



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

INDUSTRIAL TRAINING REPORT AT DREAMX MEDIA SDN BHD

11 August 2025 - 23 January 2026

NUR SYAHZANANI BINTI MOHD ROSLY | 2023103349 | BA2466A



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Tajuk Laporan	INDUSTRIAL TRAINING REPORT	Nama Syarikat	DREAMX MEDIA SDN BHD

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Yang Benar



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EXECUTIVE SUMMARY

The industrial training report offers a detailed assessment of my internship work at **DreamX Media Sdn Bhd** which operates as a **TikTok Shop Partner (TSP)** from its location in Puchong Selangor. My work as **Project Admin Intern in the Key Account Management** department began on 11 August 2025 and continued until my last day on 23 January 2026. The report examines DreamX Media's operational structure while describing the "shoppertainment" system which combines live professional streaming with complete online shopping solutions.

The main section of this report applies **SWOT Analysis** to determine the company's present strategic position. The main results show that the organization maintains a strong advantage because it operates as an official TikTok Shop Partner which enables them to attract more users while building brand credibility. The analysis shows that the organization depends heavily on live performers while their hosts experience physical exhaustion, which serves as their main internal weakness. The report further discusses the immense opportunities presented by multi-platform "simulcasting" and the rising consumer shift toward social commerce in Southeast Asia.

To sum up, the report gives a range of creative suggestions that may be viewed as guarantees of sustainability for the future, such as the introduction of a Human-AI hybrid hosting model and the creation of "Private Traffic" ecosystems that could prevent or lessen the impact of risks related to platforms and regulations. During my time at DreamX Media, I have not only improved my technical skills in TikTok analytics and OBS software but also my "soft skills" in crisis management and professional diplomacy, thus, equipping me for a career in the fast-growing digital economy.

ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest gratitude to **Allah SWT** for the strength, health, and perseverance granted to me to complete my industrial training and this final report successfully.

I wish to express my genuine thankfulness to **DreamX Media Sdn Bhd** for their open door policy which permitted me to enter their workplace. I owe my deepest gratitude to **Sherine and Marvin** because they served as my **Key Account Executive** and industry supervisor by providing me with continuous guidance and mentorship and sharing their extensive experience in social commerce. The professional guidance which they provided to me has helped me to develop my skills in account management.

My appreciation extends to the entire workforce of DreamX Media because the **Livestream and Creative teams** worked together with me to establish a "no-politics" environment which enabled my personal development. I want to express my gratitude to Boon for giving me the chance to work as an intern at this top-tier agency.

Sir Mahathir Bin Mahali, my **Faculty Advisor from UiTM** has provided me with academic guidance and supervision together with essential feedback during my internship period. The instructors gave their supervision to me which helped me achieve the MGT666 course learning goals.

I want to express my special appreciation to my **family and friends** who provided me with constant support during my academic journey through this difficult but rewarding phase of my life. The experience has become a crucial point in my professional growth which I now appreciate with full gratitude.

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