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UNIVERSITI
TEKNOLOGI
MARA

**MARA UNIVERSITY OF TECHNOLOGY (UiTM)
CAMPUS BANDARAYA MELAKA**

**FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION HONS. (MARKETING)**

MGT 666: INDUSTRIAL TRAINING

INDUSTRIAL TRAINING REPORT

PREPARED FOR:

MISS SURYA BINTI AHMAD ROYALI

PREPARED BY:

STUDENT'S NAME	STUDENT ID
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GROUP: BA2406A

SUBMISSION DATE: 03 AUGUST 2023

ACKNOWLEDGEMENT

Assalamualaikum w.b.t. Greetings in the name of Allah, the Almighty. At the completion of my industrial training, I express my heartfelt gratitude and appreciation to Allah Almighty for granting me the strength, courage, and ability to successfully complete this endeavor within the scheduled time frame, without any hindrances. I extend my sincere thanks to Miss Surya binti Ahmad Royali, my internship advisor for semester six for giving me guidance and support in finishing this report throughout numerous consultations.

A special thank you goes to my internship supervisor, Serena Lim. From the very beginning of my internship journey, she has provided me with invaluable guidance and helped me adapt seamlessly to the working environment. She took time to guide and help me adjust to the work environment. She gave me clear direction and expectations which helped me a lot in completing my tasks throughout the internship. She was always available to answer questions and provide valuable feedback, which greatly improved my skills and approach to my responsibilities.

I would also like to thank my colleagues and the entire staff at ROSE Foundation for their warm welcome from day one. Their constant encouragement and support have been a driving force in motivating me to take on new challenges and excel in my role. I am deeply grateful for the unwavering support of my colleagues whenever I faced challenges during my internship. Their willingness to help and share their knowledge has been invaluable and I am fortunate to have had the opportunity to work in such a positive and nurturing environment. Every interaction and experience during this time has left an indelible mark on my personal and professional development. I am sincerely grateful to everyone involved and look forward to applying the lessons learned to my future endeavors.

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EXECUTIVE SUMMARY

This report provides an overview of my 6-month internship experience with ROSE Foundation, a non-profit organization dedicated to eradicating cervical cancer among women in Malaysia. The internship was undertaken as a requirement for the MGT666 course at the university which aims to provide students with practical exposure to the professional world and to apply theoretical knowledge in a real-world setting. During my placement from 1st March 2023 to 15 August 2023, I worked as a Marketing Intern within the Marketing and Outreach Department of ROSE Foundation. This report contains four main sections detailing my experiences and contributions to the organization.

The first part of the report introduces ROSE Foundation, highlighting its background, vision and mission, as well as the services and products it provides. The second part focuses on reflecting on my training and the invaluable skills and knowledge I have gained during my internship. As a Marketing Intern, my primary responsibilities involved content creation and design, as well as active participation in community outreach events. This exposure not only helped to hone my marketing skills, but also provided me with the opportunity to interact with other organizations and gain an insight into the healthcare community.

The third section is a comprehensive SWOT analysis conducted during the internship period. By analyzing the strengths, weaknesses, opportunities and threats of the organization, I gained a deeper understanding of its internal dynamics and external challenges.

Finally, the report concludes with recommendations tailored to each aspect identified in the SWOT analysis. These recommendations aim to build on ROSE Foundation's strengths, address weaknesses, capitalize on opportunities and mitigate potential threats, ultimately contributing to the organization's mission to eliminate cervical cancer.

1.0 STUDENTS' PROFILE: RESUME

AINA SUFIYAH BINTI SALLEH
BBA (Hons.) Marketing



PROFILE SUMMARY

Highly motivated and detail-oriented business marketing graduate. Capable of managing and organizing marketing campaign or projects. Passionate in learning various marketing and sales skills from wide-range of fields. Interested in improving my skills and broaden my knowledge especially in the business area.

EDUCATION

Universiti Teknologi MARA (UITM) Bandaraya Melaka 2021 - 2023
Bachelor Of Business Administration (Hons.) Marketing CGPA: 3.76

Relevant Coursework

- Business Analytics (MGT555)
Learned the basic concepts, methods and models used in business analytics and the ability to understand and analyze it.
- Marketing Communication (MKT547)
Implemented the elements of marketing communication in an assignment that required collaboration with a startup company.
- Interpersonal Communication (INC410)
Demonstrate communication skills through group project with a small company brand.
- Brand Management (MKT539)
Analyzed core concepts of brand management by practising it in a brand marketing programs, implementing marketing programmes and measuring performance to understand important metrics and key performance indicators.

EXPERIENCE

March 2023 - Aug 2023

Marketing Intern for ROSE Foundation

Oct 2021 - Aug 2022

Marketing Communication Project (MACOMP) for Ittihad Trading & Resources Sdn. Bhd.

Role: Project Leader

Led the group in creating, handling and producing content for the company's TikTok account to promote the company's product, D'Qaseh Grill Kitchen's Rendang Arnab, while sharing the benefits of consuming rabbit meat. The content was made by following the current trend and by using suitable hashtags and sounds that enable it to appear on the 'for you page' (fyp).

Brand Community Project (BCOP) for Ittihad Trading & Resources Sdn. Bhd.

Role: Project Leader

Led the group to develop a brand plan report for D'Qaseh Grill Kitchen's Rendang Arnab by focusing on product design and packaging, channel strategy and digital branding strategy. The group proposed the use of flexible pouch for the food packaging to prevent leakage and designed our own product packaging design that emphasize their other line of products. The group won the title 'Top Performance' and was chosen to present our brand plan ideas to the company's higher ups through Google Meet platform.

EXPERIENCE CONT.

May 2021

Forum: How to Balance Study and Leadership

Role: Protocol Committee

Direct the flow of the program on StreamYard platform through navigation of features (screen share, overlays) and broadcasts its live streaming on YouTube. Successfully finished the program and gained 100+ audiences.

SEMINARS / WEBINARS

SISWAPRENEUR VIRTUAL TALK 1/2022: Langkah Awal Memulakan Perniagaan

Organiser: Unit Keusahawanan (MASMED) UiTM Cawangan Melaka Dan Suruhanjaya Syarikat Malaysia (SSM)

Date: 20th April 2022

Venue: Webex platform

- Learned how to apply for business registration under SSM

The Asia Foundation Webinar | Go Digital ASEAN

Organiser: The Asia Foundation

Date: 13th November 2021

Venue: Webex Platform

- Explored the digital literacy skills required to upscale businesses and how to optimise digital adoption

SKILLS

Language: Malay (Proficient, Native Language), English (Proficient, Working Language)

Technical: Microsoft Word, Microsoft PowerPoint, Microsoft Excel, Mendeley, Adobe Photoshop (Basic), Canva

AWARDS

UiTM Dean's List Awards

Recipient of the Dean's List Award for Bachelor of Business Administration (Hons.) Marketing

Semester 1 2020/2021

Semester 2 2020/2021

Semester 3 2021/2022

Semester 4 2021/2022

Recipient of 'Pelajar Terbaik Akademik' for Bachelor of Business Administration (Hons.) Marketing

REFERENCES

Academic Advisor UiTM Bandaraya Melaka

Puan Aemillyawaty binti Abas

Lecturer UiTM Bandaraya Melaka

Encik Muhammad Fairuz bin Jamil

(Figure 1: Image of Resume)

2.0 COMPANY'S PROFILE

2.1 COMPANY'S NAME, LOGO, LOCATION, OPERATION HOUR



(Figure 2: Logo of Public Service Department)

Company's Name	ROSE Foundation
Location	1-7, Kompleks Inkubator dan Inovasi (UMX), Universiti Malaya, Lingkungan Budi, 50603 Kuala Lumpur, Malaysia
Operation Hour	Monday - Friday, 9am - 5pm

2.2 VISION AND MISSION

Vision: A Cervical Cancer Free Future for Women in Malaysia

Mission: To deliver cervical screening to women in Malaysia using Program R.O.S.E. (Removing Obstacles to cervical ScrEening) approach, aligned with the World Health Organization (WHO) cervical cancer elimination goals, prioritizing the under-screened population.

2.3 BACKGROUND OF ESTABLISHMENT



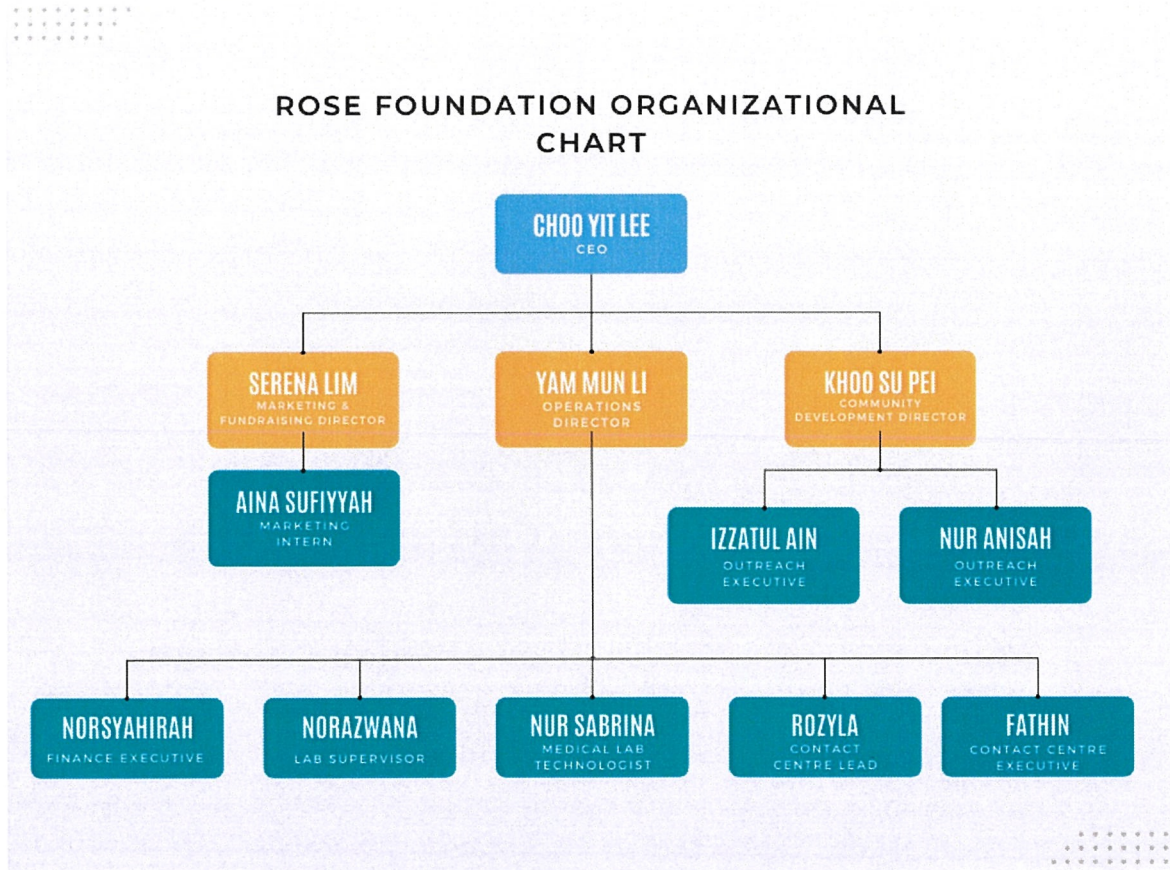
(Figure 3: Image of ROSE Foundation's Office)

ROSE Foundation was established in 2019 as a company limited by guarantee and as a charitable foundation in Malaysia. It is a joint venture between the University of Malaya and the Australian Centre for the Prevention of Cervical Cancer (ACPCC). ROSE Foundation also runs the ROSE Laboratory to provide a centralized cervical screening service using HPV testing.

ROSE Foundation has the goal of making Malaysia one of the first nations in the region to be free of cervical cancer. To achieve this, the foundation was launched on 14 January 2019 by the Deputy Prime Minister and Minister of Women, Family and Community Development, Dato' Seri Dr Wan Azizah Wan Ismail. Both the Ministry of Women, Family and Community Development and the Ministry of Health are also committed to eliminating cervical cancer in Malaysia, and Program ROSE plays a key role in accelerating the process (Program ROSE, 2023).

Program ROSE began as Pilot Project ROSE, a research project led by the University of Malaya. The aim of this pilot project was to assess the acceptability, feasibility and reach of a novel cervical screening strategy using self-sampling in primary care settings, HPV (human papillomavirus) testing and follow-up of screen-positive women in a tertiary hospital in Malaysia. ROSE offers women the option of a self-sample, a quick, convenient and effective approach to molecular testing, followed by prompt delivery of results directly to their mobile phones, instead of the traditional Pap smear performed by a health professional, which includes a pelvic examination.


2.4 ORGANIZATIONAL STRUCTURE



(Figure 4: ROSE Foundation's Organizational Structure)

2.5 PRODUCTS OR SERVICES OFFERED

ROSE Foundation focuses on eliminating cervical cancer in Malaysia by using the revolutionary approach to cervical screening that women themselves can do self-sampling, instead of pelvic examination by healthcare professionals.

<p>ROSE HPV PCR Test</p> 	<p>An HPV PCR self-sampling test for women in which they use a self-swab to take the sample. It is a simple, painless and effective method compared to Pap smear. To be compared to Pap smear:</p> <ul style="list-style-type: none"> • This HPV PCR test does not require a speculum as it is a flocked swab which is painless to be used. • Women can Do-It-Yourself by taking their own sample themselves using the swab given. • This test also has 90% sensitivity in detecting the risk of cervical cancer compared to Pap smear which has only 50% sensitivity. • For cervical screening, with this HPV PCR test, women need to do this test only two times in their lifetime and do not need to do any Pap smear anymore, which requires them 15 times in their lifetime.
<p>canSCREEN system</p>	<p>canSCREEN is a registry software specifically designed for population health programs that support cancer screening registration at local, regional and national levels. ROSE Foundation</p>

canSCREEN™



Sign in with your username

[Forgot your password?](#)

Sign in

OR

was able to incorporate this system in the company and the cervical screening process due to the collaboration with the Australian Centre for the Prevention of Cervical Cancer (ACPCC, 2022). For the outreach events, the ROSE Foundation team will go to screen the woman community in various locations. With the help of this canSCREEN system, it helps ROSE in gathering data of the women that registered with them and use the HPV PCR test for their cervical screening. With the data from this system, it helps in keeping track of the number of women the team have screened in specific locations and helps in avoidance of repeated screening. The contact centre team is also able to contact the patients and provide positive HPV women linkage to care to tertiary hospitals.

3.0 TRAININGS REFLECTION

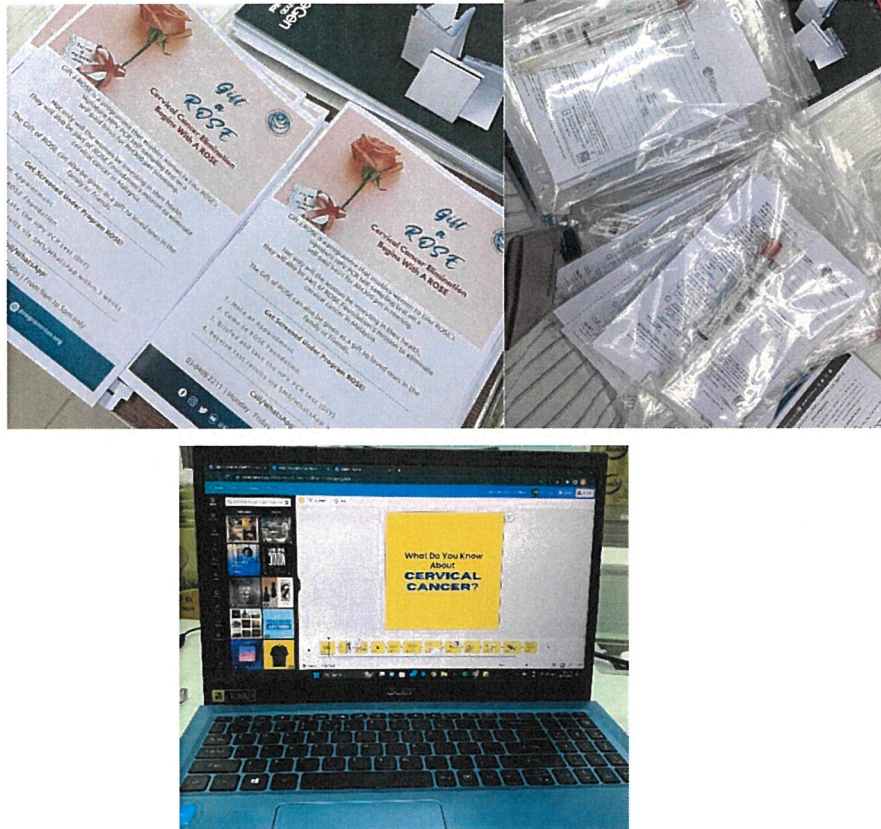
3.1 DURATION

My industrial training experience starts at ROSE Foundation with the duration of 1 March 2023 to 15 August 2023, which is 24 weeks. Throughout this internship, I have learnt directly and indirectly from my supervisor and also from my colleagues how to apply the theory that I have learnt during my marketing degree to apply it during my internship. I have also been able to improve my communication skills through the tasks I have been given and the community work I have been involved in.

3.2 SPECIFIC DEPARTMENTS I HAVE BEEN ASSIGNED TO

During my six-month internship, I have been assigned to the Marketing and Outreach department. In the marketing department, I am responsible for creating content and designs to promote and position the ROSE HPV PCR test in the market. For the outreach department, I am involved in going to community cervical screening events to raise awareness, engage with the community, create content for educational purposes and also encourage women to do cervical screening.

3.3 ROLES, RESPONSIBILITIES, TASK, AND ASSIGNMENT GIVEN



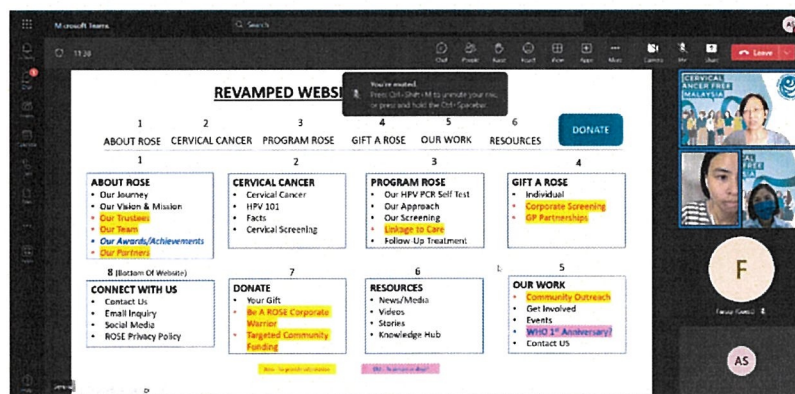
(Figure 5: Creative Design Tasks)

At ROSE Foundation, my duties consist of several areas of work, including creative design, market research, reporting, sourcing premium gifts, assisting with the website redesign project, and other support roles. Mostly, I work on improving or developing new creative designs for collateral as assigned by my supervisor. I also plan and develop new content for social media posts on a weekly basis, including writing the blurbs for the posts. Through the social media postings, I have helped to prepare the analytics reports for each month and also compiled the WhatsApp requests report on a weekly basis.



(Figure 6: Foldable Bag)

As ROSE Foundation will be having an important event, I worked on sourcing premium gifts such as foldable bags and pins. I worked on compiling the prices and material comparison for the premium gifts from different suppliers and proposed them to my supervisor and colleagues before deciding on the suppliers. I also contacted the suppliers to negotiate the price and quantity of the premium gifts and confirmed the lead time for production and delivery.



(Figure 7: Website Revamp Project Meeting)

The latest project I worked on is the website revamp project, on which I also worked closely with my supervisor and the website developer. In the early stage of the project, I gathered all the existing content from the current website for archival purposes, went through every news or press release link to see which ones are no longer relevant or available, and gathered screen captures of

donation pages from various charities or cancer societies in Malaysia for reference purposes. Then we moved into the advanced stage of the project, where I worked on finding relevant images for the new website, redesigning the images and also attending the weekly website redesign meeting throughout the project. I liaised with the website developer after each meeting and reported back to my supervisor on the update to ensure smooth progress.



(Figure 8: Outreach Events)

As I am also part of the outreach department, I sometimes participated in outreach events with the outreach team during the weekend. During these events, I helped set up the necessary items such as the bunting and also registered women for screening using the canSCREEN system. I communicated with the women on site, explaining the ROSE HPV PCR test and answering any questions they had. During the events, I am also responsible for taking photos and videos of the event and providing live updates via ROSE's social media.

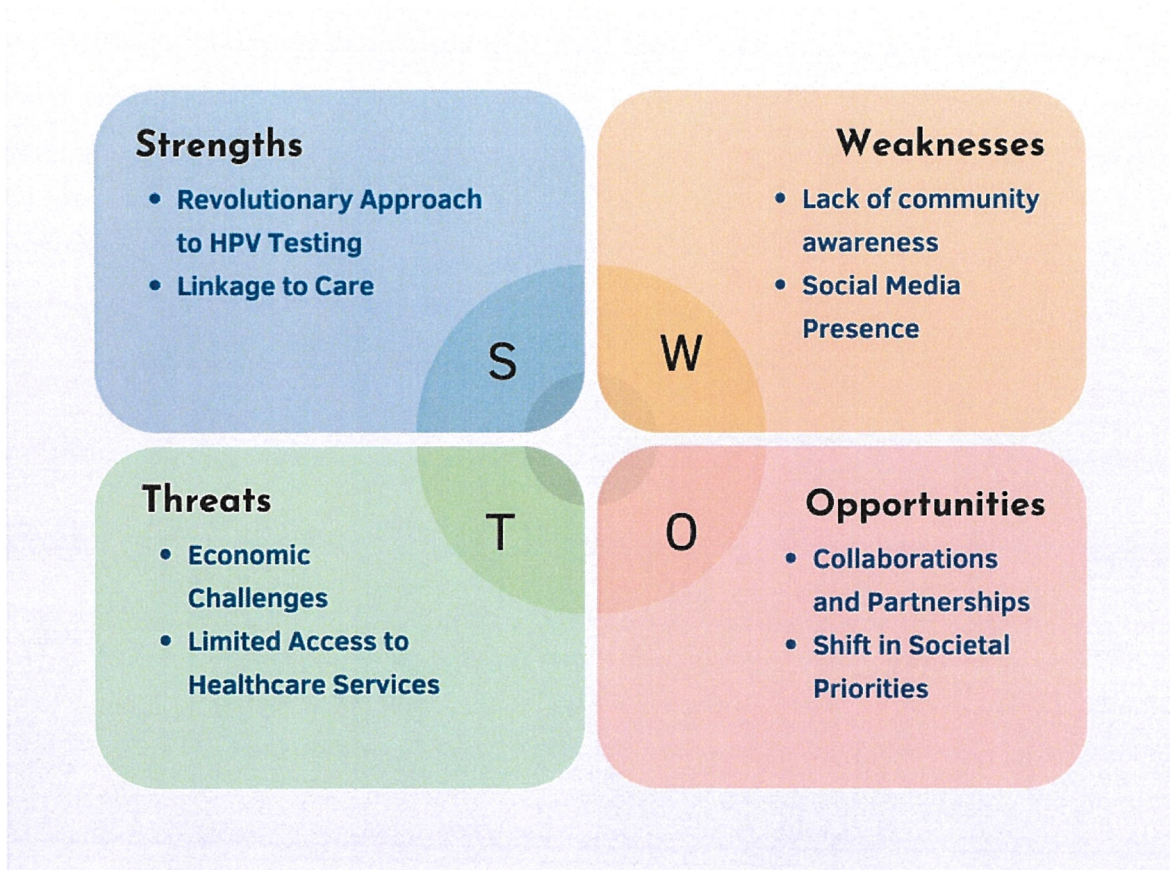
3.4 BENEFITS THAT I RECEIVED AND GAINED

The benefits I have gained from this six-month internship are that I have learnt how to familiarize myself with the working environment and how to work with people from different backgrounds. By interacting with different types of people, I am exposed to a wide range of perspectives and ideas, which encourages me to have a different world view and enhances my innovative thinking. As I have also participated in several outreach events, I have been able to develop my skills in communicating with the elderly and also the women's community. By interacting with them, I have learnt to listen attentively to their stories and concerns, which improves my ability to provide appropriate support and ask relevant questions. Some questions may be difficult for me to answer due to my lack of information on cervical cancer, but due to several training and events I have attended, it helps me in my problem-solving skills and I am able to answer the questions given.

One of my tasks was also to source a premium gift, a foldable bag for an upcoming ROSE Foundation event. I have never had the opportunity to do this before, so I learned how to communicate with the vendors in a professional manner. Communicating with the vendors gives me the opportunity to improve my conflict resolution skills. There were times when there was a problem with the shipping process, but it was resolved through negotiation and effective communication. Also, when the team was doing quality control on the folding bags received from the suppliers, there seemed to be a few pieces of the bag that did not meet the quality standards. I was able to learn how to solve this problem by communicating directly with the suppliers about the steps they needed to take, and the suppliers also appreciated the importance of maintaining service quality by taking the right actions.

Another benefit has been being able to use my editorial and design skills in a working environment. Having become accustomed to the design style required by this company, I am more attentive to detail as I have developed a heightened awareness of formatting and visual consistency. This also helps me to be efficient in the delivery of work as it does not take as long as it used to. With these skills, I am able to maintain ROSE Foundation's brand consistency across social media platforms through the consistency of design elements, color schemes and typography.

4.0 SWOT ANALYSIS



(Figure 9: ROSE Foundation’s SWOT Analysis)

4.1 STRENGTHS

4.1.1 REVOLUTIONARY APPROACH TO HPV TESTING

ROSE Foundation is bringing a revolutionary approach to women, especially in Malaysia, with the innovative ROSE HPV PCR Test, which is highly sensitive compared to the Pap smear. The ROSE HPV PCR Test is a swab that allows women to do their own cervical screening, which is simple, painless and effective. This test is more affordable than going to a gynecologist and it is able to detect abnormal cells in a woman's cervix known as Human Papilloma Virus (HPV), which helps in the early detection of cervical cancer. Women are able to receive the results discreetly within 3 weeks via their mobile phone. As of this year, ROSE Foundation has screened more than 23,000 women in Malaysia and is able to detect positive cases, leading to early prevention of cervical cancer for women in Malaysia. This HPV PCR test is also being made available to researchers from PPUM for their research project, demonstrating the expertise ROSE Foundation has amassed in carrying out HPV PCR tests. This expertise and knowledge imply a level of competence and knowledge that can contribute to the advancement of research in the field of HPV.

4.1.2 LINKAGE TO CARE

In the ROSE Foundation, they ensure that every single woman that has done their ROSE HPV PCR test with them in receiving personalized care by looking after them right to the end of their screening process which is what is called linkage to care. The connection to healthcare services has been made possible by employing canSCREEN. This registry records the identifying and contact details of participants, along with their test results and follow-up visits. This enables the ROSE team to easily identify participants who require follow-up and promptly reach out to them (Woo et al., 2022). If the women received an abnormal test result, which can also be called as positive results, they can contact the ROSE hotline number to call to and the team will help them in organizing an appointment for them to a hospital nearby for them to see the gynecologist or a specialist by providing them with the referral letter. This enables a smooth process for both the patients and the hospital. They are also consistent in monitoring the patient's process to ensure that they receive the necessary care. This is due to the fact that the ROSE Foundation is aware of the dread and worry that the women would be experiencing, and by linkage of care, it helps to ensure that their level of fear and anxiety is decreased.

4.2 WEAKNESSES

4.2.1 LACK OF COMMUNITY AWARENESS

ROSE Foundation is lacking in terms of community awareness as there are still many women in Malaysia who are unaware of the existence of this foundation and also the HPV PCR test. Lacking this awareness makes it difficult for ROSE to involve the community in its programs, limiting the company's reach and reducing its potential impact on the community it seeks to serve. As the ROSE Foundation has their own goals to be achieved, it is a continuing effort on their part to make their services known to the woman community. There are also misconceptions of the service that ROSE Foundation provided, ROSE HPV PCR test, with Pap smear as some of the community does not know the difference between the two. Establishing meaningful relationships and gaining the trust of community members is difficult. This weakness can hinder collaboration and the organization's capacity to rally community support, reducing its overall effectiveness.

4.2.2 SOCIAL MEDIA PRESENCE

TikTok is a popular social media platform that is predominantly used by people between the ages of 19 and 25, followed by those between the ages of 26 and 32 (Statista, 2023). ROSE Foundation misses out on an opportunity to engage and educate this specific target population by not having a presence on TikTok. Although the age range for the HPV PCR test is 30 years and older, the social media platform has a large user base, allowing the ROSE Foundation to obtain tremendous attention and promote awareness among Malaysian women. This weakness can limit the organization's capacity to successfully communicate health-related information and efforts to the audience that could benefit substantially from it. Furthermore, the lack of a TikTok presence may give the impression that the ROSE Foundation is not keeping up with current trends, which has an impact on its reputation, particularly among social media users.

4.3 OPPORTUNITIES

4.3.1 COLLABORATIONS AND PARTNERSHIPS

ROSE Foundation has the opportunity to develop relationships with other organizations in order to further enhance the services they offer. They can benefit from additional resources and skills, such as specialized knowledge, financial matters, infrastructure, and technical support, as a result of the cooperation. Furthermore, by collaborating with organizations that have established influence in a given region, the ROSE Foundation can gain access to a larger audience. Once they have approached communities in a certain region, it is easier for them to keep arranging events and connecting with them because they have established a presence among the people.

Through collaborations and partnerships, ROSE Foundation also has the opportunity to exchange knowledge whether the other party is from similar or different areas of expertise. ROSE Foundation was founded in 2019 and is a new foundation; therefore, collaborating with other organizations allows them to obtain insights on methods and how to handle particular obstacles through constant learning and improvement from one another. It assists ROSE Foundation in developing or improving their own standard operating procedures (SOP), which can have a long-term impact on the organization.

4.3.2 SHIFT IN SOCIETAL PRIORITIES

Societal priorities in healthcare can shift over time, and ROSE Foundation can seize the opportunity when society acknowledges the value of early screening or preventive healthcare, which can lead to increasing demand for what ROSE Foundation provides. The community may become more proactive in their efforts to maintain their health and well-being. This might occur as a result of a rapid shift in their values as well as knowledge becoming more accessible and widely shared, which may immediately provide benefits to the foundation and assist them in going forward. People will also recognize that there are more communities out there who may have trouble obtaining healthcare, increasing the necessity for organizations like ROSE Foundation to ensure that healthcare is available to all Malaysian women.

4.4 THREATS

4.4.1 ECONOMIC CHALLENGES

As of now, the ROSE Foundation has been funded by the insurance company, Etiqa for the ROSE HPV PCR test screening, allowing the ROSE team to provide free screening to underserved and underprivileged women in Malaysia, subject to certain eligibility conditions. It is a threat to the ROSE Foundation if Etiqa stops contributing funds because it will have a direct influence on the company's financial resources. The ROSE Foundation's attempts to provide accessible healthcare may be jeopardized as the target population's capacity to pay for services is affected. Economic obstacles, such as recessions, can also have an impact on the ROSE Foundation's ability to seek limited support, such as partnerships or grants. Companies experiencing financial difficulties may divert resources away from the ROSE Foundation, resulting in less chances for community participation and partnership.

4.4.2 LIMITED ACCESS TO HEALTHCARE SERVICES

Although the ROSE Foundation team has been making efforts to provide HPV PCR tests to women in Malaysia by going around the country, a threat may arise from the limited access to healthcare services or facilities, particularly for those living in rural regions. Due to a lack of transportation, women who live in remote areas may have difficulty accessing healthcare services or driving long distances to the venue of outreach programs. It will result in preventing them from knowing regarding the HPV PCR tests or not being able to come to the outreach events that were conducted.

Aside from that, people may face financial challenges, such as not having health insurance coverage or having to pay for medical bills. It may lead to people not even considering requesting HPV testing, thus delaying access to early detection of cervical cancer. This jeopardizes ROSE's aim of providing cervical screening to Malaysian women, with a focus on the underserved and underprivileged populations.

5.0 DISCUSSIONS AND RECOMMENDATIONS

TOWS MATRIX

	STRENGTHS	WEAKNESSES
OPPORTUNITIES	<p>STRENGTHS/OPPORTUNITIES</p> <ul style="list-style-type: none"> • Partner with key influencers and engage with educational institutions • Develop peer support program 	<p>WEAKNESSES/OPPORTUNITIES</p> <ul style="list-style-type: none"> • Stay updated with the emerging trends and features • Work on policy and advocacy initiatives
THREATS	<p>STRENGTHS/THREATS</p> <ul style="list-style-type: none"> • Provide transportation assistance and seek funding for the rural areas • Strengthen the relationship with current funder 	<p>WEAKNESSES/THREATS</p> <ul style="list-style-type: none"> • Evaluate impact and strategies • Social media campaigns

(Figure 10: ROSE Foundation’s TOWS Matrix)

5.1 STRENGTHS-OPPORTUNITIES

5.1.1 PARTNER WITH KEY INFLUENCERS AND ENGAGE WITH EDUCATIONAL INSTITUTIONS

In order for ROSE Foundation to sustain their strength of having the revolutionary approach to HPV testing, it is best for them to continue to advocate for the importance of HPV testing along with its benefits and the availability of the revolutionary approach. Numerous approaches have been taken but there are still other ways such as partnering with key influencers and also engaging with educational institutions.

Key influencers are experts at bringing highest-quality content with their strong branding techniques although it is important to select the one whose contents align with the branding and goals of the organization. ROSE Foundation can engage with these key influencers to spread awareness about HPV testing by creating a close relationship with them to build a long-term advocacy for the brand. These influencers may do the HPV PCR test with ROSE and share their personal opinions on the test so that the public will gain a better understanding and also have more trust when seeing someone who they have been following. There are influencers that come from an academic background and also those who enjoy doing health related content which helps ROSE Foundation in increasing the viewership of their brand (Dechow, 2017).

Furthermore, although the ROSE HPV PCR test is for women aged 30 years old and above, it is still relevant for them to engage with educational institutions regarding HPV testing as they can learn beforehand on the test that they need to take in the future especially for the female students. Both genders are encouraged to gain this knowledge so that they can also share it with the people around them which instantly can spread awareness on the importance of HPV testing. The ROSE team can empower the young individuals with more knowledge by providing educational materials or bringing a guest speaker to talk on HPV and the role of the organization in this healthcare sector.

5.1.2 DEVELOP PEER SUPPORT PROGRAM

ROSE Foundation is proud of their linkage to care service as most organizations do not oversee the women screening process until the end. In order to sustain their linkage to care service, they can consider developing peer support programs where individuals who have successfully navigated through the screening process can give support and guidance to the other women. Going through screening and also for women who receive positive results for their HPV testing can give them anxiousness and fear to go through the next step, which is why through this program it allows them to reduce their anxious feelings. Women who are a single mother or who do not have any family may feel isolated and may affect their mental health. This approach can help improve their well-being and boost their self-esteem which they can also continue this program by helping others (Mental Health Foundation, 2022). This peer support program can be done in various ways whether it is through online forums or also via physical meet-up. ROSE Foundation can form a peer support program near them and slowly expand them to various areas.

5.2 WEAKNESSES-OPPORTUNITIES

5.2.1 STAY UPDATED WITH THE EMERGING TRENDS AND FEATURES

In order to keep up with the evolving trends while making sure that ROSE Foundation is able to leave a lasting presence on the social media platforms, the organization has to continuously stay updated with the emerging trends and features. It is common for these social media platforms to regularly come up with new features and algorithms which can impact the reach of the contents produced. This is why staying updated and keeping track of the analytics are important especially for ROSE Foundation as they can use these insights to understand the strategies needed to resonate with the target audience. For social media platforms such as TikTok, the public are used to watching short videos in the application in order to obtain information as most of them want to consume media while moving in a fast-paced world (Song et al., 2021). This is where the ROSE team can leverage the user's habit and their positive experiences with the application to serve them with factual information on HPV testing.

5.2.2 WORK ON POLICY AND ADVOCACY INITIATIVES

Through these collaborations and partnerships, ROSE Foundation can leverage them by working on policy and advocacy initiatives to bring about change and improve the conditions of communities in different areas of Malaysia. In order to make healthcare more accessible and sustainable for women in Malaysia in the long term, it also requires investment from the partnerships, which require diverse sources of investment to support basic organizational operations. As government policies do not specifically address the willingness of multi-sectoral collaboration, legislation directing government funding to non-governmental health collaboratives comprising multi-sectoral community organizations may be one mechanism to address this. With the combined forces of each of the partners and collaborators, the organization has the power to lead in spreading the importance of HPV testing in a broader sense and give the opportunity in developing new approaches or programs that address the emerging gaps in services.

5.3 STRENGTHS-THREATS

5.3.1 STRENGTHEN THE RELATIONSHIP WITH CURRENT FUNDER

As the threat of economic challenges may occur to the ROSE Foundation, it is important for them to proactively address the situation rather than avoiding it. It is best to strengthen the relationship with the current funder by regularly communicating with them on the update of the organization in terms of how the financial support has allowed the company to continue its mission of making a difference. Funders or donors that are satisfied with the positive outcome that comes from their support will continue to stay loyal and are likely to offer a second donation (Sargeant & Hartsook, n.d.). As the donors are known to be associated with the organization, it comes along with a sense of identification and a sense of connectedness with it and defines themselves in terms of the organization. With the maintained relationship, it is likely that they will continue to support the ROSE Foundation during the economic crisis. Providing positive experiences to everyone that has worked with ROSE Foundation can also enhance the organization's reputation in the community which helps in having the donors advocating for the company on their behalf despite the crisis that is happening.

5.3.2 PROVIDE TRANSPORTATION ASSISTANCE AND SEEK FUNDING FOR THE RURAL AREAS

As mentioned regarding the transportation issues that some of the women in rural areas may be facing, ROSE Foundation can address this issue by providing transportation assistance for the rural areas that they are going to for the community outreach event. The organization can join hands with local transportation providers or the community organizations from that specific area to offer free or subsidized transportation options to help in making sure the women can receive their cervical screening (Salman Habib et al., 2021). ROSE can also be in contact with nearby healthcare facilities that provide HPV testing and have a discussion on this matter so that it can be solved in the long-run. ROSE Foundation can also seek grants or funding opportunities that are specifically focused on the healthcare services in rural areas. These initiatives may help in expanding the access of HPV testing to women in Malaysia despite their financial difficulty.

5.4 WEAKNESSES-THREATS

5.4.1 EVALUATE IMPACT AND STRATEGIES

The ROSE Foundation needs to address their weakness in the lack of community awareness and also reduce the impact of economic challenges by taking this chance to evaluate the impact and their strategies. Without drifting apart from their organization's vision and mission, they should immediately identify the best strategies that are needed for them to adapt to the situation for instance during economic challenges. They can monitor the amount of impact it gives to their company to gain insights whether their past efforts are able to contribute in reaching more communities. With the obtained information, they are able to identify areas of improvement and re-evaluate their program or services and modify the existing approaches that are suitable with the current priorities. For instance, ROSE Foundation can refine their content approaches while also actively working towards increasing funding to support their mission by partnering with relevant stakeholders.

5.4.2 SOCIAL MEDIA CAMPAIGNS

The best way to address the threat of limited access to healthcare services is to exploit the company's weakness, which in this case is a lack of social media presence. ROSE Foundation can develop targeted social media campaigns to raise awareness of healthcare services in Malaysia. Social media campaigns such as Facebook, Instagram or TikTok will help promote ROSE Foundation as a brand or the products and services it provides. With the campaign, ROSE can tailor their message or content according to the key messages of the campaign and capture the attention of the public (Ravaonorohanta & Refakar, 2021). This can create a wave of awareness in the healthcare services communities that may not be seen by the public or higher-ups due to their location or even the negligence of the person in charge of that place. By using the right tools and digital platforms, the company can spread the right information, especially about the importance of equal access to healthcare services, which will lead to the government, ministers or even the public realizing the importance of this. For example, the hashtag created on social media helps to promote the campaign and reach out to the general public, who can help to extend the campaign by joining or supporting it.

6.0 CONCLUSION

Throughout the 6 months of internship at ROSE Foundation, I have been receiving valuable insights into the operations and the efforts that have been taken by the team behind the scene and how much impact have they been making in the healthcare sector in Malaysia. They move forward while holding on to their vision and mission of providing HPV PCR testing to women which felt like a privilege for me to work alongside them and it motivated me to have the same amount of enthusiasm as them. Their continuous guidance and support have been helping me in improving myself and my understanding of the challenges and impact that they have been doing.

One of the highlights of my internship was the opportunity to engage with women from diverse backgrounds and communities. This experience has deepened my understanding on the importance of delivering sensitive facts and learned how to use my communication skills. With my various involvement in projects, I have a better understanding of the complexities faced by non-profit organizations. With limited resources and multiple meetings to find fundings, it takes dedication and commitment to make a meaningful difference.

I also have had the opportunity to apply my marketing knowledge and skills to support the ROSE Foundation's mission by developing and implementing various marketing strategies and campaigns. From creating contents for social media platforms to designing engaging promotional materials, I have gained hands-on experience in executing them across different platforms. These experiences have reinforced my marketing skills and allowed me to witness the direct influence of them. My perspective on the role of marketing in the non-profit sector has also broadened as I can see the considerations that are involved especially in addressing sensitive issues. To sum up, my internship at ROSE Foundation has been an invaluable experience for which I am grateful for the opportunity provided and the lessons learned. I am excited to continue moving forward using the skills I have gained to make a meaningful impact in the future.

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8.0 APPENDICES

