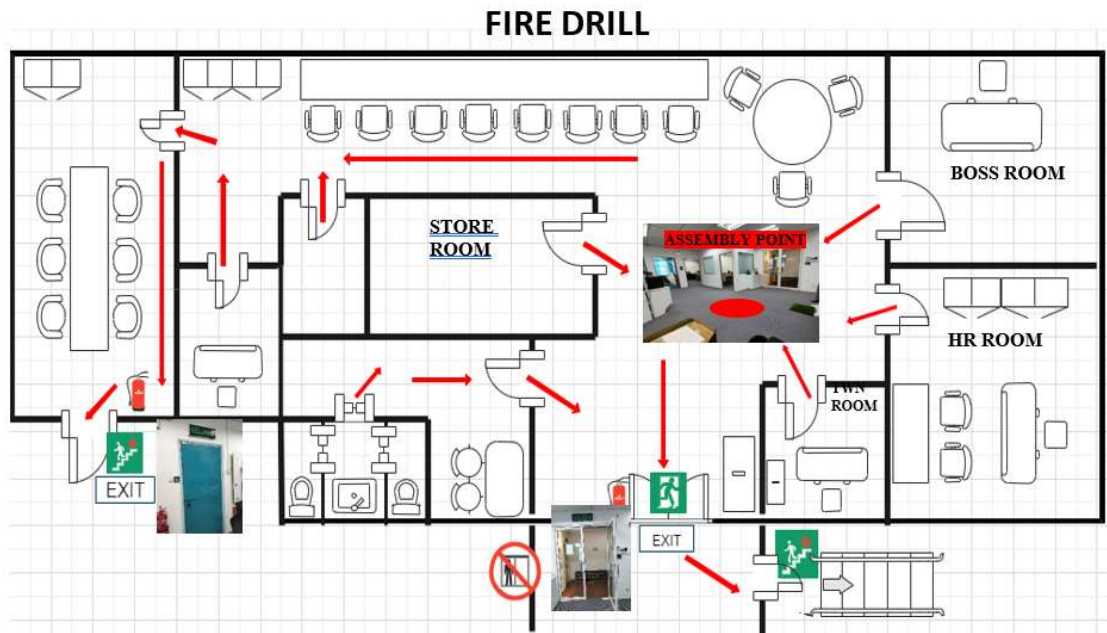
In our company, we have been utilizing IP cameras and analog cameras for our surveillance needs. However, we recently introduced a cutting-edge addition to our CCTV system called the ColourUV camera. This advanced camera technology has provided us with several distinct advantages, making it an invaluable asset for our security operations. The ColourUV camera stands out as one of the latest types of CCTV cameras we employ, and its capabilities have significantly enhanced our surveillance capabilities. With its advanced colour imaging and ultraviolet features, this camera delivers exceptional image quality, enabling us to capture and analyse video footage with greater precision and clarity. This heightened level of detail empowers us to identify and address potential security threats more effectively, ensuring the safety of our premises and personnel.

### 3.4 ORGANIZATIONAL STRUCTURE





### 3.5 ORGANIZATIONAL LAYOUT



## **4.0 TRAINING REFLECTION**

### **4.1 EXPERINCES**

As an intern at DGS Solution Sdn Bhd, specializing in social media marketing for a CCTV company, I had the opportunity to gain valuable insights and practical experience in the field. Here is a reflection on my experiences during the internship.

Working with a CCTV company provided me with a deeper understanding of the surveillance and security industry. I learned about the various types of CCTV systems, their applications, and the importance of effective security measures for businesses and individuals. Besides, I was involved in developing and implementing social media strategies to promote the company's CCTV products and services. This included creating engaging content, scheduling posts, and monitoring social media analytics. It allowed me to enhance my skills in content creation, copywriting, and understanding target audience preferences.

Furthermore, the internship at DGS Solution Sdn Bhd provided me with a platform to apply the theoretical knowledge gained in my studies to real-world scenarios. It enhanced my skills in digital marketing, social media management, and market research, paving the way for my professional growth in the field. Working in a dynamic industry, I learned to adapt quickly to changing trends and market demands. It taught me the importance of staying updated with the latest social media platforms, algorithms, and best practices. In addition, throughout my internship, I had the opportunity to collaborate with various teams within the company, including sales, human resources, and customer support. This collaboration improved my interpersonal skills and taught me how to work effectively in a team-oriented environment.

Overall, my internship at DGS Solution Sdn Bhd as a social media marketing intern for a CCTV company was an enriching experience. It allowed me to gain practical knowledge, develop key skills, and understand the dynamics of the security industry. The hands-on experience and exposure to a professional work environment have undoubtedly contributed to my personal and professional growth in the field of marketing.

## **4.2 ROLES AND RESPONSIBILITIES**

As an intern at DGS Solution Sdn Bhd, specializing in social media marketing for a CCTV company, I had specific roles and responsibilities that contributed to the overall marketing efforts. Here is a reflection on my roles and responsibilities during the internship.

One of my primary responsibilities was creating engaging and relevant content for the company's social media platforms. This involved brainstorming ideas, researching industry trends, and developing content calendars. I learned to tailor content to different platforms, such as Facebook, Instagram, and Facebook, considering the target audience and their preferences. Other than that, writing persuasive and compelling copywriting was an essential part of my role. I crafted captions, headlines, and descriptions to accompany social media posts, focusing on driving engagement, promoting the company's products and services, and conveying key messages effectively.

The best part is, I was responsible for managing the company's social media accounts, including scheduling, and publishing posts, monitoring engagement, and responding to comments and messages promptly. I learned to use social media management tools to streamline processes and analyse performance metrics. This experience not only enhanced my proficiency in social media management but also deepened my understanding of audience engagement and the role of social media in building brand awareness and fostering customer relationships. Additionally, I also do a candidate recruiting for next internship student at the company. It helps me to improve my skills about communicate with people even though its only online.

My roles and responsibilities as a social media marketing intern at DGS Solution Sdn Bhd provided me with valuable hands-on experience in digital marketing and equipped me with practical skills that will benefit me in my future career. I developed a strong understanding of social media platforms, content creation, and audience engagement, which will undoubtedly contribute to my professional growth in the field of marketing.

## **4.3 BENEFIT**

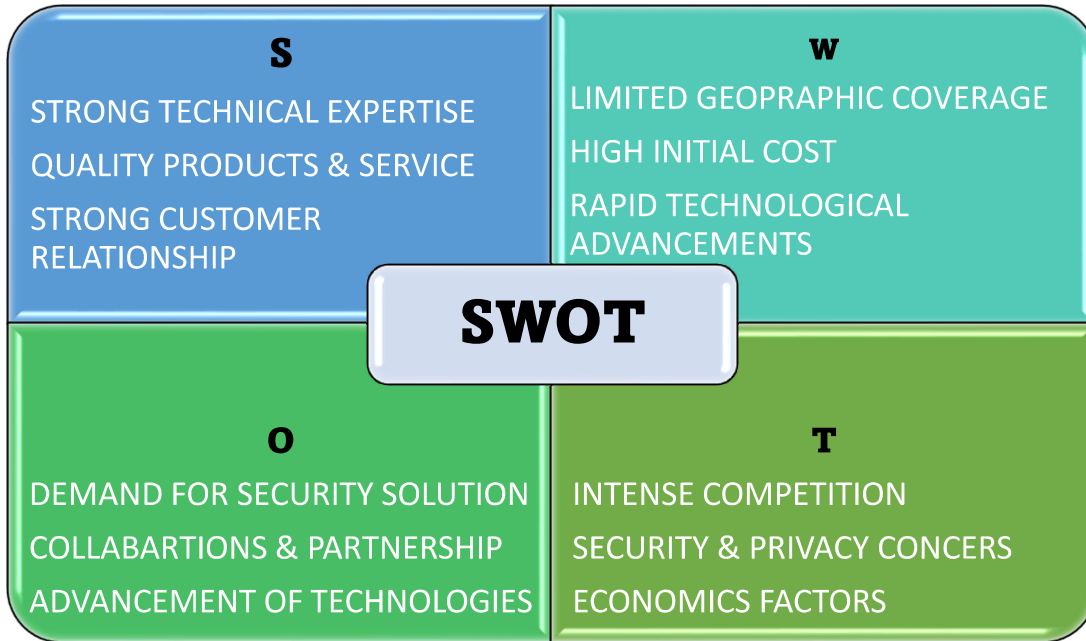
### **4.3.1 SKILL**

As a social media marketing intern at DGS Solution company, one of the benefits is the opportunity to develop and enhance various essential skills. Firstly, I gained hands-on experience in digital marketing strategies, learning how to effectively promote products and services through social media platforms. This will involve creating engaging content, understanding target audiences, and utilizing analytics tools to track and measure the success of marketing campaigns. Additionally, I get sharpen my communication skills by engaging with online communities, responding to customer inquiries, and managing the company's online reputation. Furthermore, I get the chance to improve my analytical abilities as analyze social media data, identify trends, and make data-driven decisions to optimize marketing efforts. Overall, this internship provides me with valuable skills in social media marketing, content creation, customer engagement, and data analysis, all of which are highly sought after in today's digital landscape.

### **4.3.2 SALARY**

During my internship, I am earning a monthly salary of RM600. I am grateful for the opportunity to gain valuable experience in the field while being compensated for this amount. This salary serves as both recognition for my efforts and support for my financial needs during this internship period. I am committed to making the most of this opportunity and contributing my best to the organization that has provided me with this salary.

## 5.0 SWOT ANALYSIS



## 6.0 DISCUSSIONS

### 6.1 STRENGTHS

DGS Solution Sdn Bhd stands out in the CCTV service industry due to its unwavering commitment to delivering unparalleled **technical expertise** in closed-circuit television (CCTV) systems. With a cohesive team of highly skilled professionals, boasting extensive experience across all facets of CCTV technology, ranging from installation and maintenance to troubleshooting, the company boasts a profound understanding of the ever-evolving CCTV landscape. By staying at the forefront of the industry's latest advancements, DGS Solution continuously adapts and integrates cutting-edge solutions to cater to the unique requirements of each customer. Their proficiency in installing and seamlessly integrating CCTV systems enables them to tackle even the most complex installations with utmost efficiency, guaranteeing reliable and optimal operation. Moreover, DGS Solution's dedication to conducting regular maintenance tasks ensures that their clients' CCTV systems function seamlessly and efficiently over time. As a result, the company firmly establishes itself as a leading provider of dependable and personalized CCTV solutions, consistently exceeding customer expectations through their unparalleled technical prowess and unmatched dedication to service excellence.

Apart from that, DGS Solution has firmly established itself as a standout player in the CCTV industry, and a cornerstone of their success lies in their unwavering commitment to delivering exceptional **quality products and services**. Renowned for their high standards, the company has earned a stellar reputation for providing top-of-the-line CCTV products and services. By partnering with reputable manufacturers such as Hikvision, they ensure that their customers receive only the most reliable and durable CCTV systems available, assuring long-term peace of mind and enhanced security. But their commitment to excellence doesn't stop at product selection. DGS Solution takes a holistic approach, offering comprehensive services that encompass every aspect of CCTV implementation, including meticulous system design, expert installation, and diligent ongoing maintenance. This end-to-end solution approach guarantees that each customer receives a tailor-made CCTV system that perfectly aligns with their specific needs, making the entire process seamless and hassle-free. The fully integrated, reliable, and customized CCTV solutions provided by DGS Solution become a vital asset for their clients' security requirements, solidifying the company as a trusted partner in delivering high-quality CCTV systems and unparalleled service.

Other than that, DGS Solution Sdn Bhd excels in cultivating **strong customer relationships**, which serves as a significant strength for the company. Recognizing the importance of customer satisfaction, DGS Solution prioritizes building long-term partnerships with their clients by providing exceptional customer service. The company's dedicated team ensures prompt responses to customer inquiries, addressing their concerns and providing timely solutions. DGS Solution goes the extra mile to ensure that installations are carried out efficiently and on schedule, minimizing any disruptions to the customer's operations. Furthermore, the company offers proactive maintenance support, conducting regular system checks, and promptly addressing any issues that may arise. By consistently delivering outstanding customer experiences, DGS Solution fosters strong relationships built on trust, mutual respect, and reliability. These enduring partnerships serve as a testament to the company's dedication to exceeding customer expectations and ensuring that each client receives a superior and personalized service that aligns perfectly with their unique requirements. By consistently delivering outstanding customer experiences, DGS Solution fosters strong relationships built on trust and reliability.

## 6.2 WEAKNESSES

DGS Solution Sdn Bhd have a few weaknesses. So, one of the weaknesses of the CCTV service company is its **limited geographic coverage**. As a CCTV service company, the operations may be confined to a specific region or cater to a limited number of cities. While they may have established a strong presence in their current service area, this limitation can restrict their market reach and potential customer base. Besides, customers located outside their service area may be compelled to seek alternative providers, thereby missing out on potential business opportunities. Other than that, the restricted geographic coverage can hinder the company's ability to tap into lucrative markets beyond its current service area. As the demand for security solutions continues to rise across various industries and locations, there may be untapped opportunities in other regions that the company is unable to capitalize on due to its geographical constraints. Competitors with a broader reach may seize these opportunities, potentially eroding DGS Solution's market share and competitive advantage. Moreover, the limited-service area may prevent the company from accessing larger national or international projects that require nationwide or global coverage. These projects often come with higher revenue potential and can enhance the company's reputation on a larger scale. Without the ability to participate in such projects, DGS Solution Sdn Bhd might miss out on showcasing its capabilities and expertise to a wider audience.

Another weakness of DGS Solution Sdn Bhd is the **high initial costs** associated with CCTV systems. Implementing a comprehensive CCTV solution typically entails substantial upfront expenses, encompassing the cost of equipment, installation, and setup. This financial investment can act as a deterrent for potential customers who may be hesitant to allocate a significant budget for security purposes. One of the primary concerns for customers is the substantial cost of CCTV equipment. Such as High-quality cameras, digital video recorders (DVRs) or network video recorders (NVRs), storage devices, and other necessary components can be expensive. For businesses or individuals operating on tight budgets, the initial expense may be perceived as prohibitive, leading them to opt for more cost-effective alternatives or even forgo implementing a CCTV system altogether. Moreover, ongoing maintenance and support costs should also be considered. While the initial investment covers the installation and setup, CCTV systems require periodic maintenance, software updates, and potential repairs over time. These additional costs can catch customers off guard if they are not adequately informed at the outset, leading to potential dissatisfaction with the overall cost of ownership.

In addition to the weaknesses, DGS Solution Sdn Bhd also faces the challenge of **rapid technological advancements** in the field of CCTV technology. With new features, functionalities, and innovations being introduced frequently, it is essential for the company to stay updated and adapt to these changes to remain competitive. One of the primary challenges is the need for continuous learning and upskilling of the company's technicians and staff. With each technological advancement, there comes a learning curve associated with understanding the new technology, its applications, and its integration with existing systems. Failing to keep up with these developments could result in the company's staff becoming outdated in their knowledge and skill sets, impacting the quality of services provided. Furthermore, the fast-paced evolution of CCTV technology means that products and solutions become quickly obsolete. Customers may seek the latest and most advanced security systems to ensure optimal performance and stay ahead of potential threats. If DGS Solution Sdn Bhd cannot offer cutting-edge solutions, it risks losing customers to competitors who are quick to adopt and implement the latest technologies.

### **6.3 OPPORTUNITIES**

For DGS Solution, a key opportunity lies in the **growing demand for security solutions**. In today's world, there is an increasing focus on safety and security across various industries and residential sectors. This heightened awareness, coupled with rising crime rates and security concerns, has created a significant market for CCTV systems. DGS Solution can capitalize on this opportunity by expanding their marketing efforts and targeting specific industries or segments that have a higher need for robust surveillance systems. By understanding the unique security challenges faced by different sectors, such as retail or transportation, the company can tailor their offerings to meet specific industry requirements. This heightened awareness of potential threats, combined with the alarming rise in crime rates and security concerns, has led to a significant and ever-expanding market for CCTV systems and surveillance solutions. DGS Solution is well-positioned to capitalize on this promising opportunity by strategically expanding their marketing efforts and targeting specific industries or segments that have a higher need for robust and advanced surveillance systems.



DGS Solution can strategically leverage a multitude of opportunities through fostering **partnerships and collaborations** within the security industry. Recognizing the evolving landscape of security requirements, the company can forge strategic alliances with alarm system providers, access control companies, or other relevant stakeholders. By joining forces with these key players, DGS Solution can harness the power of collaboration to create synergies and offer integrated security solutions that encompass a broader spectrum of security measures. The mutual exchange of expertise and knowledge between DGS Solution and their partners enables them to combine their core strengths, such as DGS Solution's proficiency in CCTV systems and their partners' proficiency in complementary security domains. This amalgamation of skill sets enables them to develop and deliver comprehensive security packages that cater to multiple facets of their customers' security needs.

Another significant opportunity for DGS Solution is in the **integration of emerging technologies** into their CCTV offerings. The rapid advancement of technologies such as artificial intelligence (AI), video analytics, and cloud computing has revolutionized the capabilities of surveillance systems. By leveraging these emerging technologies, DGS Solution can enhance the functionality and effectiveness of their CCTV systems, providing added value to their customers. For instance, AI-powered video analytics can enable advanced features like object recognition, facial recognition, and behavioural analysis, enhancing the accuracy and efficiency of surveillance. Cloud computing can offer benefits such as remote access, scalable storage, and real-time monitoring, allowing customers to manage their CCTV systems more effectively. This integration with emerging technologies also positions DGS Solution as an innovative and forward-thinking company, appealing to customers who seek the latest advancements in security technology.

## 6.4 THREATS

One of the most prominent threats confronting DGS Solution is the **highly competitive landscape within the CCTV service industry**. As the demand for security solutions continues to rise, numerous players have entered the market, vying for a share of the growing customer base. This saturation of competitors offering similar services poses a significant challenge for DGS Solution to distinguish itself from the crowd. While the company may boast impressive technical expertise and a customer-centric approach, it becomes imperative for them to navigate the crowded market and showcase their unique value proposition effectively. The intense competition puts pressure on pricing, service quality, and innovation, as competitors continuously strive to outperform one another and win over potential clients. Moreover, as customers are presented with a wide array of options, making informed decisions about security providers becomes a complex process, and DGS Solution must diligently work on crafting their brand identity, marketing strategies, and customer engagement initiatives to resonate with target audiences and gain a competitive edge.

Another threat faced by the CCTV service company is the **increasing prevalence of security breaches and privacy concerns**. As technology advances, the risk of unauthorized access, data breaches, and misuse of CCTV systems becomes more significant. Customers are becoming more cautious about the security and privacy of their surveillance systems, which can impact their trust and willingness to adopt CCTV solutions. This growing apprehension among customers regarding the security and privacy of their surveillance systems can significantly impact their trust and willingness to adopt CCTV solutions. With the increasing reliance on interconnected devices and cloud-based storage solutions, the exposure to cyber threats and potential vulnerabilities has expanded, making it crucial for DGS Solution to stay vigilant in safeguarding their clients' sensitive data and maintaining the integrity of their security systems. The repercussions of security breaches can be severe, not only resulting in financial losses and damage to the company's reputation but also leading to legal consequences and loss of customer confidence.

The CCTV service company encounters a looming threat from **various economic factors** that have the potential to significantly impact their business. The dynamics of the economy, including fluctuations in GDP growth, changes in consumer spending patterns, and overall market downturns, can exert considerable influence on the demand for CCTV systems and services. During periods of economic uncertainty or recession, customers may adopt a cautious approach, prioritizing essential expenses and scaling back on discretionary investments, which can include security upgrades and surveillance system installations. As businesses and individuals tighten their budgets and delay non-essential expenditures, the CCTV service company may experience reduced sales and slower growth in such economic environments. Moreover, economic downturns may also impact the spending capacity of potential customers, leading to postponed or cancelled projects and contracts. Additionally, factors like inflation and rising operating costs can put pressure on the company's profit margins, making it essential for them to manage their expenses efficiently.

## **7.0 PESTEL ANALYSIS**

### **7.1 POLITICAL FACTOR**

The political landscape plays a pivotal role in shaping the operations of a CCTV service company like DGS Solution. Governments around the world often enforce regulations and legislation pertaining to surveillance and data privacy, which can directly impact the way CCTV companies operate. Compliance with these laws is not only essential to maintain legality but also to ensure the protection of individuals' rights and privacy. Non-compliance can lead to severe legal repercussions and damage the company's reputation. As such, DGS Solution must closely monitor and stay updated on relevant political developments and regulatory changes to adapt their operations accordingly. Additionally, the stability of the political environment and government initiatives related to public safety and security can create significant opportunities for CCTV service providers. For instance, during times of heightened security concerns or when governments prioritize improving surveillance infrastructure in public spaces, there may be an increased demand for CCTV installation, maintenance, and upgrade services.

### **7.2 ECONOMIC FACTORS**

The economic environment plays a critical and dynamic role in shaping the success of a CCTV service company like DGS Solution. Economic factors, such as the overall GDP growth and fluctuations in disposable income levels, have a direct impact on the demand for security solutions. During periods of economic prosperity and growth, businesses and individuals tend to have higher financial capacities and may be more inclined to invest in advanced CCTV systems to protect their assets, ensure the safety of their premises, and deter potential threats. This surge in demand presents lucrative opportunities for the CCTV industry to capitalize on expanding their customer base and increasing sales. However, during economic downturns or recessions, there may be a decline in overall spending on security services as businesses and consumers prioritize essential expenses and tighten their budgets. In such challenging economic conditions, the CCTV service company may face a decrease in demand, leading to potential revenue and growth challenges. To navigate through these periods, the company may need to adopt cost-efficient measures, streamline operations, and focus on providing cost-effective solutions that align with customers' budget constraints.

### **7.3 SOCIAL FACTORS**

Social factors exert a profound and multifaceted impact on the demand for CCTV services at DGS Solution company. The prevalence of safety concerns and the rise in crime rates have fostered a heightened awareness among individuals, businesses, and communities about the critical need for enhanced security solutions. In response to this growing apprehension, there is an increasing trend towards investing in CCTV systems to protect assets, deter potential threats, and ensure the safety of premises. The demand for CCTV services can vary significantly across different regions and demographics, with areas experiencing higher crime rates and security risks exhibiting a greater need for surveillance systems. Factors such as population density, urbanization, and socioeconomic disparities can also influence the demand for CCTV services, as densely populated urban areas and economically vibrant regions often face higher security challenges. Societies may demonstrate varying levels of acceptance or resistance towards surveillance measures, driven by cultural norms, historical contexts, and perceptions of personal freedoms. DGS Solution must navigate this complex social landscape and tailor their marketing and communication strategies to address the specific security concerns and preferences of diverse customer segments.

### **7.4 TECHNOLOGICAL FACTORS**

Technological advancements have a profound impact on the CCTV service industry. The evolution of CCTV technology, including high-definition cameras, cloud-based storage, and advanced analytics, has revolutionized the capabilities of surveillance systems. DGS Solution companies need to stay updated with the latest technological trends to offer innovative solutions to their clients. Integration with other smart systems and IoT devices also opens opportunities for providing comprehensive security solutions. Besides, the emergence of artificial intelligence and machine learning algorithms has enabled advanced video analytics, enhancing the effectiveness of CCTV systems. By embracing these technological advancements, companies like DGS Solution can offer innovative and cutting-edge CCTV solutions to their clients, providing enhanced security, real-time monitoring, and actionable insights for proactive decision-making.

## **7.5 ENVIRONMENTAL FACTORS**

Environmental factors may not directly impact the operations of a CCTV service company. However, they can influence customer preferences and government regulations. For example, there is a growing emphasis on energy-efficient solutions and reducing the carbon footprint. CCTV service providers can consider offering eco-friendly cameras and systems to align with environmental initiatives and meet customer demands. Additionally, companies need to consider the physical environment when designing and installing CCTV systems, ensuring optimal coverage and durability in various weather conditions. This includes factors like extreme weather conditions, temperature fluctuations, and outdoor exposure. Moreover, ensuring the durability and reliability of systems in harsh environments not only helps to maintain system performance but also reduces the need for frequent replacements, thereby minimizing environmental impact.

## **7.6 LEGAL FACTORS**

Finally, legal factors encompass the regulations and laws governing the CCTV industry. The companies must comply with data protection and privacy laws when collecting, storing, and using surveillance footage. The General Data Protection Regulation (GDPR) in the European Union, for instance, sets strict guidelines on handling personal data. CCTV service providers must ensure they have proper consent, secure data storage, and policies in place to protect the privacy of individuals. Other than that, failure to comply with legal requirements can lead to significant fines and damage to the company's reputation. Therefore, it is crucial for CCTV service companies to have a comprehensive understanding of the legal landscape, keep up with evolving regulations, and proactively implement measures to ensure compliance with data protection and privacy laws. By prioritizing legal compliance, companies can build trust with their customers, demonstrate a commitment to safeguarding privacy, and maintain a strong reputation in the market.

## 8.0 SWOT ANALYSIS MATRIX (MATCHING STAGE)

<p style="text-align: center;"><b>INTERNAL</b></p> <p style="text-align: center;"><b>EXTERNAL</b></p>	<p style="text-align: center;"><b>Strength</b></p> <p style="text-align: center;">STRONG TECHNICAL EXPERTISE QUALITY PRODUCTS &amp; SERVICE STRONG CUSTOMER RELATIONSHIP</p>	<p style="text-align: center;"><b>Weakness</b></p> <p style="text-align: center;">LIMITED GEOPGRAPHIC COVERAGE HIGH INITIAL COST RAPID TECHNOLOGICAL ADVANCEMENTS</p>
<p style="text-align: center;"><b>Opportunities</b></p> <p style="text-align: center;">DEMAND FOR SECURITY SOLUTION COLLABARTIONS &amp; PARTNERSHIP ADVANCEMENT OF TECHNOLOGIES</p>	<p style="text-align: center;">S1, O1(Leveraging technical expertise) S2, O2 (Partnerships for integrated solutions) S3, O3 (Integration of emerging technologies)</p>	<p style="text-align: center;">W1, O1 (Geographic expansion for increased market reach) W3, O3 (Continuous training and development)</p>
<p style="text-align: center;"><b>Threats</b></p> <p style="text-align: center;">INTENSE COMPETITION SECURITY &amp; PRIVACY CONCERS ECONOMICS FACTORS</p>	<p style="text-align: center;">S1, T1 (Continuous differentiation and innovation) S2, T2 (Addressing security and privacy concerns)</p>	<p style="text-align: center;">W2, T2 (Competitive pricing and financing options) W3, T3 (Embrace technological advancements for competitiveness)</p>

### 1. Strengths-Opportunities (SO) Strategies:

#### 8.1 S1, O1(Leveraging technical expertise)

With its robust technical expertise in closed-circuit television (CCTV) systems, DGS Solution Sdn Bhd is well-positioned to seize the opportunities presented by the growing demand for security solutions. The company's highly skilled professionals possess comprehensive knowledge and experience in all aspects of CCTV, including installation and maintenance. This deep understanding of CCTV technology allows DGS Solution to deliver cutting-edge solutions that are precisely tailored to meet the specific needs of their customers. By leveraging their technical prowess, the company can develop innovative and customized CCTV systems that address the unique security challenges faced by different industries and market segments. Whether it's designing a surveillance infrastructure for a retail environment, implementing advanced video analytics for deploying sophisticated access control integration for transportation hubs, DGS Solution's technical expertise empowers them to deliver comprehensive security solutions that surpass customer expectations.

## **8.2 S2, O2 (Partnerships for integrated solutions)**

DGS Solution Sdn Bhd can strengthen its position in the CCTV service industry by building strategic alliances with alarm system providers, access control companies, and other relevant stakeholders. These partnerships will enable the company to offer comprehensive and integrated security solutions that go beyond CCTV systems alone. By combining their own CCTV expertise with the expertise of their partners, DGS Solution can create synergistic offerings that cater to the diverse needs of their customers. Collaborating with alarm system providers will allow DGS Solution to integrate alarm functionalities seamlessly with their CCTV systems, providing a comprehensive security solution that encompasses both surveillance and intrusion detection.

## **8.3 S3, O3 (Integration of emerging technologies)**

With their strong technical expertise in CCTV systems, DGS Solution Sdn Bhd has a unique opportunity to leverage emerging technologies and integrate them into their offerings. By embracing cutting-edge advancements such as artificial intelligence (AI), video analytics, and cloud computing, DGS Solution can provide innovative and future-proof security solutions that meet the evolving needs of their customers. As emerging technologies continue to evolve, DGS Solution's commitment to staying at the forefront of these advancements enables them to meet the ever-changing needs of customers seeking advanced security technologies and positions them as a trusted partner in the industry.

## **2. Strengths-Threats (ST) Strategies:**

### **8.4 S1, T1 (Continuous differentiation and innovation)**

To mitigate the intense competition in the CCTV service industry, DGS Solution can leverage their technical expertise and customer-centric approach to differentiate themselves. By consistently delivering cutting-edge features, value-added services, and exceeding customer expectations, they can establish a strong reputation and stand out from competitors. By offering tailored solutions that meet the specific needs of each customer, DGS Solution demonstrates their commitment to delivering high-quality services that go beyond the standard offerings in the market. DGS Solution can differentiate themselves by actively promoting their unique value proposition. Through effective communication and marketing strategies, they can highlight their competitive advantages, showcase successful case studies, and demonstrate their track record of delivering exceptional results.



### **8.5 S2, T2 (Addressing security and privacy concerns)**

In an era where security breaches and privacy concerns are at the forefront of public consciousness, DGS Solution Sdn Bhd has a significant opportunity to proactively address these issues and build customer trust. By prioritizing security measures, the company can position itself as a trustworthy and reliable provider, distinguishing itself from competitors. DGS Solution can implement robust security measures at every level of their CCTV systems, ensuring the protection of sensitive data and safeguarding against unauthorized access. This includes employing secure data storage solutions that adhere to industry best practices and compliance standards, such as encryption and access controls.

### **3. Weaknesses – Opportunities (WO) Strategies:**

#### **8.6 W1, O1 (Geographic expansion for increased market reach)**

Recognizing the limitation of their current geographic coverage, DGS Solution Sdn Bhd has a significant opportunity to strategically expand their operations and reach a wider customer base. By proactively addressing this challenge, the company can tap into new markets, attract a larger pool of potential customers, and unlock new avenues for business growth. One approach DGS Solution can adopt is forging partnerships with local distributors in different regions or cities. Collaborating with trusted distributors who have established networks and market knowledge allows DGS Solution to leverage their expertise and reach customers in areas outside their current service region. These partnerships enable them to tap into local market insights, customer preferences, and demand patterns, ensuring that their offerings align with the specific needs of each region. For example, DGs Solution can expand their business to Singapore and Brunei also.

#### **8.7 W3, O3 (Continuous training and development)**

DGS Solution Sdn Bhd can proactively adapt to rapid technological advancements by making significant investments in ongoing training programs, workshops, and certifications for their staff. By prioritizing continuous learning and development, the company ensures that their team remains up to date with the latest advancements in CCTV technologies, positioning them as a trusted provider of cutting-edge solutions. Through training programs, DGS Solution equips their staff with the knowledge and skills necessary to effectively navigate the complexities of emerging technologies, such as AI-powered video analytics, cloud-based storage, and remote monitoring capabilities. By staying abreast of these advancements, their team can confidently offer innovative solutions that meet the evolving needs of their customers.

#### **4. Weaknesses-Threats (WT) Strategies:**

##### **8.8 W2, T2 (Competitive pricing and financing options)**

DGS Solution Sdn Bhd can implement a multi-faceted approach that focuses on offering competitive pricing strategies and flexible financing options. By understanding the budget constraints that customers may face, DGS Solution can tailor their pricing strategies to ensure affordability without compromising on the quality of their solutions. They can conduct market research to analyze pricing trends and competitors' offerings, allowing them to position their prices competitively while still maintaining profitability. DGS Solution can also adopt a transparent pricing model, breaking down the costs involved in implementing a comprehensive CCTV system, including equipment, installation, and setup. By providing customers with a clear understanding of the value they receive for their investment, DGS Solution enhances customer confidence and trust in their offerings.

##### **8.9 W3, T3 (Embrace technological advancements for competitiveness)**

DGS Solution Sdn Bhd can make strategic investments in continuous training and development programs for their staff. Recognizing the fast-paced nature of technological innovation, DGS Solution understands the importance of equipping their team with the knowledge and skills necessary to stay at the forefront of the industry. By regularly updating their staff's expertise in emerging technologies, such as artificial intelligence (AI), video analytics, and cloud computing, DGS Solution ensures that they can deliver cutting-edge solutions that meet the evolving needs of their customers. Training programs can include workshops, seminars, and certifications that focus on the latest advancements in CCTV technology, allowing their staff to gain in-depth knowledge and hands-on experience in implementing and managing state-of-the-art systems.

## **9.0 CONCLUSION**

In conclusion, my internship at DGS Solution, a leading CCTV service company, has been an incredibly enriching and valuable experience. Over the course of my time with the company, I have had the opportunity to work alongside a team of dedicated professionals, gaining hands-on experience in designing and implementing cutting-edge CCTV solutions. This internship has not only allowed me to apply and expand upon my theoretical knowledge but has also provided me with invaluable insights into the dynamic world of surveillance technology. I am grateful for the trust and support shown by the team, which has enabled me to contribute to real-world projects and learn from industry experts. The skills and expertise I have developed during this internship have undoubtedly prepared me for future challenges in the field of security systems, and I am excited to take this experience with me as I continue to pursue a fulfilling career in the industry.

## 10.0 REFERENCES

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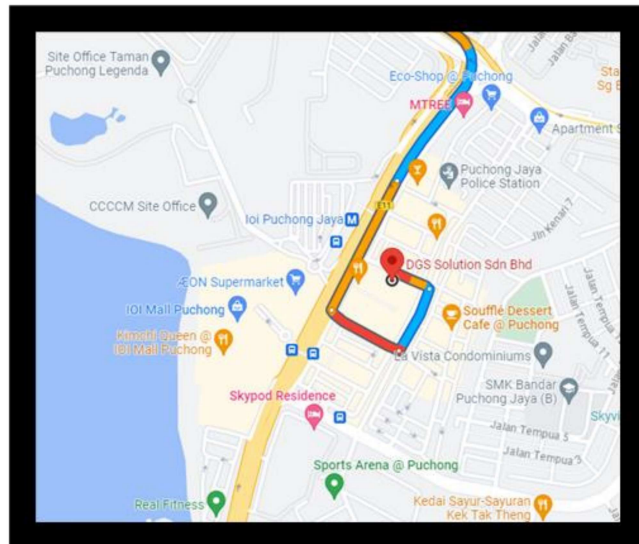
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## 11.0 APPENDICES



11.1 DGS Solution Sdn Bhd Office



11.2 Location of the office



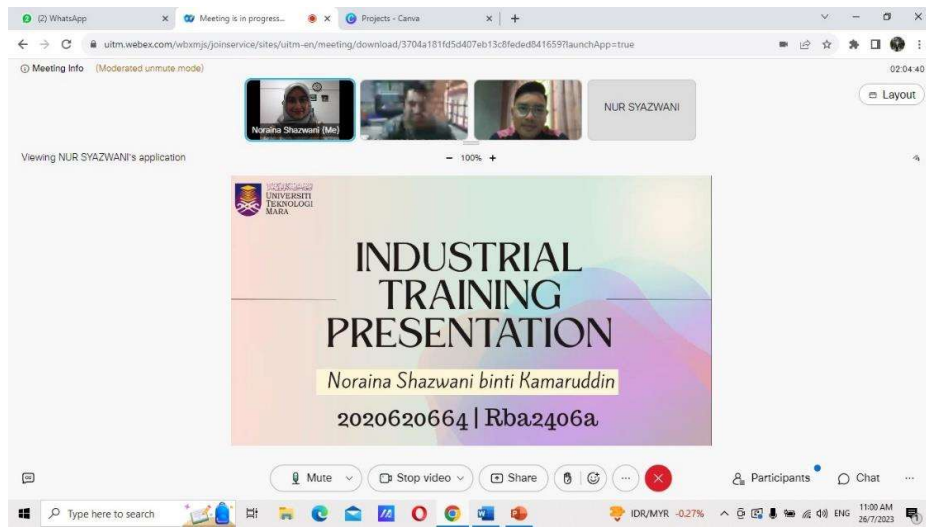
11.3 CCTV Product



11.4 Workspace for staff



11.5 Inside the Office of DGS Solution Sdn Bhd



11.6 Screenshot during presentation session