



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى اَسَاتِيذِنَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA

**MGT666
INTERNSHIP**

INDUSTRIAL TRAINING REPORT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

BA240 6A

**PREPARED FOR:
MADAM AEMILLYAWATY BINTI ABAS**

PREPARED BY:

STUDENT'S NAME	STUDENT ID
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DATE OF SUBMISSION:

2nd AUGUST 2023

ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude and appreciation to all those who have supported and guided me throughout my internship at APG Management & Marketing Sdn. Bhd. The 24 weeks journey has been an invaluable experience, shaping my understanding of property, sales, and marketing in practical ways. With utmost respect, I extend my thanks to the following individuals.

Mr. George Chiew Chai Yew, my esteemed supervisor, I am indebted to your unwavering support, patience, and invaluable insights. Your guidance has been pivotal in enhancing my understanding of the industry and its dynamics. I have learned so much under your mentorship, and I am truly grateful for the opportunity to work with you.

Ms. Siti Umaira binti Bidin, the helpful admin executive, your kindness, and willingness to assist have made my internship journey more enjoyable. Your support in handling administrative tasks and providing a conducive work environment have not gone unnoticed. Thank you for always being approachable and supportive.

Madam Aemillyawaty binti Abas, my advisor, your expertise, and wise counsel have been instrumental in shaping the direction of my internship journey. Your valuable feedback and suggestions have been vital to its successful completion. I am thankful for your continuous encouragement and inspiration.

To the entire team at APG Management & Marketing Sdn. Bhd., thank you for embracing me as a part of your organization and providing me with a nurturing atmosphere to learn and grow. Your camaraderie has made this journey even more enriching.

Lastly, I want to express my gratitude to UiTM for giving me the opportunity to pursue this internship and gain hands-on experience in the real world. The subject, MGT666, has provided the foundation for my professional growth.

In conclusion, this internship has been a transformative experience, and I am grateful for the knowledge and skills I have acquired. The lessons learned and memories made during my time at APG Management & Marketing Sdn. Bhd. will undoubtedly shape my future endeavors positively.

Thank you all once again for your unwavering support and encouragement.

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1.0 EXECUTIVE SUMMARY

As a final year student of UiTM Kampus Bandaraya Melaka, it is crucial for me to complete my 24 weeks industrial training. Hence, I went through my training period at an established marketing and management company in the real estate industry which is APG Marketing & Management Sdn. Bhd that is located at Kota Laksamana, Melaka.

APG's main vision is to manage social networks through restructuring resources, gathering information, and brainstorming. Meanwhile, APG's mission is to cultivate more than 1000 team leaders with RM1 million annual income. To reach the mission and vision, APG has a strong organizational structure that is led by the founder, Mr. Teo Boon Chye, and the other employees that help the company to climb the success stairs.

APG's clients are mostly real estate developers, all around Malacca, and consumers, who want to buy and sell properties through APG. APG offer many kinds of services to their clients and customers which include promoting and selling properties on behalf of their clients, conducting promotional activities and project management for their clients' real estate projects, providing excellent customer services, prepare promotional strategies, training, and development programs, and they provide free training to new recruits too.

Moreover, I was assigned in the administrative department through out my industrial training. My job scopes are including posting advertisements on social media and e-commerce platforms, keep customers' database recorded, create copywriting for social media advertising, telemarketing, road show duty, attend morning meetings, create posters for projects advertisements, attend Entrepreneur Building Course, attend training course, follow up existing customers, and bank booth duty too. Thus, through all the job scopes I was assigned to, I can experience self-monitoring, telemarketing, e-marketing, bank booth, road show, fully utilized Facebook marketplace, conduct training for new hires, and product listing, which I never experience before the training period. Not to forget, I received a monthly allowance of RM500.

The experience I had and job scopes I was assigned to led me to gain a lot of valuable knowledge which are success system, property knowledge, products knowledge, handling objection skills, sales skills, selling procedures, and leadership skills. All the knowledge I gained are those that I was not able to gain easily before I get to enter the industry on my own. Hence, APG provided all the knowledge for me as an intern as a preparation for me before I do it on my own in the industry.

APG's business and operation has their own strengths, weaknesses, opportunities, and threats. Thus, APG's strengths are they have experienced and skilled team in their

organization that led the company towards success, and APG has strong network and partnerships in the industry too. Just like other businesses, APG has their weaknesses too, which are they have limited geographic presence, which is APG only focuses on the market in Malacca, and APG is financially dependent to the external factors. This is because real estate market cannot stand on their own, as their buy and sell processes involves third parties such as banks and the government regulations. Despite the weaknesses, APG took opportunities to improve and expand their business in the market which is through the growing demand for property managements services, where there are increasing numbers in property owners looking for property management services. The other opportunity taken by APG is the integration of technology, such as APG utilized virtual reality technology to help their customers experience better during their dealing process. However, it is normal for businesses to face threats in the industry. The threats APG is facing are intense market competition which their core competitor is IQI Realty Sdn, Bhd, and the other threat is economic instability and uncertainty such as the pandemic COVID-19 that affected APG's income.

APG can improve and expand their business by practising some recommended solutions and ideas which the first one is through the expansion of property management services such as creating a special package specifically for foreign investors. The next recommendation is by leveraging technology for enhanced marketing such as developing a user-friendly mobile application that offers VR property tours. After that, APG is recommended to diversify their geographic presence by exploring new markets such as Ipoh. APG is also suggested to form strategic and beneficial partnerships for market stability with well-known financial institutions such as banks. This can help APG to offer attractive financing options for people who are looking to buy properties. Moreover, it is recommended for APG to invest in continuous skills development among their organization that can lead to market expansion. The next recommendation is for APG to have a flexible business model for easier adaptation to the changes in any of the market conditions. APG also recommended to diversify their service portfolio by introducing real estate consultancy services for investors, market research, feasibility studies, and other services too. Lastly, APG need to build a strong brand identity. This is because strong brand identity can differentiate them from competitors, build trust among stakeholders, and overcome the challenges presented by economic fluctuations and intense competition in the real estate industry.

To conclude, APG Marketing & Management Sdn. Bhd. is a reliable company that provides valuable knowledge to me as an intern, as well as a strong platform for developers and people to deal with in real estate businesses.

2.0 STUDENT'S PROFILE

NURIN IRDINA BINTI MOHD KHIDZIR

BUSINESS ADMINISTRATION (HONS.) MARKETING



Contact



Summary

I am dedicated, passionate, detailed-oriented and responsible. I organized things in details and not easily giving up. I am also expert in working as a group, as I am experienced in leading projects and organizations. Thus, I am interested to look for more experience and broaden my knowledge with your company. I will definitely able to provide my best effort in improving and applying my skills through the given chance in working in this company.

Experiences

APG MARKETING & MANAGEMENT

Melaka

Administrative Intern, 2023

1. I observed and learnt how to manage customers' database.
2. I learnt how real estate industry works.
3. I designed posters and created copy-writings for social media.
4. I learnt ways to utilize variety kinds of e-commerce platform.
5. I taught new-comers about e-marketing almost every week.

MCDONALD'S

Port Dickson

Barista, 2022

1. I observed and learnt McDonald's management system.
2. I able to interpret every marketing strategy that McDonald's applied.
3. I learnt coffee brewing skills and trained to work under pressure.
4. I took food handling course and applied them.

PARADISE SPA HOTEL

Seremban

F&B Crew, 2020

1. I responsible in making sure the customers get their best experience during their visit.
2. I learnt the way to manage the cafe's work flow during events.
3. I applied marketing and promotion skills to reach the cafe's target sales.

ROYAL CHULAN HOTEL

Seremban

F&B Crew, 2019

1. I served the guests in a formal event.
2. I able to work as a team professionally while exploring new things.
3. I managed my time successfully while working on different shifts.

KING'S CHAR KUEY TEOW

Port Dickson

Waitress, 2019

1. I assisted the customers with full of patience and friendly.
2. I memorized menu and explain the details to the customers.
3. I promoted menus to reach daily target that the restaurant set.

Figure 1: Resume

Education

SMK YAM TUAN RADIN
5A/SPM
2018

1. A president of Peer Counselor.
2. A co-president of School Youth Cadet.
3. A co-curricular figure for 2 years (2017 & 2018)
4. A project leader for '1 Murid 1 Sukan' event.

NEGERI SEMBILAN
MATRICULATION
COLLEGE
3.21/CGPA
2019-2020

1. A member of 'Pembimbing Rakan Dinamik'.
2. A participant of Go Green Campaign.

UiTM BANDARAYA
MELAKA
3.74/CGPA
2020-NOW

1. A co-president of 'Effective Communication' program.
2. A co-president of Social Communication 2.0 #HappySkinHappyMe program.
3. A class' representative to propose a Brand Plan to Ittihad Resources Sdn. Bhd.
4. A participant of Marketing Communication program.

Skills

BASIC

1. Adobe Photoshop
2. Adobe Animate
3. Filmora
4. SPSS

INTERMEDIATE

1. Canva
2. Microsoft Excel
3. Microsoft PowerPoint
4. Speaking, reading and writing in English language

ADVANCE

1. Microsoft Word
2. Speaking, reading, and writing in Malay language
3. Critical thinking and problem solving
4. Teamwork
5. Professionalism and strong work ethic
6. Oral and written communications skills
7. Leadership

References

MUHAMMAD FAIRUZ BIN JAMIL
LECTURER



AEMILLYAWATY BINTI ABAS
ACADEMIC ADVISOR



Figure 2: Resume

3.0 COMPANY'S PROFILE



Figure 3: Company's logo

Company's name : APG Marketing & Management Sdn. Bhd.
Company's address : APG Marketing & Management, Menara Faithview, Level 6,
No 21 Jalan Kota Laksamana, 75200, Malacca City.

3.1 Company's background

APG Marketing & Management Sdn. Bhd., derived from 'A Plus Group,' embodies their unwavering commitment to excellence, aiming for the best outcomes and maximizing the value derived from their efforts. As a leading marketing and management company based in Malacca, they have established themselves as experts in the real estate industry, catering to the diverse needs of clients.

The journey of APG began on February 10th, 2015, when they officially registered their business. To further augment their capabilities and expand their reach, they strategically merged with one of the most successful developers in Malacca, the esteemed Faithview Group. Through this merger, APG took charge of the sales department of Faithview Group, applying their own unique management and operational systems. This strategic move demonstrated their confidence in their abilities and their vision for a prosperous future.

Years of successful operations and an unwavering commitment to excellence led to the establishment of additional branches in key locations. APG opened branches in Kuala Lumpur and Johor, solidifying their presence in prominent business hubs. Furthermore, they expanded their operations globally, venturing into markets in Brunei, Beijing, and Jinzhou, China. This impressive expansion reflects their reliability as a company with a forward-thinking vision and a penchant for operating with utmost efficiency.

At the core of APG's success is their meticulous organization and systematic approach. Each branch operates within a structured framework that enables them to maintain exceptionally high standards of service delivery. Their well-defined organizational structure includes key positions such as the founder, Developer Sales Director, Developer Senior

Manager, Developer Team Manager, Developer Marketing Manager, Developer Marketing Consultant, and even interns. By working in harmony and following systematic procedures, each team member contributes to increasing sales while simultaneously supporting one another in achieving their individual goals. The collective efforts of the team are directed towards realizing the overarching goals of APG.

In addition to their structured organization, APG provides a commission-based platform for their employees, predominantly deriving their income from property sales and over-riding income. The team earns significant commissions by effectively marketing and selling various properties, including new houses, sub-sale houses, shop lots, and more. This commission-based approach fosters an environment filled with goal-driven and hardworking individuals, as success and financial rewards are directly linked to their efforts and sales performance. This incentivized structure ensures that the company thrives through the dedication and commitment of their talented workforce.

3.2 Vision & mission

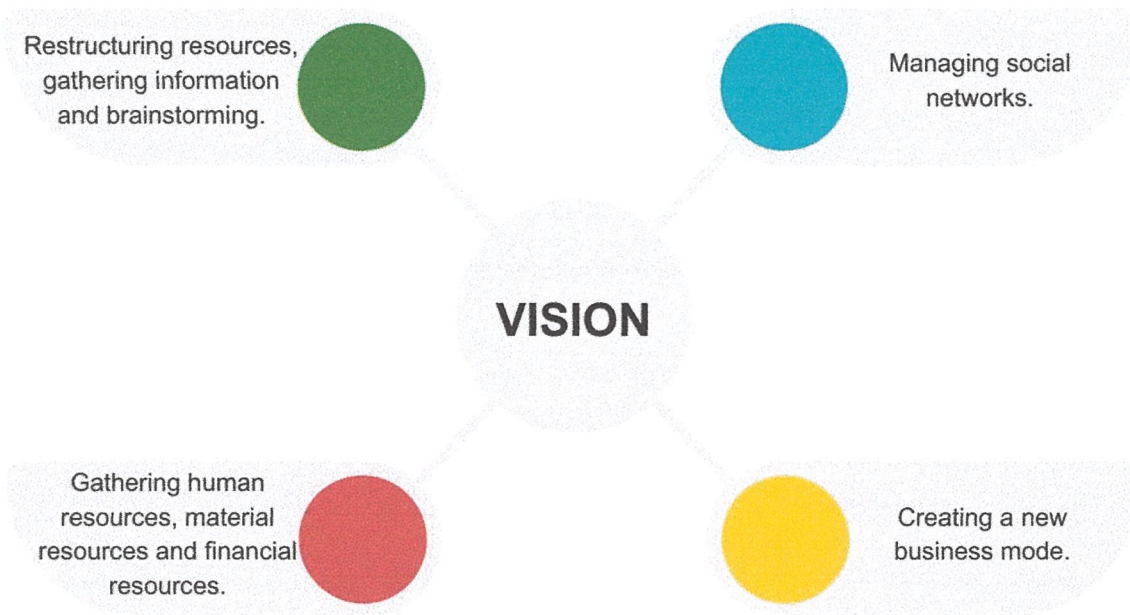


Figure 4: APG's visions

The first vision of APG is managing social networks. APG recognizes the importance of effectively managing social networks in today's digital age. They strive to harness the power of social media platforms, online communities, and digital channels to build strong connections, engage with customers, and promote their clients' brands. By leveraging social networks, they aim to maximize reach, enhance brand visibility, and foster meaningful relationships with customers, ultimately driving business growth and success.

The next vision is restructuring resources, gathering information, and brainstorming. APG believes in the power of resource restructuring, information gathering, and brainstorming to fuel innovation and drive results. They meticulously analyze and restructure available resources, such as personnel, technology, and finances, to optimize their utilization and generate the best possible outcomes. Additionally, they emphasize the importance of gathering information through market research, data analysis, and industry insights. This information forms the foundation for strategic decision-making, enabling them to adapt to market trends, identify opportunities, and outperform competitors. Through brainstorming sessions, they encourage collaboration, creative thinking, and problem-solving, fostering a dynamic and innovative work environment.

Moving to the third vision of APG which is gathering human resources, material resources, and financial resources. APG recognizes the significance of gathering and

effectively utilizing various resources to achieve their goals. They prioritize the recruitment and development of a talented and diverse team of human resources, comprising skilled professionals who bring valuable expertise to the table. By fostering a culture of continuous learning, they empower their team members to thrive and contribute to the company's success. Moreover, they understand the importance of securing material resources, such as state-of-the-art technology, equipment, and infrastructure, to ensure operational efficiency and deliver high-quality services. Additionally, APG emphasizes the acquisition and management of financial resources, effectively utilizing budgets and investments to drive growth and support their clients' objectives.

The last vision is creating a new business mode. APG is committed to pioneering a new business mode that challenges traditional practices and embraces innovation. They continuously explore emerging trends, industry disruptors, and technological advancements to stay ahead of the curve. By identifying gaps in the market and leveraging their expertise, they aim to create unique business models that deliver value, differentiate their clients from competitors, and drive sustainable growth. Through their focus on reinvention and forward-thinking strategies, they strive to shape the future of their industry, positioning themselves and their clients for long-term success.

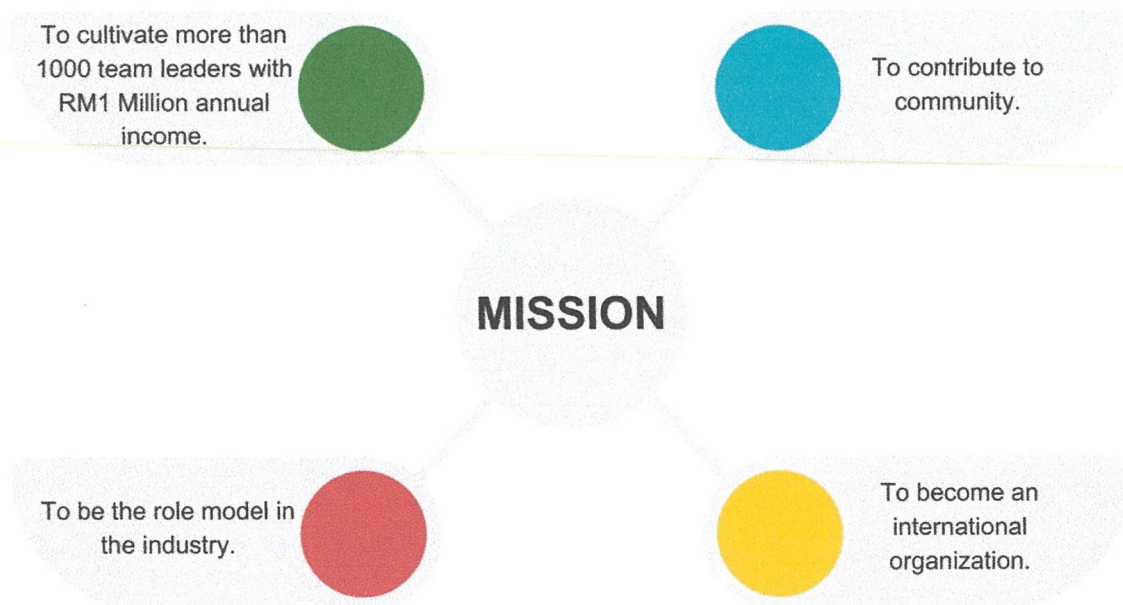


Figure 5: APG's missions

As for their missions, the first mission of APG is to cultivate more than 1000 team leaders with RM1 Million annual income. APG is dedicated to the personal and professional growth of their team members. Their mission is to cultivate a community of more than 1000 team leaders who achieve an annual income of RM1 Million. This commitment reflects their emphasis on empowerment, skill development, and providing opportunities for financial success. By offering comprehensive training, mentorship, and a supportive environment, APG strives to equip their team members with the necessary knowledge, skills, and resources to excel and achieve their income goals.

The second mission of APG is to contribute to the community. Community involvement and social responsibility are core values for APG. They are committed to making a positive impact on the communities they serve. Through various philanthropic initiatives and corporate social responsibility programs, they actively contribute to social welfare, educational programs, and sustainable development. By giving back and supporting the needs of the community, APG aims to create a lasting and meaningful difference in the lives of individuals and contribute to the overall well-being of society.

Next, APG is to be the role model in the industry. APG aspires to be the role model in the industry by setting high standards of professionalism, integrity, and ethical conduct. They aim to be a company that others in the industry look up to and seek to emulate. Through their commitment to transparency, trustworthiness, and exceptional service, they aim to inspire confidence and establish themselves as a benchmark for excellence. By consistently

delivering outstanding results and maintaining a reputation for excellence, APG seeks to be recognized as a trusted and respected leader in their field.

Lastly, APG's mission is to become an international organization. APG has a global vision and a mission to expand their presence beyond their current locations. They aim to become an international organization, with a footprint that extends beyond their base in Malacca. By venturing into new markets and establishing strategic partnerships globally, they seek to leverage diversity, cultural understanding, and emerging opportunities. Through their international expansion, APG aims to create a global network that fosters innovation, collaboration, and mutual growth, positioning themselves as a prominent player on the international stage.

3.3 Organizational structure

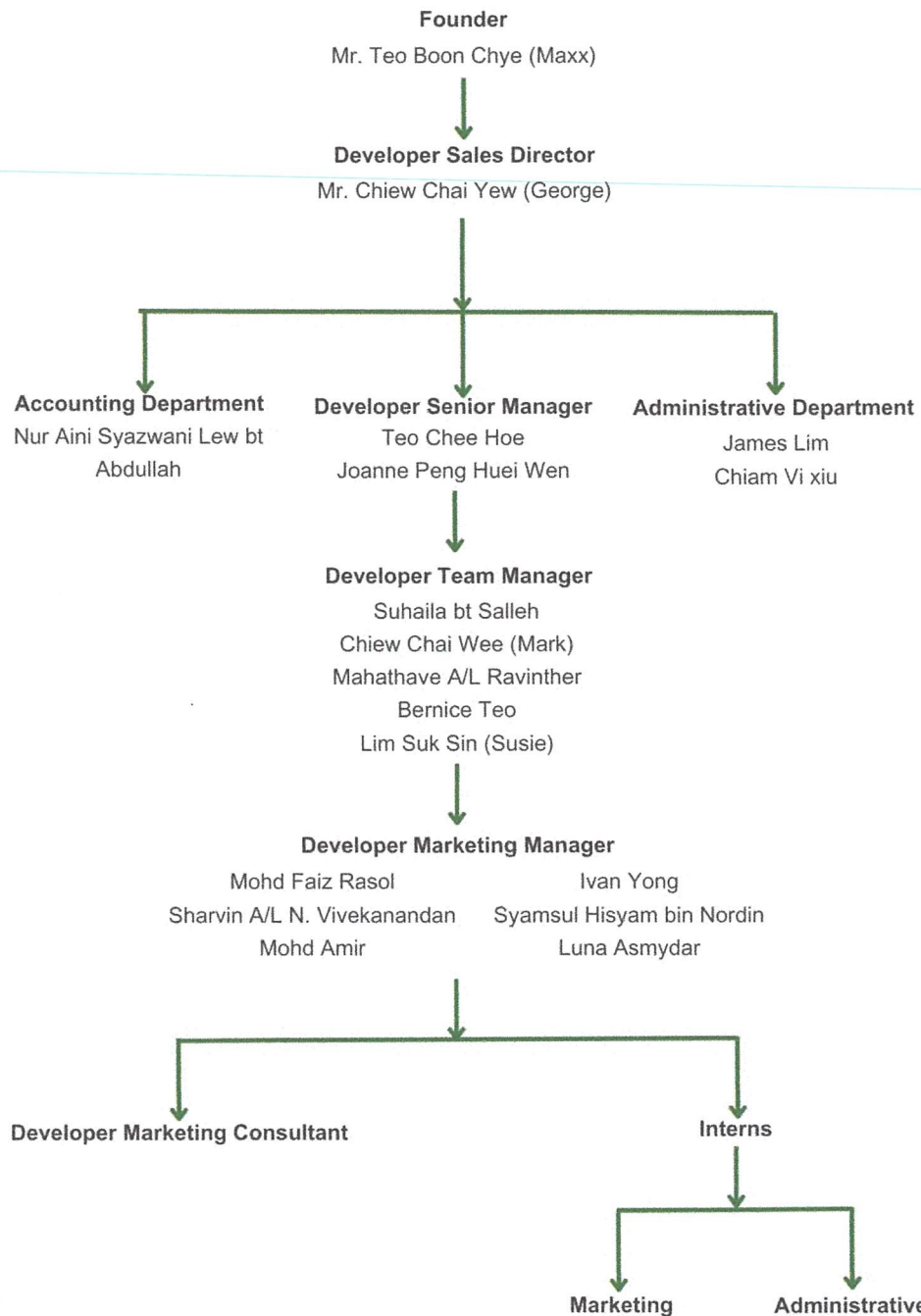


Figure 6: Organizational chart

3.4 Products or services

First and foremost, APG Marketing & Management Sdn. Bhd. is a marketing company based in Malacca, Malaysia, that specializes in providing marketing services to real estate companies. Their focus is on **promoting and selling properties on behalf of their clients**, who are real estate developers in Malaysia. Some of their notable clients include DPS Resources, NKS, Forza, Parkland, and many more.

One of the core activities of APG is **conducting promotional activities to raise awareness and generate sales for their clients' real estate projects**. They tailor their promotional strategies based on the specific product lines of their clients. This involves various marketing techniques and channels to effectively reach potential buyers and investors.

In addition to marketing services, APG also takes on the role of **project management for their clients' real estate projects**. They handle the management of these projects according to their own established systems and processes. This ensures that the development process runs smoothly and efficiently, meeting the required deadlines and quality standards.

When it comes to their product offerings, APG primarily deals with **selling properties from different developers**. This includes various types of properties such as new houses, sub-sales houses, shop lots, factories, and more. However, their focus in Malacca is primarily on properties located within the region.

Apart from marketing and project management, APG places significant emphasis on **providing excellent customer service**. They assist customers in finding suitable properties based on their preferences, including factors like location, budget, and property type. Their consultants engage with customers through platforms like WhatsApp or in-person appointments. They also facilitate showroom visits, present floor plans, prepare quotations, and assist customers in estimating their loan limits. By offering personalized assistance, they strive to match their clients with properties that best suit their requirements.

Furthermore, APG offers additional services such as **promotional strategies for real estate, training, and development programs** for both the company and its employees, as well as sales planning. These services enable them to effectively sell and deliver their expertise by applying their own knowledge and strategies within the company.

Lastly, APG provides **free training to new recruits** joining the company as Developer Marketing Consultants. This training equips the new hires with the necessary skills and knowledge to excel in their roles, ensuring they can effectively contribute to the company's marketing and sales efforts.

To conclude, APG functions as a marketing company specializing in real estate services, offering marketing and project management solutions, customer service, promotional strategies, training and development programs, and sales planning. Through their comprehensive range of services, they aim to effectively promote and sell properties while providing excellent support to their clients and customers.

4.0 TRAINING'S REFLECTION

Training duration : 27th February 2023 until 11th August 2023
Working days : Monday until Saturday
Working hours : 10 a.m. until 7p.m. (Monday until Friday)
 10 a.m. until 2 p.m. (Saturday)
Department : Administrative Department

4.1 Job scope

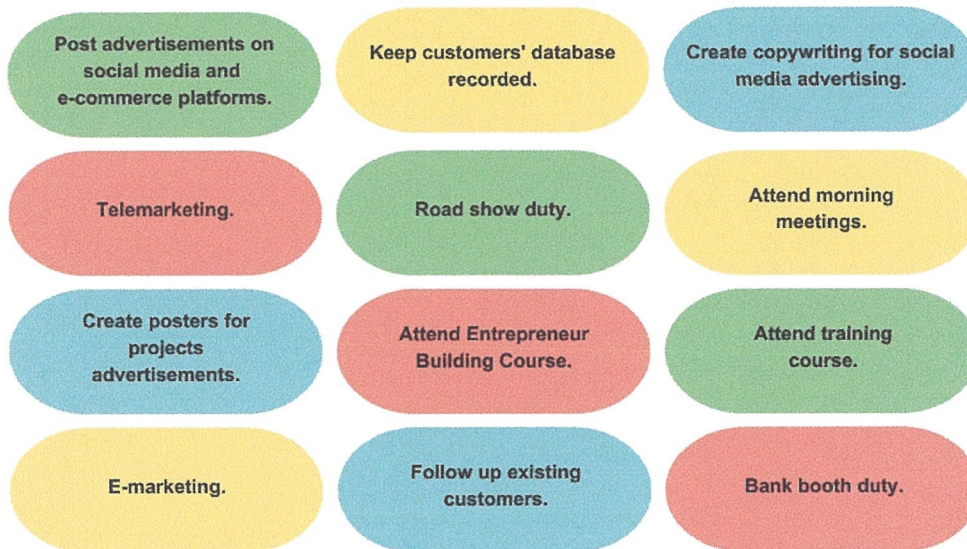


Figure 7: Job scopes

As an Intern Administrator, my role encompasses various responsibilities that contribute to the overall functioning of the company. I will elaborate on each of the mentioned tasks and provide a comprehensive understanding of their significance and how they contribute to the organization's success.

DATE	NAME	PHONE NUMBER	SOURCE	STATUS
7/3/2023	NORAINI	017-691 5929	FACEBOOK	Tak datang interview
16/3/2023	HAZROL NIZAM	011 6324 7903	FACEBOOK	Tak reply
29/3/2023		019-579 3455	FACEBOOK	Follow up
29/3/2023	MAJIDA	011-3559 4101	FACEBOOK	Budget 800/month
29/3/2023	GAYATHRI	011 3331 8516	FACEBOOK	Follow up
5/4/2023	NAZIRUL	019-659 4534	RAMADHAN BOOTH	Follow up
4/4/2023		65 9192 3358	FACEBOOK	Stopped follow up bkertick
14/4/2023	ZAMIR	018-235 4887	FACEBOOK	Follow up
13/5/2023	CHANDRAN	016-740 4768	FACEBOOK	Too complicated. Couldn't find suitable house on hold
18/4/2023	AKMAL	011-1147 3471	FACEBOOK	LOAN LEPAS 340K
27/4/2023	LAN	016-382 4165	FACEBOOK	Follow up
27/4/2023	WAN	016-666 9069	FACEBOOK	follow up
29/4/2023	MANI	016-360 3116	FOLLOW UP LIST	Follow up
29/4/2023	OMAR	013-841 1271	FACEBOOK	Follow up
16/5/2023	SUZILA	016-785 1577	BANK BOOTH	Follow up
18/4/2023	NASREEN	012-231 3112	FACEBOOK	Dah bell rumah
21/5/2023		011-2121 5121	FACEBOOK	Missing
24/5/2023	ARIF	016-710 5634	FACEBOOK	Basic 4100 ekuin 800 350k max
26/5/2023	SYED FIRDUS	018 296 4816	FACEBOOK	Brought house

Figure 8: Customers' database

First and foremost, my task is to **keep customers' database recorded**, which means that one of my key responsibilities is to maintain an organized and up-to-date database of customers. This involves entering new customer information, updating existing records, and ensuring the accuracy and completeness of the data. A well-maintained customer database is crucial for effective communication, targeted marketing campaigns, and customer relationship management.



Figure 9: Poster example

The next responsibility is **creating posters for project advertisements**. I was involved in designing visually appealing posters to promote the company's real estate projects. These posters play a vital role in capturing the attention of potential customers and conveying key information about the projects, such as features, pricing, and contact details. By creating visually engaging posters, I contribute to the marketing efforts and help attract potential buyers.

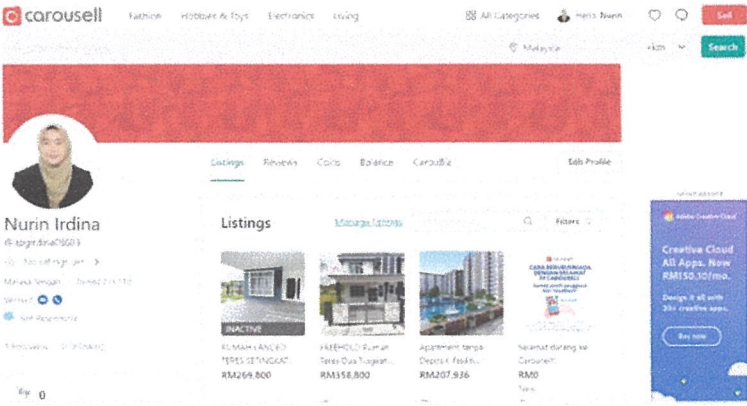


Figure 10: Carousell

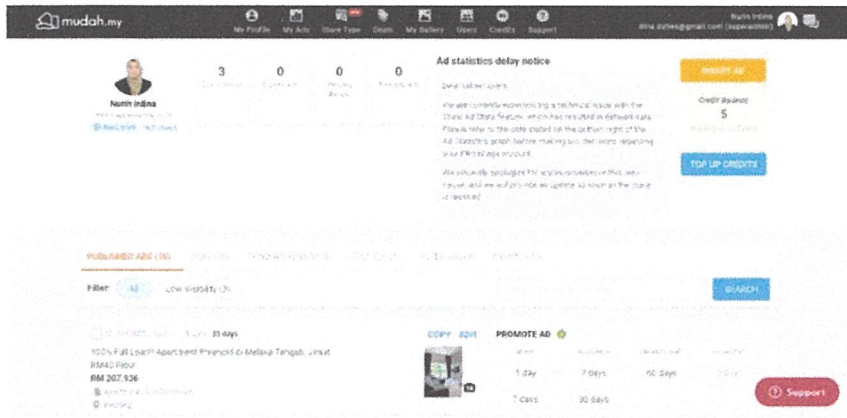


Figure 11: Mudah.my



Figure 12: Instagram



Figure 13: TikTok

The other responsibility is I must **post advertisements on social media and e-commerce platforms**. In today's digital age, social media and e-commerce platforms are powerful tools for marketing and advertising. I will be responsible for posting advertisements on platforms like Facebook, Instagram, TikTok, Mudah.my, and Carousell. These platforms

provide a wide reach and allow the company to connect with a larger audience, increasing the chances of finding potential buyers and generating leads.

Dina Property Consultant
4 d · 🌐

🔥 **PROMO BOOKING UNIT RM500 ONLY** 🤗

📍 Taman Asean, Melaka

Lawyer Fees :
SPA Legal Fees : **Free**
SPA Stamp Duty : **Free**
Loan Legal Fees : **Free**
Loan Stamp Duty : **Free**
Disbursement : **Free**

🏡 Rumah teres setingkat
✅ Freehold (MCL)
📏 22' x 70' sqft (Land size)
📏 22' x 50' sqft (Build up size)
🚗 Porch muat untuk 2 kereta
🛏 4 Bilik tidur
🚿 2 Bilik mandi

Berminat? Hubungi kami 😊

📞 Dina | 019-250 5330
WhatsApp - <http://www.wasap.my/60192505330/TGB.D>

📞 Umai | 013-683 4738
WhatsApp - <http://www.wasap.my/60136834738/TGB.D>

Figure 14: Copywriting example

Dina Property Consultant
5 d · 🌐

!! **APARTMENT MURAH DENGAN FASILITI LENGKAP !!**

📍 Pulau Gadong, Melaka

🔥 **BOOKING RM500 SAHAJA !!**

🛏 3 Bedrooms
🚿 2 bathroom
📏 1088 sqft

SALES PACKAGE:
🔥 FREE SPA LEGAL FEE
🔥 FREE LOAN LEGAL FEE
🔥 FREE LOAN STAMP DUTY

✅ berhampiran Bandaraya Melaka
✅ berhampiran Klebang
✅ Security 24/7
✅ 2 kolam renang
✅ Taman rekreasi/landscape
✅ Track jogging
✅ Fitness centre/gym
✅ BBQ area
✅ Playground

Showroom available for visitors. contact us! 😊

📞 Dina | 019-250 5330
WhatsApp - <http://www.wasap.my/60192505330/PG.D>

📞 Umai | 013-683 4738
WhatsApp - <http://www.wasap.my/60136834738/PG.D>

Figure 15: Copywriting example

Next, I create copywriting for social media advertising. This is because engaging and persuasive copywriting is essential to grab the attention of potential customers and encourage them to act. As an Intern Administrator, I will be involved in crafting compelling and concise copies for social media advertisements. This involves understanding the target audience,

highlighting key selling points, and using persuasive language to generate interest and drive engagement.

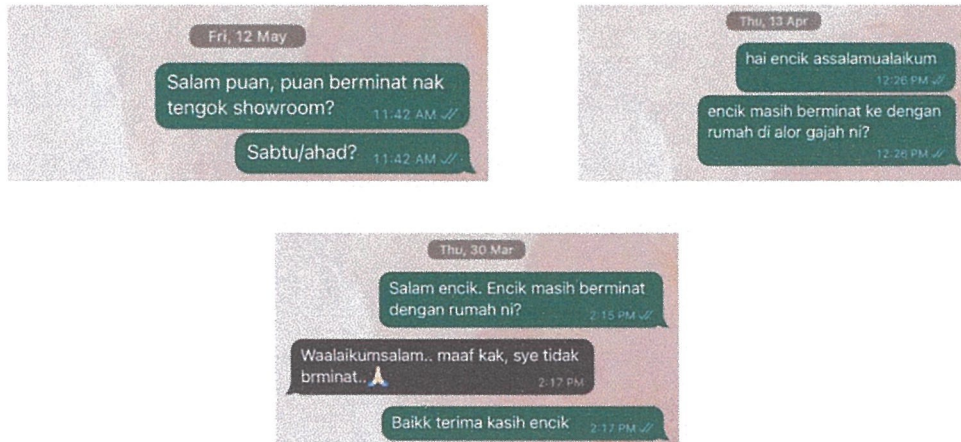


Figure 16: Follow up customers.

Moving to the next responsibility as an intern which is **following up with existing customers**. Building and maintaining strong relationships with existing customers is crucial for customer retention and loyalty. I will be responsible for following up with existing customers, addressing their queries, providing updates on new projects or offers, and ensuring their satisfaction. This personalized approach helps to strengthen the bond with customers and increases the likelihood of repeat business or referrals.



Figure 17: Telemarketing

The next one is **telemarketing**. Telemarketing involves reaching out to potential customers via phone calls to promote the company's services and products. This task requires excellent communication and persuasive skills. As an Intern Administrator, I may be involved in making calls to potential leads, introducing the company's offerings, addressing their queries, and scheduling appointments for further discussions. Telemarketing is an effective way to directly engage with prospects and nurture them through the sales process.

Next is the most crucial part which is **E-marketing**. E-marketing refers to the use of electronic platforms and tools to execute marketing campaigns. This may include email marketing, online advertisements, search engine optimization, and other digital marketing strategies. I will assist in implementing e-marketing initiatives, such as creating and sending marketing emails, monitoring campaign performance, and optimizing digital content to reach the target audience effectively.

In addition, I go for **bank booth duty** too. As part of my role, I may be assigned bank booth duty, where I represent the company at any nearest banks around the office or reachable areas. This duty involves interacting with potential customers, distributing marketing materials, answering inquiries, and providing information about the company's projects and services. Bank booth duty offers an opportunity to engage with a captive audience and generate leads.



Figure 18: Road show duty

Sometimes, I need to go for **road show duty**. Road shows are events or exhibitions held at public venues to showcase the company's projects and attract potential customers. During road show duty, interacting with visitors, explaining project details, and collecting contact information for follow-ups. Road shows provide a platform to create brand awareness, showcase offerings, and establish a direct connection with potential buyers.



Figure 19: Morning meetings, training courses.

Then, I need to **attend morning meetings** from 3 to 6 times a week. Morning meetings are a crucial part of the company's internal communication and coordination. As an Intern Administrator, I will attend these meetings to receive updates on ongoing projects, discuss tasks and priorities, and share progress or challenges. This ensures effective collaboration and alignment within the team and enables me to stay informed about the company's activities.

Not forgetting, I also **attend training courses**. Continuous learning and professional development are essential for personal and career growth. I will have the opportunity to attend training courses relevant to my role as an Intern Administrator. These courses may cover areas such as customer service, marketing strategies, communication skills, and administrative tasks. Training courses enhance my knowledge and skills, enabling me to perform my duties more effectively and contribute to the company's success.

Lastly, there was also time that I needed to **attend the Entrepreneur Building Course**. The Entrepreneur Building Course provides valuable insights and knowledge on various aspects of entrepreneurship. By attending this course, I will gain a broader understanding of business principles, management strategies, and industry trends. This knowledge will not only benefit me as an Intern Administrator but also contribute to my overall professional development and entrepreneurial mindset.

In conclusion, my responsibilities span a wide range of tasks, including maintaining customer databases, creating project advertisements, utilizing social media and e-commerce platforms for marketing, copywriting for social media advertising, customer follow-ups, telemarketing, e-marketing, bank booth and road show duties, attending meetings and training courses, and participating in the Entrepreneur Building Course. Each of these tasks plays a significant role in supporting the company's marketing efforts, enhancing customer relationships, and contributing to the overall growth and success of the organization.

4.2 Experiences



During my internship at APG Marketing and Management Sdn. Bhd, I had the opportunity to receive a **monthly allowance** of RM500, which not only provided financial support but also served as a recognition of my contributions to the company. This allowed me to focus on my tasks and gain valuable experiences that have shaped my professional growth.

NAME: NURIN IRDINA						FROM: 15/5/2023	UNTIL: 21/5/2023
TIME/DAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
8 AM	• Prepare for lunch. • Breakfast.	• Prepare for lunch. • Breakfast.	• Prepare for lunch. • Breakfast.	• Prepare for lunch. • Breakfast.	• Prepare for lunch. • Breakfast.	• Breakfast.	• Cook for breakfast & lunch.
9 AM	• Get ready. • Go to work.	• Get ready. • Go to work.	• Get ready. • Go to work.	• Get ready. • Go to work.	• Get ready. • Go to work.	• Get ready. • Go to work.	• Get ready.
10 AM	• Morning meeting.	• Morning meeting.	• EBC Training	• EBC Training	• Morning meeting.	• Morning meeting.	• Going out.
11 AM	• Morning meeting	Posting @ FB • Kesang • Ambience • Recruitment			• Join 10 groups on Facebook.	• Join 10 groups on Facebook.	
12 PM	• Assist new DMC (Piqa) • Posting • Ambience	Share @ FB groups. • Kesang • Ambience • Recruitment			Posting & Share • Ambience • TASP • Kesang	Posting & Share • Ambience • TASP • Recruitment	
1 PM	LUNCH					• Prepare and submit daily report. • Update logbook.	
2 PM	• Prepare weekly planner.	Posting @ FB • TASP • Botani • Marketplace (Kesang)	• EBC Training	• EBC Training	Posting @ FB • Botani • TBKD • Recruitment	• Drive back home. • Prepare for lunch.	

Figure 20: Weekly planner

Firstly, I developed **self-monitoring skills**, which involved taking ownership of my work and being responsible for my tasks and deadlines. This required discipline, organization, and the ability to prioritize and manage my time effectively. Self-monitoring allowed me to enhance my productivity and ensure the timely completion of assignments, while also fostering a sense of accountability and independence.

Furthermore, I gained valuable experience in **telemarketing**, where I had the opportunity to engage with potential customers over the phone. This task required excellent communication skills, the ability to build rapport, and persuasive abilities. Through telemarketing, I learned how to effectively promote the company's products and services, address customer inquiries, and generate leads. This experience enhanced my interpersonal skills and helped me develop confidence in engaging with customers.

Additionally, I gained insights into **e-marketing**, which involved utilizing various digital platforms and tools to execute marketing campaigns. This experience exposed me to strategies such as email marketing, online advertisements, and search engine optimization. I learned how to effectively reach the target audience, create engaging content, and measure campaign performance. E-marketing taught me the importance of adapting to the digital landscape and utilizing innovative approaches to connect with potential customers.

In addition to telemarketing and e-marketing, I had the opportunity to represent the company at **bank booths and road shows**. These experiences allowed me to directly interact with potential customers, showcase the company's projects, and collect contact information for further follow-ups. Being part of these events helped me develop my communication and presentation skills, as well as gain insights into customer preferences and interests.



Figure 21: Conduct training for new recruits

Moreover, I **conducted a Personal Branding slot** during the Newbie training program. This provided me with the opportunity to share my knowledge and experiences related to personal branding, emphasizing the importance of building a strong professional image and reputation. This experience not only enhanced my public speaking and presentation skills but also allowed me to contribute to the development of fellow interns and new recruits.

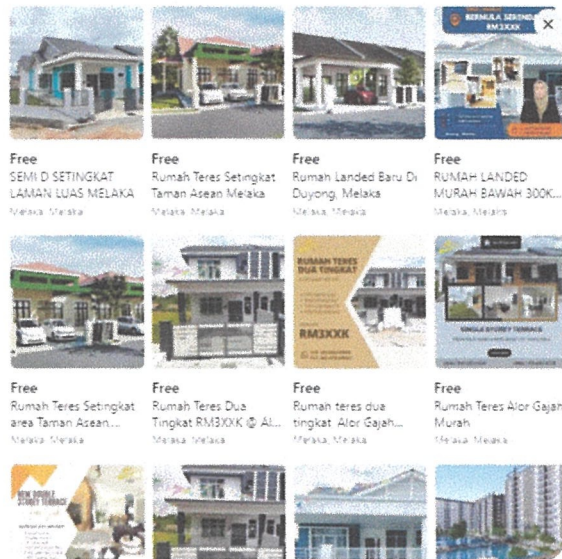


Figure 22: Product listing

Furthermore, I gained hands-on experience in **product listing** on Mudah.my, a popular e-commerce platform. This involved creating attractive listings, providing accurate product descriptions, and managing inquiries from potential buyers. Through this experience, I learned how to effectively showcase products, optimize listings for better visibility, and communicate with potential customers in an online marketplace setting.

Finally, I **fully utilized Facebook Marketplace** as a platform for promoting and selling products. This experience allowed me to explore the potential of social media as a marketing tool, understanding its reach and impact on potential customers. I learned how to create engaging posts, interact with interested buyers, and effectively utilize the features provided by Facebook Marketplace to maximize sales opportunities.

4.3 Knowledge gained.



Figure 23: Knowledge gained in APG.

In terms of knowledge gained, my internship at APG Marketing and Management Sdn. Bhd provided me with a wide range of valuable insights. Firstly, I acquired **comprehensive knowledge about the real estate industry**, including an understanding of property types, market trends, and customer preferences. This knowledge equipped me with the ability to provide informed recommendations and solutions to potential buyers.

Moreover, I developed a deep **understanding of the company's products and services**. This involved familiarizing myself with the features, pricing, and unique selling points of various real estate projects. This knowledge allowed me to effectively communicate the value propositions to potential customers, addressing their inquiries and guiding them in their decision-making process.

In addition, I honed my **objection handling skills**, learning how to address, and overcome customer concerns or doubts. This involved active listening, empathetic responses, and providing relevant information or solutions to alleviate any reservations. Developing objection handling skills empowered me to build trust and credibility with customers and increase the chances of closing sales.

Furthermore, my internship provided me with valuable **sales skills**, including effective communication, negotiation, and persuasion techniques. I learned how to tailor my approach to different customer profiles and effectively convey the benefits and value of the company's offerings. These skills are invaluable in any sales-related role and have enhanced my ability to engage with customers and achieve successful outcomes.

Additionally, I gained a comprehensive **understanding of the selling procedures** within the real estate industry. This included knowledge of the legal and documentation processes, financing options, and compliance requirements. This understanding enabled me to guide customers through the purchase process, ensuring a smooth and hassle-free experience.

Moreover, my internship at APG provided me with valuable insights into **leadership skills**. Through observation and guidance from experienced professionals, I learned about effective team management, delegation, and motivation. This experience allowed me to witness the importance of strong leadership in driving success within a dynamic and competitive industry.

Lastly, I had the opportunity to understand and **implement the company's success system**. This involved learning about the strategies, processes, and methodologies that contribute to the company's achievements. By observing and being a part of this system, I gained insights into the best practices and approaches that foster growth and excellence within the organization.

In sequence for the wide range of tasks, my internship at APG also provided me with a range of valuable experiences, including self-monitoring, telemarketing, e-marketing, bank booth and road show duties, conducting Personal Branding slots, and utilizing platforms like Mudah.my and Facebook Marketplace that I have never get to learn before the internship. Alongside these experiences, I gained in-depth knowledge about the real estate industry, products, objection handling, sales procedures, leadership skills, and the company's success system. These experiences and knowledge have significantly contributed to my personal and professional growth, equipping me with valuable skills and insights for future endeavors in the field of marketing and management.

5.0 SWOT ANALYSIS



Figure 24: SWOT matrix

Strengths:

1. Experienced and skilled team:

One of APG's core strengths is its team of experienced and skilled professionals. The company has been able to attract and train talented people in the real estate industry, which has given them a competitive edge in the market. The team's expertise allows them to effectively strategize and execute marketing and management campaigns, enabling them to deliver exceptional results for their clients. The sales performance of a salesperson is enhanced by their proficient salesmanship skills (Ohiomah et al., 2019).

For example, APG has a team of seasoned real estate agents who possess an in-depth understanding of local property trends and buyer preferences. Their knowledge and negotiation skills have helped them secure exclusive deals with prominent property developers, allowing APG to offer lucrative investment opportunities to their clients. For instance, the team's expertise in identifying up-and-coming neighborhoods has led to successful property acquisitions that have significantly appreciated in value over time, benefiting both the company and their investors. Hence, this strength resulted in their employees' achievements in getting to sell more than 11 properties in a month. Mr. Mahathave, a Developer Team Manager, got up to RM20,000 income in a month.



Figure 25: Interview with Mr. Mahathave

2. Strong network and partnerships:

APG has developed a robust network of industry connections and strategic partnerships. These alliances have been instrumental in expanding the company's reach and enhancing their service offerings. By collaborating with various stakeholders in the real estate sector, including developers, contractors, financial institutions, and legal experts, APG can provide comprehensive solutions that cater to diverse client needs. In addition, strong-tie relationships are characterized by regular interactions among individuals, entrepreneurs, and firms who share common interests. These interactions tend to strengthen and cultivate insights and novel ideas (Tajeddini et al., 2020).

Furthermore, through its partnership with a prominent property developer, APG gained exclusive access to pre-launch properties at discounted rates. This privileged access allowed them to offer early-bird investment opportunities to their clients, attracting a substantial number of investors. By leveraging their network of investors, they managed to secure multiple property purchases even before the official launch, leading to significant profits for both the company and its clients.

For example, a new developer company in Melaka, Premier Icons Sdn. Bhd., exclusively launched their first project through APG and APG is the only marketing company that sells their project. Hence, this shows that APG has a strong network that helped them to gain benefits from clients.

Weaknesses:

1. Limited geographic presence:

One of the weaknesses of APG Marketing and Management is its limited geographic presence. As a company focused on the real estate industry, they may face challenges when expanding to new markets. Their current concentration in specific regions might hinder them from tapping into potentially lucrative opportunities in other areas with growing property markets.

For example, APG has primarily focused on Malacca City, where property demand is consistently high. However, this exclusive focus has left them vulnerable to economic fluctuations and changes in local property market conditions. During a downturn, they may face a significant decline in business activity, leading to potential revenue loss and market share erosion. For example, there are a lot of investors bought properties in Melaka for investment purposes because Melaka is one of the most famous tourism cities in Malaysia. However, during the COVID-19 pandemic, tourism industry was negatively affected, same goes for the real estate industry. the property market in Melaka was not doing well in 2020

because of the pandemic. The number of property transactions during the first half of the year decreased by 27.94% compared to the same period in 2019, and there was also a drop of 26.96% compared to the second half of 2019. This decline in transactions indicates that the property market in Melaka was not as active or vibrant as it was before the pandemic (Butcher Malaysia, 2021). Hence, they could not reach wider customers regions as they did not provide services other than in Malacca City and this limits their revenue too.

2. Financially dependent:

APG has no independent source of income. This is because APG's operations and revenue are highly dependent on external factors such as government policies, economic conditions, and interest rates. Any adverse changes in these factors can impact the demand for real estate services and subsequently affect the company's overall performance.

For example, when the government implemented stricter lending regulations to curb property speculation, APG experienced a slowdown in property sales as potential buyers faced difficulties in securing mortgage loans. As stated in the Business Today online news, the property market in Malaysia can be influenced by government policies and interest rates. Government policies, such as tax incentives and subsidies, can affect the demand and pricing of real estate. For instance, the Home Ownership Campaign in 2020-2021 encouraged more people to buy homes. Interest rates also play a crucial role. When interest rates increase, it can impact buyers' willingness to purchase properties. Higher interest rates may make it harder for buyers to get loans, and this can affect the overall supply and demand in the property market (Key Factors Driving the Malaysia Property Market in 2023 - BusinessToday, 2023).

This reliance on external factors exposes the company to uncertainties beyond their control, making it essential for them to diversify their service portfolio to mitigate risks during challenging periods.

Opportunities:

1. Growing demand for property management services:

With the real estate market becoming more competitive, property owners are increasingly seeking professional property management services to maximize their returns and ensure hassle-free ownership. In fact, the percentage of small rental owners who collaborated with a property manager was 55% in 2019. However, this figure increased to 64% in 2020 and has remained consistently at 63% since then (Young, 2023). APG seized this opportunity by expanding its property management division, offering tailored solutions to cater to both individual property owners and institutional investors.

For example, as more investors show interest in the local property market, APG established a specialized division catering to investors. APG provided services to sell sub-sales houses too. Thus, investors who have properties to sell or invest in the market, APG can manage to sell the properties for the investors by promoting them to the potential buyers, and to manage the buy and sell process too.

2. Integration of technology:

Embracing technology can provide APG with a competitive advantage in the real estate industry. By incorporating digital marketing strategies, data analytics, and virtual property tours, they can enhance their customer experience and improve their marketing campaigns. Furthermore, leveraging technology can streamline internal processes, leading to increased efficiency and cost savings. Thus, APG took the benefits of the integration of technology to improve their services.

For example, APG utilized virtual reality (VR) technology to offer virtual property tours to potential buyers, including international clients. This innovation allows prospective buyers to explore properties remotely, significantly reducing the need for physical visits. Digital transformation often leads to customer alignment, consequently enhancing operational efficiency (Priyono et al., 2020). As a result, APG can cater to a broader audience, save time, and improve the customer experience, leading to higher conversion rates and customer satisfaction.

Threats:

1. Intense market competition:

The real estate industry is highly competitive, with numerous marketing and management firms vying for clients' attention. APG faces the threat of losing market share to competitors who may offer more aggressive pricing or possess stronger local market knowledge such as IQI Realty Sdn. Bhd. Furthermore, the real estate industry is a fast-paced and fiercely competitive market that offers various prospects for investors, developers, and professionals. This competition is influenced by factors like supply and demand, market trends, and pricing (Competition & Opportunities in Real Estate- Shree Ss Properties, 2023).

For example, a new entrant in the market offers discounted marketing fees to property developers to gain a foothold in the industry. This aggressive pricing strategy attracts several property developers who were previously clients of APG. As a result, APG faces increased competition and must justify its value proposition to retain existing clients and attract new clients.

2. Economic instability and uncertainty:

Economic fluctuations, such as recessionary periods or unforeseen events such as the Covid-19 pandemic, pose a significant threat to the real estate industry. Crises and the global impact of pandemics were characterized as unforeseen events that have had a detrimental effect on project development in the real estate sector, sales operations of existing properties, cost estimates, and overall values and rates of return in the real estate industry (Tanrıvermiş, 2020). Such events can lead to decreased property demand, declining property values, and delays in property development projects.

For example, a sudden economic downturn leads to reduced consumer spending and job insecurity, resulting in a slump in the real estate market. Property sales slow down significantly, and several property development projects are put on hold indefinitely. APG's revenue is adversely affected, and they must adapt their business strategies to weather the economic storm and maintain their market position.

In conclusion, APG Marketing and Management Sdn. Bhd. possesses valuable strengths in its experienced team and strong network, providing a solid foundation for success in the real estate industry. However, the company should address its weaknesses, such as limited geographic presence and external factor dependencies, to diversify and strengthen its business. By capitalizing on growing opportunities like property management services and technological integration, while proactively mitigating threats like intense competition and economic instability, APG can position itself as a resilient and leading player in the dynamic real estate market.

To conclude, APG possesses valuable strengths in its experienced team and strong network, providing a solid foundation for success in the real estate industry. However, the company should address its weaknesses, such as limited geographic presence and financial dependence, to diversify and strengthen its business. By capitalizing on growing opportunities like property management services and technological integration, while proactively mitigating threats like intense competition and economic instability, APG can position itself as a resilient and leading player in the dynamic real estate market.

6.0 DISCUSSION & RECOMMENDATIONS

	Strengths	Weaknesses
Opportunities	<p>Strengths-Opportunities</p> <ul style="list-style-type: none"> • Expansion of property management services. • Leveraging technology for enhanced marketing. 	<p>Weaknesses-Opportunities</p> <ul style="list-style-type: none"> • Skill development and market expansion. • Flexible business model for easier adaptation.
Threats	<p>Strengths-Threats</p> <ul style="list-style-type: none"> • Diversification of geographic presence. • Strategic partnerships for market stability. 	<p>Weaknesses-Threats</p> <ul style="list-style-type: none"> • Diversification of service portfolio. • Building a strong brand identity.

Figure 26: TOWS Matrix

Strengths-Opportunities (SO):

1. Expansion of property management services.

APG Marketing and Management Sdn. Bhd. should use its experienced and skilled team to offer more services related to managing properties. This will help them take advantage of the increasing demand for professional property management in the real estate market. By providing personalized solutions for managing properties, they can attract more customers and gain their loyalty. This will also allow them to reach a broader audience, including international investors who are interested in investing in properties in Malaysia.

For instance, they can create a special package specifically for foreign investors. This package would include services like finding suitable tenants, collecting rent, taking care of property maintenance, and providing regular updates on the property's performance. By offering comprehensive support to international clients, APG can build a trustworthy reputation, which will lead to more business opportunities and recommendations from satisfied clients.

Furthermore, there are a variety of demands for property management nowadays, such as the demand for property management for elderly residents. Service demand variations among elderly individuals could be apparent, differing between those residing in urban and

rural areas, as well as among different regions and countries (Huang & Lee, 2019). This presents an opportunity for APG Marketing and Management Sdn. Bhd. to tailor their services to meet the specific needs of elderly clients in different locations. By understanding and catering to these diverse demands, APG can further expand its client base and establish itself as a leading provider of property management services in the real estate market too.

2. Leveraging technology for enhanced marketing.

To leverage its experienced team and stay ahead of the competition, APG should invest in digital marketing strategies and advanced technology. By integrating technology, such as their own mobile application and data analytics, into their marketing campaigns, APG can create engaging and data-driven marketing content, reaching a wider audience and maximizing property visibility.

For example, APG can develop a user-friendly mobile application that offers Virtual Reality property tours to potential buyers. VR in the mobile application can be used for virtual tours, virtual staging, and architectural visualization. The virtual tours mean that the application users can view the unit as if they were there in person through photos, videos, or a 3D rendering. Virtual tours also offer people a 360-degree view of the units. 3D tours show multiple angles in each room, usually from wall to wall. They include even closets, bathrooms, and hallways, leaving no angle of the unit unexplored. As a result, users can get a feel for the unit without having to visit the property in person (Manzollilo, 2022).

This application will enable users to virtually explore properties from the comfort of their homes, giving them an immersive experience and saving time on physical visits. Furthermore, buyers can simply compare and choose their preferred properties through the application itself without having to ask about every single one of the projects. The sequence of influential factors for customers planning to purchase residential properties is finance, property types, and demographics (Berawi et al., 2020). By marketing this innovative app to both local and international buyers, APG can attract tech-savvy clients, differentiate itself from competitors, and increase lead generation.

Strengths-Threats (ST):

1. Diversification of geographic presence.

APG should deal with its limited presence in certain areas by exploring new markets and expanding its real estate portfolio. By doing so, APG can reduce its reliance on just one market and decrease the risk of losing revenue during economic downturns or fluctuations in specific regions.

For example, APG can carefully study different markets and find regions that have a lot of potential for growth but haven't been fully developed yet. For example, Ipoh can be the most ideal city as Ipoh offers an ideal retirement location, characterized by a tranquil lifestyle, delectable cuisine, picturesque nature views, and its proximity to the city center, just a few hours' drive away. Furthermore, the affordable property prices in Ipoh make it a worthwhile investment (PropertyGuru Editorial Team, 2020). They can then either open new offices in those regions or partner with local real estate agencies to establish a presence there. If there is a rising interest in environmentally friendly properties and sustainable living, APG can also focus on offering "green" properties and use marketing strategies that target eco-conscious buyers.

By entering diverse markets and offering a variety of properties, APG can protect itself from over-dependence on a single market and be better prepared to handle changes in economic conditions or regional trends. This is because real estate diversification offers a significant advantage by mitigating potential risks caused by market volatility. In a specialized investment approach, there is a higher risk of losing your entire investment due to unfavorable market conditions. However, diversification allows you to safeguard your investments, ensuring that a loss in one area doesn't result in significant overall losses (Elwell CFA, 2022). This approach will help APG grow its business and become more resilient in the face of challenges.

2. Strategic partnerships for market stability.

To deal with economic uncertainty and strong competition, APG should form more beneficial partnerships with other companies in the real estate industry. A collaborative partnership enhances the positive impact of product-service innovation on overall performance measures (Bustinza et al., 2019). By working together with developers, property management firms, financial institutions, and legal experts, APG can provide a complete range of services to its clients. This strategic collaboration allows APG to leverage the expertise of its partners and offer a more comprehensive and appealing package of services to its customers, making them a more attractive choice and giving them an advantage over their competitors.

For example, APG can team up with well-known financial institutions such as banks, to offer attractive financing options for people looking to buy properties through property financing partnership. As the banking system improves, it can boost the wealth of families and businesses. This, in turn, encourages more investment in the real estate market, leading to its growth and development (Nguyen et al., 2020). A stable real estate market requires a robust financial ecosystem. Banks play a crucial role in providing the necessary funds and financial

products to both households and enterprises. When APG as a real estate business collaborates strategically with banks, banks can create tailored financial solutions that support investments in APG as the real estate sector. This partnership allows for a smoother flow of capital into the market, enabling sustainable growth.

Furthermore, the partnerships benefit APG by providing access to capital. This means that as the banking system develops and becomes more efficient, it can provide easier access to credit and financing for APG and their clients. This increased access to capital enables individuals and enterprises to invest in real estate projects through APG, such as purchasing homes, commercial properties, or undertaking construction ventures. A well-functioning banking system, through strategic partnerships with various players, can ensure that funds are channeled to projects with genuine potential, reducing the risk of speculative bubbles.

A strategic partnership between APG and the banking sector can foster better risk management practices within the real estate market. Banks can work closely with APG and their clients to assess project viability, market conditions, and potential risks. By sharing insights and expertise, they can collectively make informed decisions that mitigate risks and prevent market instability. APG's clients will find it easier to get financing, leading to more property sales. At the same time, financial institutions will get more business from increased mortgage lending. These strategic partnerships not only strengthen APG's position in the market but also reduce its reliance on economic ups and downs, ensuring a steady flow of clients and sustained growth.

By collaborating with other experts in the real estate industry, APG can pool resources, share knowledge, and access new markets, all of which contribute to their overall performance improvement. This proactive approach to partnerships allows APG to adapt to changing market conditions and foster a resilient business environment for sustained success.

Weaknesses-Opportunities (WO):

1. Skill development and market expansion.

To overcome its limited geographic presence and diversify its portfolio, APG should invest in the continuous development of its team's skills and knowledge. By empowering its team with specialized training in emerging markets and property types, APG can confidently expand into new territories and cater to diverse client preferences. Neglecting individual characteristics and using a decontextualized coaching method to promote skill development could potentially put individuals at a disadvantage, even those who could have succeeded under different circumstances (Barker et al., 2021).

For example, APG can conduct workshops and seminars for its agents, focusing on new property trends and investment opportunities in more profitable regions such as Kuala Lumpur, Ipoh, or Johor Bahru. If the company plans to venture into commercial real estate, training sessions on the commercial property market, lease negotiations, and property valuation can equip their agents with the necessary expertise. These trained professionals can then efficiently identify lucrative investment options for their clients, even in unfamiliar markets. By considering individual characteristics and providing personalized training, APG ensures that its team is well-prepared to excel in various markets, fostering success for both the company and its clients.

2. Flexible business model for easier adaptation.

Being flexible and responsive to changes in the market and government policies means having the ability to adapt quickly and effectively to shifts in the business environment. It involves staying flexible, open to change, and proactively adjusting strategies and operations to align with new market trends and regulatory developments. Both the market and government policies can have a significant impact on businesses, and those that are flexible and responsive are better positioned to succeed in dynamic and uncertain conditions. APG's business is influenced by factors like government policies and economic conditions, so they should have a flexible and adaptable business model. This way, they can quickly adjust to changes in the real estate market and reduce the risks while taking advantage of opportunities. This is also important as strategic planning for business sustainability. For organizations to prepare themselves to sustain and overcome competition in marketplaces, the ideal approach is to adopt strategic planning and management practices (Kabeyi, 2019).

For example, APG can do proactive market monitoring that is done by a team that keeps an eye and to plan the action needed on any changes in government policies related to real estate such as the market trends, regulatory changes, and economic factors. The proactive market monitoring can be done by some systematic approach to collect, analyze, and use market data to stay informed about industry trends, changes, and opportunities. For example, APG's marketing team must define objectives of their market monitoring, identify key data sources, use technology and tools, establish data collection processes, analyze market data, monitor competitor activities, track customer feedback, engage with industry experts, formulate action plans, regularly review, and update, and communicate findings internally. By implementing proactive market monitoring in your real estate marketing business, APG can make data-driven decisions, stay ahead of the competition, and seize opportunities in the ever-changing real estate market.

Hence, by being flexible and responsive to changes in the market and government policies, APG can stay competitive and thrive in the ever-changing real estate industry. This approach will help them minimize risks and make the most of favorable circumstances as they arise.

Weaknesses-Threats (WT):

1. Diversification of service portfolio.

To mitigate the impact of intense market competition, APG should address its limited geographic presence by diversifying its service portfolio. This is because portfolios provide a suitable means of documenting our completed work and the challenges and successes we encountered throughout the process (Beka & Kulinxha, 2021). Hence, by expanding beyond traditional property marketing and management services, APG can cater to a broader range of customer needs and create a competitive advantage in the market.

This is supported by a study on third-party logistics providers' (3PL) service portfolios which the outcomes prove that if a 3PL (Third-Party Logistics) company is positioned in the middle of its industry and lacks significant differentiation in its service offerings, any attempts to diversify its services will likely trigger a notable response from its competitors (Barker et al., 2021).

Thus, it is crucial for APG to diversify their service portfolio. For example, APG can introduce real estate consultancy services for investors interested in property development projects. They can offer market research, feasibility studies, and investment advice, helping clients make informed decisions. By providing end-to-end solutions, from project conceptualization to marketing and management, APG can attract developers seeking reliable partners for their ventures, increasing the company's revenue streams, and reducing reliance on traditional property sales.

2. Building a strong brand identity.

To overcome the challenges posed by economic instability and intense competition, APG should focus on building a strong brand identity. Brand identities possess a dual nature, appealing both to the rational and emotional aspects of their consumers (Alvarado-Karste & Guzmán, 2020). Thus, by establishing a reputation as a trustworthy and reliable real estate partner, APG can attract and retain clients even during challenging times when market uncertainty is high.

In addition, to build strong brand identity, APG can build a consistent brand message because consistency is crucial in brand building. APG must ensure that its brand message is

coherent across all communication channels, including its website, social media, marketing materials, and client interactions. This consistency helps reinforce the company's identity and creates a memorable impression on potential clients. Moreover, APG also can do a showcase success stories and testimonials. This can be executed by highlighting successful real estate projects managed by APG and gathering positive testimonials from satisfied developers. These success stories and testimonials serve as powerful evidence of the company's capabilities and build credibility in the market. APG's strong brand identity also can be built by monitoring and responding to feedback. APG's employees regularly gather feedback from clients and stakeholders to assess their satisfaction levels and address any concerns promptly. They also need to show responsiveness to feedback, demonstrating a willingness to improve and adapt.

By implementing these strategies, APG can establish a strong brand identity that will differentiate it from competitors, build trust among stakeholders, and overcome the challenges presented by economic fluctuations and intense competition in the real estate industry.

In conclusion, by implementing the recommended strategies from the SWOT matrix, APG Marketing and Management Sdn. Bhd. can leverage its strengths, address its weaknesses, capitalize on opportunities, and mitigate threats. Expanding property management services, leveraging technology for enhanced marketing, diversifying geographic presence, fostering strategic partnerships, investing in skill development and market expansion, adopting flexible business model, diversifying service portfolios, and building a strong brand identity will position APG as a resilient and leading player in the real estate industry, ensuring sustainable growth and long-term success.

7.0 CONCLUSION

To sum up this internship report, I would like to say that APG Marketing & Management Sdn. Bhd. provided me with a handful experience in the industry and have guided me to do varieties of tasks every day until I am able to do them on my own through the 24 weeks internship period. APG's organization has taught me a lot to practice once I enter the industry on my own. I am well-prepared and well-guided in many kinds of skills in the industry. The skills that I value the most are handling objection skills and telemarketing skills. This is because I never learnt the skills before, and I never thought that both skills could lead to bigger successes and achievements in increasing our sales. For example, I successfully closed two cases and both only through telemarketing. This is the proof that I executed what I have learnt in APG and got positive results from them too.

Furthermore, APG Marketing & Management Sdn. Bhd. is a company with high chances of expanding their business in the real estate industry. This is because they have their own strengths which are they have experienced and skilled team, and strong network and partnership in the industry. They also have bright opportunities and have taken every chance they have had to improve their services and increase their income such as the growing demand for property management services and the integration of technology. However, they still have some weaknesses which are their limited geographic presence, and they are financially dependent. In addition, they still must deal with threats in the real estate industry which are intense market competition and economic instability and uncertainty. Hence, the weaknesses and threats that they are facing can be overcome through the recommended improvements. APG is more than able to execute all the recommendations and to reach the wider regions in the real estate market. In addition, they also can make their vision and mission come true, if they are continuously improving their business and organization.

Through all the recommendations, APG can become the most trusted and established marketing and management company in the real estate market, not just in Malacca City, but the opportunity for them to expand worldwide, is there too. This is because the market requires constant improvements as consumers are becoming more knowledgeable and educated as they know exactly what they are looking for in the market. Thus, through massive improvements, APG can satisfy more demands in the industry.

Finally, this internship period led me to the conclusion that APG Marketing & Management Sdn. Bhd. is a stable platform for people, as consumers, to look for their ideal properties according to their own preferences, and for developers to hire, as APG provides the best services in the market and is highly possible to reach the targeted number of sales they require. Last but not least, APG provides me with a lot of useful knowledge and guidance

throughout my training program that I will practice on my own in the industry. A good kick start from APG will be my source of spirit to keep going in the future.

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9.0 APPENDICES



Figure 27: Charity Program



Figure 28: Opportunity, Growing demand for property management services

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Diversification can require a level of strategy. Investors have to consider which asset classes and characteristics within these classes are relatively stable and which ones are subject to change dramatically. Ultimately, a mixture of property types can make it easier to recover from losses in a particular real estate sector.

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Figure 29: Benefits of diversification