



اَبُو سَيِّدِي تَيْكُونُو لِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA (UiTM)
KAMPUS BANDARAYA MELAKA

FACULTY OF BUSINESS MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING



MGT666: INDUSTRIAL TRAINING REPORT
APG MARKETING AND MANAGEMENT SDN BHD

PREPARED FOR:

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STUDENT ID:

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ACKNOWLEDGEMENT

I want to express my heartfelt gratitude to the people and organizations who made my 24-month internship at APG Marketing and Management Sdn Bhd so valuable. I am especially thankful to my supervisor, Mr. George Chiew Chai Yew, for his constant support and guidance in helping me grow professionally and understand marketing and management better. I am also grateful to Ms. Siti Umaira Binti Bidin, the Admin Executive, for her dedication and approachability, which made my learning experience enjoyable. Thanks to Ms. Aemillyawayty Binti Abas, my internship advisor, for her valuable insights and guidance throughout the internship. I appreciate the whole team at APG Marketing and Management for creating a supportive work environment and providing various project opportunities that helped me grow personally and professionally. I am also thankful to my university, University Technology MARA Bandaraya Melaka, for giving me this valuable opportunity to learn from real-world experiences. Special thanks to my family and friends for their unwavering support and encouragement. Finally, I want to thank all the individuals, clients, and colleagues I had the pleasure of working with during my internship for their interactions and shared experiences, which helped me gain new perspectives and grow. My internship at APG Marketing and Management Sdn Bhd has been truly rewarding, and I am grateful to everyone mentioned above for their contributions.

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EXECUTIVE SUMMARY

This internship report provides an in-depth overview of my industrial training experience at APG Marketing and Management Sdn Bhd. The report highlights the company's profile, products, and services, as well as its vision and mission. The training reflection section outlines the roles and responsibilities I undertook during my 24-week internship, including social media marketing, customer service, and telemarketing activities. Additionally, it discusses the training and mentoring of new interns and my involvement in charitable activities organized by the company.

A comprehensive SWOT analysis was conducted to assess APG's strengths, weaknesses, opportunities, and threats. The analysis identified areas for improvement, such as limited online promotion and underutilization of online marketing tools, along with opportunities for growth in emerging markets and the company's sustainability focus.

Based on the SWOT analysis, a TOWS matrix was created, presenting strategic recommendations for APG Marketing and Management Sdn Bhd. The recommendations include utilizing the company's wide network for emerging markets, enhancing online promotion efforts, differentiating through a customer-centric approach, managing customer expectations, investing in online presence and training, exploring new markets, and improving online competitiveness and market differentiation.

The executive summary concludes by emphasizing the significance of effective communication with customers to address impossible demands and set realistic expectations. Additionally, the report highlights the importance of teamwork and the supportive work environment at APG in facilitating my professional growth and development.

Overall, this internship report showcases the valuable skills and knowledge I gained during my time at APG. The recommendations outlined in the TOWS matrix provide valuable insights for APG Marketing and Management Sdn Bhd to enhance its competitive position in the real estate market and achieve continued success in the industry.

STUDENT'S PROFILE



PUTERI ALYA NABEEHA BINTI MEGAT EFFENDI

GRADUATE WITH BACHELOR OF BUSINESS ADMINISTRATION
MARKETING

PROFILE

Business Administration (Hons.) Marketing student who is a hardworking and dedicated person. I strive to work under pressure, meet deadlines and execute multiple tasks. I am now seeking a marketing management role in a company as I want to implement and put in a good use of the knowledge that I have learned during my studies. I believe I can share my ideas and knowledge in any marketing project that the company is pursuing to help it bloom as well as learn more along the journey.

EDUCATION

Bachelor's of Business Administration (Hons.) Marketing | Oct 2020 - Aug 2023

Universiti Teknologi MARA Kampus Bandaraya Melaka

Achievement: Latest CGPA 3.11

Multimedia of Marketing Student Association 2022/2023

Matriculation | 2019 - 2020

Pahang Matriculation College

Achievement: CGPA 3.00

Secondary School | Mac 2014 - Dec 2018

Maktab Rendah Sains MARA (MRSM) Kuantan

Achievement: 4A's in Sijil Pelajaran Malaysia (SPM)

INTERNSHIP

Intern Admin

APG Marketing and Management Sdn. Bhd. | March 2023 - Aug 2023

Job scope: Making project posters to market it to Facebook page. Finding customer through various E-Marketing platform such as Facebook, Instagram, Twitter, and Mudah.my. Setting appointments with customer for manager to assist them to showroom and discuss further details about the project. Follow up customer through messaging and telemarketing.

WORK EXPERIENCE

Cashier

King's Bakery | Dec 2018 - Feb 2019

Job scope: Wrap customer items in bags and scanned the items code in the system. Closing the system and calculate the sale that is made in a day. Calculate the leftovers items to reduce any waste for the next sale.

Kitchen Helper

Rumah Kopi | Aug 2020 - Sep 2020

Job scope: Helping the head chef prepare necessary ingredients and cleaning up any dirty dishware in the sink.

Figure 1: Resume

PROJECT

- MARCOM Community Project (MARCOMP)
- YOSH Projek Jom Masuk Kampung (Kg Orang Asli Bukit Bangkong)

SKILLS

- Advance Microsoft Word
- Advance Microsoft Excel
- Advance Microsoft Powerpoint
- In-depth knowledge of social media marketing platforms: Twitter, Tiktok, Instagram
- Basic Chinese Language
- Basic video editing skill
- First place in Grade 3 piano competition

HOBBIES AND INTEREST

- Doing sudoku and math problems
- Crocheting
- Appreciating classical music

REFEREE

Mrs. Aemillyawaty Binti Abas

- Academic Advisor
-

Mr. Muhammad Fairuz Bin Jamil

- Lecturer of Business Administration (Hons.) Marketing
-

Figure 2: Resume

COMPANY'S PROFILE



A Plus Group (APG) Marketing and Management Sdn. Bhd.

Location

APG Marketing and Management Sdn. Bhd.,
Jln Kota Laksamana 3/15,
Taman Mahajaya,
75200 Melaka

Operation Hour

Monday - Friday
10:00 AM - 07:00 PM
01:00 PM - 02:00 PM (Lunch Break)

Saturday

10:00 AM - 02:00 PM

Vision

1. Managing social networks
2. Restructuring resources, gathering information and brainstorming
3. Gathering human resources, material resources and financial resources creating a new business model

Mission

1. To cultivate more than 1000 team leaders with RM1 million annual income
2. To contribute to community (APG donate RM1 million annually)
3. To be the role model in the industry (APG 6 Spirits)
4. To become an international organization

Background

APG, short for A Plus Group, was established in 2015. Within just two years, it has emerged as one of Melaka's rapidly growing real estate firms. Currently, APG Group boasts a network of 100 sales teams across Malaysia, as well as in Asian countries like Brunei and China.

Products or services

APG Marketing and Management Sdn Bhd is a company that focuses on marketing management and specializes in handling projects for developers. They take care of sales planning, promotional strategies, and training & development. Their main approach is to manage people networks to integrate resources effectively. APG Group is dedicated to nurturing 100 team leaders with high annual incomes by 2020. They provide excellent training and aim to lead their team to an international level.

Organizational structure

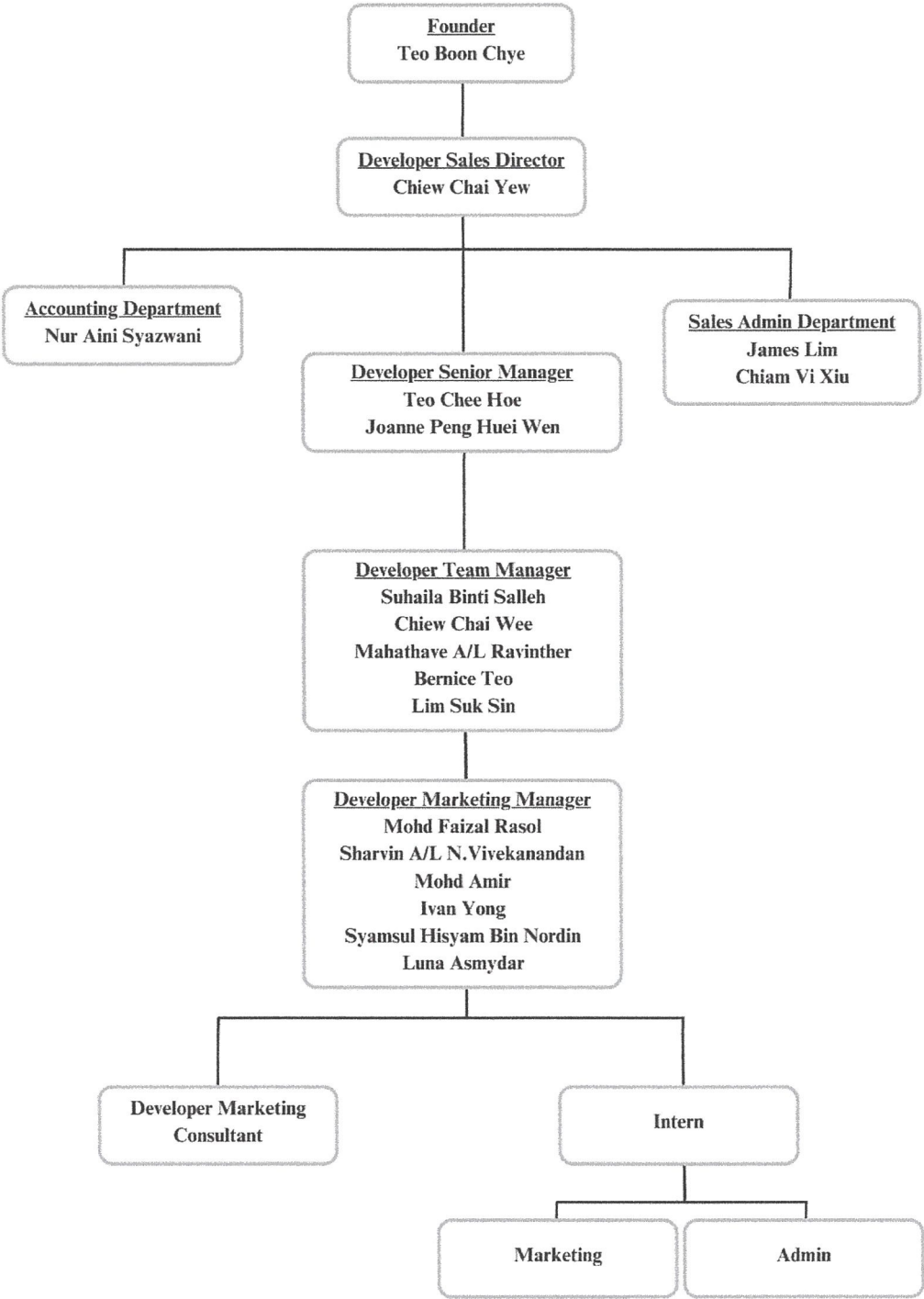


Figure 3: Organizational Structure

TRAINING'S REFLECTION

During my industrial training at APG Marketing and Management Sdn Bhd, I was assigned to the Intern Administration department for a duration of 24 weeks. In this role, I was entrusted with various roles, responsibilities, tasks, and assignments that allowed me to gain valuable skills and experiences.

One of my main responsibilities was to create and edit project posters and copywriting for posting on my Facebook page. Below is one of the examples of posters and copywriting that I have done during my internship. Furthermore, I also create posters for recruiting people as it is also one of my tasks as an intern administration. This task helped me develop my design and communication skills while effectively promoting the company's projects to potential customers.

Beeha Malacca Properties
17 July at 12:54

MONTHLY INSTALLMENT FROM RM950 ONLY? 🤩
MANA LAGI NAK CAR! HARGA CUN MACAM NI?
BUAT INVESTMENT CUN JUGAK NI
UNIT PUN TAK BANYAK DAH
LOCK KORANG PUNYA UNIT SEKARANG !!

FREEHOLD APARTMENT FOR SALE
Pulau Gadong Melaka

Type A (668 sqft)
RM2XX K

Type B (1058 sqft)
RM3XX K

Nak book slot appointment showroom boleh contact saya di Whatsapp

Beeha | 011-6306 3193
Whatsapp: <http://www.wasap.my/601163063193/PGMLK.B>

Ms Umai | 013-683 4738
Whatsapp - <http://www.wasap.my/60136834738/PGMLK.B>

FREEHOLD APARTMENT For Sale

KEY FEATURES

- 2/3 Bedroom ✓
- 1/2 Bathroom ✓
- Jogging Track ✓
- Swimming Pool ✓

FROM RM950 PER MONTH

BOOK NOW

BEEHA | 011-6306 3193
UMA I | 013-683 4738

Beeha Malacca Properties
Property

Beeha Malacca Properties
14 July at 18:17

SPECIAL GIFT UP TO RM15K!!
RUMAH TERES SETINGKAT 22 x 70' @ TAMAN ASEAN
HARGA HANYA BERMULA RM31X,000
UNIT TENGAH SELLING FAST!!
BOOK YOURS NOW!!

Beeha | 011-6306 3193
Whatsapp: <http://www.wasap.my/601163063193/TGBMLK.B>

Ms Umai | 013-683 4738
Whatsapp - <http://www.wasap.my/60136834738/TGBMLK.B>

FREEHOLD HOUSE For Sale

SPECIAL GIFT RM15K

RM31X,000 START FROM

- 4 Bedroom
- 2 Bathroom
- 1 Living Room
- 2 Kitchen
- 22' x 70' square ft.

BEEHA | 011-6306 3193
UMA I | 013-683 4738

Beeha Malacca Properties
Property

WhatsApp

Figure 4: Postings and Copywritings

Beeha Malacca Properties
 14 July at 13:19 · 18

MEHCARI SIBE INJOIMET
 INGIN MEHCARI PENDAPATAN UP TO RM10K!
 MARI JOIN COMPANY KAMI!
 KAMI OFFER KERJA FULL TIME DAN PART TIME PROPERTY AGENT

📍 **Place**
 Kota Laksamana, Melaka

Benefits

- 👉 High Commission up to 10k
- 👉 Training provided
- 👉 Supportive team

Qualifications

- 18 years old and above
- No experience needed
- Stay in Malacca
- Have own transport

Further inquiries:
 📞 Beeha | 011-6306 3193
 📧 Whatsapp

Full Time Property Agent
<http://www.wasap.my/E01163063193/fulltimepropertyagent>
<http://www.wasap.my/E01163063193/fulltimepropertyagent>

Part Time Property Agent
<http://www.wasap.my/E01163063193/parttimepropertyagent>
<http://www.wasap.my/E01163063193/parttimepropertyagent>



Figure 5: Posting and Copywriting

In addition to handling social media, I also played a crucial role in responding to customer inquiries about the projects they were interested in. This responsibility honed my customer service and communication abilities, allowing me to provide satisfactory responses and address customer concerns effectively.

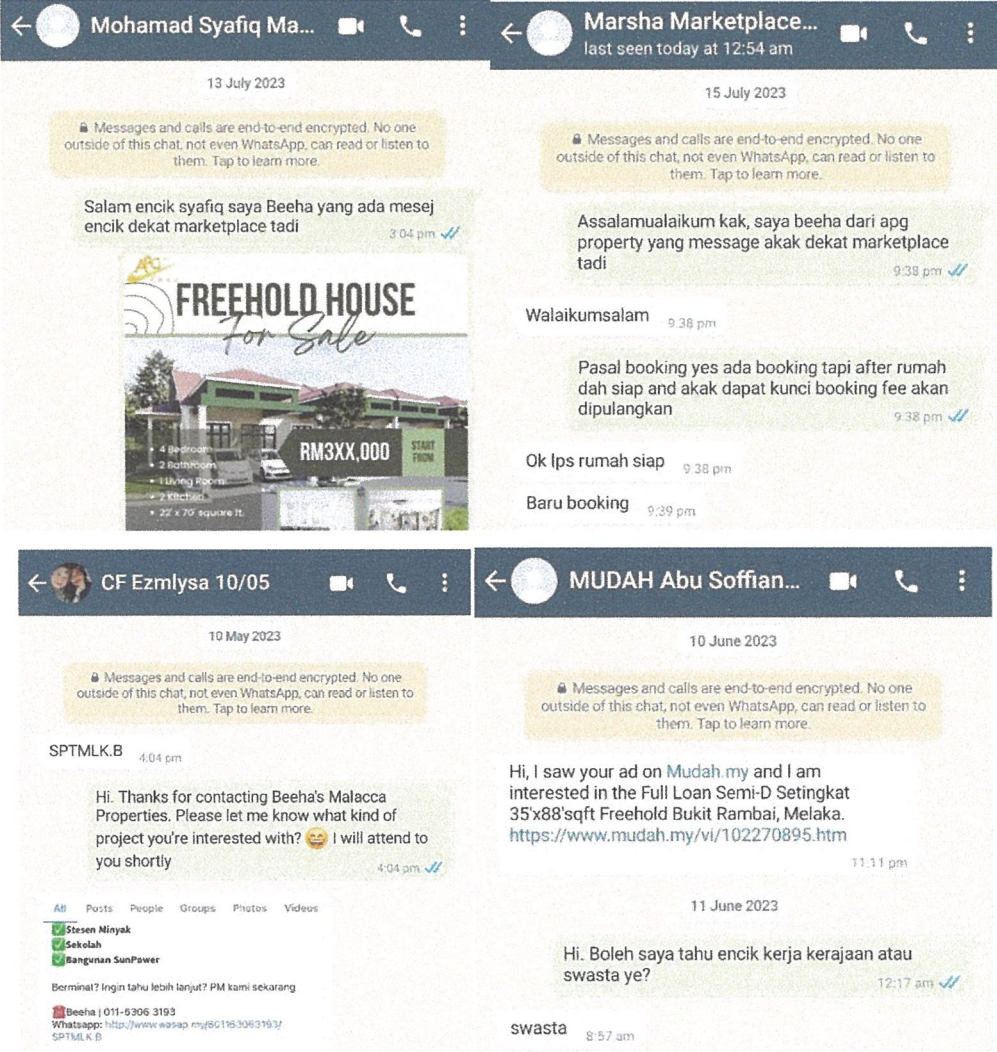


Figure 6: Messages with Customers

Moreover, I was responsible for setting appointments for customers and managers to meet at the showroom, office, or project site. This required organizational skills and attention to detail to ensure seamless coordination between both parties.

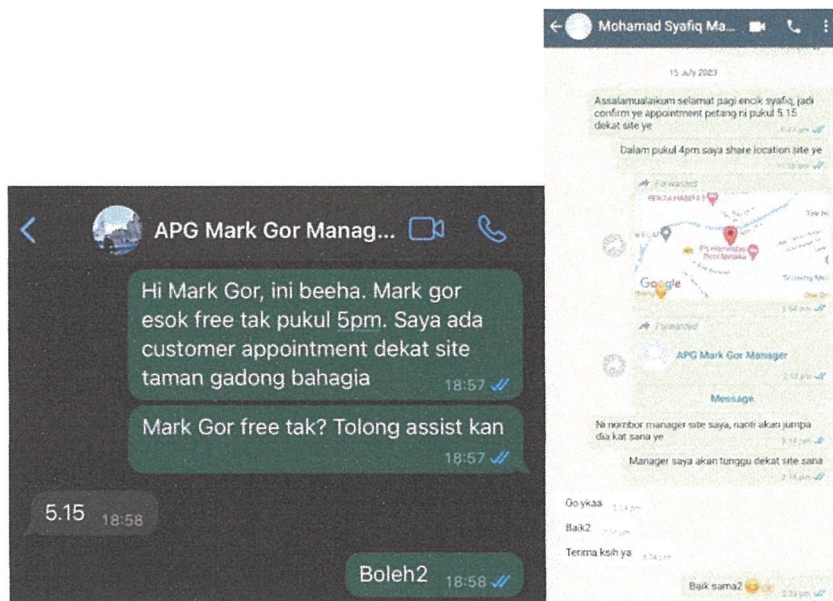


Figure 7: Appointment Procedures

As part of my training, I was also involved in telemarketing activities to inform customers about new project launches. This experience improved my telemarketing skills and taught me how to engage potential clients effectively. Telemarketing method is one of the hardest things that I have to do as a person, but during my internship they showed me telemarketing is one of the useful methods to gain customer trust. Hence, it makes me more confident to deal with customers through calling them. Figure 8 shows me calling my previous customer to present new projects to them.



Figure 8: Telemarketing

Another aspect of my internship involved training and guiding new interns, particularly during sessions on personal branding. This allowed me to develop my leadership and mentoring abilities, providing support and guidance to newcomers to help them excel during their training. Figure 9 that are shown is me handling a session with new Developing Marketing Consultants (DMC) and also a few new interns. What I have to do is to guide them creating their own Facebook page and explain to them the do's and don'ts when creating posters and copywriting.

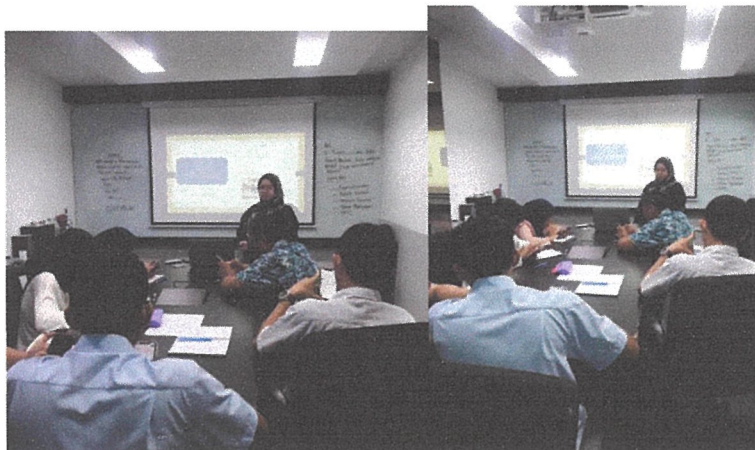


Figure 9: Handle Training to Newcomers

Throughout my internship, I received numerous benefits, including a monthly allowance of RM500 and incentives of RM500-RM1000 per close case. These incentives motivated me to perform at my best and excel in my responsibilities.

I also gained practical knowledge about social media marketing, learning how to strategically spread postings on Facebook groups and communicate with customers through platforms like WhatsApp. Additionally, I learned about the best times to post and share content to maximize reach and engagement. Moreover, APG held a program called Entrepreneur Building Course (EBC) Training where all new agents and interns are required to join the program. The program is about team building where good leadership can lead everyone to success. This program helps me to be more motivated throughout my internship and strives me to become more successful.

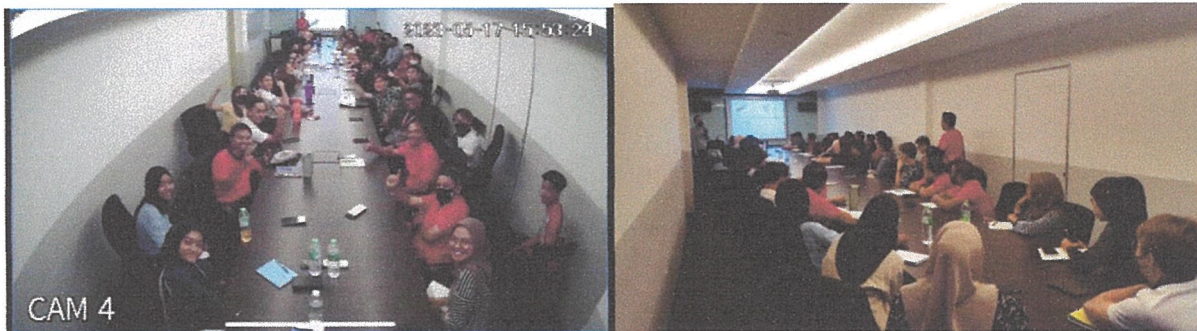


Figure 10: EBC Training Program

Engaging with customers directly helped me become more confident and step out of my comfort zone. For example, I joined a few roadshows during my internship and my duty there is to approach customers by giving out flyers and explain the important details to attract the customers. If I manage to attract the customers and bring them to see the model house, the managers there will take the lead and explain furthermore to the customers.



Figure 11: Roadshows Duty

I learned the importance of taking risks, such as using paid advertising to reach a more targeted and quality customer base. For instance, I get to learn and use mudah.my property to post advertisements using that website.

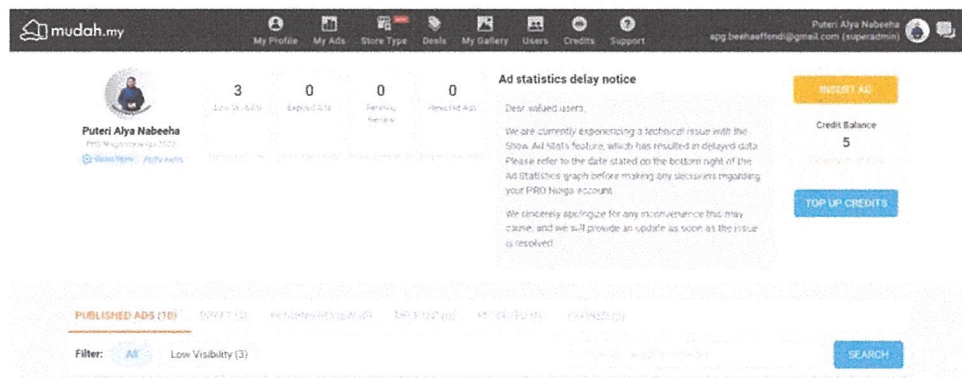


Figure 12: Mudah Account

Throughout the internship, I experienced a flexible and supportive teamwork environment. Whenever the executive admin, who was supposed to guide us, was unavailable, other managers stepped in to provide the guidance and assistance we needed.

Apart from my daily tasks, I also had the opportunity to be a part of APG Marketing and Management Sdn Bhd's charitable activities. The company organized a charity event at Pertubuhan

Kebajikan Villa Harapan, Melaka, where employees donated funds to donate food supplies for the organization. This experience fostered a sense of social responsibility and community involvement.



Figure 13: Community Activity

Overall, my industrial training experience at APG Marketing and Management Sdn Bhd was enriching and rewarding. The exposure to various tasks and responsibilities equipped me with practical skills and knowledge that will undoubtedly be beneficial in my future career. The supportive work environment and opportunities to engage in charitable activities further enhanced my internship journey, leaving me with lasting memories and a sense of professional growth.

SWOT ANALYSIS

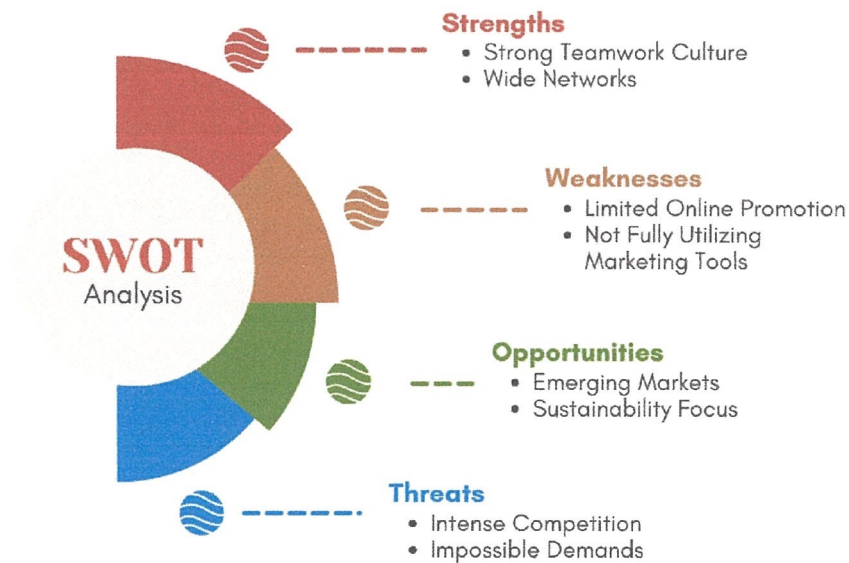


Figure 14: SWOT Analysis

1. Strengths:

APG Marketing and Management Sdn Bhd possesses several notable strengths, one of which is its strong teamwork culture. APG Marketing & Management Sdn Bhd exhibits a strong teamwork culture, allowing employees to collaborate and support each other. This collaborative environment enables efficient problem-solving and ensures that team members can seek assistance from other managers when needed. According to Gonzalez (2021), to be successful as a teamwork, it must consist of development of an environment which favors the exchange of knowledge and is multidisciplinary among employees. The presence of a supportive and collaborative work environment in this company is there. Even during busy periods, employees were always willing to assist one another, promoting effective problem-solving. As interns, we were encouraged to seek guidance from various managers, irrespective of our assigned supervisors. They readily offered valuable advice, helping us navigate customer interactions, from responding to initial messages to addressing challenging inquiries. Additionally, the daily morning meetings facilitated knowledge sharing, where the assigned managers provided practical tips on acquiring new clients

and successfully scheduling appointments. These experiences contributed significantly to my professional growth during the internship. This strength fosters a positive work atmosphere and contributes to the overall success of the company

Additionally, APG Marketing and Management Sdn Bhd has established a wide network of collaborations with reputable property developers in Melaka. This extensive network provides the company access to diverse and high-quality property projects, allowing APG to effectively serve a broader customer base. Having an effective and strategic network is one of the critical success factors in the industry (Kim & Shin, 2019).

APG 合作伙伴 Strategic Partners



Figure 15: Reputable Developers Collab with APG

APG has built partnerships with several reputable property developers, which enhances the company's credibility, brand image and fosters trust among customers. Working directly with these developers instills confidence in our clients, knowing that there are no uncertainties involved in our dealings. This transparent approach reinforces the trustworthiness of our services and strengthens our relationship with customers.

2. Weaknesses:

The analysis highlights two main weaknesses within APG Marketing and Management Sdn Bhd. Firstly, the company's limited online promotion hinders its ability to reach a wider audience for the house projects they handle. APG relies solely on Facebook pages for promotion which may restrict visibility, especially considering the various other property agents using the same platform. For instance, most of the employees faced difficulty in getting their posters ad noticed by targeted audiences on Facebook as various groups due to the saturation of similar postings by other agents from different property agencies. As it has been said, using the same platform as others does not give APG the chance to stand out among other property agencies. A lack of a dedicated company website further diminishes the company's online presence, as having an official website is crucial for establishing a strong online identity and engaging potential customers effectively (Kayumovich, 2020). To address this, APG should invest in digital marketing strategies, establish a stronger social media presence, and utilize online advertising to effectively reach a broader audience and engage potential customers with their property listings.

Secondly, the weaknesses identified in the SWOT analysis is APG Marketing and Management Sdn Bhd's not fully utilizing online marketing tools for their property management practices. While the company uses Facebook for marketing purposes, they have not fully utilized its potential, such as utilizing Facebook Advertising, a tool that allows businesses to target specific demographics and geographic locations. By neglecting such tools, APG misses out on opportunities to stand out to potential customers and increase the reach of their property listings. Additionally, they seem to be unaware of current trends in digital marketing, such as using social media platforms such as TikTok or Reels on Instagram as a selling platform, which could provide new and innovative ways to connect with potential customers (Arora et al., 2019). APG's lack of familiarity with current digital marketing trends, such as using TikTok as a selling platform, may limit their ability to tap into newer and potentially lucrative markets. TikTok has gained immense popularity among younger audiences, making it a valuable platform for promoting properties to a different demographic. By staying up-to-date with emerging trends and platforms, APG can diversify its marketing efforts and reach a wider range of potential customers.

3. Opportunities:

The analysis identifies promising opportunities that APG Marketing and Management can explore. Firstly, there are emerging markets with high demand for specific projects. APG's exclusive handling of certain projects provided by a reputable developer which offers an opportunity for employees to earn higher sales commissions. Sometimes, reputable developers do not only collaborate with one property agency but many others to ensure their projects can be sold fast. For APG to get a special task from the developer, this shows that they have trust for APG to handle well to sell their projects to customers. For instance, there is one new project in a highly sought-after town area that has garnered significant interest from previous customers. They specifically requested APG property agents to handle the sales due to their trust in the team's ability to swiftly sell out the project. This presents a chance for APG agents to establish new connections, showcase the company's capabilities, and generate income through exclusive property deals.

Secondly, the company can leverage a sustainability focus to its advantage. The demand for sustainable housing is on the rise (Chong SM, 2023). By offering a diverse range of house projects, including options away from town or near town areas, as well as high-rise buildings, APG can attract a broader customer base and cater to various preferences and needs. This approach enhances customer satisfaction and increases the potential for attracting more clients. APG's ability to manage multiple projects, such as landed properties, shop lots, and high-rise buildings, positions them well to meet customers' specific desires regarding the type of house and its location. For instance there are customers who are searching for a high rise building around Melaka for investment purposes. APG has the suitable project for the customers as the high rise project is built at a strategic location where it is surrounded by a tourist attraction area.

4. Threats:

The first threat that APG Marketing and Management Sdn Bhd faces is intense competition from other well-known property companies. In the real estate market, there are several other property agencies that offer new project houses at lower prices, which can be attractive to customers seeking affordable options (Ram Anand, 2023). These competitors may have already established a strong presence and reputation in the industry, making it challenging for APG to stand out and attract new customers. In this highly competitive landscape, APG needs to be proactive in monitoring its competitors' strategies and offerings. By staying informed about market trends and customer preferences, APG can make data-driven decisions to improve its own services and remain competitive. To set itself apart from the competition, APG should emphasize unique value propositions, such as personalized customer service. Providing exceptional and tailored experiences to clients can create a positive reputation and foster customer loyalty. Additionally, APG can leverage its exclusive partnerships with reputable developers to offer unique and high-quality property options to its customers.

The second threat APG faces is customer impossible demands that cannot be fulfilled. Some customers may have unrealistic demands for houses in town areas at very low prices, which may not be feasible given the land near the city area is expensive and land away from the city center is more affordable (Henry, 2021). This could potentially put pressure on property agents to fulfill these demands, leading to customer dissatisfaction. Many customers prioritize affordability and convenience when looking for properties, and they may be inclined to choose houses in prime locations at lower prices. To address this challenge, APG should adopt a proactive approach to educate customers about the benefits of considering properties in other locations. While cheap houses in town areas are in demand, APG can highlight the advantages of properties in different neighborhoods or suburbs. This could include emphasizing amenities, proximity to essential services, and potential for investment growth in those areas. By showcasing the value of properties in less central locations, APG can broaden customers' perspectives and provide them with viable alternatives to meet their needs and preferences.

RECOMMENDATION

TOWS MATRIX

	Strengths	Weaknesses
Opportunities	<ul style="list-style-type: none"> Utilize wide network for emerging markets. Enhance online promotion and emphasize sustainability. 	<ul style="list-style-type: none"> Invest in online presence and training. Explore new markets.
Threats	<ul style="list-style-type: none"> Differentiate through customer-centric approach. Manage customer expectations and offer alternatives. 	<ul style="list-style-type: none"> Improve online competitiveness and market differentiation. Customer education and realistic expectation.

Figure 16: TOWS Matrix

Strengths-Opportunities (SO) Strategies

1. Utilize Wide Network for Emerging Markets

APG should leverage its wide network and strong collaborations with reputable property developers to target emerging markets with high demand for specific projects. APG Marketing & Management Sdn Bhd’s extensive network of collaborations with renowned property developers in Melaka provides the company with a valuable opportunity to tap into emerging markets with high demand for specific projects. Emerging markets often represent areas with growing populations, increased economic activity, and rising interest in real estate investments (Paul, 2019). By exclusively handling these projects in collaboration with reputable developers, APG can strategically position itself to capitalize on the potential for higher sales commissions and establish a competitive edge in these markets

Consider a scenario where a new property development project is planned in an up-and-coming neighborhood in Melaka. This area has seen a surge in infrastructure development, attracting a diverse pool of potential homebuyers and investors. As APG has a strong collaboration with a reputable developer that exclusively entrusts them to market and sell this project, the company gains a competitive advantage over other property agencies in the region. By effectively reaching out to potential customers through their wide network and utilizing their teamwork culture to address customer inquiries and concerns, APG secures a significant share of the market for this project, resulting in higher sales commissions and a strengthened reputation in the emerging market.

In another situation, there might be an emerging market in a neighboring state or city where APG has existing partnerships with property developers. This market could be experiencing rapid urbanization and attracting investors seeking lucrative opportunities. Through their strong network, APG can identify and secure exclusive handling of certain property projects in this market. By dedicating their resources and expertise to effectively market and sell these projects, the company gains visibility and credibility in the new market. As word-of-mouth spreads about their successful ventures and customer satisfaction, APG establishes a reputation for handling high-quality projects in emerging markets, further enhancing their competitive position.

Given the opportunities presented by emerging markets, APG Marketing & Management Sdn Bhd could take this chance and proactively utilizes its wide network and strong collaborations with reputable property developers to seek exclusive handling of projects in these markets. By strategically focusing on emerging areas with high demand, APG can maximize sales commissions and establish itself as a key player in these promising markets. Emphasizing the success stories and achievements in their marketing efforts will reinforce APG's competitive edge, attract more potential clients, and contribute to the overall growth and success of the company.

2. Enhance Online Promotion and Emphasize Sustainability

APG Marketing & Management Sdn Bhd's strong teamwork culture can be leveraged to improve their online promotion strategies. By working collaboratively, employees can collectively contribute ideas and efforts to establish a company website and fully utilize online marketing tools, such as Facebook Advertising. These initiatives can significantly enhance the company's online presence, visibility, and engagement with potential customers (Amorim Neto et al., 2020). Additionally, emphasizing the sustainability focus of their diverse house projects can appeal to environmentally-conscious customers, a growing segment of the market, and attract them to APG's offerings.

As APG fosters a supportive and collaborative work environment, employees from different departments can pool their skills and knowledge to design and develop a company website. This website will serve as an essential online platform where customers can explore APG's property listings, learn about the company's values and services, and easily contact agents for inquiries. By utilizing their wide network, APG can promote the website through its collaborations with reputable property developers, ensuring it reaches a vast audience. A well-designed website with user-friendly features will enhance the overall customer experience and establish APG's credibility in the digital space (Meshko & Savinova, 2020).

To fully utilize online marketing tools, APG's teamwork culture can be extended to training sessions and workshops on digital marketing, including Facebook Advertising. Employees can collectively learn and implement effective advertising strategies, such as targeted ads that reach specific demographics and geographic locations. This approach will enable APG to stand out amidst competitors and attract potential customers interested in their property listings. By consistently monitoring and optimizing their online campaigns, APG can achieve better ROI on advertising expenditure and increase customer engagement.

In order to emphasize sustainability focus, APG's wide network of collaborations with reputable property developers provides them access to a diverse range of house projects, including those with eco-friendly features or located in sustainable neighborhoods. By emphasizing the sustainability aspect of these projects, APG can appeal to environmentally-conscious customers who seek energy-efficient homes, green spaces, or eco-friendly amenities (Henry, 2021). Through social media platforms like Facebook, APG can showcase these unique selling points and engage with potential customers who value sustainability. This targeted marketing approach will attract a niche audience and enhance APG's reputation as a responsible and forward-thinking property agency.

It is recommended that APG Marketing & Management Sdn Bhd capitalizes on its strong teamwork culture to improve online promotion efforts by establishing a company website and fully utilizing online marketing tools, including Facebook Advertising. Additionally, APG should emphasize the sustainability focus of their diverse house projects to attract environmentally-conscious customers and cater to their preferences and needs. By implementing these strategies, APG can expand its online reach, engage with a broader audience, and reinforce its commitment to providing sustainable and quality living options to customers.

Strengths-Threats (ST) Strategies:

1. Differentiate Through Customer-Centric Approach

To stand out in the highly competitive property market, APG should prioritize personalized customer service and foster exclusive partnerships with well-known developers. By putting customers at the center of their business strategy, APG can provide exceptional experiences that cater to individual needs and preferences. Building strong collaborations with reputable developers will enable APG to offer unique and high-quality property options, further setting the company apart from its competitors.

In order to provide personalized customer service, APG's teamwork culture can be leveraged to develop comprehensive training programs for their agents, emphasizing the importance of understanding and addressing individual customer needs. For instance, agents can actively listen to customers' requirements, preferences, and concerns during property viewings, and tailor their recommendations accordingly. By adopting a personalized approach, agents can build trust and rapport with customers, increasing the likelihood of successful transactions and positive word-of-mouth referrals (Ivan et al., 2019).

Then, to give an exceptional customer experience, APG can go beyond the standard practices in the industry to surprise and delight customers. For example, they can send personalized follow-up emails or handwritten thank-you notes to customers after property viewings or successful deals. Additionally, providing post-sales support, such as assisting with documentation or relocation advice, can demonstrate APG's commitment to customer satisfaction and foster long-term relationships with clients.

APG's wide network of collaborations with reputable developers can be leveraged to negotiate exclusive partnerships for certain high-demand projects. By being the exclusive agent for these properties, APG gains a competitive advantage and attracts customers seeking unique offerings (Udriyah et al., 2019). Exclusive partnerships also demonstrate the trust and confidence developers place in APG, further enhancing the company's reputation in the market.

To highlight unique property options, APG can use its social media platforms and company website to showcase the exclusive properties they represent. By providing in-depth information about the features, amenities, and potential investment value of these properties, APG can pique the interest of potential buyers and investors. This emphasis on unique offerings helps differentiate APG from competitors who may be promoting similar properties without exclusive arrangements.

It is recommended that APG Marketing & Management Sdn Bhd differentiates itself in the property market by adopting a customer-centric approach. Emphasizing personalized customer service, building exclusive partnerships with well-known developers, and highlighting unique property options will set the company apart from competitors. By prioritizing customer needs and providing exceptional experiences, APG can establish a strong and loyal customer base and position itself as a preferred choice for property transactions in the market.

2. Manage Customer Expectations and Offer Alternatives

Addressing customer impossible demands requires open communication and managing expectations effectively. APG should educate customers about the current state of the economy and property market limitations. By offering alternative options in different locations or property types, the company can accommodate customer preferences within realistic constraints.

It is important for APG Marketing & Management Sdn Bhd to observe the importance of managing customer expectations and offering alternatives to address impossible demands effectively. As a property agency, APG encounters customers with various preferences and demands, including those seeking houses in town areas at exceptionally low prices, which may not align with the current economic conditions or property market realities.

For instance, in a particular situation where there was a customer who expressed a strong desire to purchase a house in a highly sought-after town area at a significantly reduced price. However, due to the market conditions and the demand for properties in that particular location, it was not feasible to find a house that met their expectations at the desired price point. Instead of dismissing the customer's request outright, the property agent needs to engage in open and honest communication with the customer (Krizanova et al., 2019). APG should continue to emphasize the importance of open communication with customers. By having transparent discussions about the current state of the economy and property market limitations, agents can manage customer expectations effectively. They can provide data and market insights to help customers understand the prevailing trends and pricing in their desired locations. This approach allows customers to make informed decisions and be realistic about their property preferences.

Then, in response to the customer's demand for a cheap house in the town area, the property agent can present alternative options that align with the customer's budget and preferences. They showcased properties in nearby suburban areas that offered similar amenities and investment potential. Although the properties were not in the exact town area the customer originally sought, the agent should highlight the advantages of these alternatives, such as lower prices, larger living spaces, and potential for future development. APG should continue to explore and showcase alternative options to customers. By offering a diverse range of properties in different locations or property types, the company can cater to a broader customer base. Emphasizing the benefits and unique selling points of these alternatives can help customers see the value in considering options beyond their initial demands. Additionally, agents can highlight any upcoming development projects in preferred locations, providing customers with potential investment opportunities that meet their expectations.

In some other cases, despite presenting alternatives, customers may remain firm in their demands for cheap houses in town areas. In such situations, APG's agents have to demonstrate professionalism and courtesy in handling customer inquiries. They need to politely explain the constraints and limitations, while reassuring customers that they would

keep their preferences in mind and reach out when suitable properties become available. APG should continue to prioritize customer satisfaction while remaining realistic about what is achievable in the current market conditions. While some demands may be impossible to fulfill immediately, maintaining a positive and customer-centric approach can leave a lasting impression on customers. Agents can maintain a database of customer preferences and notify them when properties that align with their demands become available in the future.

Weaknesses-Opportunities (WO) Strategies:

1. Invest in Online Presence and Training

APG Marketing & Management Sdn Bhd should recognize the significance of investing in the company's online presence and providing training to employees. By focusing on these aspects, APG can strengthen its position in the competitive property market and enhance its ability to reach and engage potential customers.

For promotion purposes, APG mainly relied on Facebook pages to promote the property projects assigned by developers. While Facebook is a popular social media platform, the company's online promotion efforts were limited to basic postings. As a result, their reach and visibility were constrained, especially in the face of competition from other property agencies using more comprehensive online marketing strategies. APG should invest in establishing a professional company website to complement its social media presence. A website serves as a central hub for information about the company, its services, and the properties it offers. With a well-designed and user-friendly website, APG can showcase its unique selling points and portfolio, giving potential customers a more comprehensive view of what the company has to offer.

While APG agents were proficient in traditional marketing methods, they were not fully familiar with digital marketing tools and strategies. This limited their ability to leverage online platforms effectively and engage customers in the digital space. APG should prioritize training programs and workshops for its employees, equipping them with the necessary knowledge and skills in online marketing. The training can cover areas such as social media marketing, search engine optimization (SEO), email marketing, and online advertising (Tsuei et al., 2019). By empowering employees with digital marketing expertise, APG can ensure a cohesive and effective online marketing approach across the organization.

In the fast-paced world of technology, digital trends and tools are constantly evolving. APG's marketing strategies on social media remained relatively unchanged over time and as a result, they might not have been leveraging the latest features and

advancements available on these platforms. APG should encourage a culture of continuous learning and staying up-to-date with technology trends. The company can designate specific team members or a digital marketing team responsible for researching and implementing the latest advancements in online marketing. Regular team meetings and knowledge-sharing sessions can foster a culture of innovation and ensure that APG stays ahead in the digital marketing landscape.

2. Explore New Markets

To overcome the limitations of limited online promotion, APG can explore emerging markets that align with their current property portfolio. By leveraging their teamwork culture, employees can effectively penetrate these markets and seize opportunities for growth.

APG Marketing & Management Sdn Bhd company has limited online promotion efforts and posed challenges in reaching a wider audience. To address this issue and expand their customer base, it is recommended that APG explores new and emerging markets that align with their current property portfolio.

APG had a strong teamwork culture, where employees were supportive and collaborative. This teamwork culture can be a powerful asset when exploring new markets. For instance, if APG identifies an emerging market with high demand for commercial properties, their employees can effectively work together to develop targeted marketing strategies and reach potential clients in that market. The collaborative approach can also enable them to pool their expertise and insights to tailor property offerings to suit the preferences and needs of customers in the new market. APG should conduct thorough market research to identify emerging markets that present growth opportunities for their property portfolio. Once identified, the company can leverage its teamwork culture to empower employees to enter and thrive in these markets. Regular team brainstorming sessions, where employees share their insights and experiences, can help generate creative ideas for marketing and positioning their properties in the new markets.

Other than that, APG had a diverse range of property offerings, including landed properties, shop lots, and high-rise buildings. This diverse portfolio provides the company with the flexibility to explore different market segments and emerging opportunities. APG should analyze the unique demands and preferences of potential customers in emerging markets. For instance, if there is a growing interest in eco-friendly properties or sustainable living, APG can emphasize their environmentally-friendly property options to attract eco-conscious buyers. By aligning their property offerings with the specific needs of the new market, APG can position themselves as a relevant and attractive option for potential customers.

APG had collaborated with several reputable property developers in Melaka, which had resulted in an extensive network and access to high-quality property projects. APG can leverage these collaborations to explore emerging markets by offering exclusive deals or handling certain projects exclusively. For instance, if there is a new development in an emerging market, APG can negotiate to be the sole agency responsible for marketing and selling the properties in that area. This exclusivity can give APG a competitive advantage and attract both buyers and developers who value personalized attention and expertise in the emerging market.

Weaknesses-Threats (WT) Strategies:

1. Improve Online Competitiveness and Market Differentiation

APG company limited online promotion is hindering its competitiveness in the property market. To address this and differentiate itself from competitors, it is recommended that APG focuses on improving its online presence and staying informed about industry trends and competitors' strategies.

APG had established a wide network of collaborations with reputable property developers in Melaka. This network granted the company access to diverse and high-quality property projects, which could be a significant advantage in improving its online competitiveness. APG should leverage its collaborations with reputable developers to offer unique and exclusive properties that are not easily available through other property agencies. For example, if APG collaborates with a developer who specializes in eco-friendly and sustainable housing, they can showcase these properties on their website and social media platforms, appealing to environmentally-conscious customers. By highlighting their exclusive offerings, APG can attract customers seeking alternatives to low-priced house projects and differentiate themselves in the market.

APG has a strong emphasis on teamwork culture, which creates a supportive and collaborative work environment (Amorim Neto et al., 2020). This teamwork culture can be utilized to improve the company's online promotion efforts. APG should encourage its employees to actively participate in online marketing initiatives. For instance, the marketing team can collaborate with agents to create engaging and informative property listings on their website. Agents can share their expertise and insights about each property, providing valuable information to potential buyers. Additionally, the teamwork culture can foster creativity and innovative ideas for online marketing campaigns, such as virtual property tours or interactive social media content.

APG was not fully utilizing online marketing tools to reach a broader audience. While the company used Facebook as its main social media platform for promotion, they were not taking advantage of features like Facebook Advertising. APG should invest in

online advertising, such as Facebook Advertising, to enhance its online promotion efforts. By utilizing targeted advertising, APG can reach specific demographics and geographic locations, increasing the visibility of their property listings to potential customers who are interested in their offerings. For example, if APG has a high-end luxury property, they can use Facebook Advertising to target affluent individuals who are likely to be interested in such properties. This targeted approach can yield better results and improve APG's online competitiveness.

2. Customer Education and Realistic Expectations

APG Marketing & Management Sdn Bhd had deals with some customers who had unrealistic demands, such as expecting low-priced houses in prime town areas, which were not feasible due to the current state of the economy. To address this issue and ensure customer satisfaction, it is recommended that APG focuses on customer education and setting realistic expectations.

There are people who are unaware of the economic challenges affecting the property market. They expressed demands for houses in town areas at extremely low prices, which were not in line with the prevailing market conditions. To handle the situation, APG should proactively communicate with customers and educate them about the current state of the economy and its impact on property prices (Henry, 2021). By providing transparent information about market trends and property value fluctuations, APG can help customers understand the limitations and challenges they may face in finding low-priced houses in town areas. This education will allow customers to make more informed decisions and set realistic expectations for their property search.

APG also should guide customers towards more feasible options that align with their budget and preferences. For example, if a customer is looking for a house in a prime town area but has budget constraints, APG can introduce alternative options, such as properties in nearby suburbs that offer similar amenities and convenience at more affordable prices. By presenting these alternatives and showcasing the benefits of such

locations, APG can help customers make practical choices that still meet their needs and expectations.

In some instances, customers may have unrealistic expectations about the timeframe for purchasing a property, expecting immediate availability of their desired house. APG should set realistic timelines for property acquisition and manage customer expectations accordingly. For instance, if a customer is looking for a specific type of property with unique features, APG can explain that such properties may not be readily available and may require more time to find. By providing a realistic timeframe and offering regular updates on property availability, APG can build trust with customers and ensure they remain satisfied throughout the property search process.

CONCLUSION

My internship experience at APG Marketing and Management Sdn Bhd has been a transformative journey filled with valuable learning opportunities and professional growth. Over the course of 24 weeks, I had the privilege of working with a dynamic and supportive team that exemplified a strong emphasis on teamwork and collaboration.

Throughout my internship, I was exposed to various aspects of the real estate industry and had the opportunity to contribute to the company's marketing and administration efforts. Handling social media promotions, engaging with customers, and participating in telemarketing activities honed my communication and customer service skills, enabling me to effectively connect with potential clients.

I am grateful for the company's dedication to providing comprehensive training and mentoring sessions, which empowered me to excel in my tasks and responsibilities. Moreover, the Entrepreneur Building Course (EBC) Training program instilled in me a sense of motivation and commitment to achieving success, both personally and professionally.

APG's wide network and collaborations with reputable developers provided a competitive edge in handling exclusive projects, fostering a sense of responsibility and trust among our clients. As I actively engaged in promoting diverse property options, I realized the significance of sustainability-focused projects in attracting environmentally-conscious customers.

However, I also identified areas for improvement, such as limited online promotion and underutilization of online marketing tools. Emphasizing the importance of establishing a company website and leveraging platforms like Facebook Advertising will undoubtedly enhance APG's online presence and reach a wider audience, thereby strengthening its competitive position in the market.

To address intense competition, APG should focus on a customer-centric approach by providing personalized customer service and building exclusive partnerships with reputable

developers. By offering exceptional customer experiences and unique property options, the company can differentiate itself and stand out among competitors.

Furthermore, managing customer expectations and offering realistic alternatives are crucial in mitigating the impact of customer impossible demands. Effective communication and education about the current economic conditions will foster customer satisfaction and loyalty, ensuring a positive reputation for APG.

In conclusion, my internship at APG Marketing and Management Sdn Bhd has been an enriching and rewarding experience. I extend my heartfelt gratitude to the entire team for their guidance, support, and mentorship throughout this journey. The skills and knowledge I have acquired during my internship will undoubtedly shape my future career in the real estate industry.

As I look forward to pursuing further opportunities in this field, I am confident that APG Marketing and Management Sdn Bhd will continue to excel and achieve its vision of becoming an international organization. By implementing the recommended strategies and building on its strengths, APG will undoubtedly continue to be a role model in the industry.

Once again, I express my deepest appreciation to APG for providing me with this valuable learning experience, and I eagerly anticipate staying connected with the company as I continue to grow and contribute to the real estate sector.

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APPENDICES

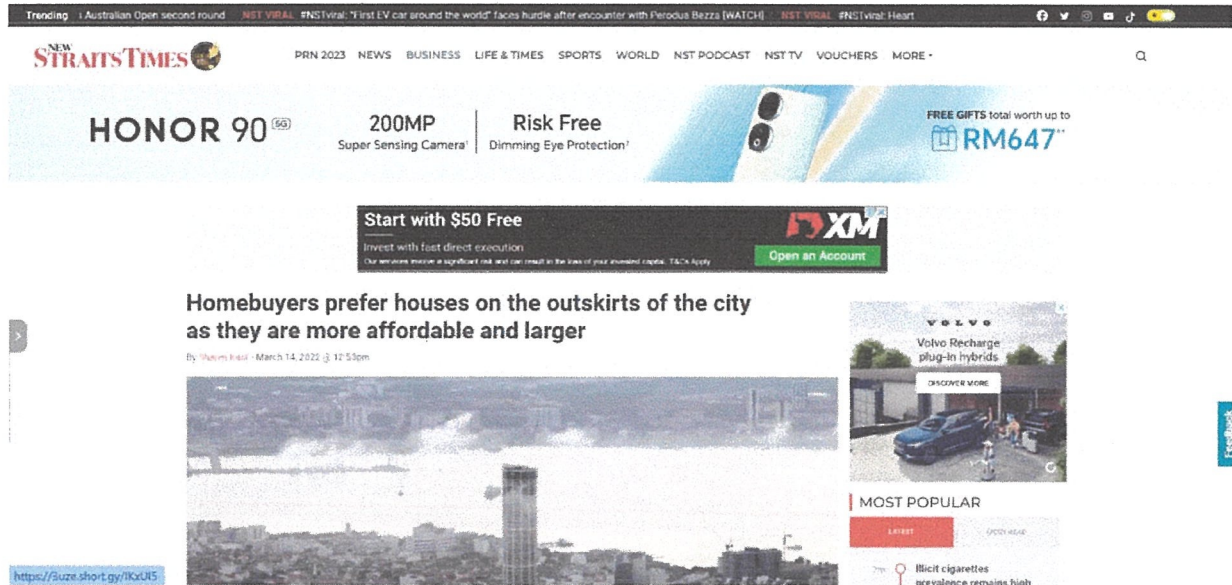


Figure 17: News About House Preference on New Straits Times

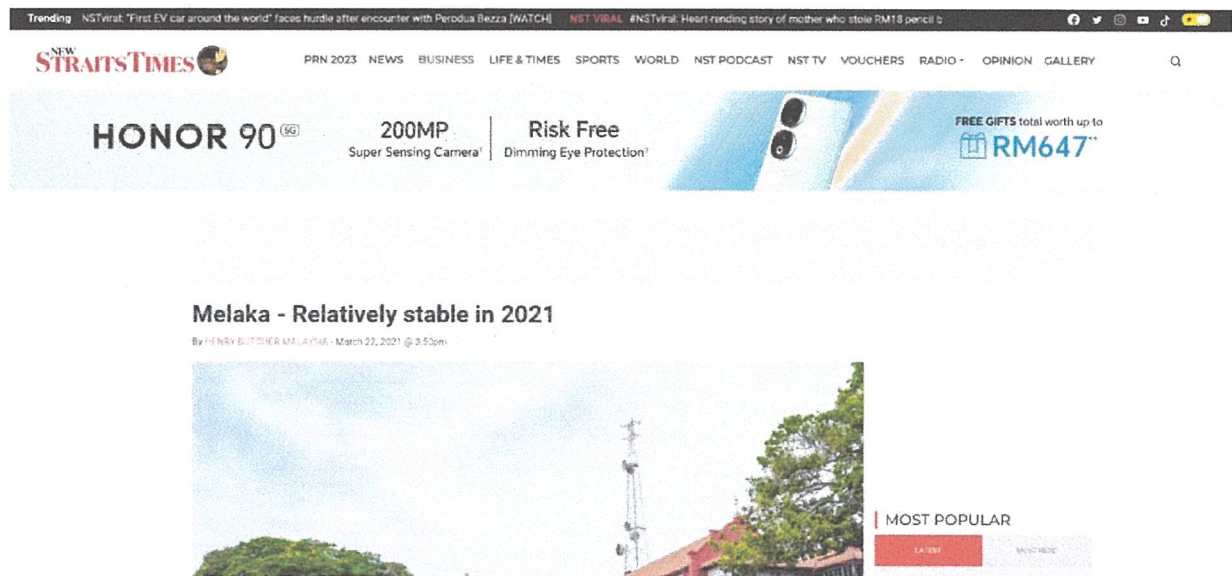


Figure 18: News According House Prices in Melaka