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TEKNOLOGI
MARA

Cawangan Melaka

UNIVERSITI TEKNOLOGI MARA (UiTM), KAMPUS BANDARAYA MELAKA
FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

MGT 666

INDUSTRIAL TRAINING

INDUSTRIAL REPORT



SEA GCM

SEA GAMER MALL SDN. BHD.

PREPARED BY:

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INTERNSHIP PERIOD:

12th AUGUST 2024 - 25th JANUARY 2025

ADVISOR:

MADAM ERRATUL SHELA BINTI ESHAK

SURAT KEBENARAN

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Jawatan : Assistant Marketing Manager
No. Tel. :
No. Faks :

Cop jabatan/organisasi:

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EXECUTIVE SUMMARY

This internship report is written as a part of the Bachelor of Business Administration (Hons.) Marketing industrial training requirement. The internship training had to be undergone for a total of 24 weeks in regard to completing the semester. For industrial training, I have been selected to serve for a well-known gaming industry which is Sea Gamer Mall Sdn. Bhd or known as SEAGM. In this organization, it illustrates the duties, jobs, and assignments that I have had throughout this time, together with the important abilities and traits I have acquired. To provide readers with a complete picture of the business's activities, the study thoroughly examines the company's history, profile, and product offers.

Moreover, for a total of 24 weeks, my focus has been to do the marketing tasks such as advertisement, joining gaming-based events, and campaign. Despite doing so, I still managed to get new knowledge of marketing products and services of gaming from the employees of SEAGM. For this industrial training report, my focus is to analyze the background, core strategies of the framework and identify the analysis of SWOT for SEAGM. By evaluating the company's strengths, weaknesses, opportunities, and threats, the SWOT analysis offers insightful information for future decisions and strategic planning. With this, I may come up with a vivid solution to any problems that occur.

In summary, the process of writing this report has improved my comprehension of SEAGM's overall operations. My perspective was opened by all of the experiences and information I acquired while working for the firm, which exposed me to the realities of the workplace in the sector.

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1.0 ACKNOWLEDGEMENT



First and foremost, I would like to express my deepest gratitude towards Sea Gamer Mall Sdn. Bhd. for giving me an invaluable opportunity to start my career journey as a Marketing Trainee. This six-month experience has deepened my knowledge and skills in the marketing field where I can apply a solid foundation for my career growth in the future.

I would also like to express my sincere gratitude to my supervisor of SEAGM, Mr. Chi Winn, for all his help, guidance, and support in helping me to finish my internship alongside all employees in the marketing department. Their dynamism, enthusiasm, sincerity and motivation to teach me has genuinely inspired me to be more motivated in the working industry. I appreciate all they have done to guide and assist me in this journey.

I am also thankful to my advisor, Madam Erratul Shela Binti Eshak, for her time and advice during my internship period. Her willingness to help, guide and support me for this internship report is very meaningful. Her insightful feedback has been very excellent for me through the complexity and ensuring to achieve the best in this report.

Not to forget my family, which is my greatest strength. They support me to stay motivated in adapting to the challenges of the working industry in terms of financial and emotional support. I am very deeply grateful because of them, I am here reaching the end of my internship journey. Their unwavering support has been very important for me to complete all the tasks and slowly achieve my career target.

Last but not least, to all my fellow friends, who are very helpful throughout the process from day one until this stage. Their true kindness is really appreciated. I hope to continue striving in my future endeavors as well together with them.

2.0 STUDENT PROFILE

2.1 Resume

	Danial Hilmi Qua Bin Ahmad Shadidul Qua	
PROFILE		
A third-year student from MARA University of Technology (UiTM) who is currently seeking a position for internship placement for 24 weeks starting from 12 August 2024 to 24 January 2025. A very hardworking, quick thinking, self-learning and passionate person who can carry out given task efficiently with my skills and knowledge. With a keen interest in any field related to business administration in marketing, I am constantly seeking out new challenges and opportunities to expand my knowledge and skills. I believe by working with a good companies can offer me a new career knowledge in the real field experience.		
EDUCATIONS		
Universiti Teknologi MARA (UiTM), Bandaraya Melaka		2022 - Present
Bachelor of Business Administration (Hons.) Marketing CGPA: 3.52		
Universiti Teknologi MARA (UiTM), Alor Gajah		2019-2022
Diploma in Tourism Management CGPA: 3.69		
WORK EXPERIENCE		
SEA GAMER MALL SDN. BHD.		Aug 2024 - Present
Industrial Trainee		
- Executed an effective marketing campaign that align with company goals. - Managed and measured report performances of all marketing campaign to evaluate the KPIs and ROIs. - Researched current trends, audience interests and competitor strategies to give insight for objectives developments. - Managed social media accounts in creating engaging contents that align with marketing objectives, promotional events and brand awareness. - Analyzed market trends to refine targeting for social media and marketing campaign to boost engagement.		
SKILLS		LANGUAGE
- Teamwork - Management Skills - Creativity - Time Management - Problem Solving	- Social Media Strategy - Digital Marketing - Microsoft office - Adobe - Canva	- Native proficiency in Malay - Proficient in English
ACHIEVEMENTS AND VOLUNTEER		
- Graduated with a 3.69 CGPA for Diploma in Tourism Management. - Deen list in Semester 1 with 3.71 GPA for Bachelor of Business Administration (Hons.) Marketing. - Become a class representative for Diploma and Degree throughout the whole semester. - Joined football, badminton and e-sport team for contest in faculty. - Take a part as participant in faculty events such as MASAVENGERS and HUNTING FUN-THINGS Program. - Be a part of volunteer in running event.		
CONTRIBUTIONS		
Class Representative Served as a connection between students and lecturer in order to deliver the needs and concern of my classmates. Organized class meeting to discuss any important issues, gather feedback and make a decisions on behalf of the class. Engaged in collaborative efforts with faculty to resolve any academic issues.		
Corporate Social Responsibility (CSR) Project Leader Worked as a team in assigning responsibilities and ensuring that everyone understand with their role positions. Offering guidance and assistance to team members in order to help them. Find partnership organizations to create the effective of the program.		
REFERENCES		
Dr. Fadhlur Rahim Bin Azmi Senior Lecturer Phone: +60 19 798 72965 Email: fadhlurrahim@utem.edu.my	Mohamad Ashmeer Bin Zainal Supervisor at Cyberview Resort Phone: +60 17 254 5163 Email: mohamadashmeer@cyberview.com	Fairuzal Hamid Bin Abdul Rahman ESL Headcoach Phone: +60 18 347 8548 Email: fairuzalhamid@pattaya.com

Figure 1: First page of updated resume

3.0 COMPANY PROFILE

3.1 SEAGM's Background



Figure 2: SEAGM Logo

Sea Gamer Mall Sdn. Bhd. also known as SEAGM is one of the most gamers favorite platforms in their digital gaming industry. This global leader was founded in 2007 where the headquarters is at Sitiawan, Perak, SEAGM expanded their international network to Asia region to cater to a large global audience around the world. After a few years of establishment, SEAGM was announced as the MSC status company by the Malaysia Digital Economy Corporation (MDEC) in 2014.

In addition, SEAGM too has offices established in China, Thailand, and Singapore with different departments that allocate over 100 employees that have the same missions in operating the business growth. The second office, which is at Jalan Syed Medan Putra, Kuala Lumpur, devotes all the departments including the Administrative Department, Customer Service Team, Operations Team, Human Resource Department, and Sales Department. SEAGM office in Chengdu, China is specialized only for the technology department where they are responsible in advance technology for the entire company to ensure the top-notch performance for the target audience to achieve the highest operational service efficiency.

Furthermore, while in Thailand and Singapore, both are providing localized support to native users and international partners for the good relationship. This strategic expansion can focus more on a strong partnership with the top leading publishers or developers, ensuring a diverse range of business partners. SEAGM today is a far cry from what it used to be, having grown leaps and bounds but this company is ready to take the center stage on a scene for much grander, being the pioneer who trailblazer the digital goods market in Malaysia Southeast Asia and globally.



Figure 3: SEAGM's HQ at Sitiawan, Perak

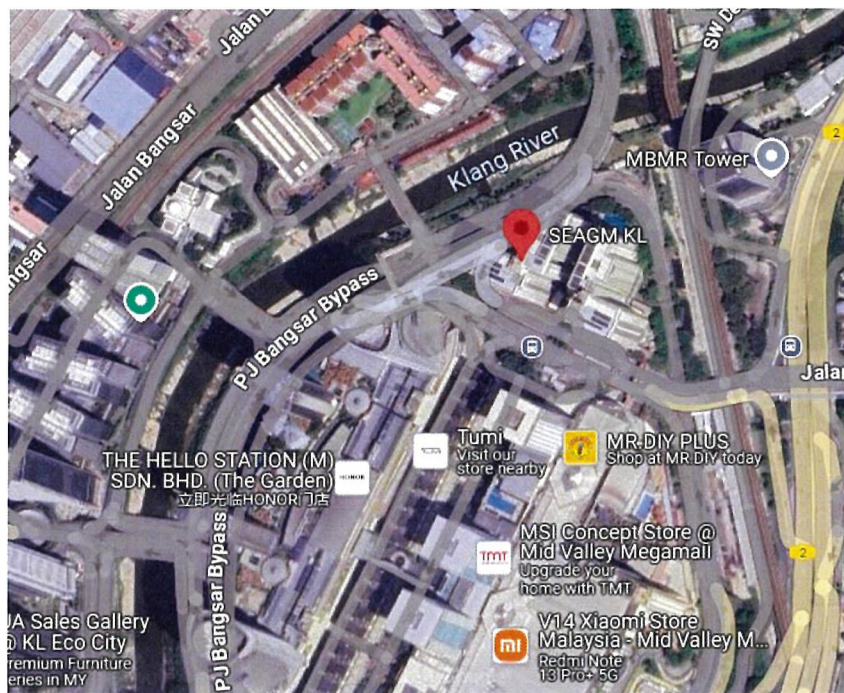


Figure 4: SEAGM's Kuala Lumpur office

3.2 Core Strategies Framework

3.2.1 Vision

To be the world's leading digital goods and services platform by achieving excellence in profit, community and lifestyle.

3.2.2 Mission

To empower gamers by contributing back to the gaming community where to become the best innovative and digital platform globally that suits the customer-centric company that grows together within the community and employees.

3.2.3 Objectives

In SEAGM, their main objective of the business is to provide the safest and seamless platform for the gamers to purchase and trade their digital goods across the world. SEAGM prioritizes more on their exclusive customer experience throughout the process. Other than that, they want to build more connections via the game community including game publishers, developers and the players. With this strong connection can help the branding to become the top leading e-commerce platform. Next is SEAGM's objectives is to expand the market reach and customer base worldwide to experience the convenient access to the services globally to enjoy games anytime, anywhere.

3.2.4 Goals

Not only achieving the target of profitability and sustainable growth towards the business, SEAGM main goal is becoming the top leading digital platform in the gaming industry that ensures the well-known branding around the world. By contributing to the gaming community, SEAGM focused more into the innovation of technology by adapting to the new challenges and changing trends in the industry.

3.3 Organizational Structures

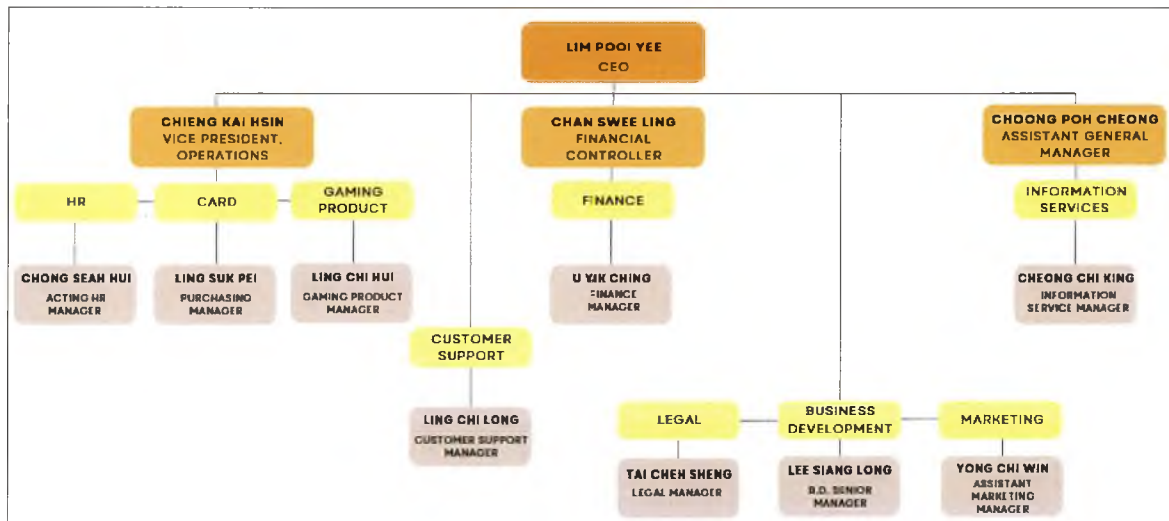


Figure 5: SEAGM Kuala Lumpur Organizational Structure

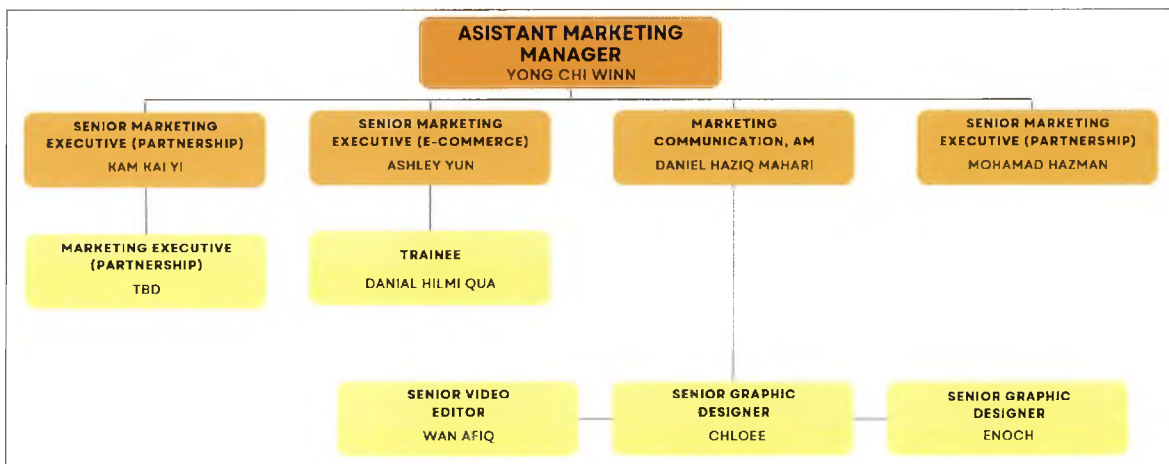


Figure 6: SEAGM Kuala Lumpur Marketing Department Organizational Structure

The organizational structure of SEAGM reflects a comprehensive and well-defined hierarchy to run efficient business operations. At the helm is the founder himself, Mr. Wong Ong Hua. He is responsible for giving ideas from the beginning to create the greatest history of the business. Followed by the CEO, Mrs. Lim Pooi Yee, who is the leader to make sure all the key divisions are going smoothly throughout every manager's department. In Kuala Lumpur's office,

there are 10 departments led by all the experienced managers and below them have their teams for each department.

In depth into the marketing department that is led by Mr. Yong Chi Winn as the assistant marketing manager, the whole team has nine people, who are responsible for running the marketing operations well. Ms. Kaiyi handled partnerships where she contributed to collaborate with big companies to work together. While Ms. Ashley, e-commerce executive responsible for digital marketing such as social media and email direct marketing (EDM). Mr. Daniel as Marketing Communication senior executive with three team members creating content for engagement for the company. Last but not least, Mr. Hazman as a SEO specialist who conducts the SEAGM website and search engine on Google to be the top tier company names appear on browsers.

3.4 Products and Services

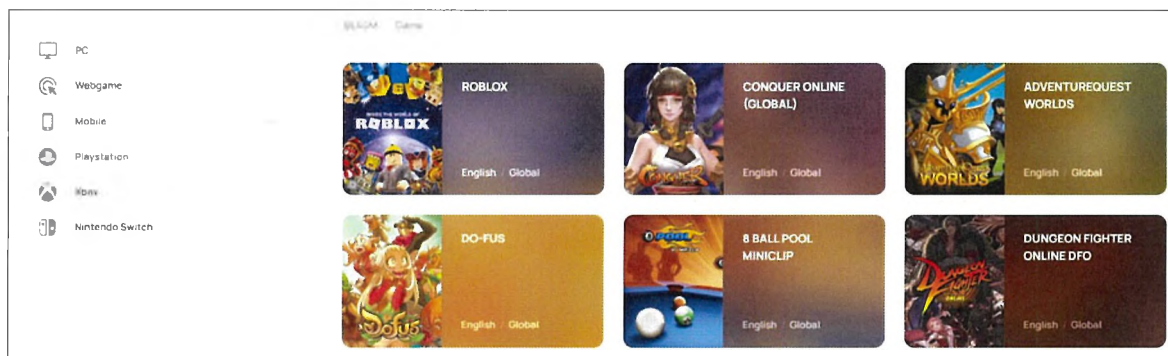


Figure 7: Gaming products on SEAGM website

A strong e-commerce platform like SEAGM has established its own diverse needs for gamers and digital consumers worldwide. The range of products and services provided by SEAGM reflects the business commitment by enhancing the gaming experience in evolving the demands of the digital marketplace in the community. Because of the easy accessibility and convenience of the platform, SEAGM has been positioned as a trusted platform for purchasing game-related items, digital credits and more.

Not only for individual customers who are seeking the game credits for top-up, any business also has a collaboration with SEAGM with the same objectives to drive the growth of the

gaming industry. The following sections will delve into the particular products and services provided by SEAGM's dedication to become an excellence in the e-commerce space

3.4.1 Game Credits and Prepaid Cards

Wide selection of game credits and prepaid cards that are provided by SEAGM can be found across various platforms, where all the games here in SEAGM make it a one-stop destination for all the gamers. Popular games like PUBG Mobile, Mobile Legends and Valorant can purchase the game credits by customers in SEAGM making that unlocking premium features, acquire exclusive in-game items and enhance the gaming experience.

Other than game credits, SEAGM also offers prepaid cards for the biggest gaming ecosystems such as PlayStation Network (PSN), Steam, Xbox and Nintendo. These prepaid cards give the users easy access to downloadable content, purchase games or subscribe to premium memberships without any problems of linking individual payment methods to gaming platforms. Since the establishment of SEAGM, they have been focusing more on offering a diverse range of game credits that caters to both casual and hardcore games, making this a trusted and reliable platform for all gaming needs.

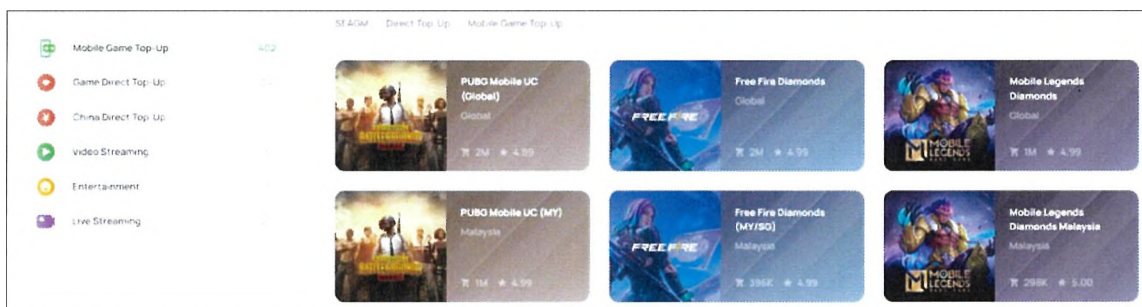


Figure 8: Mobile games top-up

3.4.2 Gift Cards

Besides that, there are some extensive collections of gift cards provided by SEAGM for some of the world's most renowned brands, including iTunes, Spotify, Amazon and Google Play. Purchasing digital content, paying for subscriptions or gifting to friends and family will play multiple purposes in these gift cards. Customers can find gift cards that fit with their budget in SEAGM at the lowest price where they can enjoy for their personal use or as a gift for someone else.

The convenience of these gift cards in digital format allows customers to get them instantly after they make a purchase. Broader audiences make SEAGM become the top-notch platform for individuals seeking flexible and secure payments solutions in games. The diversification of products makes SEAGM become more comfortable in the position of being a versatile platform that has diverse needs for the consumers.

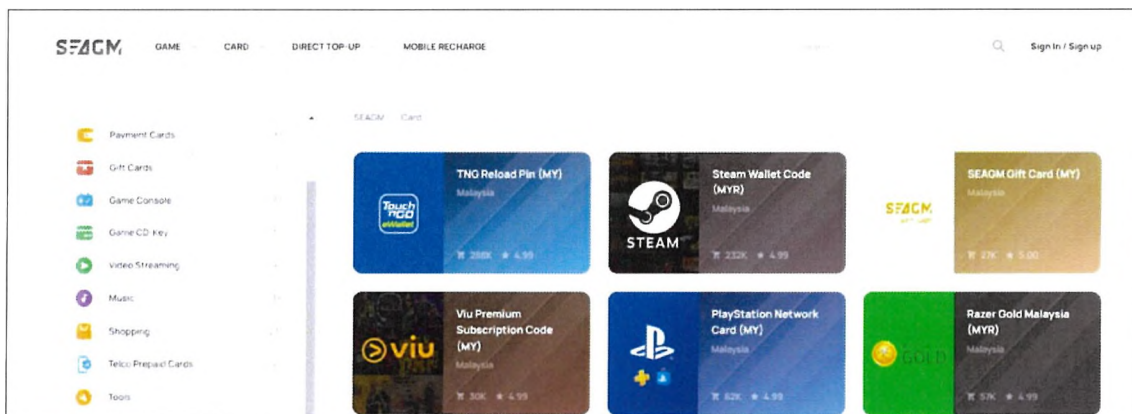


Figure 9: SEAGM gift cards

3.4.3 Mobile Network Top-Up

Not only for the gaming community, SEAGM empowers the company by offering mobile top-up services that cater to the customers that want to pay postpaid bills or mobile prepaid accounts. By establishing global connections, this service supports mobile networks in over 100 countries, ensuring accessibility for a worldwide consumer base. Users can select their network for each country, choose the desired top-up amount and complete the transactions securely on SEAGM's platform.

The convenience of the ways to top-up making it beneficial for users in the regions where this is much more important to stay connected. SEAGM’s digital transaction services demonstrate their ability to streamline processes, reflecting a strong commitment to delivering the reliability and speed that customers expect. Understanding the customer's diverse needs can help SEAGM to remain competitive in the industry and easily adapt to the emerging trends to solidify its position as a multi-faced digital marketplace.

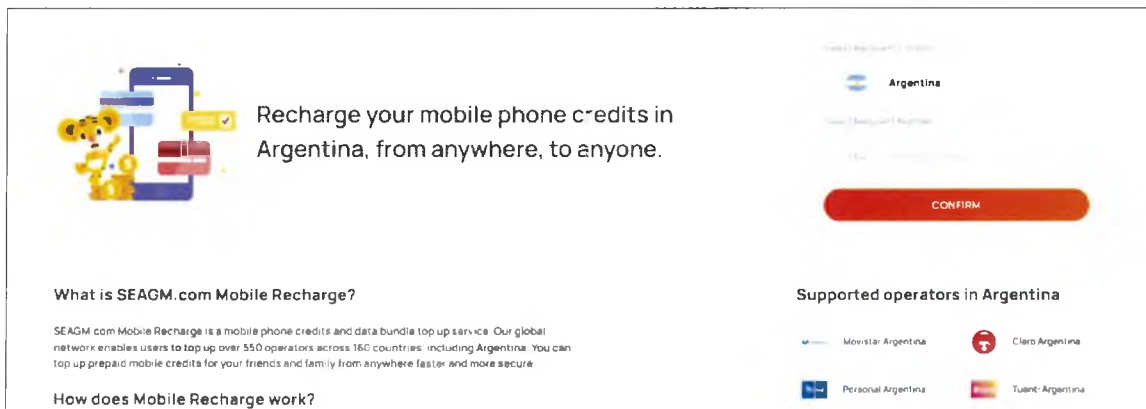


Figure 10: Mobile service network top-up

3.4.4 Digital Payment Solutions

Other than products, SEAGM successfully relies on its robust digital payment solutions by providing their consumers with various secure and convenient transactions methods. Supporting payment options like credit and debit cards, e-wallet and bank transfer makes SEAGM accommodate the diverse preferences that can cater to the global customer base. Customers from different regions may complete their purchase with their preferred payment method or local currency seamlessly.

SEAGM places a high priority on the security of its payment solutions by utilizing advanced encryption technologies and robust fraud prevention measures, ensuring users can trust every transaction. By doing so, it automatically not only enhances customer experiences but also spot SEAGM as a value trusted platform across all operations.



Figure 11: Payment methods by SEAGM

3.4.5 Esport Team Support

In 2021, SEAGM was actively involved in promoting their brand in the gaming community by having a partnership and supporting esport team initiatives. SEAGM teams for Pubg Mobile, Mobile Legends, Call of Duty Mobile and Sim Racing will play tournaments worldwide while representing the country and the SEAGM brand. By doing so, these collaborations can prove the company's dedication to fostering the growth in the gaming industry and providing more opportunities for anyone to keep that as their inspiration in the game community. Through these sponsorships, promotions and partnerships, SEAGM plays a significant role in enhancing its visibility and strengthening its brand presence within the gaming industry.



Figure 12: PUBG Mobile Team sponsored by SEAGM



Figure 13: Sim Racing Team sponsored by SEAGM

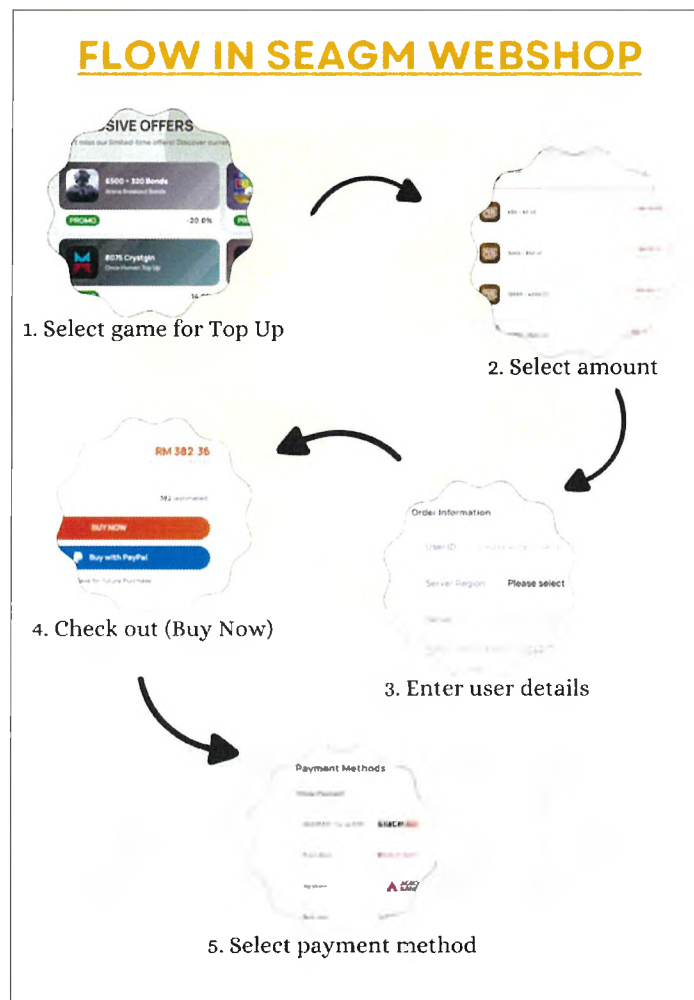


Figure 14: Steps for consumers to purchase SEAGM's product

4.0 TRAINING'S REFLECTION

4.1 Duration of Industrial Training

Date: 12th August 2024 until 24th January 2025

Working days: Monday to Friday

Time: Flexible time from 7.30 a.m. to 7.30 p.m. (9 hours working hour)

This chapter will introduce my training's reflection in Sea Gamer Mall Sdn. Bhd. for the marketing department. This internship took place from 12th August 2024 until 24th January 2025, covering approximately five months of unforgettable learning experience in the real field. Concurrently, I worked five days a week starting from Monday until Friday followed by a flexible time to clock in between 7.30 until 10.30 a.m. Regardless of this flextime, I committed to starting my day early, consistently arriving at 7.30 a.m. and working until 4.30 p.m.

While completing the day with the busy tasks, employees need to ensure their productive day will conclude within nine hours of the workday. Flexible employment is a way to help people work effectively and businesses and organizations to achieve their goals (Kostadinova & Vladkova, 2022). With these employee benefits, it is essential to cultivate time management and self-discipline, taking responsibility for independently managing schedules while meeting expectations. On top of that, with the dynamic nature of the task assigned together with the workday routine, it allows me to adjust to the positive environment and meet the company's standard.

4.2 Department and Roles

Throughout the internship process, I was placed in the marketing department where I can learn a lot about the core aspects of the company, hands-on experience and enhance personal development that aligns with the objectives and goals. Under the guidance of the experienced assistant manager and the executives, I was successfully entrusted with the responsibilities to handle social media, e-commerce platforms and execute campaigns. The marketing department at SEAGM manages a wide range of tasks, including partnerships and collaborations, Search Engine Optimization (SEO), and advertisements. This allows me to learn various responsibilities while

working alongside specialist executives. Since the first day I started my journey as a trainee here, I was chosen as an e-commerce marketing assistant. With these dynamic opportunities in the real field, I gained valuable insight into both Business-to-Business (B2B) and Business-to-Consumer (B2C) processes in driving good and strong strategies for long-term company objectives and goals. These challenges need to adapt as I grow in the field where it allows me to broaden my critical thinking in a professional way.

4.3 Responsibilities, Assignments and Tasks

During my internship with SEAGM, I successfully managed a variety of responsibilities that can provide to achieve the company's business model. The core aspect in this company is in the marketing department where I lead an effective marketing campaign by giving out ideas from the beginning that would find the company's goals. This is to ensure that by delivering the process of the campaign can resonate with the target audience easily. Usually, each marketing campaign will span the duration of two weeks, providing enough time to strategically implement, monitor and evaluate its effectiveness.

Furthermore, in this campaign as a part of my role, I was responsible for analyzing the campaign's performance report upon completion. Examining the key performance indicators (KPIs), such as cost-per-click (CPC), engagement, impressions and conversions are also very crucial as it wants to evaluate how good the campaign is in achieving and driving our objectives and goals. By having all the data, it allowed me to identify the strength, address gaps and optimize more strategies for maximum impact in upcoming campaigns. To measure return of investment (ROI), I evaluated the analysis which is very critical in the campaign as it is in relation to its costs. This is to determine how well the company can get in return in terms of profitability and efficiency in the marketing efforts.

Moreover, this process not only honed my analytical skills, but also deepened my understanding of data-driven decision-making, ensuring that every campaign aligned with the company's goals and delivered tangible value. I got the opportunities to handle the company's social media accounts within my internship period where I created engaging content that is aligned with the marketing goals, promotional events and brand awareness initiatives especially on Facebook and Instagram platforms. Planning and publishing all posts in social media for upcoming

in-game events, boosting product and game news to capture the essence of the company's brand while interacting for interest and engagement with some followers. Beyond this, I also analyzed the market trends where it is also aligned with the content creation parts for SEAGM.

By refining the new strategies for market trends, this will consistently boost engagement and achieve what our audience wants and needs. By knowing the popular trends in this field, I managed to play a role with an SEO specialist where I conducted keywords research to enhance product descriptions and page rankings on search engines that can drive the organic traffic and optimize the search engine visibility.

In addition, to widen my responsibilities, I was tasked with specific assignments every day that could hone my marketing skills in future. Writing captions for social media was a key focus where I ensured that each caption is not only engaging the audience, but also strategically crafted to boost the SEAGM's brand recognition and brand recall. By doing so, all captions need to be in specific requirements and contents are needed to post every day for more engagements in the social media. The daily tasks include posting content on social media platforms that highlight games, industry news and company updates can help in maintaining a consistent brand presence. By that, all the content visuals provided by the designers where I need to work closely with them for giving ideas for each engaging content.

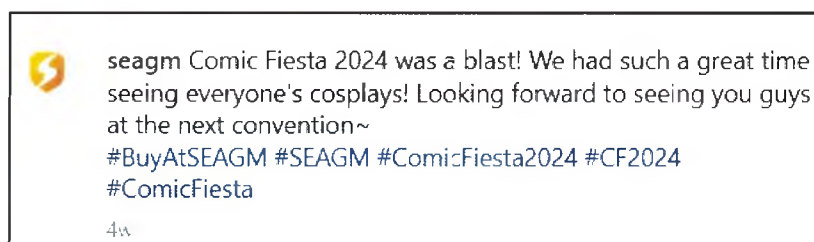


Figure 15: Caption for Instagram posting



Figure 16: Caption for Facebook posting

Throughout the content, I look up every top product in the SEAGM's website which I can boost to get more sales by requesting the visual with specific in-game events and update it to the designers. Once the visuals are ready, I will update towards the advertisement specialist for the banner on the website. I also took on the responsibility of authoring articles focused on gaming trends and post-event highlights, aiming to captivate a broader audience while positioning the company as a thought leader in the gaming industry.

By covering topics that resonated with gaming enthusiasts, such as updates on popular games, insights into industry events, and post-event recaps, I helped establish a stronger connection between the brand and its target audience. Each article was strategically written to not only inform and engage readers but also to enhance SEAGM's credibility and authority in the industry.

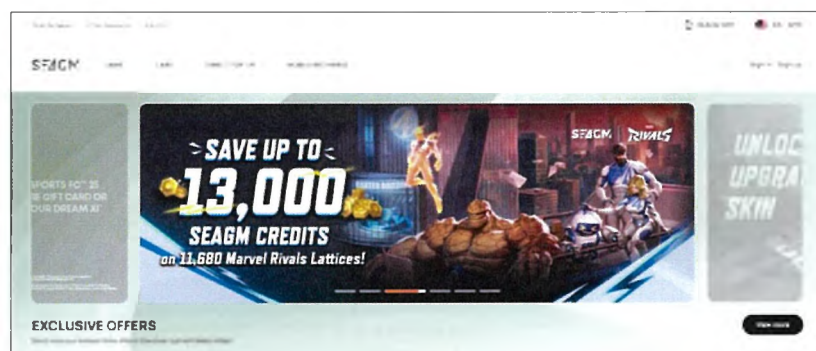


Figure 17: SEAGM's banner update that need to request from designers

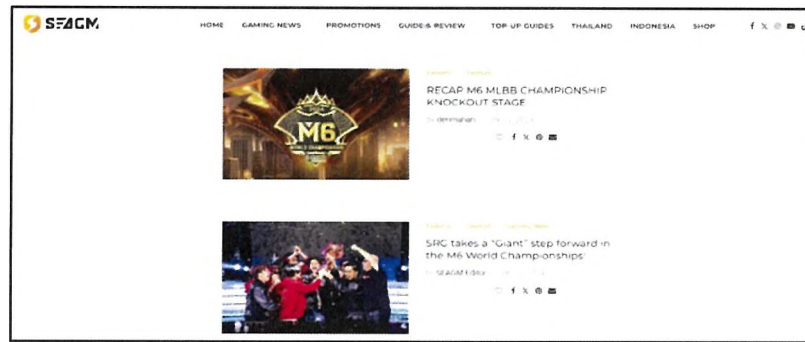


Figure 18: SEAGM's News that I wrote

It was a great opportunity for me to realize what it is like to be in the fast moving e-commerce industry and understand digital marketing to its fullest extent. The content crafting, data analysis, and strategic decisions assignments offered each responsibility a different learning experience. In the process, I cultivated a variety of technical skills and at the same time strong communication and collaboration abilities throughout the collaboration with cross functional teams. Such experience did not only sharpen my marketing edge, but it also gave me a mindset of results with creativity and innovation. Looking back at this journey, I am proud of what I had contributed and grown to, both of which will help me further in future roles of digital marketing.

4.4 Benefits

4.4.1 Intrinsic

a) Skill Development

The area that I found to be the most fulfilling during this internship period was the increased skill acquisition that the company offered. Being employed in a constantly dynamic sector as e-commerce marketing, I became acquainted with operational practical experience in various spheres including the crucial ones such as data analytics, social networks' management and content developing. Particularly, each task and project I have worked on can help in developing my technical skills and critically build up my tactical thinking skills as a start of my career. The above experiences not only enhanced my proficiency, but my assurance in the management of real-life problems should enhance my performance in future positions

b) Creativity Enhancement

Next, this intrinsic benefit increased creativity for my career development. Drawing out engaging posts for social media, coming up with innovative campaign concepts, and writing attractive articles has expanded my creativity by challenging and presenting me with needs concerning the outreach of different audiences. Every project requires both creativity and balance that allows me to enhance the skills of generating effective solutions.

It has also contributed to my creative thinking throughout the internship and enabled me to transform my global perspective in changing the way I tackle problems as a marketer. This too has allowed me to contribute fresh, Gen-Z ideas that the company actively sought, as the gaming industry mainly attracts individuals who are born in the 2000s. By understanding the preferences and behaviors of this demographic, I was able to provide insights and suggestions that aligned with the trends and expectations of the modern gaming audience.

4.4.2 Extrinsic

a. Allowance

For extrinsic benefits that made my internship experience even more enriching was the provision of RM1,000 monthly allowance. This is money as my allowance was saved daily for lunch and transportation costs. Staying with my parents completely relieved me of financial stress and enabled me to exclusively concentrate on what I was doing to contribute as much as I could to the marketing department. It helped me in appreciating my position and provided the main reasons to maintain an excellent performance by coming up with creative campaigns or reliable performance analysis.

When receiving such a monthly allowance, it created a great feeling of responsibility and dedication to do any task assigned well and with more passion. In addition to the value of this bonus, this reward was an indication that the organization valued my contribution and helped me feel proud, thereby reminding me of my commitment to bring valuable outcomes to the team.

b. Access to Resources

Additionally, having easy access to the resources was a game-changer in my internship period. Starting with advanced tools in technology, platforms for market research and campaign databases, all these resources enabled me to accomplish my responsibilities in professionalism. The exposure to these tools can broaden my technical skill set, making me more enhanced in adapting the technology to drive marketing outcomes effectively. These resources are primarily utilized by the sales and marketing teams to assess whether targets have been successfully achieved. Analytical thinking plays a crucial role in this process, as it involves evaluating and interpreting the company's datasets to derive meaningful insights and measure performance effectively.

c. Cross-department Collaboration

One of the biggest advantages in this internship was the ability to work with other departments. Working with them was such a great opportunity for me to enhance my communication skills and understand how the employees contribute to the organizational goals. These benefits can help my personal development to grow for future outlook by focusing on the chance to observe the significance of cooperation in achieving the goals of the company.

5.0 SWOT ANALYSIS

5.1 SWOT DISCUSSION



Figure 19: SEAGM's SWOT analysis

5.1.1 Strengths

a. Social Media Savvy

Studies finding said that the growing trend of social media has been further enhanced with the participation of internet users whereby they want to co-create, interact and be involved with the platforms directly (Cheing, 2020). Social media savvy is one of the standout strengths of the marketing department in SEAGM which has a strong strategic use on various social media platforms such as Facebook, Tiktok, Youtube and Instagram. Over the years, they successfully built a strong presence, achieving over 100,000 followers across various platforms. This leveraging in social media is cost-effective for us as a marketing department where we can reach more than billion potential customers where it can increase the brand visibility especially in the gaming community.

As for SEAGM, social media is a part of the procedure to increase their sales where Facebook is a platform to let the target audiences know about the brand story in terms of products, engaging content, campaign and more. By using social media as the main platforms, it is easy for marketing teams to get valuable data about customers preferences and behavior from their buying decisions and views from social media and websites. Moreover, with leveraging data analytics, organizations can gain a deeper understanding of consumer behaviors, preferences, and trends, allowing for more targeted and effective marketing campaigns (Nwabekee et al., 2024). By staying ahead with the social media trends, it can expand the digital footprint and engage the audience innovatively for long term objectives and goals in marketing.

b. Diverse Skill Set

The dominant manpower in SEAGM's marketing team will make the workload feel decreased due to the specialty of each other's position. A diverse skill set equips teams with a broader range of problem-solving capabilities and makes the employees with different skill sets bring unique problem-solving approaches, and enabling teams to tackle complex issues more effectively (Embracing the Power of Workplace Skills Diversity in the Modern Workplace, n.d., p. 3). A diverse skill set within the workforce can drive business growth, ultimately contributing to the personal and professional development of employees. In SEAGM's marketing department, the team includes E-commerce executives, collaboration executives, SEO specialists, content

creators, video editors, and designer where each executive position is led by a single individual who has full responsibilities as the leader behind the scenes where no one employees below them to help in any tasks.

SEAGM employs professional expertise in various areas to ensure that it can be easily adapted with the nature and trends in the gaming industry that have always changed. Not all companies are taking the risk of having only senior executives, without any junior executives. This diverse skill set in SEAGM's marketing department is crucial as the strategic planning included for the whole flow of this company. This ability can build customer-centric experience to retain brand loyalty across diverse markets. Workforce diversity is one of the developing themes that will be investigated in the future since it has the potential to play a significant role in the global market (Nweiser & Dajnoki, 2022). This level of proficiency reinforces their values within the organization and automatically ensures they excel in their current positions. Over time, their consistent performance and problem-solving abilities establish them as indispensable assets to the team, validating the importance of their diverse skill set and the contributions they make to the company's success.

c. Establish Reputation

Establishing a reputation is a significant competitive advantage for a company because there is no possibility for others to copy. A firm with a strong positive corporate reputation can achieve important financial and non-financial incentives (Hasan, M., & Hossain, M. M., 2021). SEAGM has an excellent reputation as a superb leader in the digital landscape through their awards and certification. Its prestigious accolades from Malaysia Digital Economy Corporation (MDEC) and The Star Outstanding Business Awards (SOBA) make SEAGM's commitment worth over the years in cutting-edge contributions in the e-commerce sector. This automatically demonstrated their great innovation and global competitiveness aligning with the Malaysia economy. Their success celebrates the achievements of their customer engagement, strategic marketing and operational strategy in their business practices and adaptability in navigating challenges with a dynamic market.

A strong reputation for SEAGM is very crucial in the competitive market because it involves not only maintaining the top-notch of the service but also ensuring the brand visibility and trustworthiness to the target audiences. A well-established reputation from SEAGM has

enlightened a trusted brand identity that resonates with the global audience, making it set apart from the competitors. The list of awards earned by SEAGM are The Best Brand Award, Best E-Commerce Award, Best Use of Technology Award, and Best in Customer Service Award. These achievements from SEAGM make them set apart from other competitors in terms of technology and customer services. Thus, it has been able to achieve high standards within a competitively competitive market ensuring the strength of its brand, thus building a strong loyal customer base.

5.1.2 Weaknesses

a. Many Products Diversification

One of the biggest weaknesses faced by SEAGM is their many products diversification in one line. SEAGM's extensive product range of over 1,000 items, including game credits, gift cards, and mobile top-ups, can disturb the focus and operational efficiency. The study stated that, the negative effect of product diversification growth on international diversification growth will be weaker for digital retail MNEs with high levels of digital sales intensity ([Batsakis et al., 2022](#)). SEAGM's extensive product diversification includes game credits, gift cards, mobile top up and other digital services that can dilute the focus and operational efficiency making it difficult in managing the efforts of high-performing products and markets. It can sometimes give this wide focus a rather slim resource that may have an impact on the company's capacity to specialize or even develop new avenues in critical areas. In this case, a lot of consumers can be confused about what products and services that SEAGM serves to make them feel untrusted with the digital platform.

Since every item that is sold or service provided by SEAGM targets specific customers, those customers have different behaviors, values, and needs, which means that its marketing initiatives and approaches must also be highly specific. Every product in SEAGM requires individual campaigns, target market segmentation, and promotional activities, which might disintegrate the marketing department. Moreover, there is a great possibility of diluting the media attention and therefore some of the products may not gain the right level of exposure and sales. Finally, the expansion of the product portfolio makes it difficult to sustain competitiveness in a dynamic environment.

b. Marketing Gaps

Next is marketing gaps, which makes SEAGM have a limited ability in connecting with the target audiences. While SEAGM has a wide range of products, the team tends to have problems with reaching potential buyers through relevant and consistent channels of communication. Having a diversified product portfolio and an active online presence, the marketing department has a cohesive problem of targeting some customers because of emphasizing a limited set of channels. For instance, while SEAGM uses Facebook and Instagram for marketing, the marketing department fails to notice the rising and powerful platforms such as TikTok and Reddit. This approach does not employ active and innovative demand to create consumer attraction, but it will sustain a large proportion of young and progressive customers that will manage these platforms away from the company's influence.

Studies state that innovative and creative marketing communication practitioners are appropriately coordinating and efficiently, using marketing communication tools may have a great impact on their companies' products or services and by extension, lead to brand loyalty (Quayson, 2023). Lack in creating a creative marketing campaign can cause the low intentions of the consumers to make the SEAGM's ability fall down of the competitive industry. This approach then leads to customer dissolution since potential advocates are left uninterested. Furthermore, failure to employ what could be considered unique and more forceful campaigns cannot really compete for sales in e-commerce companies. Without very exciting and distinctive campaigns that will grab the attention and interest of the clients to deliver, their loyalty to this company faces the danger of lagging far behind in the exploitation of new opportunities in the market.

c. Limited Community Outreach

One of the SEAGM's weaknesses is the limited community outreach that can affect the ability in building a powerful relationship either with local or global audiences. Even though SEAGM excels in bringing digital products and services to an extensive customer base, its marketing efforts are only primarily focused on transactional strategies and online platforms. The narrow focus of their effort frequently missed a lot of opportunities to engage deeply with the communities through initiatives like local gaming events, charity drives or influencer collaborations. Moreover, beyond the stronger presence in community-driven activities, it can

enhance the brand loyalty and visibility of SEAGM which can foster more personal connections with the audiences. Research states that customers are more likely to perceive the choices and opinions of other customers as authoritative information, compared to brand-initiated communication ([Naumann et al., 2020](#)). Meaning, there is greater relevancy for word-of-mouth information concerning the audiences towards the business than consumer outreach attempts by the company.

In addition, SEAGM is less involved in the development of gamer communities, which are crucial in building user loyalty and trust. Some of the social aspects that are associated with gamers include the ability of the communities to share a common interest, event and opportunities for cooperation. By not engaging or contributing more into and creating these community areas such as gaming tournaments or specific events, SEAGM loses the ways to strengthen up their branding as a company which focuses on their communities. SEAGM has shown little commitment for investment in resources that would enable it to engage in gaming events and sponsorships, or even host gaming tournaments. This measured approach by engaging the community is probably born out of financial considerations, which prevents the company from spending money.

5.1.3 Opportunities

a. Expanding Economy

As for the opportunities, SEAGM is assured to reap the benefit of the higher growth in the expanding market economies including China, Thailand and Singapore where these regions are easily adapted with new advanced technology. To support this, the study states that even though the world is currently only in the early stages of digital transformation, the digital economy is growing rapidly, especially in developing countries ([Volkova et al., 2021](#)). The fast development of the gaming industry and e-commerce is due to the increase of young people who are familiar with modern technologies and middle-income earners.

This contributed to a good environment that SEAGM gets to penetrate inactive markets and provide payment solutions that address the needs of the target clients. The recent trends such as the adoption of the digital wallet and mobile payment systems across emerging markets such as

India, Brazil, Indonesia among others are ideal markets for SEAGM's range of products that offer customer diversity and flexibility in payments.

SEAGM identified that their largest consumers originate from the Americas where the demand predominantly revolves around purchasing digital cards. However, the Asian market is highly preferred on gaming top-ups due to the dissimilar approach adapted by the consumers behavior in those regions. This insight highlights that SEAGM has prepared the market expansion strategy more systematically. Thus, focusing on markets with significant and various consumer audiences, SEAGM not only increases its brand recognition and presence but also sets up for sustainable development. This targeted strategy not only has commercial effects but also strengthens the company's position among global market leaders in digital payments and games.

b. Global Customer Base

Currently, SEAGM has many registered customers with approximately more than 5 million from different countries. This has laid emphasis on the fact that the company is a digital platform to increase its fame and scope in the gaming and e-commerce sectors. SEAGM's global customer base presents important opportunities for growth as it enlarges the reach of different diverse markets worldwide. Unique consumer behaviors from each country give SEAGM expensive insights to align with its strategies and offerings to meet the different demands. Moreover, its focus in delivering value to the exact audiences can align with the objectives and goals, reinforcing the position as a leader in global digital platforms.

According to the research, establishing national customer orientation benchmarks across countries and drivers of such benchmarks over time are important to set expectations and better understand whether companies are operating or should operate above or below the baseline-level in a particular country at a point in time (Mintz et al., 2022). This global customer base makes SEAGM understand on adapting with the preferences of the gaming community worldwide. This effective ability of SEAGM can increase the trust and retention of its users across the world.

c. International Collaboration

SEAGM takes advantage of this opportunity for international collaboration in various impactful ways in demonstrating the effective form of strategic partnership with the world establishment. As a global e-commerce platform, SEAGM has expanded its popularity by partnering with influencers of various markets. Thereby social media influencers especially from across the globe in fields such as games, eSports and tech possess a good influence to control the audience, particularly in influencing purchasing decisions and brand recognition. Thereby, these collaborations not only can enhance SEAGM's platform, but it can easily access from the audiences that show the reputations as the trusted partner in the gaming ecosystem. In instance, the marketing creative collaborations made by SEAGM with PUBG Mobile, Mountain Dew and streamers worldwide such as Bings from Singapore have been described as an effective campaign.

Because of that, it increased the traffic in creating brand recognition as SEAGM became more recognized as a source of in-game assets. Based on the extensive research, influencer marketing appears to be an effective and cost-efficient marketing tool, as it is often not perceived by consumers as advertising and guarantees a wide reach to very engaged audiences (Ye et al., 2021). When SEAGM aligns itself with influencers' broad niche, it can leverage the relationship to create a sense of trust and association with the products and services.

5.1.4 Threats

a. Intense Competitors

The competitors may be considered as the biggest threat to SEAGM as they are already properly developed like Codashop, OffGamers, and Unipin which are likely with the same focus on digital goods and in-game currency. These competitors have specific and better marketing strategies, cooperation with famous game publishers, and satisfactory user experiences to build up brand awareness and customers' loyalty. One example is that Codashop has become well-known because of cooperating with game developers, Key Opinion Leader (KOL), providing direct top-up services that do not require complicated steps, which is very useful among users.

Studies show that, in a highly competitive industry, in which numerous competitors are providing homogeneous products, differentiation is the dominant strategy (Long et al., 2019). This

rivalry is further heightened by the fact that these companies are coming up with new strategies to dominate the rapidly expanding Southeast Asian gaming market to develop significantly in the future due to the rise in modern technology and mobile gaming. SEAGM must deal with these dynamics as competitors ever look forward to taking their piece of this giant market through promotional strategies such as offering discounts and exclusive deals to their clients.

With the fastest technology used and decentralized markets now present a strong challenge to SEAGM's business model because of the change in key strategy from price and convenience to innovation and technical advancement. The challenge is also compounded by the emergence of global competitors in the market because they also bring a lot of resources and global competence into the market hence raising the competition level.

b. Currency Exchange Risks

Due to its global operations of business, SEAGM's have a major threat which is currency exchange risks that involve a few transactions in multiple currencies. This is because of the effect on pricing strategies and profit margins, especially in the business environment when it comes to the emerging markets currencies. SEAGM offers various customer bases across regions like Europe, Asia and the Americas. This shift of the currencies of the USD, EUR and MYR poses a complex financial and operational planning efficiency. Currency exchange risks can become riskier when customers use the differences in exchange rates between different currencies to their benefit.

In a world economy such as in SEAGM, the products are priced in various currencies and the buyer switches to the currency that has a low foreign exchange rate in buying the goods at a more effective price in domestic currency. These can then be sold or the in-game credits at a higher value back in their original markets thus reducing SEAGM's value addition and profitability. Currency exchange risks are hurdles with a contract long-term, partnership abroad, and vendor management, as well as payments processing. Due to globalization, relations with suppliers and service providers involve cross borders which can make SEAGM engage in foreign exchange transactions. According to the research, fluctuations do not only affect the cost of items that are associated with the supply chain but also affect other aspects of the supply chain (Badhan, 2024).

c. Perspective Within Society

Next, the perspective within society on gaming platforms. This threat can be seen by others particularly in regions where gaming is still viewed as an unproductive activity that is not useful. Most cultures may have placed gaming in a negative perspective because it is considered a way of wasting time that can be used for studying or working as well as a cause to be lazy. To support this, video games are not free from negative portrayals that misrepresent reality and contribute to the stereotyping, stigmatization, and discrimination and those affected (Kasdorf, 2023). This view can affect SEAGM's capability to acquire and maintain consumers especially in the gaming industries where this culture of stigmatization can prevent a person from engaging in gaming or purchasing virtual products from SEAGM. The increased attention can lead to the adoption of measures which might affect SEAGM business.

As a social media handler, SEAGM frequently receives messages and comments from parents worried about their children spending on gaming products or purchasing items that don't arrive in their games. By doing so, this societal sentiment can affect SEAGM's reputation, as it is closely linked to the gaming ecosystem through its role in facilitating digital purchases. Competitors that adopt more socially conscious marketing strategies or align with campaigns promoting responsible gaming may gain an edge in public perception, putting additional pressure on SEAGM. With the influence of social media, public opinion spreads rapidly, amplifying societal criticism and making it more challenging for companies to address these threats effectively. These trends highlight the potential for societal perceptions to shape consumer behavior and impact SEAGM's market presence.

5.2 SWOT RECOMMENDATION

5.2.1 Strengths

a. Engage With Interactive Content

Taking into consideration SEAGM strength in the field of social media activity, the company can involve themselves in the current trends on social media where the usage of interactive content like memes, Q&A posting, polls and quizzes are increasing in order to engage more audiences. As today's audiences who are more interested on Tik Tok and Instagram, they still dive

into real-like content where they find it can relate it with themselves. According to the research, one of the most widely used forms of content is memes and the process of selecting popular memes is regarded as important in cultural-embedded branding strategy (Chuah et al., 2020). Memes represent popular subjects in gaming and other pop culture niches, they create a shared interest point and help make a brand popular. This is because by focusing on creating posts that are in a way likely to trigger audiences or opinion sharing then SEAGM is likely to foster organic growth and engage the users in a friendly manner.

b. Mentorship Program

The wide range of skills in the marketing department of SEAGM presents a good chance to optimize the efficiency of teams by making the employees more flexible. To fully leverage this diverse skill set for the company, SEAGM could implement a mentorship or rotational program within the marketing department. Encouraging the employees to attend workshops in order to get elaborated knowledge other than their existing experience makes them more determined to develop and upgrade their performance within the organization.

Mentorship is defined as a relationship between a more experienced mentor and a less experienced mentee, the goal of which is to help the mentee develop professionally in the workplace, promote employee engagement, improve job satisfaction and allow for succession planning for both individuals (Rohatinsky et al., 2020). By letting a member adapt in another area for some time like email marketing, social media management, or an SEO task, they can expand on their perspective and improve their usage of teamwork in the organization or can cover any tasks that are in need in a short period. It may help each of the employees present, which will improve corporate excellence in the long run because SEAGM only has one employee for its operation.

c. Highlight Customers Feedback

SEAGM can strengthen its existing reputation by emphasizing customer feedback with specific goals of reassuring and retaining the customers. The teams can even begin publishing positive feedback, customers' experience, and more through the social channels. Through SEAGM news, posts on various social media, and companies' websites, SEAGM can use real customer stories that testify to their satisfaction. This feedback can be incorporated in social media

promotional messages, web page headers and promotions, and in emails to prospective customers giving them insight into the reliability of SEAGM. Apart from establishing trust with the existing clientele, this strategy targets the new markets with trust in customer appreciation when deciding on a purchase. To support this, the study found that though customer feedback may not immediately predict sales performance, it gradually determines customers' perception of the product and service which will eventually influence performance in the long run (Adewusi, A. 2021).

5.2.2 Weaknesses

a. Review Product Portfolio

Another important internal factor comprises SEAGM's practice is reviewing its product portfolio to make certain products meet consumer needs and add value to consumers. Identifying new customer needs is essential for companies to take advantage of evolving technology and social trends (Huang et al., 2024). Since there are complaints about products not being delivered timely and as required, it will be efficient in evaluations that ensures the organizations recognize substandard or outdated products that require modification. SEAGM can apply in optimizing the affected product including redesigning the backend systems to handle the problem or improve the tracking system of products on transit.

If a product is out of stock or removed from the market, SEAGM can inform clients on the same either via email or a notification stating that the product has been removed for one reason or the other depending on the situation. By following the feedback received from the customers, using the sales statistics, and identifying changes in trends, SEAGM can determine the product to which customer requirements and expectations are no longer met. It is to offer clear communication around the product, which eliminates customer inquiries about why specific products are inoperable or not out on the market anymore. With such an approach, customers are assured and know that SEAGM appreciates its customers' feedback and ensures to deliver high-end products.

b. Enhance Visibility Across Social Media Platforms

To fill the marketing gaps, SEAGM should increase its use of a broader range of social media platforms beyond Facebook and Instagram, TikTok or Reddit. Today's social media is an

effective tool for increasing business growth and performance (Sajane & Gaikwad, 2022). Thus, SEAGM can develop highly inspiring and appealing campaigns addressing a more diverse audience, targeting the fields and topics in which it is active consumers are most engaged. It would also allow the company to present the offerings in its portfolio and engage audiences with the material if the content is designed in a non-traditional manner. Reddit offers opportunities to engage with niche gaming communities through targeted ads and participation in discussions within subreddits relevant to gaming and e-commerce.

This approach allows SEAGM to diversify its communication channels, increase brand visibility, and foster a deeper connection with audiences. The application of social media in business has always been an effective way of improving the image of the business, improving customer relations and improving the position of the business in the ever-increasing digital marketplace hence it is recommended that SEAGM strengthen its brand on these platforms.

c. Initiate Localize Events

SEAGM should arrange for its own activity, including but not limited to, exhibiting at gaming exhibitions, sponsoring games competitions, or launching booths at activities organized by the gamers to enhance brand familiarity and develop better rapport with the gamers. Hence, through participation on such occasions, SEAGM can foster in a compelling and personalized manner meaningful rapport with its specifically identified audience while at the same time promoting its portfolio.

This will also help in improving the company's visibility and at the same time ensure that SEAGM becomes a brand that supports the community of gamers, hence gaining the confidence of the gamers. Finding stated that events create the space for interaction, but community is also shaped through the practices that take place within this space (Simons, 2018). Thus, the use of such gatherings as sources of feedback and user-generated content can enhance the word-of-mouth advertising and enhance SEAGM's standing within the sphere of gaming.

5.2.3 Opportunities

a. Identify And Target Emerging Market

My recommendation here for SEAGM is to look for new markets which have not been explored so far, like Myanmar and some other growing countries where people are not yet much aware about digital payments for gaming and other purposes. Some of these measures that may be implemented by SEAGM include the promotion of localized payment solutions as well as introducing localized services like affordable digital products and localized community marketing that appeals to these markets. Apart from this, to penetrate these markets, SEAGM should consider targeting new markets with localized services and products such as localized payment solutions, cheaper and greater engaging digital products to create an early mover advantage.

The stated approach also enables SEAGM to enter sleeping markets while at the same time fostering the development of loyal customers as these nations progress towards greater technology and income levels. To support this, in today's global economy, emerging markets are the growth engines in the world and often the primary targets for doing business (Paul, 2019). These emerging economies make it possible for SEAGM to effectively invest hence creating a pioneer market in these economies and helping the company to bolster its market status globally.

b. Develop Multi-Language Websites

SEAGM should build a multi-language website with an auto-translation for the different foreign from all over the world. From what I have discovered, the benefits of multilingual development are clear, as developers can leverage the strengths of different languages to increase productivity and flexibility (Yang et al., 2024). By translating content into the various languages, the company can easily guarantee users from those countries a natural and fluent experience in their use of SEAGM hence making it easy for the users to understand how to use the company's products. This can help to overcome the problem, extend the opportunity, eliminate the language barrier and enhance the level of trust and cooperation worldwide. Also, integrated promotional content with links to advertisements and localized product recommendations would help increase customer loyalty and satisfaction, which will solidify more the SEAGM's presence as the leading company in gaming and e-commerce platform.

c. Partnering More on International People Not Specify Only Gamers

SEAGM should consider branching out from just the gaming industry as potential partners that can collaborate with other industries especially those with content creators such as lifestyle, technology, and entertainment. Study found that trustworthiness as a characteristic of Key Opinion Leaders (KOL), determines consumers' favorable impression and recognition of the product by affecting consumers' perceived trust (He & Jin, 2022). These strategies of widening partnership would enable SEAGM to cover more groups of people, make itself known to more people which may not necessarily be in the gaming community but share similar interests.

By leveraging these other networks, SEAGM will be able to market itself as a platform that is not only relevant in the region, but also around the world to create a strong brand appeal among different segments of consumers. Such an approach would enhance the existing gaming orientated collaborations and provide a rounded and correct marketing approach.

5.2.4 Threats

a. Conduct Regular Competitor Analysis

There is a need for SEAGM to engage in a frequent competitor assessment with the aim of analyzing the strategies, products and services of major competitors such as Codashop, OffGamers and Unipin. Based on my observation, analysis helps businesses avoid emerging threats is also a way to survive and develop in the field (Banka et al., 2022). By obtaining information about the products and services offered, the technologies used and the campaigns implemented, SEAGM can find ways to make their brand stand out and improve the proposition it delivers.

This may cover important features that are available only to premium users, improving the general convenience of the service, or inventing new ways of payment for it. Conducting contestant analysis will enable SEAGM to keep track of the market trends, strengthen its position and respond vividly to the trials that trouble the competency of the gaming and e-commerce business.

b. Localized Pricing

The use of local currency for the products, SEAGM, eliminates unnecessary volatility of prices arising from fluctuations in exchange rates. This approach enhances customer loyalty, minimizes the chances of customers running away due to perceived shifts in price and the ability of SEAGM to post a credible front in a globally competitive market. Research shows that it is necessary to present the concept of determining the selling price that is localized and effective, which can provide justice for all parties (Antong, 2021).

In real time, localized pricing actually gives SEAGM an operational advantage and better accountability on the financial aspect. For example, companies such as Steam and Epic Games Store already adopt localized pricing for the emergent markets products to enhance the competitiveness. Thus, SEAGM can increase the number of customers as well as keep its prices more affordable with regards to purchasing power and stability of the currencies in the regions. In the long run, localized pricing is more beneficial for the hedge of currency risks for SEAGM as it provides a competitive edge to get access to diversified regional pricing.

c. Promoting Positive Gaming Preference

Most of the positive gaming preferences involve encouraging people to understand the ways that gaming can have a positive value such in the development of the cognitive abilities, the practice of teamwork and stress relieving mechanisms by use of campaigns and educational material. For example, SEAGM can explain how games help individuals develop critical thinking skills and creativity. These kinds of awareness created for World Health Organization (WHO) and other organizations undertake responsibilities for good illustration on the physical and social impact of games as therapeutic elements especially on mental health issues. Finding stated that such new-generation, evidence- and lived experience-informed video games can effectively motivate and facilitate mental health learning (Ferrari et al., 2019).

Through presenting new research-oriented stories and success stories of gamers that use games as their escapism in health issues, SEAGM can counter such perceptions and change the view of society to using games as a valid tool instead of a waste of time. These stories may find

much needed mainstream reception today especially from youths, therefore can help change traditional and stereotyped perception of gaming.

6.0 CONCLUSION

In conclusion, the industrial training at Sea Gamer Mall Sdn. Bhd. (SEAGM) has been a significant and transformative experience that bridged the gap between academic knowledge and real-world applications. This training period provided me with invaluable opportunities to enhance my understanding of digital marketing and business operation, while helping me in developing both professional and personal skills.

This report highlighted the most important thing in this company which is SWOT analysis for SEAGM's position in the market and revealed how my contributions aligned with the company's goals and objectives. It was enlightening to learn about the company's operation which can deepen my understanding of the real industry dynamics.

Throughout this experience, I have identified areas for self-improvement such as in adapting with new technologies where it can help to grow my career development in gaining deeper technical expertise in the future. Other than that, improving my communication is a key for helping the company to achieve their objectives where it is a need to align with their business operation.

This industrial training has been a remarkable journey of learning, growth, and self-discovery. It has equipped me with practical skills and experiences that will undoubtedly benefit my future endeavors. I am confident that the knowledge and insights gained during this period will serve as a solid foundation as I pursue a career in the marketing field.

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8.0 APPENDICES



Figure 20: SEAGM Kuala Lumpur members



Figure 21: Full department gathering



Figure 22: Photoshoot session with SEAGM members



Figure 23: Meeting with SEAGM members



Figure 24: Bonding session with SEAGM members



Figure 25: Stress board for SEAGM members

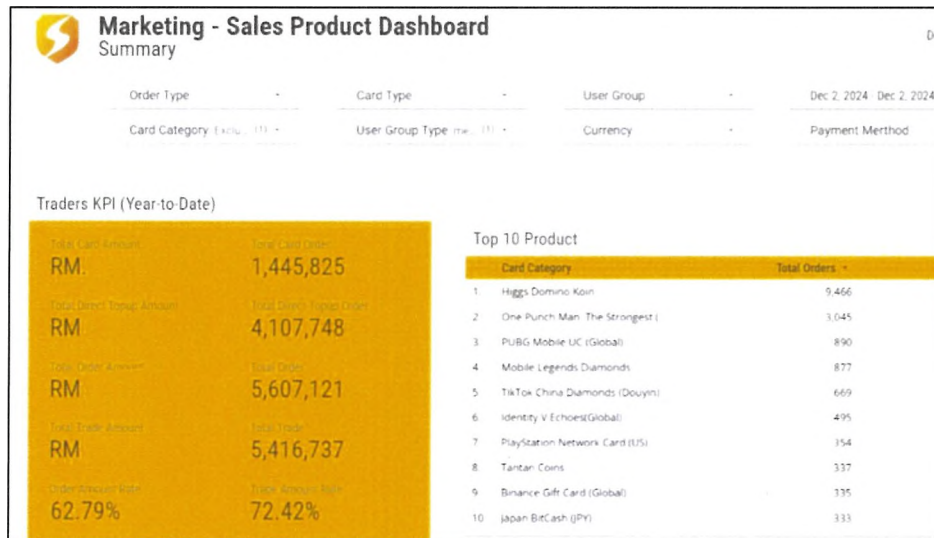


Figure 26: Too's to identify sales

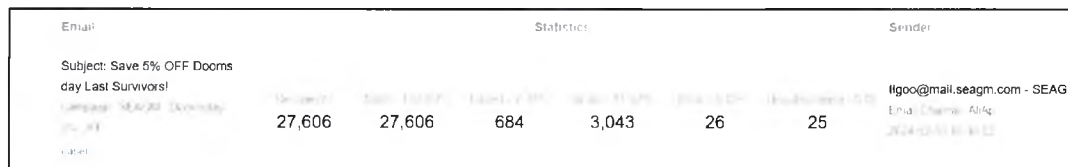


Figure 27: EDM console for managing email

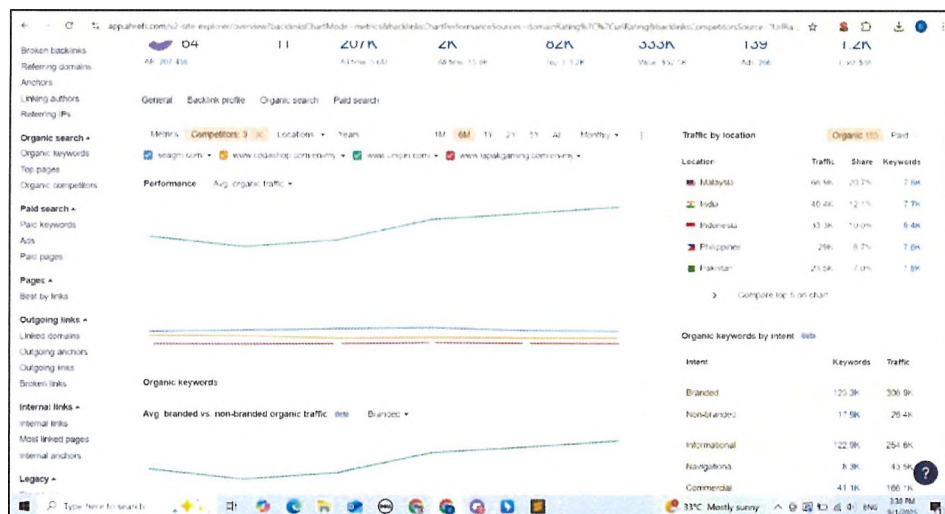
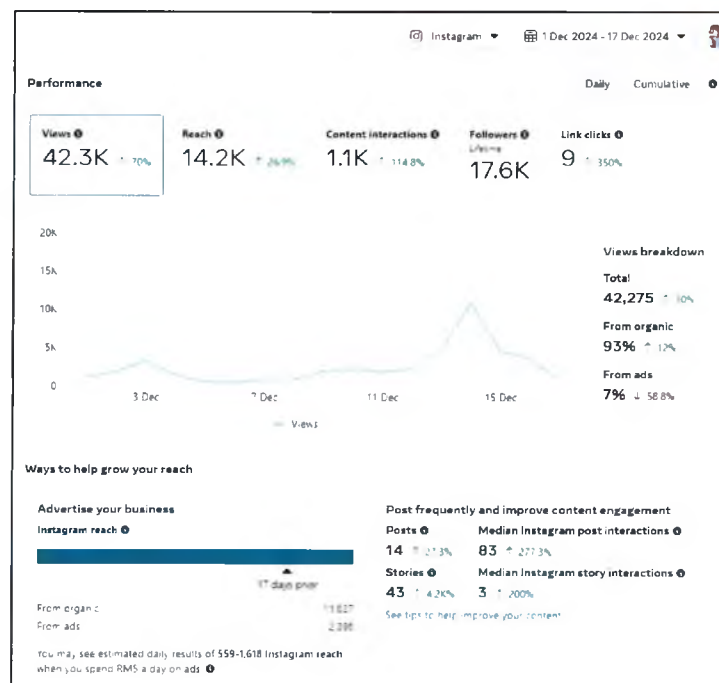
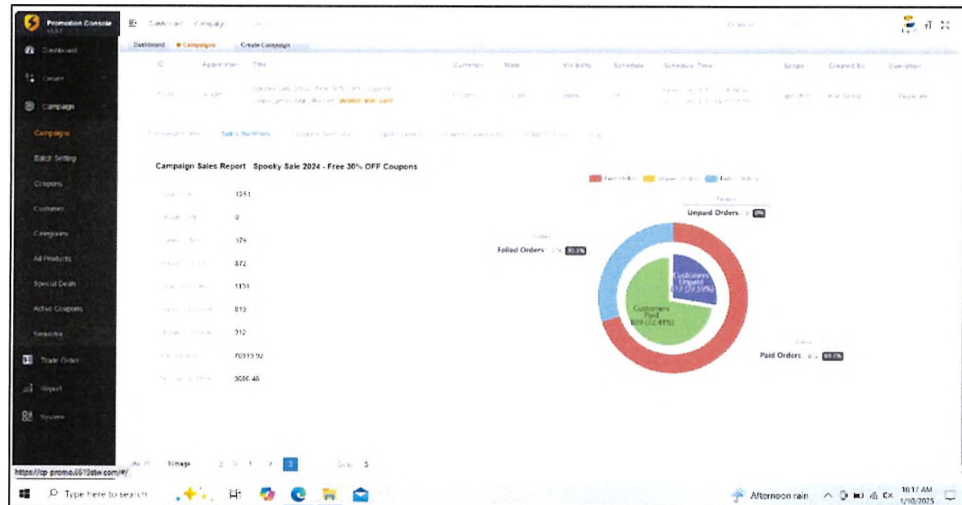


Figure 28: AHREFS Tools for analyzing organic website growth



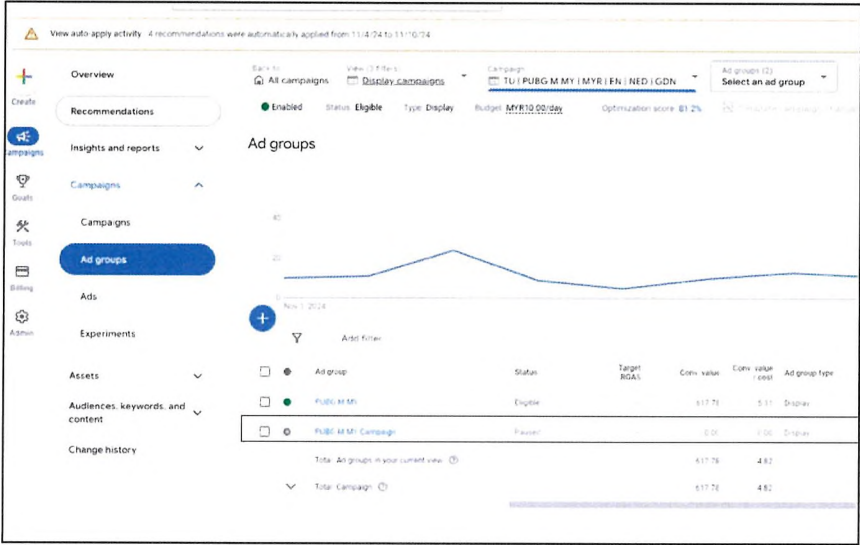


Figure 31: Google Ads