



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya
Melaka

MKT 666
INDUSTRIAL TRAINING



INDUSTRIAL TRAINING REPORT

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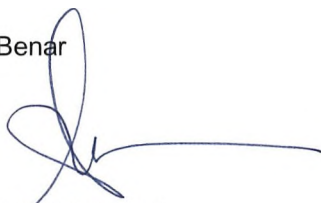
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Tajuk Laporan	SWOT Analysis of LGE	Nama Syarikat	LG Electronics Malaysia Sdn Bhd
Malaysia Sdn Bhd			

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Part 1: Preliminary

Executive Summary

My internship at LG Electronics Malaysia, where I worked in the marketing department, particularly in Subscription Marketing is highlighted in this report. Over the course of the 24-week internship, I actively participated in marketing operations, mostly concentrating on tasks relating to roadshows, brand shops and kiosks. I was able to observe LG's wide distribution network and how LG's operation works in general thanks to these duties. The report explores my primary responsibilities including assisting with works related to roadshows, brand stores and kiosks such as charging out the products for their display and requesting installation, maintenance and repairs. Aside from assisting the company achieve its marketing goals, these tasks gave me a better grasp of the significance of strong brand visibility.

Developing a SWOT analysis of LG Electronics Malaysia was a major component of my internship report. The company's strengths, including a varied product portfolio and a good brand visibility were identified by this analysis, along with its weaknesses, which included poor market penetration in rural and smaller towns. Threats like fierce competition and quickly changing consumer tastes were examined, along with opportunities like the rising need for smart home products and partnerships with nearby companies. The SWOT analysis's discussions were incorporated into strategic suggestions for every SWOT point. Throughout the internship, I gained a deeper understanding of marketing dynamics in the consumer electronics industry. Working in a globally recognized organization like LG Electronics Malaysia provided a platform to learn about the alignment of marketing initiatives with corporate goals and the importance of adaptability in a competitive. I improved my communication, teamwork and management abilities throughout the internship and I also developed a better understanding of the marketing structures in the consumer electronics sector. Working for a well-known company like LG Electronics Malaysia gave me the opportunity to gain knowledge about how marketing activities should be in line with business objectives and how crucial adaptability is in an intensely competitive sector. Besides enhancing my technical and professional capabilities, this internship helped me set myself up ready for my future plans in the marketing industry. This report provides a thorough overview of my contributions, lessons learned and suggestions made while interning at LG Electronics Malaysia.

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Acknowledgement

Alhamdulillah, all praises to Allah SWT for over His countless blessings and guidance, has allowed me to sail throughout my 24 weeks of internship journey at LG Electronics Malaysia Sdn Bhd. I thank LG and Sam, for allowing me to do my industry training under the marketing department, particularly the Subscription Marketing department in the company. The experience I obtained here has definitely contributed to increasing my knowledge regarding the real-world working ways and environment. As this internship is my first working experience, it has been a stepping stone for my career growth and polished my self-growth in terms of courage, confidence, responsibility, time management and more.

I would also like to thank UiTM for giving students opportunities and platforms to do internships where we can apply few to several of what we have learnt in university in the real-world industry and obtain a huge benefit back to us in several forms including the amazing experience of working.

Next, I wish to express my heartfelt appreciation to my advisor, Prof. Madya Dr. Maheran Binti Haji Katan for her patience in guiding me to complete this report and her encouraging words that help to keep me going through this internship until the end.

Words cannot adequately express my appreciation to Mun Ee, my senior who is never tired of guiding and explaining to me about my task, working field and things that I was curious about from the start of my internship. I will forever be grateful for your patience on my frequent mistakes, incomprehensible and confusion in many things, especially regarding my tasks. I also want to thank Syikin, for teaching me on the process of charging out products and explaining the complex things regarding it until I fully understand.

Lastly, I owe my success to the unwavering support of my parents and family who are always there, rooting for my success in life and being my backbone until today. I hope to pay back their sacrifices they have made onto seeing me reaching the end of my degree. I, too, sincerely thank all those who contributed and supported me directly and indirectly throughout my 24-weeks of internship.

Part 2: Student's Profile

Resume

QISTINA ZAFIRAH BINTI ARIFFAZILAH
MARKETING STUDENT



SUMMARY

Dedicated and detail-oriented student from UiTM Bandaraya Melaka, pursuing a Bachelor of Business Administration (Hons.) Marketing with a current CGPA of 3.65. Played a significant role in numerous group assignments and projects, ensuring adherence to rubric requirements, which has equipped me with management, leadership, problem solving, organizational and communication skills, enhancing my ability to collaborate effectively with team members. With prior background in science, a diverse skill set and analytical mindset is brought to the table. Eager to apply my skills to contribute effectively to company projects during an internship from August 12, 2024, to January 24, 2025, while further developing my expertise and knowledge in marketing strategies, business management and customer relationship management.

EDUCATION

Universiti Teknologi MARA (UiTM) Bachelor of Business Administration (Hons.) Marketing Current CGPA: 3.65 (Dean's List Semester 1,2 & 4) <i>Relevant Coursework: Business Analytics, Brand Management, MarCom, Channels Management, Services Marketing, Marketing Research, Sales Force Management, Understanding Consumer, Digital Marketing, Strategic and Global Marketing</i>	Bandaraya Melaka, Melaka March 2022 - March 2025
Universiti Teknologi MARA (UiTM) Diploma in Science CGPA: 3.56 (Dean's List Semester 1,2,4 & 5), MUET Band 4	Jengka, Pahang Graduated March 2022
SMK Bandar Tasik Kesuma Sijil Pelajaran Malaysia (SPM) <i>Science Stream</i> , Grade: 5A's	Beranang, Selangor Graduated November 2018

EXPERIENCES

Mar 2022 - Present	Assistant Project Leader, Secretary & Committees of Relations, Multimedia and Technical Safe Touch Campaign - Big Safety 4 Little Hands at PASTI Ibnu Sina Melaka <ul style="list-style-type: none">Led a team in the planning and execution of the "Big Safety 4 Little Hands" Campaign as Assistant Project Leader.Managed all paperwork, proposals, and email correspondence required for the campaign.Developed and executed effective itineraries and budgets to ensure smooth implementation.Reached out to organizations for potential sponsorship opportunities to support the campaign's objectives.Designed banners, posters, and slides for promotional materials to enhance campaign visibility and engagement.Ensured all technical tools, including laptops, projectors and sound systems were functioning properly throughout the campaign.Managed the campaign schedule and ensured it followed designated itineraries. Youth Edupreneur Society (YES) Club Member <ul style="list-style-type: none">Participated in team-building activities to strengthened team cohesion within the club.Involved in charity project of preparation and distribution of <i>Bubur Lambuk</i> during Ramadhan 2022 which contributed to the welfare of the university community.
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Group Project for SULAM (Service-Learning Malaysia - University for Society)

Community Service and Engagement at Pertubuhan Kebajikan Anak-anak Harapan Melaka

- Conducted a group project focused on community service and engagement aimed to provide love and care to orphans and less fortunate individuals.
- Designed activities with teaching and learning components tailored to the children's situations and providing valuable experiences for the children.
- Built strong relationships with the children through engaging activities that allowed for better understanding and connection.

Activity Exco, SULAM (Service-Learning Malaysia - University for Society) Project

Celik Kewangan Programme at SMK Infant Jesus Convent Melaka

- Initiated and planned impactful, interesting and suitable activities for the program's participants resulting in increased student engagement and understanding of personal financial planning concepts.
- Handled reporting for the exco, ensuring accurate documentation and communication of project progress.

Member of Marketing Student Association (MASA) UiTM Bandaraya Melaka

- Participated in MASAVENGERS, a series of sports activities aimed at enhancing relationships between members.

RELEVANT SKILLS & LANGUAGES

- | | | | |
|------------------------|----------------|-----------|----------------|
| • Microsoft Word | (Intermediate) | • Malay | (Native) |
| • Microsoft Excel | (Intermediate) | • English | (Intermediate) |
| • Microsoft PowerPoint | (Advanced) | | |
| • Canva | (Advanced) | | |
| • Adobe Photoshop | (Basic) | | |
| • Video Editing | (Intermediate) | | |

REFERENCE

Dr. Fadhlur Rahim bin Azmi
Senior Lecturer, UiTM Cawangan Melaka
Kampus Bandaraya Melaka

Dr. Nornajiah Nadia binti Hasbullah
Senior Lecturer, UiTM Cawangan Melaka
Kampus Bandaraya Melaka

Part 3: Company's Profile

3.1 Company Background



LG Electronics Malaysia Sdn Bhd, industrially known as LG Electronics (M) Sdn Bhd is a company that manages business activities related to the brand's consumer electronics and home electrical appliances in Malaysia. Established in Malaysia in mid-February of 2000, this South Korea's subsidiary company has succeeded to sustain its operation in Malaysia for over 24 years. With the main office situated at 8th, 9th and Ground Floor of Block A PJ8 Office Tower residing at address 23, Jalan Barat, Section 8, 46050 Petaling Jaya, Selangor, the company's primary operation in Malaysia focuses on firstly, sales and marketing by enhancing consumer engagement through selling and promoting home appliances and consumer electronics such as television, air conditioner, water and air purifier, fridge and many more that are tailored to Malaysian needs.

Moreover, LG Malaysia offers service and support to boost customer engagement and satisfaction regarding the products they purchased. This is supported with one of the company's efforts by operating "LG Service Centre and Academy", a facility at Sungai Besi for training technicians and their sales agents to increase their skills and knowledge for services, repairs, warranties and product support of LG's wide variation of product categories. Located on the ground floor of the office, there is LG PuriCare Experience Centre where customers can experience directly the range of quality products produced by the company which is also one of the company's approaches in boosting customer engagement. The third main operation is to initiate localized strategies by aligning them with Malaysian consumer preferences including affordable pricing and selling products suitable for the country's tropical climate and settings.

Regional & Global Headquarters of LG Electronics

As Malaysia is resided in the Southeast Asia region, the regional headquarter of LG Electronics (M) Sdn Bhd company is LG Electronics Singapore Pte. Ltd. which controls and oversees subsidiaries that fall in the Southeast of Asia area consisting of Indonesia, Vietnam, Philippines, Thailand and Malaysia. Since Singapore possessed a smaller market, their role is mainly focusing on serving these regional hubs.

Whereas the global or main headquarter of LG Electronics, that is LG Electronics Inc. based at Yeouido-dong, a district in Seoul, South Korea, the country where the company was established from. On a side note, LG Electronics Inc. was previously established in 1958 with the name of “Goldstar” before it was unified with “Lucky”, another LG original company that focused on consumer goods, under one parent company, “Lucky Goldstar Group” in 1983 and this holding name then further rebranded to its current name, “LG Corporation” or “LG Corp” on 1995. The previous Goldstar, hence, is now adapted to its present-day name, LG Electronics Inc. In addition, LG Corp is known as one of the largest “*Chaebol*”, South Korea’s big conglomerate companies that contributes to the country's rapid industrial economic growth and development (Taha, 2022).

As the global headquarters of LG Electronics and a leading global innovator in electronics, home appliances and telecommunications, they are responsible for overseeing all their subsidiaries and managing global operations such as driving corporate strategy, product innovation, manufacturing, research and development (R&D) and global marketing strategy. This LG Corporation’s core subsidiary company also holds LG's main production facilities and labs to ensure product innovation across all global markets. For instance, LG Sciencepark, the biggest R&D building in Korea is where the innovation ideas are developed and executed to produce a range of products relevant for the dynamic markets around the world they operate in. Today, LG Electronics Inc. has successfully managed and operates more than 130 subsidiaries worldwide including one in Malaysia with Korea’s headquarter leads at a global level.

3.2 Vision, Mission, Objective & Goal

As a subsidiary company, LG Electronics Malaysia Sdn Bhd sets its vision, mission, objectives and goal to be on a par with global direction positioned by the LG Electronics Inc. while also adapting it to suit the Malaysian market.

Vision

To deliver innovative products and solutions that make life better and create a smarter, sustainable future for every Malaysian.

LG Electronics Malaysia's vision reflects its commitment to providing advanced technologies that enhance and simplify consumers' lives aligned with the global tagline, "Life's Good.". This positive and catchy tagline was intentionally made to complement the word "LG" of the company's name and subsequently become the company's brand image, which contributed to the brand presence and enhanced awareness in consumers' minds.



Figure 1: LG "Life's Good" tagline

Mission

LG Electronics (M) Sdn Bhd's mission is to bring modern technology and reliable solutions to the Malaysian market, promote energy-efficient products that align with Malaysia's sustainability goals and enhance Malaysians customer satisfaction through excellent product quality and services.

Objective

1. Capturing a larger share of the Malaysian market in home appliances and consumer electronics.
2. Develop products that cater to local preferences, regulations and needs.
3. Strengthen customer relationships through after-sales support and services tailored to the Malaysian market.
4. Promoting and adopting energy-saving and eco-friendly products in line with Malaysia's green development goals.

Goal

1. Expanding distribution network by increasing presence in key retail partners, own brand shops and kiosks, online purchasing platform and trained sales agents across Malaysia.
2. Enhancing customer experience by offering more robust after-sales service, warranty programs and a seamless customer journey.
3. Driving and introducing more innovation with new products tailored to the Malaysian market such as smart home appliances.
4. Supporting local communities by engaging in social responsibility activities to strengthen brand loyalty and contribute to Malaysian society.

3.3 Organizational Structure

Below is the organizational chart for LG Electronics (Malaysia) Sdn Bhd's marketing department. It consists of three branches of Digital Marketing, Corporate Marketing and Product Marketing, all led by Sam Hoo, the Head of Marketing / Marketing Manager.

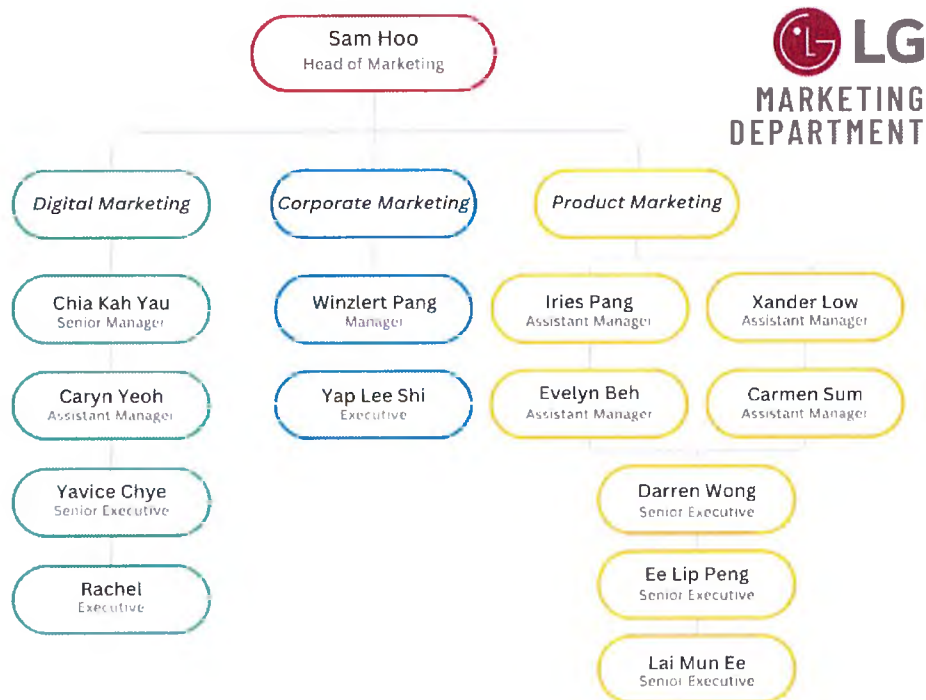


Figure 2: Organizational Chart of LG Electronics Malaysia's Marketing Dept.

3.4 Products & Services

LG Electronics Malaysia has several categories of cutting-edge and innovative electrical products that they are offering in fulfilling the needs of consumers or businesses in the country.

First category is “TV/Audio” which consists of a variety models of television and speakers such as the well-known LG OLED evo, LG OLED, LG QNED, LG Soundbars and many more where all of them are incorporated with the latest processor and surround sound technology to enrich consumers' watching and hearing experience.

Second category is “Appliances” that comprise the LG product of refrigerators, washer and dryers, water purifiers, air purifiers and vacuum cleaners. All of these products have their own range of models and specifications that suit the needs and preferences of their own different kinds of consumers. For instance, LG’s cutting-edge refrigerators include the Objet-Collection, InstaView, Multi-Door, Side by Side and Top Freezer. For washer and dryers, the products, with plenty of models for each, ranging from Objet-Collection, WashTower, Front Load Washing Machines, Washer Dryers, Top Load Washing Machines, Dryers and Styler. Next is LG’s water purifier that differs within the Objet-Collection and the basic one with both types comes in a range of models and colours. Under the “Appliances” category too, there are several models and designs of air purifiers which function to filter, purify and deodorise air. On a side note, both water purifier and air purifier are categorized as “LG PuriCare™”. The last item under the category is vacuum which comprises various models of “LG CordZero™”, be it in Objet-Collection or the Cordless Vacuum Cleaners.

Next category of product offered by LG Electronics for the Malaysia market is “Air Solutions” which take in the residential air conditioners (RAC). As of now, their RAC has only one range that is single split air conditioners. Nevertheless, there are great quantities of models within this range, with their own technology, unique specification, designs and horsepower differing from 1.0HP to 2.5HP.

Fourth category is “Computing” that classes the product of monitors consisting of models in UltraWide, UltraGear Gaming, UltraFine UHD 4K & 5K and MyView Smart and Full HD & QHD monitors.

In terms of service, they cater for the after sales support such as the warranty services for products purchased by customers, repair and maintenance services through authorized service center or skillful technician, delivering the replacement filters for air purifiers and providing spare parts in cases of brokenness. Moreover, LG also came up with smart solutions and advanced services through the “LG ThinQ” ecosystem that integrates smart homes for appliances and electronics. For instance, their LG ThinQ mobile app allows users to control LG AI-enabled devices such as adjusting the air conditioner’s temperature or washer’s washing program remotely. Next service offered is customer care which provides customer support at all hours through phone or online platform. User manuals, FAQs and troubleshooting guides are also available on their official website. Customer care service also includes the installation services by technician for appliances that require it such as water purifier and air conditioner.

In addition, LG Electronics Malaysia also is providing an affordable rental service of “LG Subscribe” for consumers, previously known as “LG Rent-Up™”. The product category being offered in this scheme are some of their models in the range of water and air purifiers, TV, soundbar, fridge, vacuum, air conditioner, washer and dryer, they have changed the rental scheme name to “LG Subscribe”. This rental plan allows users to rent to own these home appliances in the period of 5 to 7 years with an affordable price to pay in each month. For this rental plan, LG also executed an initiative to develop brand shops and kiosks around the country for consumers to experience, easily register and purchase the product through rental or outright option. As of now, they have more than 60 active brand shops and kiosks operated in many regions across Malaysia.

Part 4: Training's Reflection

In completing the course of MGT666: Internship, students are required to undergo practical industry experience relating to the program taken. My internship at LG Electronics Malaysia Sdn Bhd started on Monday, 12th August 2024 and will end on Friday, 24th January 2025 which totals up about 24 weeks. My working hours in the company are from 8.30 a.m. to 5.30 p.m. from Monday to Friday with a break each day at 12.00 p.m to 1.00 p.m.

I am placed under the Marketing department of LG Electronics Malaysia, specifically in the Subscription Marketing, which was previously noted as PuriCare Marketing before it changed the name to the current one due to the division not only do work related to water and air purifier that makes up PuriCare, but also has involve in other products of outright and rental business. During my internship, I was mostly guided by a senior marketing executive of Subscription Marketing, Mun Ee, with the supervision of my supervisor, LG Electronics Malaysia's Marketing Manager, Sam Hoo.

As an intern, my role under Subscription Marketing plays mainly for below the line marketing (BTL), which is not relating to through the line (TTL) and above the line one (ATL). Some knowledge I obtained here, to differentiate, ATL is a marketing initiative that is targeting a mass market to push specific promotional messages to a wider audience using channels like TV, radio, press, display advertising and others. BTL, in contrast, is delivering a more specific marketing communication for specific and targeted individuals or segments using channels like direct selling, trade shows, search engine optimisation and more. Whereas, the TTL is an integrated approach of appropriate ATL and BTL using channels such as social media and events (Kingsnorth, 2022).

Under BTL of Subscription Marketing, I am given the task related to roadshows, brand shops and brand kiosks. For the roadshow, I am in charge of asking the product list for the weekly roadshow to the company's contractor who is assigned in setting up the roadshow display. Every week, there are a number of LG roadshows that were joined, whether by agent or marketing side, and most of them were run by agents. Upon obtaining and based on the product list by the contractor, I will observe if there are real set LG PuriCare water purifier products listed, and if so, as my weekly task, I will request to the branch admin of the state the roadshow will be held at, for an installation by technician. This is as upon installation, the real

set water purifier can be demonstrated to visitors or potential customers of the roadshow on how the product will work. In the request through email too, I will ask for RNP, a job sheet for technicians in charge of the installation to be created for their commission claim onwards. This installation and RNP request also are needed for newly opened brand shops or kiosks for in-shop demonstration purposes.

Besides installation requests, I also assist in requesting repair or maintenance to the branch admin for them to arrange technicians to the location that need the repair and create job sheets. These repair requests are usually asked by the sales agent or brand shop/kiosk owners who are in charge of each location regarding any issues that arise for their water purifier models. Common issue that I observed throughout my internship is slow water flow by the water purifier which is caused by the malfunctional booster pump that functions to increase water pressure released by the water purifier.

Moreover, recently, reaching the end of every month, I am tasked to compile the sales report of all the roadshows that were run in a period of one month. This sales report created is based on files of the sales the agents have made for each roadshow shared by them through Google Drive where I can access them.

For brand shops and kiosks, I am in charge of creating a masterfile consisting of all LG Subscribe brand shops and kiosks that are operating until today which has totals up to 60 locations around Malaysia. The file listed the shop and kiosk addresses, their own ship-to-code, person in charge with contact number, pictures of the shop/kiosk and list of products currently being displayed at the brand shops and kiosks. Furthermore, for new brand shops or kiosks that were in the plan to be open, I am assisting to allocate the product for them based on the drawings by the contractor agency. Each shop and kiosk differ in area and space, hence, it is important to wisely allocate which models should be prioritised to be displayed. In addition, I am also assigned to prepare price tags for those brand shops and kiosks that do not have price tags on their product display yet. In preparing them, I will check the product list allocated to the shops and kiosk before the price tag for the product is printed on paper and cut according to specified size into pieces. Then, they will be put in the acrylic card case, stuck with double sided tape and the finished price tags stack will be passed or delivered to agents to be stuck to their product models. For the record, I have prepared more than 40 price tags for LG brand shops and brand kiosks throughout my internship at the company.

Relating to brand shops and kiosks too, at the end of December 2024, I was assigned to assist seniors in compiling the sample loan letter signed by all the brand shop/kiosk owners and each picture of the products displayed at all the shop/kiosk according to the order number associated with the products. To clarify, all products charged out to and displayed in brand shops and kiosks are loaned by the company in the period of 1 year from the date of the product being charged out. After the first year, the loan may be extended for an additional year, with this condition continuing to apply as long as the request to operate the shop/kiosk persists by the owner. To correlate, at the end of every year, it is obligated for the brand shop/kiosk owners to sign the letter that declares all the products that were charged out to their premises are available there with the pictures compilation as evidence to avoid any issues or problems that could arise, also for the purpose of auditing.

Furthermore, I was also doing the task of charging out products, using the access given for me in the GERP system, one of the systems used in the company. Charge out is the process that we need to do in order to deliver or send out models to desired locations with specific purposes. For instance, under marketing, I usually did the charge out for product display at brand shops and kiosks, LG branch hub and road shows. Other than that, I also have charged out air conditioners for product shooting purposes, air purifier for lucky draw winners and KOL reviews, water purifier mockup for consumer electronics that also sells LG products like Senheng, One Living and more. There are two types of charge out that I learnt and did, first and usually done is charge out return where upon the collection date, the product will be returned to the company warehouse such as the charge out for shooting purposes. Second is charge out no return where the product will be at consumers' places and not returned back to LG, like the charge out for lucky draw and contest winners. On keying in the details and input of charge out in the system, everything must be cautiously entered such as the ship-to-code, sub-inventory of the models, remarks, consumer's name, contact number and address, collection date if needed and more. The files attached as supporting documents also must be correct and complete. This is to prevent disapproval by the higher management, such as the legal team, CFO and President who are in charge of approving requests.

Besides that, I was in charge of packing the consolation prize for winners of contests and campaigns held by LG Electronics Malaysia in their social media. The consolation prize is a premium cutlery set embedded with LG's logo on each of the utensils. For this, I collected the winners' details such as name, contact number and address, wrapped the prizes in bubble

wrap, and packed them nicely in the parcel plastics, before I handed them to reception for airway bill printing to be pasted on the parcel. As the parcels were ready to be delivered by courier, I will ask for their tracking number and forwarded them to my senior for tracking purposes.

Lastly, during my internship, I got to experience four brand shop openings which all were very lively and exciting, loaded with a good crowd, scrumptious food and lion dances to draw attention and attract more people to visit the shops. Other than that, I also participated in one media launch of an air purifier product called “AeroFurniture™” at Glasshouse Seputeh where the crowd consisted of media such as The Star and Sinar Harian, and KOL’s like Amyra Rosli. In this launching, I get the opportunity to assist in giving the letters for three lucky draw winners after each of their names were announced. All these openings and launching events have exposed me mostly on how to ensure the flow of the events went smoothly while also making certain that the communication about the brand or products are effectively delivered to the audiences.

In terms of extrinsic benefits gained for internship in LG Electronics Malaysia, I am entitled to take an annual leave for 1 day per 1 month, same as medical leave entitlement. I was also offered an allowance of RM 1,000 per month and have joined department lunches worth of RM 50 per meal in each month. Whereas in terms of intrinsic benefits, all the tasks that I was assigned to, whether they are the common or occasionally one, they have given me invaluable academic and industrial experiences. They contribute to improving my knowledge on the flow and how certain things in the department and company work which have definitely made me gain a deeper insight and appreciation for the field of work. Besides from that, I also gained some confidence in communicating especially for the task that requires teamwork and also improved my comprehension as well as vocabulary, since I need to communicate with my seniors in English. Overall, I believe the experiences I obtained in my internship journey would prepare me for my future in terms of self- and career development.

Part 5: SWOT Analysis

SWOT analysis is one of the popular strategic management tools used by many organizations, usually those related to business to support the development of their management strategies. For business entities, this analysis is formulated to evaluate and recognize the companies' characteristics or traits in terms of strengths, weaknesses, opportunities and threats which are believed to be very important, especially to strengthen position in the competitive market while also addressing and tackling any potential risks that could harm the company (Puyt et al., 2023). SWOT analysis of LG Electronics Malaysia assessed on how the company positioned themselves this present-day and their plans in ensuring continued growth over the time.

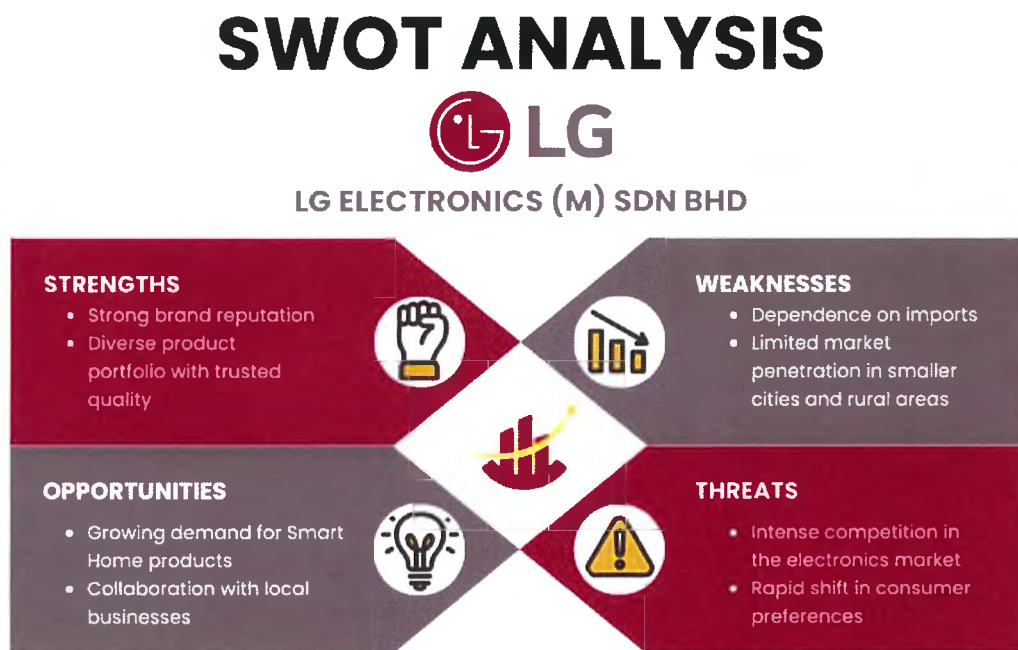


Figure 3: SWOT Analysis of LG Electronics Malaysia Sdn Bhd

Part 6: Discussion & Recommendation

6.1 Strength

6.1.1 Strong Brand Reputation

LG Electronics Malaysia Sdn Bhd gained substantial advantages from the strong brand name and global reputation that were built for over 65 years by its parent company in South Korea that is LG Electronics Inc. Being recognized widely as one of the largest “*Chaebol*” in its home country (Gjoni, 2022) and the key player in the electrical and home appliances industry allows LG Electronics Malaysia to benefit from it and possess a competitive edge in the Malaysian market.

Moreover, LG Electronics is known globally as one established and trusted entity that produces ranges of high quality products namely the sophisticated OLED televisions, innovative air solutions, advanced refrigerators and more cutting edge invention that exceptionally resonate with preferences of consumers who are seeking these kind of quality in a well-known brand like LG to complete their home electrical and appliances need, including those consumers in Malaysia. These LG Electronics products, being purchased by consumers around the world, shows how the brand has a strong reputation which highly contributed to the distinction of LG’s organization as a whole and makes them more recognizable, not only in South Korea, but also in countries where their subsidiaries are located, including one in Malaysia.

As a global giant, the strong brand reputation also comes from the recognition and awards received by LG Electronics Inc. which give a huge influence in terms of prestige to its subsidiaries across the globe and the entire LG organization. For instance, in the CES 2025 Innovation Awards, a yearly contest honoring exceptional engineering and design for consumer technology goods that was held recently in November 2024, LG Electronics was granted with more than 20 different categories of distinguished awards, together with 3 top notch awards of “Best of Innovation” category for its innovative products. At CES 2024, LG Electronics brings home 200 awards bestowed on their OLED TV, gaming monitors and washers product categories. Aside from CES, several other recognitions they have been honored with include King Sejing Award, IDEA 2023, Reader’s Digest Trusted Brand Awards, Red Dot Award and many more. In addition, LG Electronics Malaysia also has won several awards in the country

such as Motherhood Choice 2023, under the category of Best Smart Home Tankless Water Purifier for its LG PuriCare line of tankless water purifiers in the Objet Collection. All these recognitions, apart from strengthening brand reputation, proving LG Electronics' outstanding performance and commitment in producing reliable products and its commitment to innovation, also has increased consumers' confidence in the brand.

Recommendation for LG to sustain this strength is to be consistent in delivering high quality products to consumers. According to Mei et al. (2023), strict quality control requirements must be upheld for all product categories in order to guarantee dependability and functionality as it could influence the reputation of an established brand, especially for products of brand that involve offshoring like LG. Any fault or error, particularly regarding the quality of products could harm the reputation of LG, and further causing consumers to disassociate with the brand. Moreover, to keep ahead of the reputation, they should also frequently add cutting-edge features to their product lines (Pantano et al., 2020). This can strengthen the idea that LG is a high-end and reliable brand which promotes repeat purchases and favorable word-of-mouth recommendations.

6.1.2 Diverse Product Portfolio with Trusted Quality

Second strength point of LG Electronics Malaysia is their extensive range of product categories that cater most consumer electrical and home appliances needs of their customers. Their product line up comprises several categories of TV/Audio (TV, Soundbars and Speakers), Air Solutions (Residential air conditioners), Appliance (Refrigerator, Washer & Dryers, Water & Air purifiers and Vacuum cleaners) & Computing (Monitors). Every product in each category consists of a number of models that differ in their specification but the quality is never compromised as LG is committed to deliver products at its best quality for consumers. The models available for each category allows customers to have several options to see, distinguish and choose which models that suits their preferences.

For instance, the LG refrigerators, under the Appliance category, differ from Objet-Collection, InstaView, Multi-Door, Side by Side and Top Freezer where some of these have several models below them. If the customer has a huge kitchen space that can fit a two-door fridge, they can opt between Objet-Collection, InstaView, Multi-Door or Side by Side. On a

side note, Objet-Collection refers to LG's premium products that integrate aesthetic design with advanced functionality. If consumers are not concerned with home decor, they might eliminate Objet-Collection from their choice, leaving InstaView, Multi-Door or Side by Side as options left which are still many to choose from. Furthermore, if the customers wants a fridge with a water dispenser attached to it, they can opt for Side by Side or InstaView with water dispenser, where the difference is, the InstaView has a black glass that allows the user to knock on the door to see inside the fridge. Whereas, if they prefer to get a fridge without a water dispenser, they can still opt for the same two refrigerator types as before, but in other models which do not feature the dispenser. Aside from such features stated, all the LG refrigerators encompassed advanced technologies such as Smart Inverter Compressor that prevents energy wastage and noisy fridge operation sound, DoorCooling+™ that assist in regulating fridge temperature so that food inside stays fresh, Hygiene Fresh+™ which is an air filter that eliminates bacteria up to 99.999% and help reduce unpleasant refrigerator odors and integration of LG ThinQ that enable users to diagnose and control their fridge, such as temperature and other stated mechanism when they are away. These examples for LG refrigerators definitely have shown how LG is passionate in providing the best quality and wide range of product choices, not only the refrigerators but also other products in different categories too, to cater every consumer's preferences and electrical appliance needs in the Malaysia market.

In suggesting how LG can sustain this strength of high quality and diverse product portfolio, they can execute a continuous innovation across their product lines (Wang et al., 2024). They can frequently add cutting-edge technologies to their current products such as the AI integration, energy efficiency and smart connection, which these features are only present in several of their products at the moment. They can also launch new product lines that address new consumer demands (Schlegel et al., 2024), such as medical equipment or dehumidifiers that suit local and tropical preference. Consequently, it can maintain the product portfolio to be competitive and relevant in the changing market, which further solidifies LG's reputation as a progressive brand.

6.2 Weakness

6.2.1 Dependence on Imports

All the home appliances and consumer electrical products distributed by LG Electronics Malaysia for the market in this country are produced and manufactured by manufacturing locations that are located around the world. For instance, South Korea is home to LG's primary manufacturing and R&D facilities, which concentrate on cutting-edge technologies and high-class goods. Most of the products, including those that are exported to Malaysia are manufactured in South Korea. Besides that, there are also facilities in another country that are involved in producing LG's products including in China, Tennessee, Vietnam, India, Indonesia, Thailand, Poland, Turkey and several more. While some are major manufacturing bases for certain product categories, the products manufactured there are mostly electrical appliances that are tailored to that country's local needs. They are also involved in exporting LG products to Malaysia. This means that LG Electronics Malaysia is holding a high dependency on global operations which brings some downsides to the company.

Due to the fact that the products are sourced internationally, it could lead to supply chain vulnerabilities and delays. In terms of manufacturing, some facilities might not be able to produce products in large quantities at one time due to the complexities and require meticulous methods to assemble them. Aside from that, there also might be insufficient parts or components which affects the rate of product manufactured. In terms of transportation, the products need to undergo shipment through the cargo ships where the period taken to arrive at the destination, in this case, Malaysia's port, is uncertain as there are many factors to consider such as the unpredictable weather conditions, port congestion, global trade disruptions such as trade wars, issues like ships mechanical failure or accidents, supply chain bottlenecks and many more. These factors, if disrupted, would lead to the products taking a longer period to arrive at the warehouse, and much longer to customers.

These supply chain problems will become worse if the existing models of a certain product have been out of stock in the inventory of LG Electronics Malaysia's warehouse which has happened quite frequently. For instance, from the middle year of 2024 until today, the stocks for LG OLED TV and Residential Air Conditioners are not yet loaded in the warehouse. Moreover, the stocks for AeroFurniture, a line of LG PuriCare air purifiers, took almost a month to arrive in Malaysia. As an impact to this weakness, LG Electronics Malaysia will have

limited flexibility in meeting local market demands. The company will lose opportunities of acquiring sales as they are not able to fulfill customers' orders which further adversely affected the company's revenue and profitability. Other impacts include customer satisfaction becoming reduced as they cannot find their preferred products of the LG brand and might turn their way to other competitors with better availability. Moreover, this weakness also disturbed marketing efforts and promotions campaigns that were curated for the products as they might need to be postponed until the stocks are back available.

To mitigate the weakness of LG's dependency on imports, the organization can adopt a strategy focusing on localization. They can establish local manufacturing or assembly facilities in the subsidiary country that requires it, such as in Malaysia to encounter the issues that arise due to import reliance. According to Di Stefano et al., (2024), this strategy allows host countries to obtain new production capacity, create new jobs and exploit the advantages of production and managerial technologies. This means that by investing in setting up a manufacturing or assembly plant in Malaysia, they can produce or assemble key products locally, particularly the highly demanding and frequently out of stock air conditioner and television. By this way, LG Electronics Malaysia can reduce their reliance on imports, lower product transportation cost and improve supply chain resilience. Furthermore, the product availability can be guaranteed upon orders by customers which can increase brand trust and credibility.

6.2.2 Limited Market Penetration in Smaller Cities and Rural Areas

LG Electronics Malaysia has amplified their brand and product presence through substantial numbers distribution networks consisting of more than 60 brand shops and kiosks around the country, weekly roadshows and partnerships established with more than 300 retailers including renowned ones like Senheng, Harvey Norman and One Living. All these increase the presence of LG as a consumer electronics and home appliances brand, particularly in regions like urban or suburban with high density population. However, one significant weakness in LG Electronics Malaysia's business approach is its incapacity to successfully enter rural and smaller cities such as those in Felda settlements that were surrounded with rubber or palm plantations, rural districts in Sabah and Sarawak and less urbanized places like in Kuala Terengganu, Kangar, Kuala Pilah, Gua Musang and many others. Even though these areas are undergoing limited urban development, they possess a number of growing populations that LG

can target as potential customers. These regions frequently reflect unexplored markets with distinct customer preferences that LG has not yet completely met, which restricts its overall market reach and opportunity to grow there.

Some challenges that cause the penetration constraints are first, insufficient retail presence in the smaller cities and rural areas. This is due to the fact that LG's distribution network is mainly centered in urban areas, which have a greater market than the market of smaller cities and rural areas, thereby undeserving these areas. Consequently, substantial expenditures in transportation, warehousing and logistics are needed to grow to smaller markets which are believed to not be worthwhile for the company. Some of the areas also possessed low rates of population density which also indicates a low purchasing power, making it challenging to carry off commercially successful operations. Additionally, LG relies on electrical retailers that are primarily located in cities and well-known retail stores like Senheng might only have a few locations in less developed areas which limits the availability of the brand's goods.

Another factor causing the limited reach of LG's brand and product in small city and rural areas is the insufficient marketing efforts. This is as these regions are not exposed with any traditional or digital marketing campaigns like those that repeatedly revealed to targeted consumers resides in urban areas. This makes them possessing a low to no awareness about the brand and kind of products that the brand produced. In addition, the marketing materials also could be less effective if the company does not align it with the standards or lifestyles of rural consumers. As the impact to the weakness point, LG may lose prospective consumers in non-urban areas where there is a rising need for reasonably priced electronics and home appliances.

To address the flaw of limited presence in rural areas and smaller cities, LG can initiate tailored strategies to improve accessibility, brand awareness and distribution into these regions. To start with, LG can place mobile showrooms that visit smaller cities and rural areas to showcase LG products. They can also organize roadshows in community centers, schools or local events to engage with residents. Through these showrooms and roadshows, it can introduce LG products directly to potential customers in remote areas, further increasing product visibility and creating brand awareness there.

In addition, since rural areas and small cities are predominantly inhabited by households with limited disposable income for non-essential or premium goods (Abd Rashid et al., 2021), where they meticulously spend on necessities, LG can emphasize its offer on affordable and accessible products to cater the electrical appliances needs for this market. To do so, LG may introduce budget-friendly product lines tailored to the needs of rural customers, such as the rental scheme of LG Subscribe that offers a wide range of energy saving appliances like compact refrigerators, water purifiers, washers and many more, where they can rent-to-buy and pay the rent by monthly with an affordable prices. This kind of option would make them feel like products are more accessible. As a result, LG can attract cost-sensitive customers in smaller cities and rural areas and further addresses affordability barriers without compromising quality.

6.3 Opportunities

6.3.1 Growing Demand for Smart Home Products

Across the globe including in Malaysia, there is a growing demand for smart home solutions as along with the heightened utilization of tech resources, Aliero et al. (2021) articulate that people nowadays look for technology that can improve their homes' connectivity, energy conservation and convenience at their fingertips. LG Electronics Malaysia has taken this great chance by taking advantage of this advancement through their mastery in incorporating smart appliances with technology. Unfortunately, in the industry of consumer electrical and home appliances, the “smart home” attributes were not really associated with LG’s brand and products.

As a matter of fact, smart technologies for households could be the catalyst of increasing demand for such products that has been produced by LG Electronics Malaysia. This is connected to the growing adoption of digitalization, artificial intelligence (AI) and IoT (Internet of Things) that sets out a smart ecosystem which allows users’ devices like smartphones to connect seamlessly with the appliances they are connected to (Jaba et al., 2024). Del Rio et al. (2021) stated, smart home solutions are designed to simplify household tasks, provide useful insights, increase energy efficiency and offer long-term benefits to users. It also enables users to remotely operate appliances (Aheleroff et al., 2020). All these make people become more interested in integrated smart home solutions, particularly those who are tech-savvy or busy with everyday routines. Additionally, people are becoming more conscious of

the need for energy-efficient products that lower electricity costs, like LG's smart air conditioner appliances that come with 70% energy-saving capabilities.

LG ThinQ, the company's own smart home technology integration platform, offers a smooth smart home ecosystem that enables consumers to manage numerous LG appliances with just one LG ThinQ app. Almost every product distributed by LG Electronics Malaysia in the Malaysian market is categorized as smart home appliances. This includes their smart refrigerators, washers and dryers, home entertainment lines and even their water and air purifiers. These wide range of smart home integrated product categories enables LG to offer holistic smart home solutions to users. Taking their residential air conditioner as an example, through LG ThinQ app, users can control the appliance wherever they are at, for instance, they are exercising at recreation park and wanted a cool room as soon as they enter their home, hence, they can turn the air conditioner on through the app as they finished their routine and upon reached home, they will gets a readily cool sensation. The LG ThinQ also allows users to monitor if their air conditioner needs maintenance, observe its energy and electricity usage and control the desired mood of the appliance. LG has made significant investments in R&D to guarantee that its smart home products are cutting edge, competitive, and most importantly, reliable.

Some approaches available for LG Electronics Malaysia to seize the opportunities of the growing demand of smart home products include by enhancing efforts in marketing and building awareness about the smart home attributes in their appliances. The effort should consistently highlight the benefits of smart home products especially through existing platforms that LG already established at, such as through the weekly roadshows joined by agents or retailers, online campaigns through the brand's social media networks of Instagram, Facebook and Youtube where they can conduct engaging contests and advertisement relating to the LG ThinQ smart home features which can significantly increase engagement with users.

Moreover, associating partnerships with local influencers also could increase the awareness of LG smart home attributes. To correlate, Lee Zii Jia, a well-known national badminton athlete is the brand ambassador of LG Electronics Malaysia. With his big numbers of followers on social media, this can be an ideal opportunity for LG to include him as LG ThinQ's influencer as many people look up to his lifestyle as a young athlete who is busy with his sports life which brings a sense on how he is suitable to be associated for LG's smart home

demand. As stated by Rundin et al. (2021), by following the influencer's frequent posts for the brand, the audience links the influencer to the brand to a greater degree. It provides visibility for the brand, in this case, the LG ThinQ feature and makes people aware of it and its news through the influencer's storytelling which could influence them and create more demand. Hence, all these approaches, aside from taking advantage of the growing smart home demand, further could position LG as a leader in this space and strengthen their market position as a reliable brand for smart home products in Malaysia. This trend not only offers immediate revenue potential but also positions LG for long-term success in an increasingly smart-driven consumer market.

6.3.2 Collaboration with Local Businesses

Collaborating with local businesses can provide LG Electronics Malaysia with a distinctive platform to showcase its products in real-life settings while building strong relationships with the business community. Through these collaborations, LG may be able to increase its market share in the commercial sector, which might improve product exposure and open up new revenue opportunities.

For LG Electronics Malaysia, they can take advantage of this opportunity by providing customized business to business (B2B) solutions such as offering tailored appliances and electronics for restaurants, cafes, hotels and other applicable businesses. For instance, they can equip hotels with tailored LG's smart OLED TVs, energy-efficient air conditioning systems, water and air purifiers and commercial laundry machines whereas in restaurants or cafes, LG can provide them with high-performance refrigerators, air conditioners and air purifiers to enhance their premise's operations and environment. When these B2B clients purchase all these products for their business purpose, LG can offer flexible financing options or bulk discounts where they can get the products at a reasonable price compared to other brands. Through this initiative, besides increasing adoption of LG products in commercial settings, it also can strengthen relationships with business clients.

Additionally, LG can partner with local businesses to showcase LG products in real-world environments. In other words, the products will be arranged as product placement in partner businesses. For a product placement, the appearance and use of an actual product is necessary as this helps inform the audience about how a product can be used and establishes it

as a normal part of life (Neale et al., 2022). In executing this, LG can install their OLED TVs in restaurants and cafes, feature LG's advanced and suitable appliances in hotel rooms, kitchens, lobbies, laundry rooms and many more. Moreover, LG can also place their air purifiers in gyms or restaurants to highlight their benefits of filtering the air and deodorising the smell especially at places like gym and restaurant. This initiative could be applied particularly at those premises that have been established and have a high customer retention. As a result, this product placement can increase brand awareness and product credibility aside from arising opportunities for the local businesses' customers to experience LG products firsthand which could influence them to purchase the same products that were placed or another product under LG's brand in future.

6.4 Threat

6.4.1 Intense Competition in the Electronics Market

There are many domestic and international home appliances and consumer electronics companies that have arisen and each of them are competing for market share in the fiercely competitive electronics sector. As competitors rapidly invent, market new products and compete on price, this intense competition poses a serious concern for LG Electronics Malaysia. The market share, profitability and brand image of LG may all be impacted by this rivalry.

Among significant competitors of LG Electronics in Malaysia is the well-established Samsung company who rank the first as the largest *Chaebol* company in the same home country of LG, South Korea. Since Samsung manufactures similar goods in a number of categories, particularly TVs, home appliances and smart gadgets, they are technically a direct competitor of LG and also renowned for their advanced product innovation and aggressive marketing.

LG also encounters strong competition from other established brands that also sells home appliances and electronics goods like Sony who is a strong player in premium consumer electronics like TVs and audio systems. Another well-known brand is Panasonic, Mitsubishi Electric, Toshiba and many more that also offer a wide range of home appliances like LG. There are also Chinese brands like Haier, Xiaomi, TCL, Hisense that provide affordable alternatives with competitive features which creates a serious threat in mid-range and budget segments. Also included as competitors are those local Malaysian brands like Pensonic, Joven, Khind, Fujiaire and many more that were established to cater to specific demographics, and

most of them offering lower-priced options in rural or semi-urban areas, which would be a catch to those consumers that prefer local brands providing low-cost alternatives for electronics product and this causing a threat to LG Electronics Malaysia in succeeding its operation in the competitive electrical appliances industry.

Some factors intensifying the competition between all these electrical appliance companies are first, price wars that arise as competitors frequently use aggressive pricing methods and provide discounts and promotions in order to draw in price-conscious customers. Lower-cost substitutes from local and Chinese brands are another factor contributing to the price wars, which reduce market share, particularly in categories where consumers are cost-conscious. The second element is the speed at which technology is developing, with competitors constantly releasing new features of advanced AI, unique and sleek designs or immensely energy-efficient appliances that boost consumer expectations. It takes a large R&D expenditure, which might put a strain on resources to keep ahead of these advancements. Dominance in marketing also affects competitiveness, as firms like Samsung and Xiaomi that make significant marketing investments which contribute to their strong brand presence through their marketing efforts of sponsorships, influencer relationships and ads.

Competition affects LG because it puts the company at risk of losing customers when rivals increase their product lines and advertising campaigns, especially in rural areas and price-sensitive markets. Additionally, it strains the company's margins because taking part in competitors' price wars or matching discounts to appeals customers might lower LG's profitability. Furthermore, spending more on marketing and innovation to stay ahead of the competition raises expenses and rivals with better branding or more inventive products may outshine LG's premium reputation, which could reduce awareness of the brand.

In countering this threat and lessening the adverse impact toward the company, LG can initiate to focus on its differentiation. According to Tintara et al., (2020), products that have unique and distinct attributes can be used as a competitive advantage for a company, which differs and outstand them from products manufactured by other companies, namely the competitors. For LG, they can highlight or emphasise more on their unique features of their smart home LG ThinQ's smart ecosystem, energy-efficient technologies and premium build quality. LG can also develop niche products, such as the Objet Collection, to appeal to affluent

or design-conscious consumers. By doing so, LG will be associated with those exceptional features and product lines which can outstand the brand and be on par with the archrival.

In addition, LG can deal with this threat by strengthening brand loyalty. This can be done through launching loyalty programs to encourage customers to repeat purchases, reward their loyalty and make them less likely to switch to competitors. As noted by Meyer-Waarden et al., (2023), when customers become engaged with a loyalty program, their overall customer engagement with the company increases, which leads to stronger brand loyalty. For example, LG can conduct a loyalty program where on every RM1 purchase made by customers on appliances, they will earn 1 point and when the points reach 1000, they can redeem a discount of RM100 off for the next purchase. As a result, these can increase the appeal of LG products since they provide consumers with an incentive to select LG over rivals and the unique advantages help set LG apart from competing brands.

6.4.2 Rapid Shift in Consumer Preferences

Another threat facing LG Electronics Malaysia is the quick change in consumer preferences in the electronics sector. Customers' expectations and buying habits change swiftly as societal shifts and technological advancements evolve. Sales, customer retention, and market position of LG may all suffer if these changes are not accommodated.

One factor causing the changes in consumer preferences are technological advancements. In this era where the adoption of technology is significantly growing, consumers increasingly seek for intelligence technologies such as smart home devices that promote AI integration and IoT connectivity, which indicates they truly need the realization of the interconnection of all devices (Chen et al., 2024). Customers are expecting firms to be at the forefront of providing innovative features, so if LG doesn't adjust swiftly, they might move to rivals with more suited items. Customer loyalty and trust can be damaged by failing to satisfy changing demands, particularly from younger and tech-savvy consumers who expect innovation. Additionally, because of the fast rate at which technology is developing, older models become outdated more quickly and consumers are pushed to anticipate regular updates or new releases. This may cause trending items to be understocked or less popular products to be overstocked which could result in missed sales opportunities or higher shipping costs.

In mitigating the threat of rapid shifts in consumer preferences, LG can firstly initiate market research. LG can gain consumer insights through the research by conducting regular surveys and focus groups to understand and forecast evolving product preferences of each customer segmentation (Wu et al., 2024). LG also can execute trend analysis by leveraging data analytics tools like PowerBI or Tableau, and social media listening tools like Brandwatch or Brand24 to identify emerging trends early before distributing their products in the Malaysia market (Agnihotri et al., 2023). By doing so, LG can offer products that align with current preferences and help capture market share from slower competitors.

Part 7: Conclusion

In conclusion, my internship in the Subscription Marketing department at LG Electronics Malaysia has been a priceless learning opportunity that has given me first-hand knowledge of working, especially in the consumer electronics sector. I got the chance to actively participate in important marketing activities during my internship, particularly regarding roadshows, brand shops and kiosks, charging out products and many more. In addition to improving my comprehension of LG's operation and wide distribution network, these efforts gave me valuable insights on the significance of customer engagement, strong brand presence and adaptability in a competitive industry. Moreover, performing a SWOT analysis of LG Electronics Malaysia was one of the most influential parts of my internship as through it, I was able to examine the company's strengths, weaknesses, opportunities as well as threats. This allows me to improve my analytical and strategic thinking skills which is really crucial when dealing with real-world business challenges.

My understanding of marketing operations has greatly increased as a result of this internship, which has also improved my management, teamwork and communication skills. Lastly, it has equipped me for the chances and challenges that lie ahead in the marketing field and strengthened my passion to work in marketing and make a significant contribution to the industry. This whole experience definitely would be something that I will cherish and look up to in future.

Part 8: References

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Part 9: Appendices



Figures 4: Surrounding the office of LG Electronics Malaysia at PJ8 Office Tower



Figures 5: Brand shops opening ceremonies



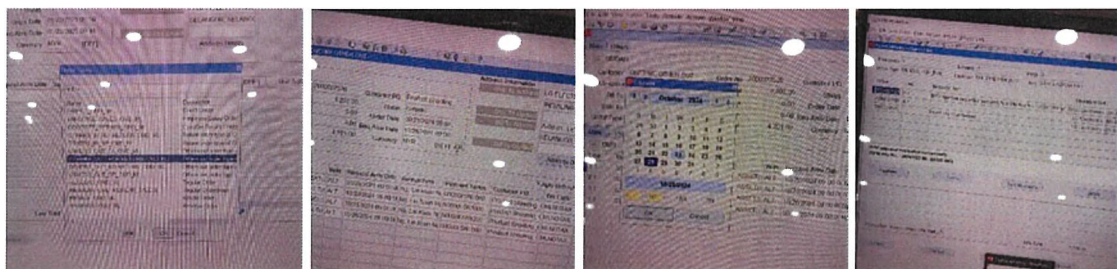
Figures 6: Preparation at Roadshow @ Homedec KLCC 2024



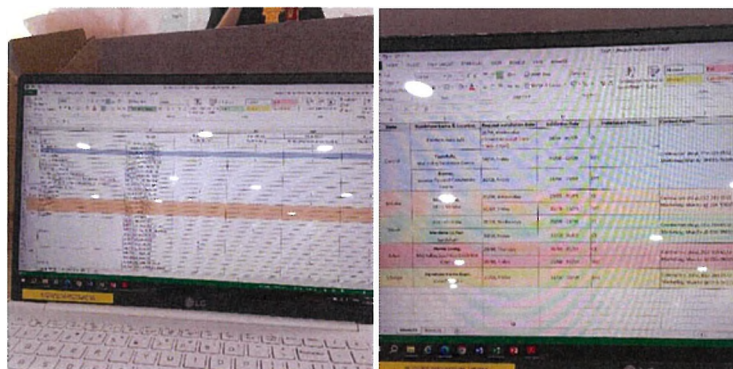
Figures 7: 2nd Half Stock count at Shah Alam warehouse



Figures 8: Media Launch event for LG PuriCare AeroFurniture™



Figures 9: Task - Charge Out Products



Figures 10: Task – Update Masterfile, Request Installation, Repair & Maintenance



Figures 11: Task – Prepare price tags for brand shops & kiosks



Figures 12: Task - Wrap & send-off parcels for postage – Consolation prize for contests winners



Figures 13: Task – Year-end compilation and allocates celebration envelope