



اَوْنُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَآرَا  
UNIVERSITI  
TEKNOLOGI  
MARA

# INDUSTRIAL TRAINING REPORT (MGT666)

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) INTERNATIONAL BUSINESS



**MADEX GROUP SDN. BHD.**

Prepared By:

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Prepared For:

**MADAM MAYMUNAH BINTI ISMAIL**

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<b>No. Matriks</b>	2022494844	<b>Nama Program</b>	Ijazah Sarjana Muda Perniagaan Antarabangsa
<b>Tajuk Laporan</b>	SWOT Analysis	<b>Nama Syarikat</b>	Madex Group Sdn. Bhd.

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Yang Benar

*Yuen Chee*

**Nama Pegawai** : Chan Yuen Chee

**Jawatan** : Center Manager

**No. Tel.** :

**No. Faks** :

**Cop jabatan/organisasi:**



## EXECUTIVE SUMMARY

My noteworthy 6-month industrial training in the Digital Marketing Department in Madex Group Sdn. Bhd. This report summarizes my experience, new skills and knowledge I gained. As a business student, I aimed to understand the brand presence, customer behavior, and innovation aspects in the business. The Madex Group thrives to support many Malaysian SMEs to grow and expand their market reach with the technology advantage.

During my internship, I participated in various training programs, which helped me understand digital marketing importance in the industry. Through a SWOT analysis, I identified the company's strengths, such as good leadership in managing subordinates and adaptability in the local market needs, and weaknesses, like shortages of manpower and lack of funds for digital marketing services. Opportunities for market expansion and growing demand for digital marketing services were highlighted, along with threats such as competition with the other digital marketing businesses and technology changes.

In discussion parts, I will explore these factors deeply about the company's operations. I made several recommendations, including hiring new employees and creating a network with other digital marketing businesses to improve its deficiencies. Besides, I also recommend for the company to tailor the services by following its clients' business condition in online presence and the company may participate in networking groups with other digital marketing businesses. Every recommendation that I suggested was supported by academic research so it will manifest their potential.

In conclusion, this internship was vitally important that provided me with both technical and soft skills, also with a better understanding of digital marketing fields. The support from both companies and the opportunity to apply theoretical knowledge that I learn into the real-world situations that are crucial for my professional growth. In the future, I hope to use this experience in my journey towards my professional career.

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## **ACKNOWLEDGEMENT**

My gratitude extended to The Almighty One, Allah SWT, for this opportunity of time that I spent in my 6 months industrial training under the Universiti Teknologi MARA (UiTM) Bandaraya Melaka (MGT666), at Madex Group Sdn. Bhd, which started from 12 August 2024 until 7 February 2025 where it was completed with success. This report also would not have been complete without the support and guidance of several individuals who always stand behind my back.

First and foremost, I would like to express my gratitude to my beloved husband and also my family, who are always there for me in my ups and downs and support me in any possible ways to overcome many difficulties along my internship journey. Next, I would like to express my gratitude to the Industrial Training Department in UiTM Kampus Bandaraya Melaka in handling the industrial training for students including me. Also, I would like to express my great thanks to the most respected advisor, Madam Maymunah Binti Ismail who always guides me and keeps in check of my internship program and also this report progress tirelessly. I also want to extend my thanks to my supervisor, Mr. Chan Yuen Chee and to the staff that is responsible for monitoring my progress, Mr. Arvind Chen and Miss Anisofia in the Madex Group that always assist me during my industrial training.

Not to forget, a big appreciation to the other parties that were also involved in my internship journey and will always be there to teach and support me in spite of the heavy workload that we carry together. I will ensure to keep the advice and guidance by all of the important people that are involved in my internship journey and report completion and wield them to the fullest extent. May all of the experience and knowledge I gained through this industrial training journey be blessed by Allah, The Almighty One. I also extend my apology if there are any flaws that I make during the training.

## 1.0 STUDENT'S PROFILE



### NURUL IFFAH KHADIJAH BINTI IRWAN

#### SUMMARY

Dedicated and motivated Bachelor of Business Administration (Hons.) in International Business student from UiTM Bandaraya Melaka, with a strong academic record (CGPA: 3.47) and practical experience gained through an internship at Madex Group Sdn. Bhd. Currently strive in honing soft skills, multimedia handling skills, problem-solving skills and capabilities in teamwork throughout this internship. Have a strong desire to use expertise in real business world to support vibrant teams and propel company expansion. Eager to use my practical expertise and academic understanding to a demanding position in a progressive company.

#### EDUCATION

**MARA University of Technology (UiTM) Bandaraya Melaka** **October 2022 - February 2025**  
*Bachelor Degree of Business Administration (Hons.) International Business*

**MARA University of Technology (UiTM) Segamat** **July 2019 - February 2022**  
*Diploma in Business Studies*

#### WORK EXPERIENCE

**Madex Group San. Bhd. (Internship)** **Johor Bahru, Johor**  
*Internship Student* **August 2024 - February 2025**

- Assisting and handling the client's business in online presence; website and social media.
- Responsible for updating tasks completion to both parties; Madex Group and its client.
- Involved in handling the customers inquiries and the business operation process at the Madex Group's client business site (used car dealer).

**AF SHAM Enterprise (Canteen at Kolej Tingkatan Enam Pontian)** **Pontian, Johor**  
*Cashier, Part Time* **August 2020 - May 2021**

- Responsible for serving and receiving payment transactions from customers.
- Involved in meals preparation for students and teachers.

**IRSA Prisma Enterprise** **Pontian, Johor**  
*Helper, Part Time* **January 2020 - May 2021**

- Assisting in setting up equipment and decorations at the events' venues according to the wishes of the events' hosts.
- Involved in reorganizing the equipment and decorations at the venues and the company's warehouse.

#### AWARDS AND ACHIEVEMENTS

- Dean List Award granted in Semester 5 at UiTM Kampus Bandaraya Melaka (December 2024)
- Conducted the Talk Seminar Path to Personal Growth Together and involved as an emcee event (June 2024).
- Dean List Award granted in Semester 4 at UiTM Kampus Bandaraya Melaka (June 2024).
- Involved as volunteer in International Community Service program at Panti Asuhan Aisyiyah, Padang, Indonesia under the UiTM Kampus Bandaraya Melaka's supervision (May 2024).
- Involved in International Business Unity Club Fun-Day 4.0 program at UiTM Kampus Bandaraya Melaka (April 2024).

- Involved in International Business Unity Club Fun-Day 4.0 program at UiTM Kampus Bandaraya Melaka (April 2024).
- Second Place Award granted in Cultural Performance in International Business Fiesta Program at UiTM Kampus Bandaraya Melaka (January 2023).
- Involved as volunteer in post flood volunteer activities at Segamat under UiTM Kampus Segamat's supervision (January 2022).

## SKILLS

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**Languages:** Malay (Native), English (Intermediate)

**Technical Skills:**

- |                         |                |
|-------------------------|----------------|
| • Wordpress             | (Novice)       |
| • MailChimp             | (Novice)       |
| • ManyChat              | (Novice)       |
| • Microsoft Words       | (Advanced)     |
| • Canva                 | (Advanced)     |
| • Microsoft Excel       | (Intermediate) |
| • Microsoft Power Point | (Intermediate) |
| • Video Editing         | (Intermediate) |
| • SPSS                  | (Novice)       |
| • Audacity              | (Novice)       |

## REFERENCES

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**Mr. Mohd. Isham bin Abidin**

Senior Lecturer at UiTM Bandaraya Melaka

**Mr. Chan Yuen Chee**

Center Manager at Madex Group Sdn. Bhd.

## 2.0 COMPANY'S PROFILE



*Figure 1: Logo of Madex Group*



*Figure 2: Madex Group Sdn. Bhd.*

Company's Name	Madex Group Sdn. Bhd.
Company's Address	242-01, Taman, Jalan Adda 7, Adda Heights, 81100 Johor Bahru, Johor
Google Map's Link	<a href="https://maps.app.goo.gl/44YAf9wtGtacU51a6">https://maps.app.goo.gl/44YAf9wtGtacU51a6</a>
Operation Hours	Monday - Friday   9 am - 6 pm *Except for Public Holiday

## 2.1 COMPANY'S BACKGROUND



*Figure 3: Madex Group's Work Scope*

The Madex Group is the short form of Multi-Channel Advertising Expert Group where it represents the dedication of Madex Group members to offering a thorough, collaborative approach to digital marketing. This business was founded in 2022 by Mr. Chan Yuen Chee. Growing up in a modest household with little money inspired Mr. Chan Yuen Chee to pursue achievement in order to better his family's quality of life. Mr. Chan Yuen Chee started his career in marketing, where he developed his business growth and communication abilities. However, his lack of money and expertise made it difficult for him to launch his own company at first.

Mr. Chan Yuen Chee, having just broken into the digital marketing field at the time, could see how digital marketing could help create ambitious and scalable businesses. The more he gained experience and stability in the industry, the more he realized that SMEs needed a more formalized digital marketing company to assist them in their online pursuits. Besides his own achievement, he wished to empower organizations with marketing techniques that get real results and make them thrive.

Madex Group was founded because of Mr. Chan Yuen Chee's firsthand encounter with the challenges faced by small businesses, especially in staying afloat in fierce competition and intricate market dynamics. During his journey from being a freelancer to the founder of a burgeoning digital marketing agency, he came to see the challenges that small businesses face in implementing successful marketing strategies.

The driving philosophy behind Madex Group is to give small businesses access to AI-powered marketing solutions that would otherwise have been unthinkable. Chan Yuen Chee had the foresight to envisage the AI small business marketing framework for maximization of the marketing efforts of small businesses, with minimum financial commitment to themselves. In addition, Chan Yuen Chee's own internal workforce stands for the same objectives of assistance. For him, assisting internal staff means not only uplifting the clients' businesses but

also providing staff with a rewarding career and good income that can help them become entrepreneurs and one day set up their own internal firms.

## **2.2 VISION**

To be the leading multi-channel advertising expert in Southeast Asia, empowering businesses through AI-driven marketing solutions that enhance customer engagement, streamline operations, and deliver measurable growth across all digital platforms.

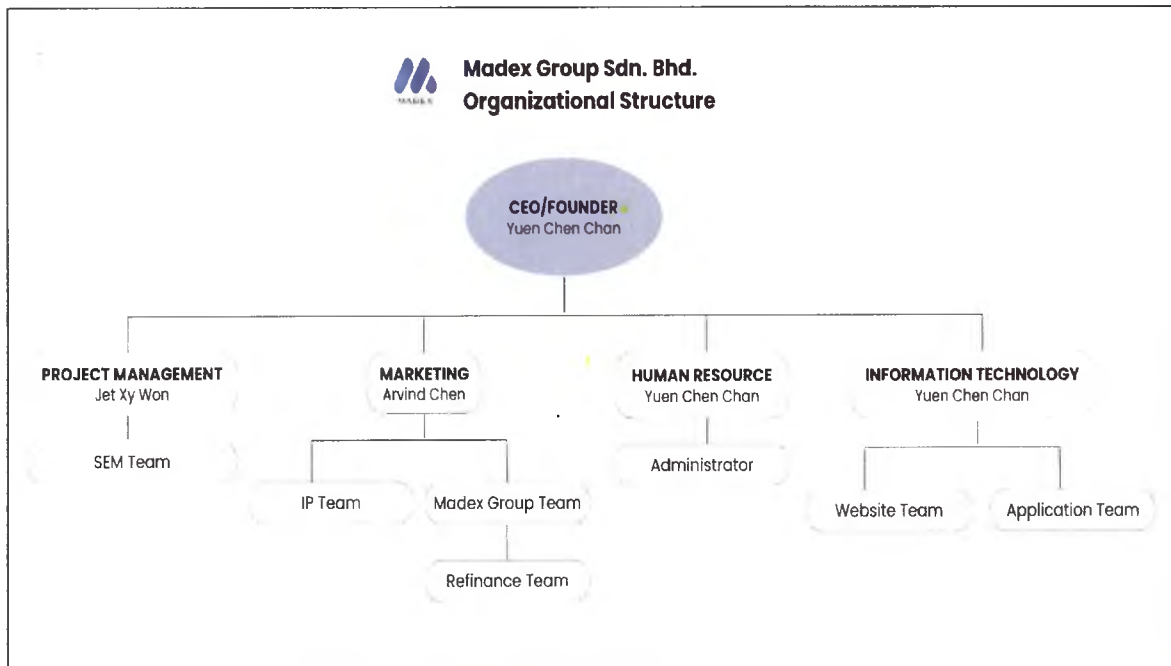
## **2.3 MISSION**

We aim to revolutionize the digital marketing landscape by providing integrated AI-powered tools that simplify complex marketing tasks. Our mission is to help businesses of all sizes create meaningful connections with their audiences, optimize their marketing strategies, and achieve sustainable growth. We are committed to supporting 10,000 small and medium-sized enterprises by 2030.

## **2.4 OBJECTIVE**

Madex Group's key objective for clients is to acquire 50 new customers within three months. Madex Group aims to acquire a total of 450 customers within one year, focusing on expanding its client base through strategic marketing efforts and targeted outreach.

## 2.5 ORGANIZATIONAL STRUCTURE



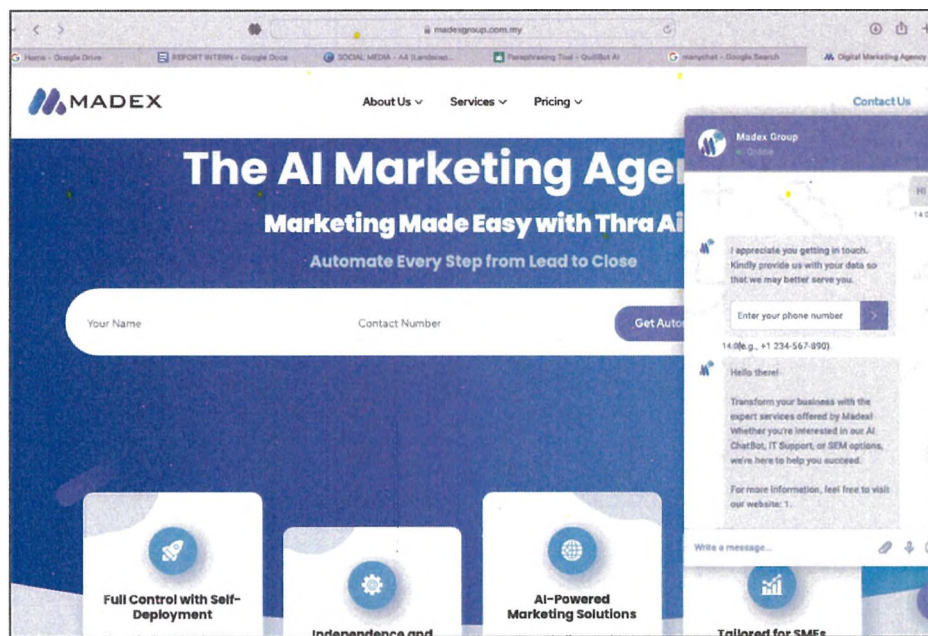
**Figure 4: Madex Group's Organizational Structure**

As illustrated in Figure 4, the Madex Group is operated by three core team members, of which Mr. Chan Yuen Chee is the founder. The key roles of these three members are essential to running projects and tasks for the clients and managing internal affairs effectively. They also have assistants to help them with the smooth operation of the business.

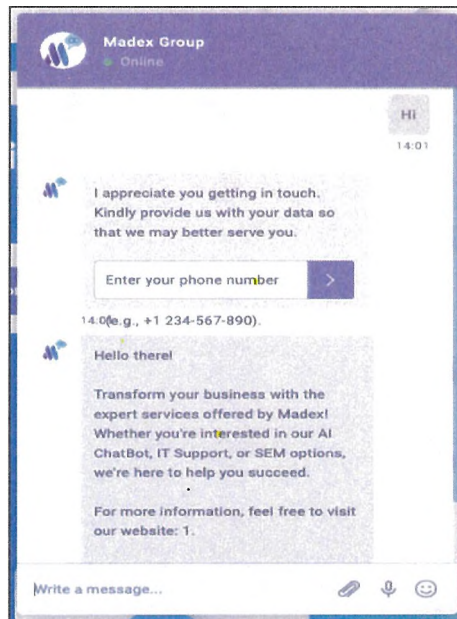
## 2.6 PRODUCTS/SERVICES OFFERED

### 2.6.1 AI Platform

The all-in-one AI marketing platform from Madex Group is the flagship product that changes the way businesses do marketing management. Email marketing, social media management, SEO tools, analytics, and various marketing tools such as AI Chat Bot are incorporated within this all-encompassing package and included through a single interface, easy to explore and user-friendly. This way, by combining such essential features, Madex Group creates an amiable ecosystem for online users, from marketing experts to business owners, to easily work on the platform to successfully execute their campaigns without juggling several software programs. Strong marketing tools get further augmented with an AI Chat Bot that captivates consumer engagement and enhances user experiences. Therefore, by allowing users to engage in relevant and timely interactions, this dual function boosts operational efficiency and develops a stronger bond with potential clients.



*Figure 5: AI Platform in Madex Group's website (AI Chat Bot)*



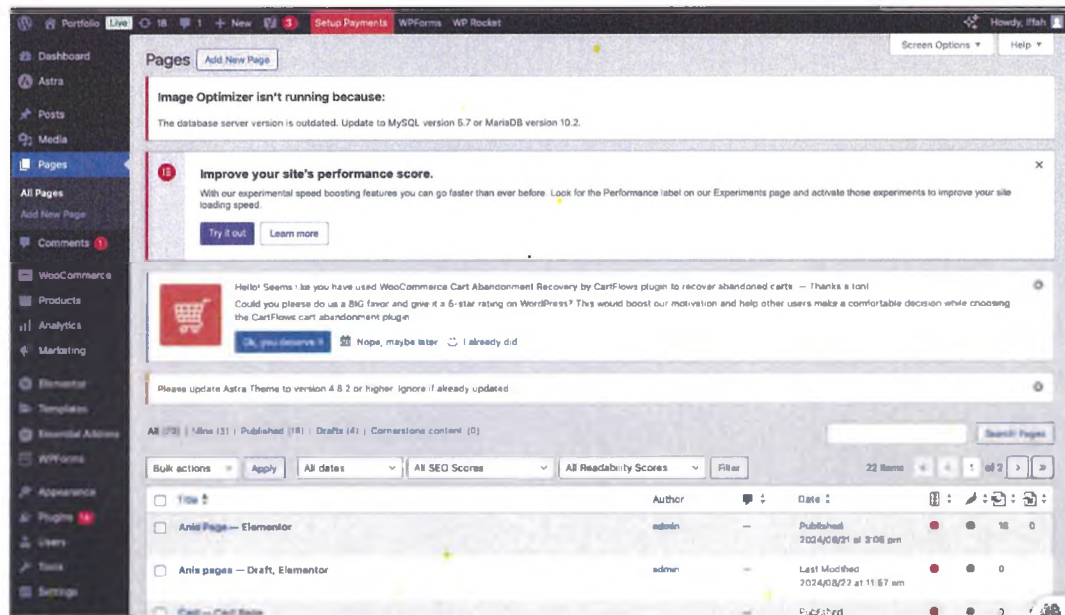
**Figure 6: Closed-up of the AI Chat Bot**

In real-time support and guidance for customers, AI chatbot functionality from Madex Group is a significant contribution to customer engagement since it offers a seamless transition through the various phases of the customer journey within the Sales Funnel without human intervention. This cutting-edge feature allows companies to be in touch with their clients 24/7, where their inquiries are addressed immediately—resulting in raised client retention and satisfaction levels. The AI chatbots working 24/7 ensure that no lead is wasted after being generated, and that directly impacts sales and builds customer loyalty at a time demanding quick response for securing a competitive edge.

Besides the capability to respond immediately, the AI chatbot is an advanced one, which keeps learning over time. The bot learns through user interaction; the knowledge gained thereby helps it to provide better answers and bring forth informed suggestions based on past exchanges. Thus, these personalized and relevant interactions via an ongoing learning process improve customer experience while giving customers a sense of being valued and understood. The integration of this advanced tool into the marketing platform of Madex Group empowers businesses to not just harness the AI to further their customer service endeavors but also places them in a position to use AI per modern consumer demands. The bottom line is that the AI chatbot

feature is a great leap into consumer interaction strategies that helps businesses maintain competitiveness in a rapidly evolving digital space.

## 2.6.2 IT Support and Infrastructure Management



**Figure 7: Publishing websites, landing pages and blogs using WordPress site.**

The Madex Group provides full-fledged support services for its client IT systems, which are vital to the upkeep of the integrity and performance of a client's site. In this regard, maintenance of websites goes hand in hand with regular updates for the sake of keeping updated and secure all the relevant software, plugins, and themes. The rapid updating against vulnerabilities that essentially protects their online visibility thus benefits their clients who have WordPress sites, for example. With maintenance, Madex Group also employs performance monitoring tools such as Google PageSpeed Insights to measure the performance of the sites. By proactively monitoring these indicators, they can detect issues such as slow loading times and implement respective solutions - caching is a good example - and image optimization for a better user experience.

Besides, Madex Group administers solid technical troubleshooting with an assurance for customers to obtain help-desk services at any given time. This decreases any possible downtime, enabling fast reporting and prompt resolution by the IT support

staff for any technical issues that may arise. An example is where an email marketing platform does not send messages on time. Moreover, the Madex Group makes the resolution of issues related to e-commerce sites, such as a broken payment gateway, a top priority to ensure that the clients get to finalize their purchases smoothly. Aside from website performance, Madex Group instills customer confidence through responsive technical assistance and regular maintenance. This way, companies can focus on their core business activities, knowing their digital assets are well taken care of.

Moving on, Madex Group, by putting an emphasis on the optimisation of e-commerce platforms and the reliability of cloud-infrastructure solutions, sets the standard in infrastructure management. An agency's acquisition process performance improvement aims to get sales, and the checkout and cart processes are very much central to it. So, Madex Group constantly drives prospects back to their purchases, like through cart abandonment emails, to reduce lost sales opportunities. Server configuration and scalability are also managed to ensure an e-commerce platform that can handle huge traffic influxes during peak periods like Christmas sales. Basically, this involves configuring a load balancing and auto-scaling solution to guarantee a smooth shopping experience for clients by allowing the platform to flexibly respond to varying traffic demands.

Madex Group tailors hosting solutions to manage cloud infrastructure, normally depending on AWS or Google Cloud and its reliability. Solutions such as these guarantee redundancy and countless hours of availability whenever crucial product launches or marketing campaigns are being held. The agency possesses a keen focus on data security, employing standard backup solutions to protect vital information like content and customer orders. Also, Madex Group has put up recovery procedures to limit interruption and guarantee fast restoration following any cyber incident or data loss. By doing all of this, Madex Group enhances e-commerce platform performance and reliability and provides assurance to the customer so that they can focus on their growth while their digital infrastructure is maintained with utter mastery.

### 2.6.3 Marketing Consultation



***Figure 8: Illustration of Marketing Consultation between the Madex Team and the Clients.***

The marketing consulting services offered by Madex Group form one of its main services. To provide companies with insights into developing efficient, data-driven marketing plans, Madex Group provides extensive marketing consulting services enabling clients to engage successfully in the intricacies of the digital environment. Their consulting approach starts with an assessment of the client's ongoing marketing strategies and performance indicators, taking into consideration that every business comes with its unique needs and challenges. By tailoring recommendations based on their analysis, Madex Group provides insights into effective branding, content marketing, and social media strategies that resonate with the intended audience. They also stress the need for data-driven decision-making, helping the client implement analytic tools to measure campaign effectiveness, recognize trends, and optimize marketing initiatives focusing on higher ROI.

The consultancy emphasizes an overall understanding of the market segmentation and consumer profiles; this allows the client company to address more specific and more potent marketing messages. Also, in conjunction with Madex Group's consulting services, training is provided so the client's teams can develop skills to implement and maintain effective internal marketing campaigns. The agency ensures through teamwork with the clients that the marketing strategies being developed are not only in sync with the client's business objectives but also moldable enough to adapt to ever-changing market conditions. Marketing consulting services offered by the Madex Group will eventually prove to be an asset for companies that want to enhance their

market presence, increase engagement, and stimulate growth in a tougher market environment, thereby preparing them for sustained success in their own industries.

### 3.0 TRAINING'S REFLECTION

#### 3.1 Duration - Specific Date, Working Day, And Time

My internship at the Madex Group Sdn. Bhd. lasted from August 12th, 2024 until February 5th, 2025. The company operates on weekdays, Monday to Friday, with eight-hours workdays. Lunch breaks are from 1 pm until 2 pm everyday. During my 26 weeks tenure, I was assigned to Go15 Autoworld company to assist in providing digital marketing services including working on the company's landing page. This role provided me with knowledge about the digital marketing world such as the online presence of a business on social media, how the websites work and also contribute in honing my technical skills and soft skills.

#### 3.2 Department Details, Roles, Responsibilities, Assignment, And Task

##### 3.2.1 One-Month Intensive Training



**Figure 9: A picture of internship students from Madex Group with Kitchen Sink Outlet while doing the site visit for video making during the one month of intensive training.**

During the period of my internship, I received one month of intensive training in the fundamentals of digital marketing, including the details of the video-making process. For example, I learned about the brainstorming idea process and the content post schedule in social media, especially on Facebook. I know about how to make a storyboard about video content. I also have the chance to be guided by my supervisor during the video shooting process and

when editing the video. My supervisor gave me tips to add memes, effects, and suitable transitions for the videos, and also chose the right song type to align with the video moods and content.

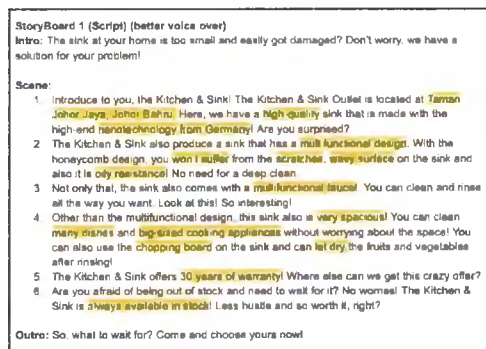


Figure 10

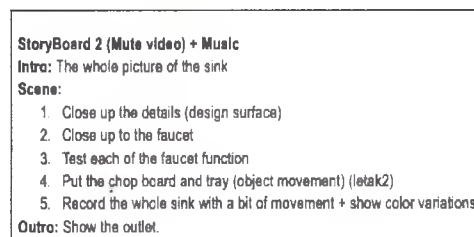
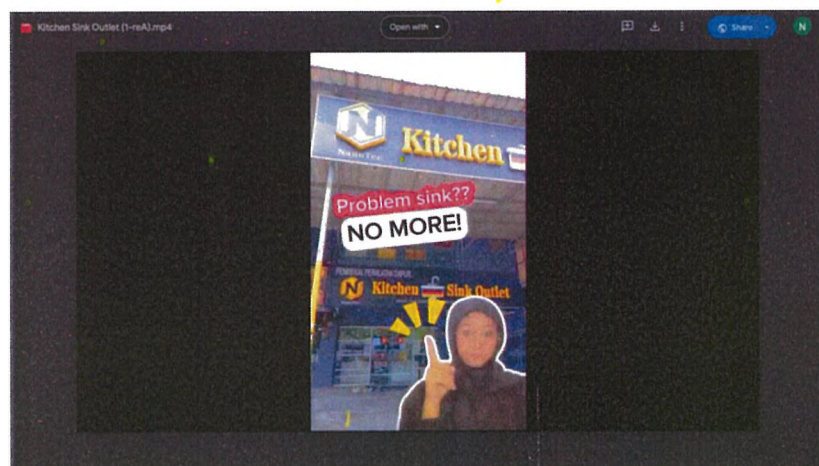


Figure 11

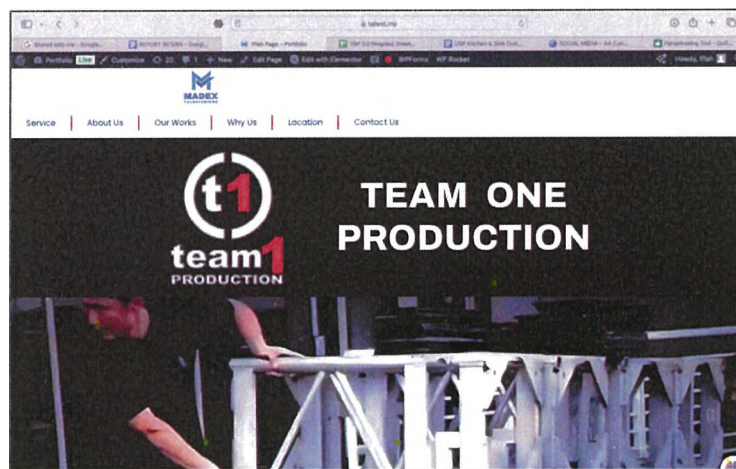
**\*Figure 10 and Figure 11 are the storyboards created after brainstorming sessions and being used for video shooting and editing during the intensive training period.**



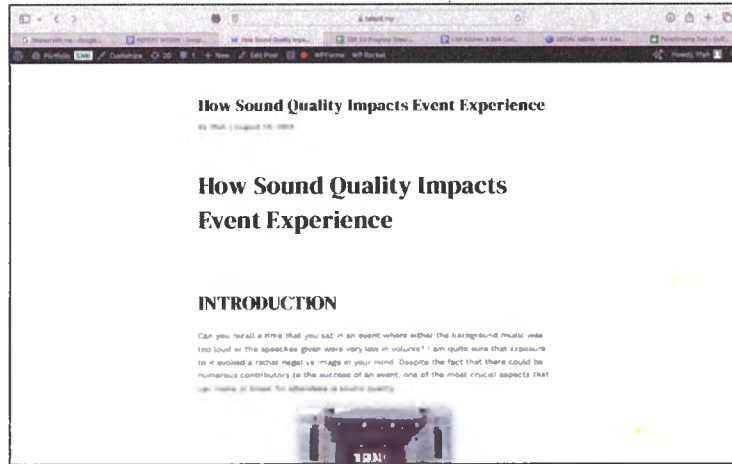
**Figure 12: One of my video submissions that get the most positive feedback from the supervisor and the person in-charge.**

Other than that, I also got the chance to learn about creating the landing page. The landing page can be described as an overview of a website or a simple website that can handle low online traffic. The information on the landing page is usually simple and compact and has simple features rather than a website. I learned to create a landing page by using the WordPress website,

where WordPress offers a service to create websites, landing pages, and also publishing blogs. I was assigned with landing page creation for one of the Madex Group's client companies, Team One Production, which offers sound system services and event planning. I also need to publish a blog that is related to Team Production's business, where I published the blog with the title "How Sound Quality Impacts Event Experience". I also learned about the AI Assistant (Artificial Intelligent Assistant) where the AI Assistant is very important in the Digital Marketing field. I learned how to give commands to an AI Assistant's tool, for example, "Sider: ChatGPT Sidebar", to schedule the types of video content and blog content for a month.



**Figure 11: Landing Page created for Team One Production during the intensive training.**



**Figure 12: Blog published for Team One Production during the training.**

Other than that, I also learned about how to give commands to “Sider: ChatGPT Sidebar”, to create blog content which I used for Team One Production’s blog. Next, I also got the chance to learn how to create a chatbot in Telegram by using the ManyChat website. Manychat offers the service for creating chatbots in various social media including Instagram, Facebook Messenger, WhatsApp, and Telegram. This chatbot is very helpful for business purposes when replying to many online users’ inquiries and ensures a smooth online business operation. All of the information and new knowledge that I learned will be useful for me and also will be applied in the client’s business of Madex Group Sdn. Bhd. when I was assigned there.

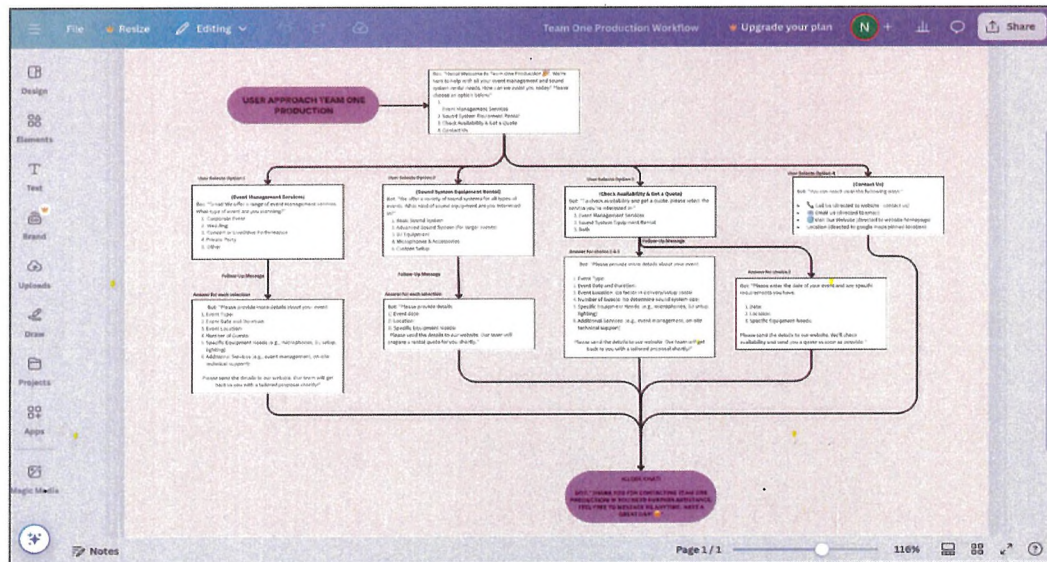


Figure 13: The image above is sorted from the chatbot flow from the ManyChat website.



Figure 14



Figure 15

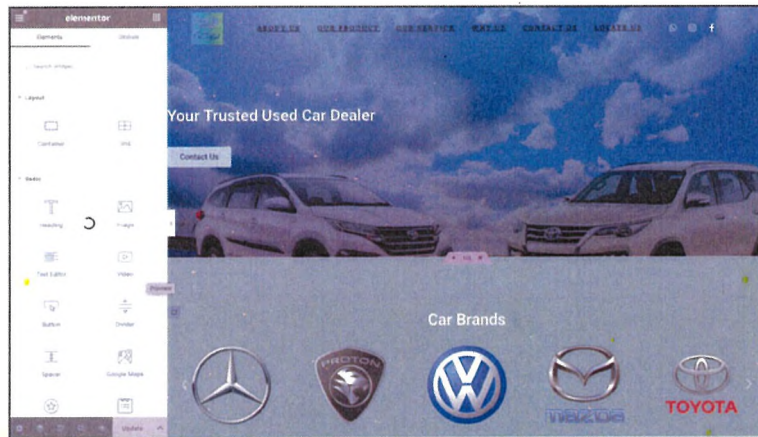
\*Figure 14 and Figure 15 are two of the posters designed during the intensive training period.

### 3.2.2 Responsible for Assisting One of Madex Group's Client's Business in Online Presence



**Figure 16: The team from GO15 Autoworld (Madex Group's client)**

After the training, I was assigned to GO15 Autoworld, one of the Madex Group's client companies to assist it in digital marketing services. Here, I am responsible for creating and publishing a landing page for GO15 Autoworld, where I include all the insight information about the business such as the business, the car brands that the business sells, the variation of the types and models of the cars, and also the business contact information and address. The design and color chosen are based on the logo colors and also carry the "simple" style and "compact" information, suitable for a landing page. Next, I am also responsible for creating and handling the daily content of advertising for the GO15 Autoworld, where I posted two different models of cars with the price and years of build information of the cars.



**Figure 17: Landing Page created for GO15 Autoworld**

The calculation of the cars' prices was taught by the person in charge in GO15 Autoworld so it will make it easier for me whenever I want to post what types and models of cars every day. This also makes my task to be completed early as I can do other tasks that were assigned to me. Other than that, I also am responsible for creating and posting the video content for the GO15 Autoworld on alternate days which are 3 times every 5 days. Next, I am also responsible for updating the product listing, which is the cars available in the stock list, in the Facebook Marketplace. I need to change the status of the cars' availability once the car is already sold and I also added the available cars in stock to the list.



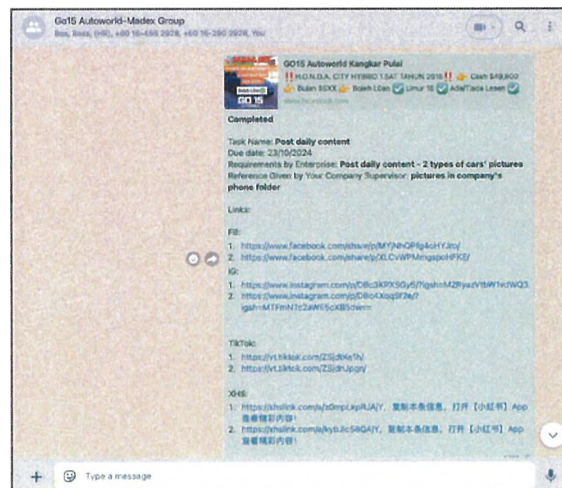
**Figure 18: Social media accounts of GO15 Autoworld that have been handled and updated.**

Next, the person in charge from the GO15 Autoworld also taught me about hosting the live streaming, and how to deliver the information while attracting the online viewers who want to buy cars and keep interacting with us, until the viewers approach us and send their messages via Tiktok's inbox and WhatsApp's message. At this part, the person in charge also taught me how to handle approaches and inquiries from the online viewers in our TikTok live that I hosted, especially about the availability of cars in the stock list, and the cars' prices, also I responsible for connecting the potential customers to the GO15 Autoworld's staff for in-depth conversation for the buying cars process.



**Figure 19: Hosting TikTok live streaming with the staff members of GO15 Autoworld.**

### 3.2.3 Keep Updating My Task Progression and Completion to both Madex Group and GO15 Autoworld Parties.



**Figure 20: Daily content updates from each social media of GO15 Autoworld.**

After I was assigned to work on-site in GO15 Autoworld, I was required to keep updated about my tasks whether they were completed or still in progress or have been planned. Every time I get done with my daily task required by the Madex Group's client, which is GO15 Autoworld, I will always update my tasks including the requirements that have been stated in the agreement between Madex Group and GO15 Autoworld where there are tasks that I must accomplish including daily post contents, advertising videos, landing page publishing and update the car listing. Regarding the tasks that I was entrusted with, I also keep my tasks in check so the tasks that I work on and do, are aligned with following the requirements by the GO15 Autoworld. Other than that, I also have some consultation and discussion with my supervisor if there is any technical issue or any unexpected problem occurs when handling the task by myself.

### 3.3 GAINS

During the period of internship at Madex Group Sdn. Bhd. in the Digital Marketing Department, I did not miss the opportunity to gain many extrinsic and also intrinsic benefits that lead to both of my personal and professional growth.

#### 3.3.1 EXTRINSIC BENEFITS

Along with my internship, many benefits I received where it really improved my experience. Madex Group Sdn. Bhd. provided me with a RM40 allowance per day that I received every early of the month, it helps me to manage my own financial daily expenses and the other commitments that I need to fulfill. Sometimes, I also received free morning breakfast, desserts and snacks that the Madex Group generously spent for me as an internship student when I received the one month of intensive training of the fundamentals of digital marketing and the other knowledge related to the field.

<b>MADEX GROUP SDN. BHD.</b> 243-01, Jalan Adisa 7 Taman Adisa Heights, 81105 Johor Bahru, Johor			
Employee Name : NURUL IFTAKH KHADJAH IRWAN		Employee Code : MD0008	IC Number : 91103-01-0214
Tax Number :	SOCSSO Number : 01103010214	EPF Number :	
Department : DIGITAL MARKETING DEPARTMENT	Pay Group : STANDARD	Pay Period : 01-10-2024 TO 31-10-2024	
<b>EARNINGS DESCRIPTION</b>		<b>EARNINGS</b>	<b>DEDUCTIONS DESCRIPTION</b>
INTERNSHIP ALLOWANCE		800.00	
Total Earnings		800.00	Total Deductions
			0.00
Gross Wages : 800.00		Net Wages : 800.00	
Employer EPF : 0.00		Employee EPF : 0.00	
Employer EIS : 0.00		Employee EIS : 0.00	
Employer SOCSSO : 0.00		Employee SOCSSO : 0.00	
Pay Mode : BANK GIRO		Zakat : 0.00	
Bank Name : BANK ISLAM MALAYSIA BERHAD		MTD/PCB : 0.00	
Ac No1 : 011030200001		AL/BAI/YTD : 0.00	
		MLBAI/YTD : 0.00	

**Figure 21: Monthly allowance provided by the Madex Group.**

Even after I was assigned to work on site at GO15 Autoworld, one of the Madex Group's clients, I still received the other extrinsic benefits continuously for some random time and certain special occasions. For example, during the birthday of the person in-charge in GO15 Autoworld, the business throws a small feast by ordering sets of food from Pizza Hut and we enjoy it together during the lunch hour. During Chinese New Year, the GO15 Autoworld company invited me to attend their annual dinner along with all of the staff members.



***Figure 22: Small feast held by the person in-charge of GO15 Autoworld.***



***Figure 23: One of the snacks that the person in-charge shared with the other staff members.***



***Figure 24: Annual Dinner held by the GO15 Autoworld company at Pekin Daiman 18 Restaurant in conjunction with the Chinese New Year festival.***

Other than the feasts, I also received random gifts as an appreciation for my assistance during the time I was working on site at GO15 Autoworld. Some of the

random gifts I received are skincare products like a face cream, named as Teresia Marine Collagen, from Taeinworld Co., Ltd. and face masks from Jigott brand where both brands are from Korea. Next, every week, I always received some free snacks sponsored by the person in-charge in GO15 Autoworld as an evening snack where every staff member also received it and enjoyed it together. During the Chinese New Year, I also get “angpao” or a little gift in the shape of money in an envelope from the person in-charge of GO15 Autoworld. With the many extrinsic benefits I get, even after I was assigned to assist Madex Group’s client’s business, it really helps in increasing my motivation and changing the working mood to be more relaxed and comfortable from the work pressure. My tasks also can be done efficiently and my day spent in work with positive productivity.



***Figure 25: Face cream; Teresia Marine Collagen that I get as a random gift from the person in-charge in GO15 Autoworld.***



**Figure 26:** Face mask from Jigott; also random gift as an appreciation from the person in-charge in GO15 Autoworld.



**Figure 27:** “Angpao” received from the person in-charge of GO15 Autoworld.

### 3.3.2 INTRINSIC BENEFITS

As for the intrinsic benefits that I gained along with my internship, I got the chance to explore more about the digital marketing world other than just the theories when I was in Semester 5, where I took the Digital Marketing course in my elective subjects. My point of view about digital marketing becomes wider and clearer when I enter this field even as an internship student. Many things I learned including the

Information and Technology knowledge related to Artificial Intelligence in business operations online especially in social media presence like in Facebook, Instagram, Tik Tok, Threads and XiaoHongShu application, and also the online presence in websites or landing pages. This is where I learned about how to publish a landing page in order to help the business being recognized in the online world. I also get the chance to know the functions and focus features of each social media works to attract the online users' interest. Besides, when handling the social media for the GO15 Autoworld, whether by posting the daily contents or hosting a live streaming, I got the chance to improve my communication skills and increase my confidence. This really helps me in improving my current self and I also can explore more ways of communication when handling certain situations, especially in a situation where there are issues that need discussions to be tested and solved.

#### 4.0 SWOT ANALYSIS

SWOT Analysis can be defined as a strategic planning tool. It is used to determine and assess the Madex Group's Strengths, Opportunities, Weaknesses, and Threats. It aids Madex Group in comprehending both external and internal performance-influencing elements, facilitating strategic planning and well-informed decision-making to boost competitiveness and accomplish objectives (Sharath Kumar & Praveena, 2023).



Figure 28: SWOT Analysis of Madex Group Sdn. Bhd.

## 5.0 DISCUSSION AND RECOMMENDATION

### 5.1 Strength

#### 5.1.1 Good Leadership in Managing Subordinates



*Figure 29: Madex Group's staff members.*

Good leadership is a critical strength for Madex Group, a digital marketing agency operating as a sole proprietorship with three core members, including founder Mr. Chan Yuen Chee. A cooperative and empowering strategy that promotes a healthy work environment and propels project accomplishment is an example of effective subordinate management in this small team.

In terms of internal affairs, Mr. Chan arranges frequent check-in meetings where team members share best practices, talk about their progress on ongoing projects, and discuss any difficulties they may be having. The team is able to resolve problems quickly and cooperatively because of the open forum's encouragement of collaboration and transparency. Mr. Chan can assign work based on each assistant's strengths and maximise output by acknowledging their individual talents. Assigning responsibilities appropriately enables greater resource utilisation, for example, if one assistant is proficient in analytics and another in social media strategy. Additionally, adding professional development opportunities, like workshops or training sessions, can improve the team's abilities and job satisfaction, which will lead to a more driven staff (Karauri & Kyongo, 2024).

Regarding external affairs, effective leadership is equally important when interacting with clients.. By making sure that team members are equipped to manage

client expectations and convey project updates, Mr. Chan can foster excellent client relationships. This entails giving them precise instructions and giving them the freedom to decide within the parameters of their positions in order to promote a sense of accountability and ownership. For instance, Mr. Chan can help an assistant who is assigned to present a project proposal to a customer by providing information about the client's preferences and possible queries, while also giving them the freedom to boldly voice their own opinions.

For Madex Group to win over employees and develop high-profile projects, Mr. Chan fosters the communication channels and collaborative culture needed both within and outside the company. In the end, customer satisfaction and enhanced team cohesion parade the image of the agency in the aggressive arena of digital marketing through this highly supportive style of leadership.

As for the recommendation, Mr. Chan can delegate responsibilities onto his team members by trusting them to assume ownership of work themselves. A sense of ownership fosters morale and makes the staff work more as people value their input. For example, assign tasks based on each team member's interests and strengths, engendering accountability and a greater desire to excel. (Prasetyo & Adi Pernama, 2019).

Mr. Chan indeed inspires his teams to act independently so they can use their own creativity to solve a problem (Han et al., 2024). It can help in creating a conducive environment and bolster the team members' ability to critically and strategically analyze their work. For example, when the marketing members are encouraged to present creative plans or new methods of interacting with clients, they become more committed to the projects and the entire progression of the company. This kind of culture nurtured by the leaders creates a proactive work environment and is therefore likely to result in better solutions, drawing from the pooled creativity and intellect of the team members.

Therefore, the mix of assigned tasks and support for initiative creates a vibrant work environment that propels ongoing development and group achievement while equipping the company to quickly adjust to changing market needs. By using this

strategy, the Madex Group may create a strong team that values cooperation and creativity, which will boost the organization's competitiveness and growth.

### **5.1.2 Adaptability to the Local Market Needs**

Next, Madex Group has the strength where it has the adaptability to the local market needs. Adaptability to the local market needs can be defined as one of the business strategies that will assist the company in adapting to the market changes and what the consumer needs, which is very important when it happens in the local market (Wu, 2024). Madex Group's ability to adapt to the local market needs can be a significant strength for the company in terms of its digital marketing services. Madex Group's rapid adaptability is triggered by frequent changes in the local market. Fewer members in a company allow it to make quick changes and adapt its service according to local market needs. Smaller organizations are often faster and more efficient with their decision-making processes. This means that Madex Group will be able to respond quickly to changes in the marketplace or shifts in customer preferences, gaining the competitive advantage to customize their services to the unique requirements of clients in the area.

Adaptability in responding to local market needs can be a great asset. Digital marketing trends and consumer preferences are capricious. Companies that can make adaptations very quickly gain a competitive edge (Nivita, S., 2024). By rapidly adjusting its digital marketing strategies and offerings to respond to local market-specific demands, Madex Group will be able to attract and retain clients, improve customer satisfaction, and drive business growth. The adaptability in responding to local market needs constitutes one of the biggest strengths of Madex Group, allowing them an edge in the digital marketing industry to better serve their clients.

Madex Group ought to resort to agile or adaptable strategies as recommendations. Agile or adaptable strategies such as rapid prototyping and feedback loops become very critical for any organization wanting to survive and remain competitive in an increasingly dynamic marketplace (Purcarea, 2020). In rapid prototyping, Madex Group tests various approaches or advertising campaigns on a small scale before moving into larger projects (Ahmad et al., 2021). This method mitigates risk

by ensuring that actual client response and performance indicators are measured to determine which ideas will be pursued and expanded by the Madex Group. A targeted social media advertisement could reach a specific demographic segment that Madex Group would be interested in monitoring for engagement rates. This data will further allow for campaign revisions that could increase its chances for a wider rollout. Additionally, it is paramount to set up strong feedback loops for continuous improvement. According to Giamos et al. (2024), systems fostering customer feedback through channels like surveys, reviews, or face-to-face engagement will provide Madex Group with critical information on its customers' preferences and problems.

Madex Group can capitalize on that to adjust its offerings to the environment in which they operate. An example of the need to apply this variable approach is using customer feedback from a pilot campaign to alter messages or targeting for subsequent campaigns. With these variable approaches combined, Madex Group can swiftly turn on a dime to act on real-time data and client perceptions, reinforcing a culture of inventiveness and flexibility. This flexibility also assures that marketing efforts keep pace with the ever-changing demands of its target audience, which, in turn, increases customer satisfaction and helps the company grow. Essentially, feedback loops and rapid prototyping empower the Madex Group to thrive in an increasingly dynamic setting during every passing day-and ultimately lay the foundation for sustained success.

## 5.2 WEAKNESSES

### 5.2.1 Shortages of Manpower

To have some manpower shortage to manage affairs and all the issues is also another weakness in Madex Group's human resources. Another human resource vulnerability of Madex Group is under vacation in terms of personnel to accomplish handling internal matters and problems of the company. Communication breakdowns, poor decision-making processes, and general low productivity are expected disruptions caused by the shortage of staff at the Madex. With three core members managing, among other provisions, human resources in external affairs such as distributing projects and work to clients with all support from staff, the Madex Group staff may experience a huge load on managing its internal affairs.

The Madex Group's ability to effectively attend to the needs of its clients is equally affected by its small staff, considering that they offer several digital marketing services such as social media advertising, AI chatbots for the online business, and SEO for websites or landing pages. A smaller team compromises Madex Group's ability to handle multiple projects simultaneously, which could mean longer turnaround times and potentially inferior quality for daily post contents, AI chatbots for commercial use, as well as publishing websites or landing pages. The Madex Group staff may also experience burnout and low morale due to scarce resources, which will in turn complicate handling of internal problems and compliance with requests from customers.

According to the recommendation, for Madex Group to thrive in the ever-hazardous and competitive digital marketing industry, human resources must be considered strategically (Adamu et al., 2022). Madex Group could hire recruits to reduce existing team members' workloads, facilitating a more innovative and productive working atmosphere whereas a more equitable distribution of tasks might be encouraged. A larger team could facilitate more varied projects and innovation by drawing upon different skills and views. Targeted training programs must be delivered, as they equip employees with the most recent skills and techniques towards actualizing success within their jobs. Continuous training of each team member assures that they remain fine-tuned individually with timely and requisite adaptive knowledge and skills so as to allow their team to remain competent in a rapidly changing digital environment (Yertas, 2023).

Simplification of internal processes can enhance productivity by limiting duplicity and increasing workflow efficiencies. Bottlenecks can be identified and resolved by Madex Group to enhance workplace flexibility and facilitate the teams' swift response to customer demands and market changes. Intertwined with recruitment and training, these strategies will ensure a holistic approach towards fostering a resilient workforce. Focusing on these aspects will set Madex Group in good stead to satisfy customer demands while retaining a competitive edge in the digital marketing industry.

#### **5.2.2 Lack of Fund for Marketing Services.**

In another internal problem, Madex Group Sdn. Bhd. lacks funds to deal with its internal as well as external affairs, especially when offering better digital marketing services to its clients. This is a considerable deficiency not only hindering Madex Group's internal work operations but also limits its ability to diversify its service offerings and maintain quality to suit the client's needs and improve their business operations from an online presence. This fund constraint truly impacts Madex Group's ability to endorse innovative marketing strategies and technologies and maintain relevance with industry trends, particularly in the shifting arena of social media, such as those surrounding trends on TikTok and other platforms such as Facebook, Instagram, Threads, and XiaoHongShu. This limitation complicates the company's ability to perform deep data analysis, target its consumers effectively, and build better marketing strategies for adapting to changing business demands of its clients (De Blick, T. et al., 2023).

Without money for continuous training and development of the Madex Group's staff, their team could not be expected to have the skills and means applied for the successful execution of digital marketing campaigns due to the simple fact that probably this field has not more than three core team members who are assisted by other junior staff performing multitasks in one go. Therefore this could hinder the production of results by Madex Group and the completion of projects related to the business goals of its clients, in the SME or small and medium-sized enterprises. More importantly, the absence of funds diminishes Madex Group's ability to conduct research and development, thereby delaying its capacity for innovation and custom offering to its

clients' business requirements. Such a hindrance to Madex Group will mean standard solutions that may not adequately address the unique needs and challenges faced by different client companies. Hence, the services of the Madex Group may not be tailor-fitted enough to achieve substantial effects for its clients. An absence of an investment fund may create struggles for the organization in terms of providing resources, shoulders to operational inefficiencies. Within individual client projects, which can lead to blunders, hold-ups, and unsatisfactory outcomes.

For the recommendations, Madex Group can create a network to collaborate with the other entrepreneurs and potential clients (Aulia, M. R. et al., 2024). For small-sized companies like Madex Group, networking and collaborating are important strategies to gain more recognition and reach in a digital marketing world. The regional business meetings, promotions, and seminars present good opportunities for Madex Group to network with other business owners and possible customers. Such platforms provide a chance to showcase expertise, exchange views, and build up links that may lead to future engagements with clients or partnerships. Besides building brand awareness, an active participation in these events will position Madex Group as a thought leader in digital marketing and attract new clients interested in valid partners for their marketing needs.

Cross promotion with other freelancers or small enterprises is also, in the present scenario, one of the effective means of increasing reach and minimizing the cost pretty drastically for marketing. By forming alliances that complement each other, the Madex Group can enter into new markets and gain from other resources. For instance, working with a freelance graphic designer on full marketing packages would appeal to a larger clientele, and collaborative promotions would enhance awareness for both. This method cultivates a network of trustworthy partners interested in marketing each other's services by creating a spirit of fellowship and mutual support among small businesses (None Bima Cinintya Pratama et-al., 2023). The Madex Group would succeed in designing a business strategy characterized by being adaptive, creative, and growth-oriented in the digital marketing sector, using a mixture of smart networking and effective collaboration.

## 5.3 OPPORTUNITIES

### 5.3.1 Market Expansion

The modern era, replete with technological wonders, has compelled companies to develop and update their online presence, thus making it a very opportune moment for digital marketing agencies such as Madex Group to venture into this field. Assistance rendered by Madex Group through the compilation of the digital environment would greatly benefit small and medium businesses (SMEs) in Malaysia, Johor in particular. Such assistance is crucial to SMEs since the websites lend a large degree to brand awareness and eventually bring them to a bigger platform (Nim et al., 2024). Additionally, because of the strategic location of Johor Bahru close to Singapore, there is also an opportunity for Madex Group to diversify its international service offerings.

Similar to their Malaysian counterparts, Singaporean SMEs are constantly looking for ways to expand their market reach and mould themselves to the digital environment. Madex Group can leverage the cross-border business dynamics to focus on this nearby market, which should engender synergy and growth between both parties. With its penetration into the Singaporean marketplace, Madex Group can pull a wider spectrum of customers and serve as a bridge for interregional trade. In turn, Madex Group could tailor specific marketing strategies that appeal to both local and international audiences since both countries' SMEs are increasingly getting digitally-oriented. Altogether, this strategic move would, therefore, enhance Madex Group's competitive position while allowing it to serve a wider clientele, thus making its own direct contribution towards further growth of SMEs in Singapore and Malaysia.

In regards to making recommendations, Madex Group must first satisfy the needs and wants of the clients' businesses given their locality and international standing (Sari & Gurki, 2024). Madex Group may enhance its strategies and work better to understand the specific requirements of their clients by providing digital marketing services focused on local and international SMEs. With sustained experience and attaining local presence, Madex Group would then slowly extend its operations to other Fronts, thus opening new markets and attracting a wider clientele.

Through this organized approach, the firm will maintain its concentration on quality and customer satisfaction, while minimizing the threats that abrupt, large-scale expansion may foster. Simultaneously, Madex Group can delve into the world markets beyond their national borders using the digital side of marketing. The demand for digital marketing services is increasing in developing economies, where businesses are willing to augment their online presence and reach (Shimelis & Shimelis, 2023). By servicing clients in the international markets, Madex Group will harness the opportunity of these emerging markets, thus adding streams of income and increasing its growth prospects. For establishing a local base with eventual growth into national and global markets, Madex Group is thus strategically positioned to better the quality of service delivery while nurturing long-lasting relationships with its clients across several geographies. This growth strategy will, in the end, hence afford further advancement and success of the agency in the ever-changing terrain of digital marketing.

### 5.3.2 Growing Demand for Digital Marketing Services

The growing demand for digital marketing services significantly shows its result ever since the pandemic of Covid-19 hit the whole world including Malaysia. Several significant market developments that emphasise the growing need for digital marketing services have permanently changed the marketing environment. The majority of consumers and businesses are now active online due to the rise in internet usage, which offers digital marketing agencies a previously unheard-of chance to engage with potential customers. This situation also became the inspiration for the new sprouts in the digital marketing industry to grow, including the Madex Group Sdn. Bhd. Furthermore, many traditional brick-and-mortar merchants, like the small stall traders and grocers, were forced to switch to online sales as a result of the COVID-19 pandemic, which sparked a major movement towards e-commerce (Ozturk & Ozturk, 2024). As the other businesses look to improve their online visibility and engagement, demand for tactics like search engine optimisation (SEO), pay-per-click (PPC) advertising, and social media marketing has increased.

Furthermore, since smartphones are becoming the main tool for browsing and buying, the increase in the use of mobile devices emphasises the necessity of digital strategies tailored to mobile users. This change calls for marketing strategies that put a high priority on mobile optimisation so that companies may interact with customers on their chosen devices. Additionally, shifting consumer behaviour points to a trend in which consumers are spending more and more on internet sources for information and confirmation before making purchases. With growing online presence, e-commerce shift, mobile usage, and shifting buyer behavior, these converging market trends give credence to demand for effective digital marketing solutions that can maneuver their way through this unpredictable space and assure success for the business. As such, a strong digital marketing strategy is critical for the digital marketing business, Madex Group, because it ensures that being found, as well as engaging constructively online, culminates in the establishment of a credible business (Ziakakis & Vlachopoulou, 2023).

The recommendation is that Madex Group must remain flexible to accommodate market and customer preference changes through continuous research-and-development (Cosa, 2023). It is, therefore, essential in the fast-paced world of digital marketing to keep long-term customer relationships and flexibility if we

are to see our survival and growth as a company. Customer feedback loops will allow Madex Group to ensure that its services can be tailored to match customer needs and expectations. A feedback mechanism for Madex Group, whether through meetings, surveys, or even informal communication, will serve to educate the company immensely on the views of customers about its services. Such feedback will also encourage a culture of responsiveness and partnership whereby customers feel listened to and appreciated, even as it points out areas for improvement.

By involving clients in this process, stronger partnerships can be forged as it demonstrates a commitment to continuous improvement. Equally important to accepting feedback is staying flexible in a fast-paced field where technology innovations and market conditions seem to change by the minute. Madex Group must remain flexible and prepared to reorient its efforts based on client feedback and a thorough analysis of emerging market trends. To improve customer happiness, this may entail using new tools, investigating creative marketing strategies, or updating service offerings. Madex Group establishes itself as a reliable partner committed to its clients' success in addition to being a service provider by fusing frequent client feedback with a proactive attitude to adaptability. In addition to fostering stronger client relationships, Madex Group's dual emphasis on innovation and continual development guarantees its competitiveness and relevance in the ever evolving field of digital marketing (Van, 2025).

## **5.4 THREATS**

### **5.4.1 Competition with other Digital Marketing Businesses**

Madex Group is also exposed to threats even though its business only focuses on Malaysian SMEs business. The threats that are faced by the Madex Group that can be seen clearly is having too much competition. In the digital marketing world, some organizations were already established long ago and now their strengths cannot even be beaten or caught up by Madex Group, in terms of technology used, the development of Artificial Intelligence (AI) that the businesses use, the quality of services that they offer and also their market reach. For example, YEA Business Sdn. Bhd. which operates in Johor Bahru where it is also located near the Madex Group, is already established more than seven years earlier than Madex Group. YEA Business Sdn. Bhd. already has its market reach and stable technology development. The business also gets a lot of positive feedback and gains acknowledgment from its clients, while the Madex group is still growing in this digital marketing world. YEA Business Sdn. Bhd. also has many talented workforce and their works or projects have been proven with successful records.

Other than the already established businesses in the digital marketing world, Madex Group also faced challenges from the new digital marketing businesses that have been growing since the COVID-19 pandemic. This is because people become more aware of the importance of digital presence in many business operations especially for the Small and Medium Enterprises (SME) business. Many new digital marketing businesses have been growing until nowadays and offer better services in many things such as online advertising which can be done by many small digital marketing businesses that are experts in that field. Madex Group does offer online advertising services, however, they may not surpass the other digital marketing businesses because Madex Group offers various services other than online advertising, such as publishing the landing page for the SMEs businesses, publishing blogs, and programming the AI Chatbot for its clients' businesses online.

As for the recommendation, Madex Group can alter its digital marketing services by offering customized solutions for each clients' business needs (Al Zuhri et al., 2021). Rather than adopting a one-size-fits-all approach, Madex Group should take the time to

understand the specific objectives, challenges, and preferences of its clients, thereby tailoring services that align with their individual business goals. This customization can manifest through personalized marketing strategies, targeted content development, or specific campaign execution designed to drive results uniquely suited to each client's circumstances. Madex Group is a cut above when it comes to customized solutions. It represents expertise and a commitment to tangible results. A potent mix of relationship-building activities and personalized service offerings not only work toward enhancing client satisfaction but also turn Madex Group into a trusted partner in the success of its clients within the fast-paced digital marketing arena.

#### 5.4.2 Technology Changes

Both benefits and disadvantages come from the fast-paced development of the digital marketing technologies, especially for Madex Group that may find it tough to cope with the continuous evolution of new tools, platforms, and techniques. Automation, machine learning, AI, and advanced analytics are reshaping best practices like never before. The problem for Madex Group, with little time and money, is to incorporate these changes properly into their marketing strategy. These difficulties have also been faced by the Madex Group since it just started its foundation about two years ago. As a sole proprietorship business, Madex Group tends to face challenges when the company wants to adopt a new technology into its business operation and also into its services that will be provided to the clients' businesses in online presence.

Meeting customer expectations and remaining competitive in a changing industry like the digital marketing industry itself might become more challenging if new technology is not adopted, leading to outdated services and methods. The gap between larger agencies and smaller operators like Madex Group Sdn. Bhd. can be made worse by the fact that the big and already established digital marketing businesses are frequently able to make substantial investments in continuing training and technology purchases. In order to stay relevant, Madex Group needs to quickly modify their marketing strategy in response to the evolving client tastes and behaviors brought about by these technology breakthroughs. In addition to losing clients to more nimble agencies who are able to handle these changes, Madex Group may run the danger of losing touch with their target audiences and lowering client satisfaction if the company does not innovate or use the newest technologies in their campaigns.

As for the recommendation, Madex Group must ensure the business actively participates in local or online networking groups to know about other businesses' experiences and strategies regarding technology changes (Gadhavi, 2024). One of the most important ways for the Madex Group to keep up with industry trends and technological advancements is to network with other experts in the field of digital marketing. Digital marketers may participate in insightful conversations, exchange strategies, and share valuable experiences by joining industry groups, whether they are local gatherings or online forums. This helps Madex Group better comprehend the quickly changing marketplace. These organizations enable the Madex Group to belong

and cooperate in creative ways. Every business member can learn from other members' successes and failures while discussing ideas and problems, which can be useful to the Madex Group's team in adapting to the new tools and techniques being developed within the field.

One more action the Madex Group may take is to undertake joint projects with other digital marketers or agencies that would ultimately enable Madex Group's capability to remain competitive in the market. The collaboration with peers allows an exchange of best practices, resources, and information, where each team member in Madex Group can freely articulate their innovative ideas and improved service offerings. Collaborative efforts lead to the creation of holistic marketing strategies that imply the tastes and behaviors of today's consumer while also educating the people involved on new technologies and approaches. The Madex Group's team will thereby have an opportunity to overcome barriers imposed by purely individual work and actively forge networks and collaborations with other experts. This kind of overlap keeps their skills fresh while helping them to deliver excellent value to their clients. In the end, the development of a powerful professional network will lead Madex Group, down the road, towards a bright future in the digital marketing arena with growth, training, and competitive leverage in the dynamically changing digital environment.

## 6.0 CONCLUSION

In conclusion, my internship at Madex Group Sdn. Bhd. was an invaluable experience, contributing greatly toward my ability to grow professionally and to comprehend the diversification that exists within the digital marketing profession. This SWOT analysis helped to serve as my lens through which I have viewed several key elements defining the company's strategic positioning. With the strengths that Madex Group has, good leadership in managing its subordinates and its capability to adapt to the local market needs even go far in heightening its competitive edge in the market. Weaknesses found in Madex Group include some of the very same things that opened my eyes to what digital marketing firms face turmoil over: a real shortage of manpower and budget. Then, I have learned that the opportunities when we mention this name "Madex Group" are good enough for a digital marketing company, ranging from market expansion, whereby the Madex Group may upgrade its customer reach from only local SMEs to the international SMEs business in Singapore, and there is a positive growing demand for digital marketing services. The threats posed to Madex Group-state competitors' bid for the attention of other digital marketing players and high speeds of technological change-have underlined the importance of being updated and responsive to our business for Madex Group to catch up with the changes.

This internship at Madex Group Sdn Bhd also has allowed me to gain practical knowledge about digital marketing strategies, tools, and analytics, enhancing my ability to contribute effectively to marketing campaigns. I have developed critical skills in areas such as SEO, content creation, and social media management, which are essential in today's digital-centric business environment. Besides, I also get the opportunity to develop my current self to be more confident and hone my soft skills that will be useful in my future. Collaborating with experienced professionals has further expanded my understanding of teamwork and communication in a professional setting. Last but not least, my time at Madex Group Sdn. Bhd. has not only enriched my theoretical knowledge but has also equipped me with practical skills and experiences that will undoubtedly serve as a strong foundation for my future career. This internship program is also very vital for me to experience real working life and give advantage to explore new knowledge and implement the theory of knowledge and experiences in order for me to accomplish various tasks and duties at the real-life workplace.

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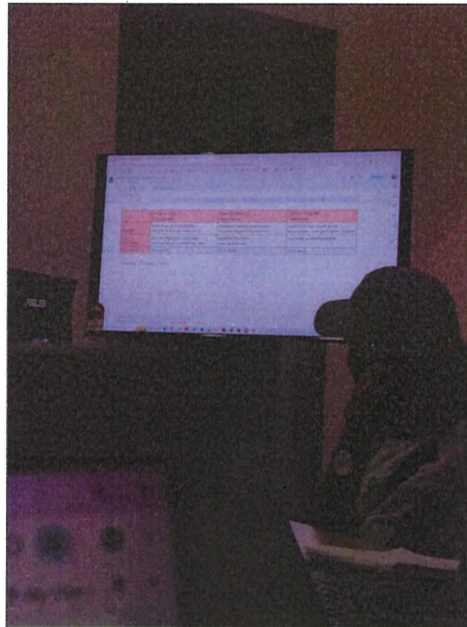
## APPENDICES



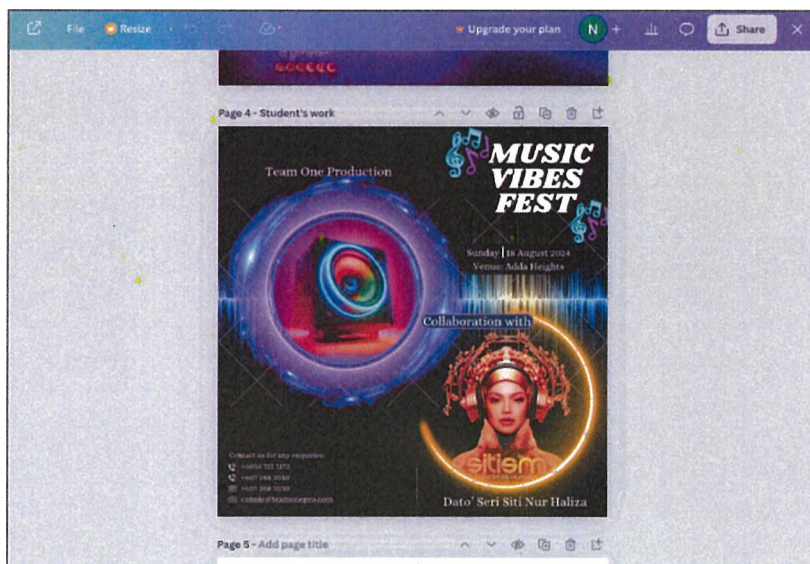
*Appendix 1: Location of Madex Group is at the upper level of the business street at Taman Adda Heights.*



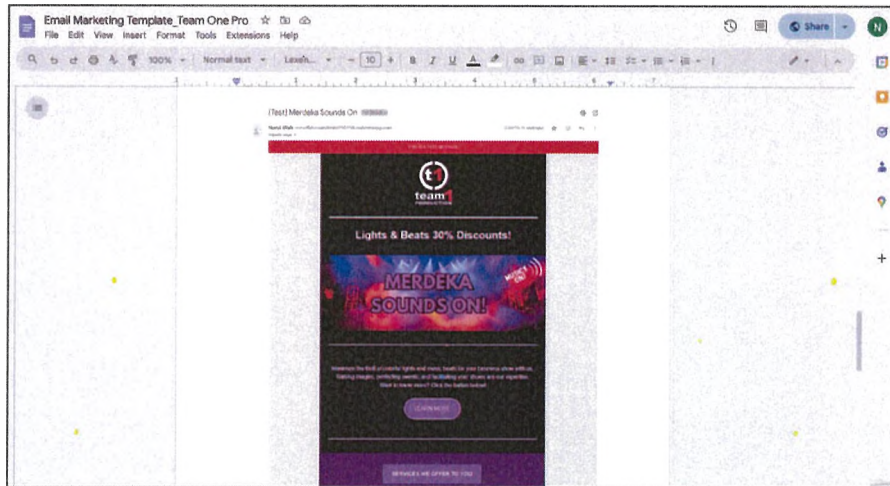
*Appendix 2: Madex Group's receptionist.*



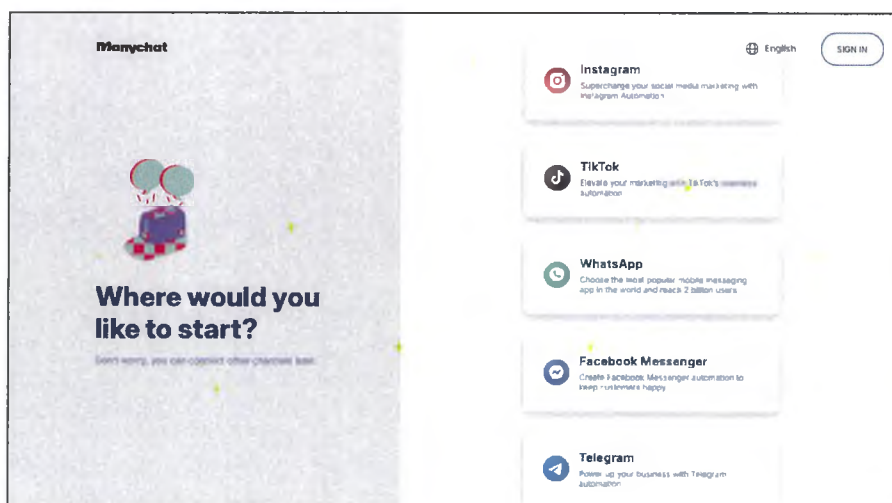
*Appendix 3: Class that I attended during the one-month intensive training at Madex Group.*



*Appendix 4: Posters created by using Canva for training purposes.*



Appendix 5: The email marketing template created by using Mailchimp site and then transferred to Google Docs as task submission.



Appendix 6: The chatbot creation by using the Manychat site.



*Appendix 7: Site visit at Kitchen Sink Outlet for video shooting and editing task for one-month intensive training purpose.*



*Appendix 8: The product variation at the Kitchen Sink Outlet.*



Appendix 9: The Madex Group's client's company that I worked at on-site.



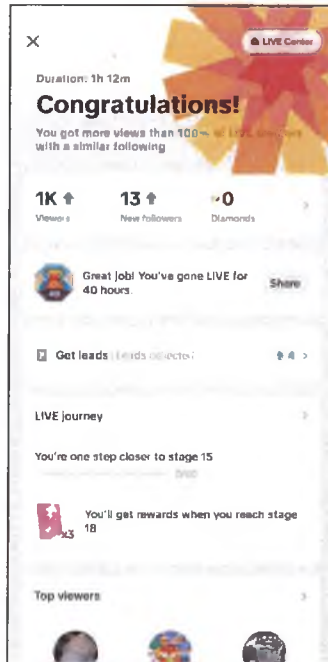
Appendix 10: My work space at the GO15 Autoworld (Madex Group's client's company).



Appendix 11: The view from inside of the GO15 Autoworld office.



Appendix 12: Designed a vacancy advertising for Madex Group's client's business.



Appendix 13: Live stream reports that I hosted with the GO15 Autoworld staff members provided by Tik Tok application after the live ends.



Appendix 14: Evening snacks provided by the person in-charge at GO15 Autoworld.

*Appendix 15: Small feast held at the GO15 Autoworld company.*



*Appendix 16: Assisting the staff (left) to do the sales report by capturing the picture with his customer.*