



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**KAMPUS BANDARAYA MELAKA**

**BACHELOR IN BUSINESS ADMINISTRATION IN (HONS)  
MARKETING**

**MKT666 INTERNSHIP**

**INTERNSHIP REPORT**



NAME	MATRIX	CLASS
NIK ANIS AZIERA BINTI NIK MOHD ZUNAIDDIN	2020449328	BA2406A

**SUBMISSION DATE: 30TH JULY 2023**

**SUBMITTED TO: PUAN LINA MAZWEEN BINTI IBRAHIM**

## **1.0 PRELIMINARY PAGES**

### **1.1 EXECUTIVE SUMMARY**

Industrial training is work experience required for professional development in advance of graduation. Students need to complete 24 weeks of internship program from 1<sup>st</sup> March to 15<sup>th</sup> August 2023. The internship was designed to provide practical experience in marketing, develop skills in social media marketing, content creation, market research, and hands-on experience in marketing, and help them develop skills and knowledge relevant to their career goals.

During the internship, I was involved in various activities, including social media posting, content creation, and attending any event. I worked closely with my supervisor Miss Filzah Hasha and my colleagues and had the opportunity to contribute to the task. Through these experiences, I gained valuable insights into social media marketing, developed key skills such as marketing, editing, and copywriting, and learned about the day-to-day operations of Firstboard Sdn Bhd.

I demonstrated strong communication skills and a willingness to learn and contribute to the team. I adapted well to the company's culture and was able to work collaboratively with other team members. Despite facing challenges such as time constraints and tight deadlines, I completed my task on time and with high quality.

Overall, the internship was a positive experience for me, providing them valuable learning opportunities and professional development. The internship also gave me better understanding their career interests and aspirations and helped them identify potential career paths in marketing.

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### 1.3 ACKNOWLEDGEMENT

I would like to express my sincere gratitude to the team at Firstboard Sdn Bhd for providing me with the opportunity to complete my internship program. I am particularly grateful to my supervisor, Miss Filzah Hasha, for her guidance, support, and encouragement throughout the internship.

I would like to express my sincere gratitude to my advisor, Puan Lina Mazwein Binti Ibrahim for giving me this opportunity to do the task and providing invaluable guidance to complete this internship report. She has taught us the concept and understanding of this course as clearly as possible. It was a great opportunity and an honour to work under her guidance. I am extremely grateful for what she has offered.

I would also like to thank the entire colleagues for welcoming me and providing me with a positive and collaborative working environment. I learned a great deal from working with each of them and appreciate their willingness to answer my questions and share their knowledge and experience with me.

Additionally, I would like to thank the HR department for their support in coordinating the internship program and providing me with useful resources and information.

Finally, I would like to express my appreciation to my family and friends for their unwavering support and encouragement during this internship. Their belief in me has been a source of inspiration and motivation, and I am grateful for their love and support.

## 2.0 STUDENT'S PROFILE

### 2.1 RESUME



## NIK ANIS AZIERA BINTI NIK MOHD ZUNAIDDIN

BUSINESS ADMINISTRATION  
(MARKETING)

#### CONTACT



#### SKILLS

Microsoft Office  
Leadership  
Communication  
Creativity  
Teamwork  
WordPress  
Editing video

#### EDUCATION

**Bachelor of Business Administration  
(Marketing)**

**Universiti Teknologi Mara  
Kampus Bandaraya Melaka**  
2020 - 2023

**Diploma in Marketing**

**Politeknik Sultan Abdul Halim  
Muadzam Shah, Kedah**  
2017 - 2019

**Sijil Pelajaran Malaysia (SPM)**

**SMK Taman Sri Rampai,  
Kuala Lumpur**  
2012 - 2016

#### LANGUAGES

Bahasa Malaysia   
English   
Mandarin 

#### PROFILE SUMMARY

To work for a reputable company that offers a variety of chances for skill development and career growth in a professional work environment. Education background in Business Administration, majoring in Marketing with various experiences in business or marketing field such as digital marketing and event marketing.

#### WORK EXPERIENCE

##### Social Media Marketing (Internship)

Firstboard Sdn Bhd 2023 - NOW

- Creating content, including text posts, video and images for use on social media
- Developing new social media strategies and campaigns
- Scheduling social media posts
- Attending the event for a media press conference
- Maintaining and monitoring social media accounts and performance such as Facebook, Instagram and Youtube
- Responsible in editing video content for TikTok

##### Digital Marketing (Part Time)

I Thinker Solution 2022 - 2023

- Developed and implemented digital marketing
- Designing the pamphlet or boucher for promoting at social media
- Responsible in finding the student and staff for program under Tun Shin Hospital

##### Supervisor Subway

Inspire Sdn Bhd 2020 - 2022

- Assist in cash registration
- Customer greeting and upsell
- Generate daily sales summary report
- Handled customer complaint
- Check and order stock every week
- Accountable for compiling a monthly report on purchases
- Accountable for keying in the stock each week

##### Marketing (Internship)

3D Tech Parametric Sdn Bhd 2019 - 2020

- Assigned to sale & marketing strategy for online sales
- Responsible in marketing activities and preparation for roadshows, events, seminars and workshops
- Responsible in finding the clients or participants for event
- Work together with sales team for leads generation through cold callings and emails for products and services
- Designing the pamphlet or poster for an event

##### Sale Assistant

Az-Zahra Boutique 2016 - 2017

- Generate daily sales report
- Responsible to assist the customer
- Customer greeting and upsell
- Check and arrange stock every week

## CLUB AND ACTIVITIES

### MARKETING CLUB - MCP (DIPLOMA)

- Appointed as exco academic

### PEMBIMBING RAKAN SEBAYA (DIPLOMA)

- Appointed as Pembimbing Rakan Sebaya

### MARKETING CLUB - MASA (DEGREE)

- Appointed as exco sponsor

### BRAND COMMUNITY PROJECT (DEGREE)

- Appointed as secretary

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## ACHIEVEMENTS

### DEAN'S LIST (DIPLOMA)

- Dean's List Award achiever during diploma study in Semester 3, Semester 4 and Semester 5

### 2ND PLACE MARCOM COMMUNITY PROJECT (DEGREE)

- Won 2nd place in Marcom Community Project during Semester 3 in subject Communication Marketing

### V-MIEX 2022 (DEGREE)

- Won silver medal in Virtual-Melaka International Intellectual Exposition 2022 (V-MIEX 2022) during Semester 4 in subject Principle of Entrepreneurship


### DEAN'S LIST (DEGREE)

- Dean's List Award achiever during degree study in Semester 5

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## REFERENCES

Ms. Suriani Binti Ismail

 Manager of Subway Wangsa Walk,  
53300 Kuala Lumpur.

 [suranismail37@gmail.com](mailto:suranismail37@gmail.com)

Ms. Aemillyawaty Binti Abas

 Academic Advise,  
UITM Kampus Bandaraya Melaka,  
75350 Melaka

### 3.0 COMPANY PROFILE

#### 3.1 NAME, LOCATION, AND BACKGROUND

- Company Name: Firstboard Sdn Bhd.



Figure 1

- Location: Unit A-29-7, Level 29, Tower A, Menara UOA Bangsar, No.5, Jalan Bangsar Utama 1, 59000 Kuala Lumpur.

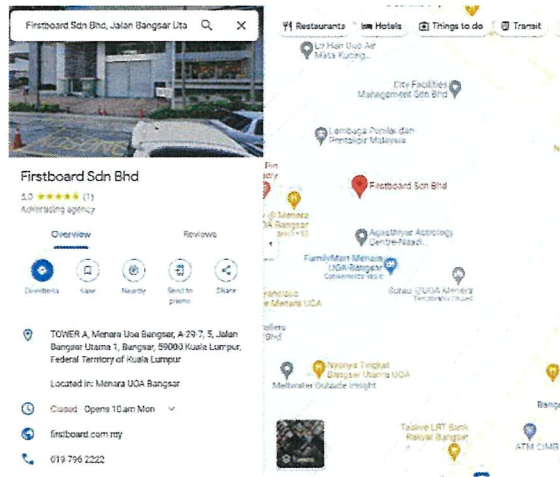


Figure 2

- Background of Company:

Firstboard Sdn Bhd is a core business under YooHoo Media Sdn Bhd, established in May 2020, it provides outdoor media solutions to assist clients in establishing their trusted and remarkable brand identity. The company offers a range of outdoor media types, including traditional billboards, LED billboards, bus stop panels, and bus wraps. Additionally, Firstboard provides media planning and selection of strategic billboard panels to ensure that their clients can deliver their brand message to the right audience effectively. In addition, Firstboard has a subsidiary, which is Risemalaysia, an online media portal that was launched in October 2022, its offices were shared with Firstboard at the Bangsar UOA building. The platforms primarily focus on writing news, insights, and informational articles, as well as featuring various content to promote other brands. By being featured on RiseMalaysia, brands can obtain visibility, recognition, exposure,

and credibility from a wide audience. The mission of RiseMalaysia is to educate and empower Malaysians with correct, unbiased information and news while supporting the growth of company brands through compelling storytelling. Therefore, to better serve the community and brands with exclusive content and invaluable insight, the RiseMalaysia team attends events that are invited by different brands. By experiencing and accessing the products or services provided by the brands, the team can capture the essence of the brand event through photo taking, video recording, and interviews. This media coverage can then be shared on various media platforms, resonating with the audience and increasing the reach and visibility of the 2 brands. It is important to note that RiseMalaysia only covers positive content and refrains from publishing any gossip, offensive, or sensitive content on the portal.

### **3.2 VISION, MISSION, OBJECTIVE, AND GOAL**

- Vision  
To promote and support the sustainable growth of the OOH industry in unity.
- Mission  
To empower high-growth companies to go outdoors for exponential exposure.
- Objective
  - ✓ To provide creative and innovative outdoor media solutions to our clients.
  - ✓ To encourage to think out of the box with a wide range of OOH media solutions.
  - ✓ To provide the best deal and strategy for our clients.
  - ✓ To encourage our clients to share the great ideas they have in mind.
  - ✓ To provide the information needed relating to outdoor advertising.



3.3 ORGANIZATIONAL STRUCTURE

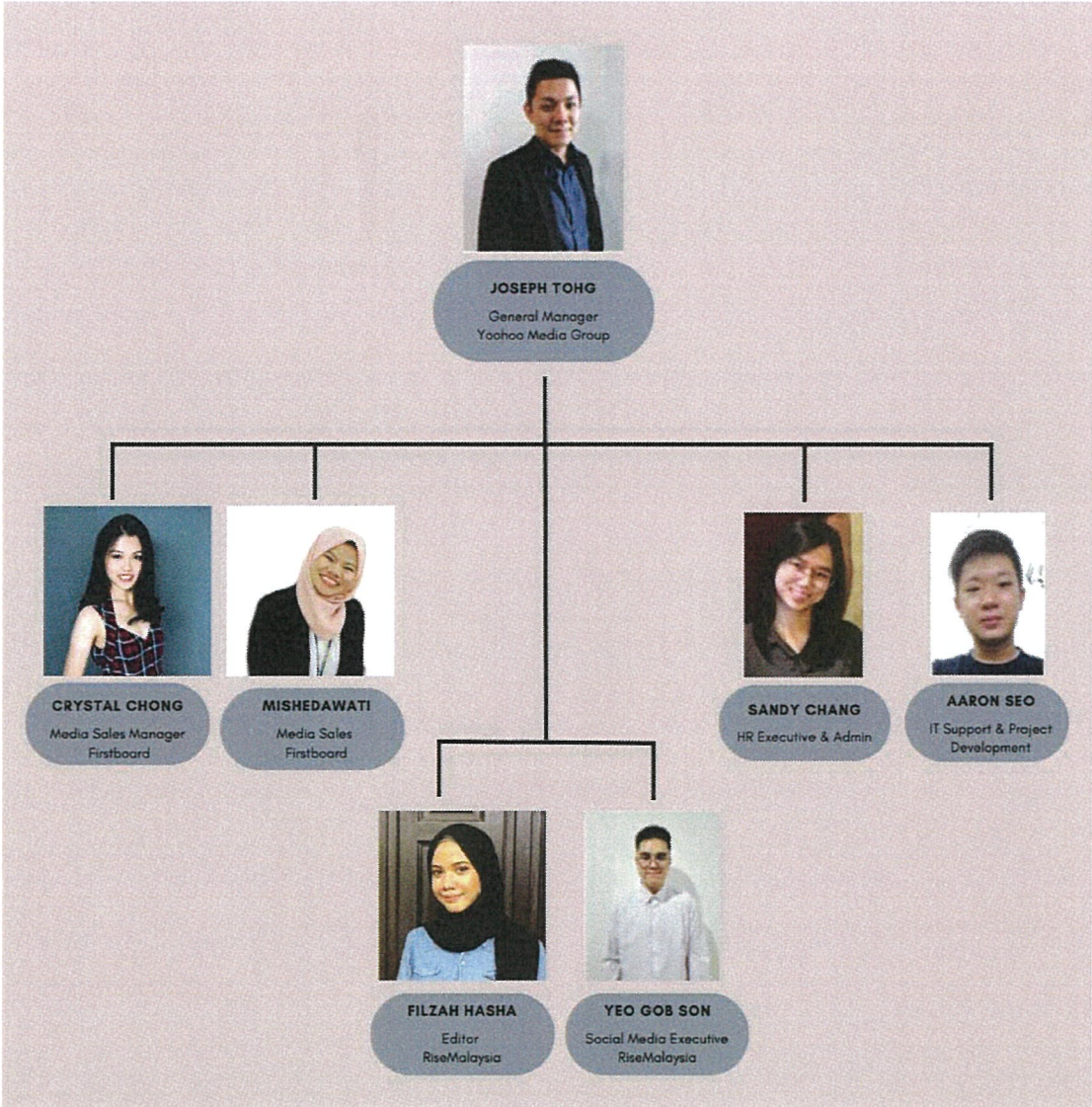


Figure 3

### 3.4 PRODUCTS OR SERVICES

#### 1. Outdoor media solutions

Firstboard is a company based in Malaysia that specializes in providing advertising services on billboards. They offer various types of outdoor media options to cater to the diverse advertising needs of businesses and brands. Firstboard offers traditional billboards, which are large static structures placed at strategic locations such as alongside highways, busy roads, or in prominent areas of cities. These billboards typically display printed advertisements that can capture the attention of pedestrians and motorists.

In addition to traditional billboards, Firstboard provides LED billboards. LED billboards utilize light-emitting diodes (LEDs) to display dynamic and eye-catching advertisements. These billboards are capable of showcasing moving images, videos, and changing content, allowing for more engaging and visually appealing advertisements.

Firstboard also offers advertising opportunities on bus stop panels. These panels are located at bus stops and provide a captive audience for advertisers. Advertisements on bus stop panels can effectively reach commuters waiting for buses and passersby in high foot traffic areas.

Another outdoor media option provided by Firstboard is bus wraps. Bus wraps involve covering the exterior of buses with large-scale advertisements. This form of advertising offers high visibility as the wrapped buses travel through various routes, exposing the advertisement to a wide audience.

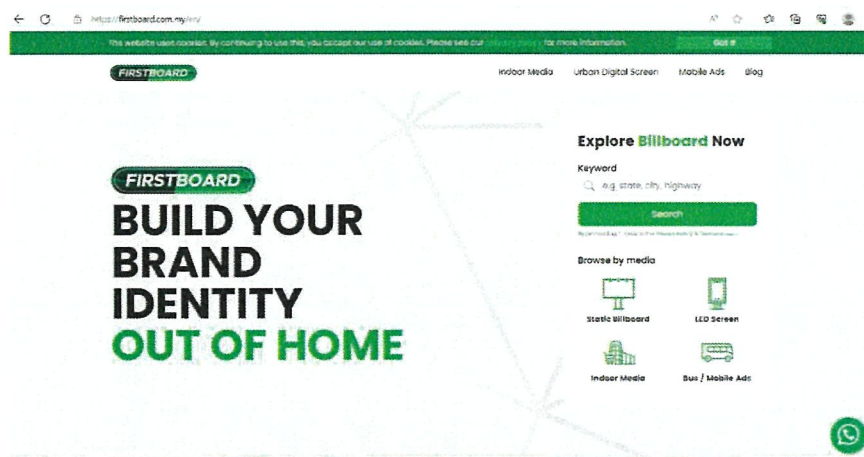


Figure 4

## 2. News & Media

RiseMalaysia is a media portal based in Malaysia that aims to provide a platform for sharing positive news and informative content. The portal focuses on delivering news articles, insights, and informational pieces that highlight the positive developments, achievements, and inspiring stories taking place in Malaysia. By showcasing positive news, the portal aims to inspire, motivate, and create a sense of optimism among its readers.

RiseMalaysia is actively involved in attending events, and they receive invitations from public relations (PR) agencies to cover various activities and happenings. This involvement allows them to stay connected with the latest developments and gather firsthand information about positive initiatives, noteworthy events, and engaging stories in Malaysia.

In addition to news coverage, RiseMalaysia also serves as a platform to promote other brands and organizations. They feature content that highlights the achievements, products, or services of different brands, thus providing them with valuable exposure and visibility to their target audience.

The content shared on RiseMalaysia is diverse and includes articles, interviews, features, opinion pieces, and other forms of media. The portal strives to present a well-rounded view of Malaysia by covering a wide range of topics such as social initiatives, environmental efforts, cultural events, technological advancements, entrepreneurial success stories, and more.



Figure 5

## 4.0 TRAINING REFLECTION

Duration:

- 1st March 2023 until 15th August 2023
- Monday to Friday
- 9.00 am to 6.00 pm

Department:

- Marketing

Roles:

- Social Media Marketing Intern

Responsibilities:

- Responsible to make 3 posts on social media such as Facebook and Instagram.

My primary responsibilities included creating three captivating posts daily for platforms like Facebook and Instagram and tailoring them with artistic finesse using Canva. These posts can take various forms, such as images, videos, or a combination of both, and they should be designed to engage the target audience, showcase the brand's identity, and convey relevant messages or information.



Figure 6

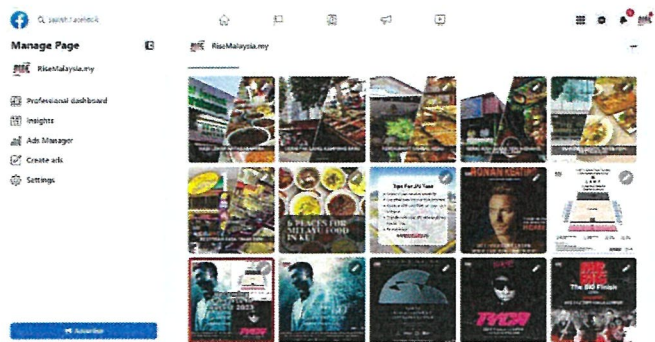


Figure 7

- Responsible to write copywriting for social media.

I honed my copywriting abilities to craft engaging and persuasive content for social media. The task with crafting compelling and persuasive written content that will accompany the posts shared on various social media platforms. Copywriting is a crucial aspect of social media marketing as it plays a significant role in capturing the attention of the audience, conveying the brand's message, and encouraging user engagement and action.

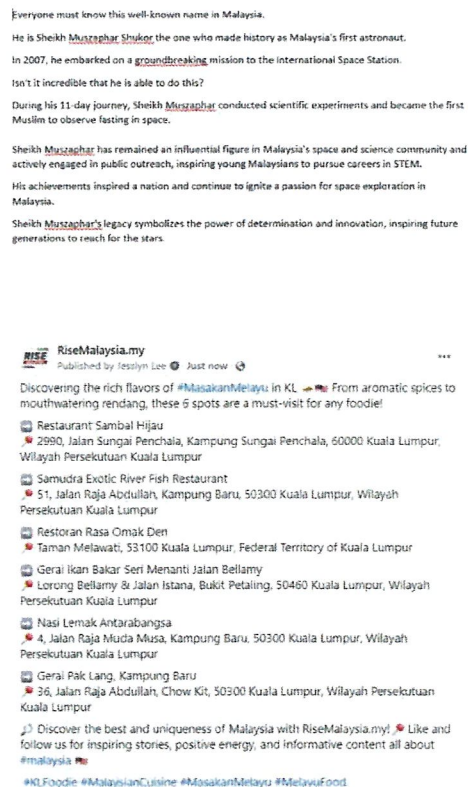


Figure 8

- Responsible to find an idea for the content on social media, especially TikTok.

Entails the task of brainstorming, researching, and conceptualizing engaging and innovative content ideas specifically tailored for TikTok, a popular short-form video-sharing platform. The opportunity to delve into TikTok content creation pushed me to explore innovative ideas for short-form videos that would captivate audiences.

No	Check	Topic	Days Time
1		Job Placement in KL & Ipoh For China The Holiday	30.2
2		25 Recycled (Dulu) as Jalan Rahmat	11.2
3		75 Recycled (Dulu) as Jalan Rahmat	11.2
4		15 Recycled (Dulu) as Jalan Rahmat	11.2
5		15 Recycled (Dulu) as Jalan Rahmat	11.2
6		15 Recycled (Dulu) as Jalan Rahmat	11.2
7		15 Recycled (Dulu) as Jalan Rahmat	11.2
8		15 Recycled (Dulu) as Jalan Rahmat	11.2
9		15 Recycled (Dulu) as Jalan Rahmat	11.2
10		15 Recycled (Dulu) as Jalan Rahmat	11.2
11		15 Recycled (Dulu) as Jalan Rahmat	11.2
12		15 Recycled (Dulu) as Jalan Rahmat	11.2
13		15 Recycled (Dulu) as Jalan Rahmat	11.2
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16		15 Recycled (Dulu) as Jalan Rahmat	11.2
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22		15 Recycled (Dulu) as Jalan Rahmat	11.2
23		15 Recycled (Dulu) as Jalan Rahmat	11.2
24		15 Recycled (Dulu) as Jalan Rahmat	11.2
25		15 Recycled (Dulu) as Jalan Rahmat	11.2
26		15 Recycled (Dulu) as Jalan Rahmat	11.2
27		15 Recycled (Dulu) as Jalan Rahmat	11.2
28		15 Recycled (Dulu) as Jalan Rahmat	11.2
29		15 Recycled (Dulu) as Jalan Rahmat	11.2
30		15 Recycled (Dulu) as Jalan Rahmat	11.2

Figure 9

- Responsible to record and edit the video using CapCut and posting it on social media platforms.

My role extended to managing the post-production process. Utilizing the CapCut video editor, I skilfully edited and refined video content before seeking approval from my supervisor for posting. I need to create content regarding three aspects which are employment-related, information, inspiration and public relation every day.

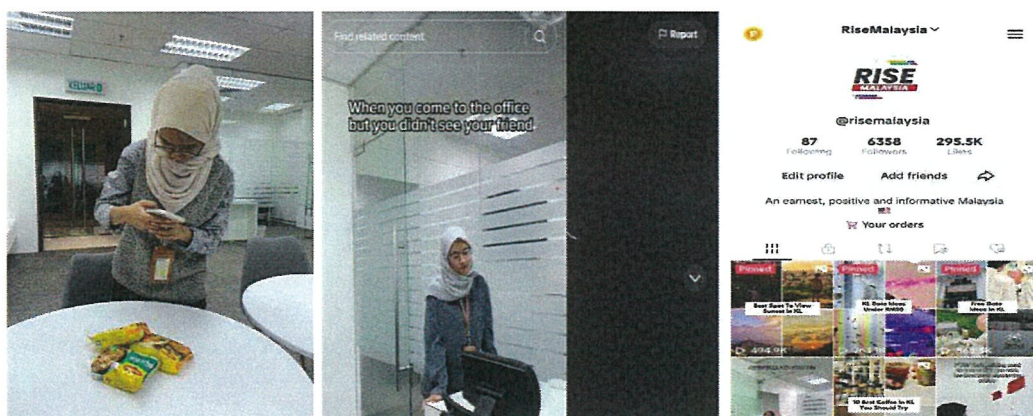


Figure 10

- Attending the event for a media press conference and need to record video for social media posting and story on Instagram.

I had the privilege of attending media press conferences, where I not only recorded videos for social media sharing but also developed confidence in conducting interviews with event attendees. I had to record the events from start until end and edit for social media content.



Figure 11

- Handling social media such as comments, likes, and engagement.

Responding to comments, engaging with the audience, and tracking metrics to monitor performance on Facebook, Instagram, and TikTok. Involves actively managing and interacting with the audience on various social media platforms where I need to figure out which content gains attention from the audience.

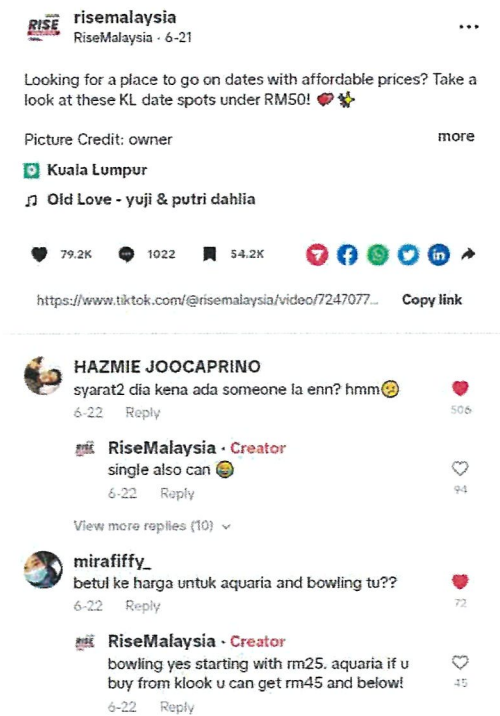


Figure 12

- Maintaining and monitoring social media accounts and performance such as Facebook, Instagram, and TikTok

I will play a crucial role in maintaining and monitoring the brand's social media accounts on platforms like Facebook, Instagram, and TikTok. This responsibility involves overseeing the day-to-day activities on these platforms and analyzing their performance to optimize the brand's social media presence.

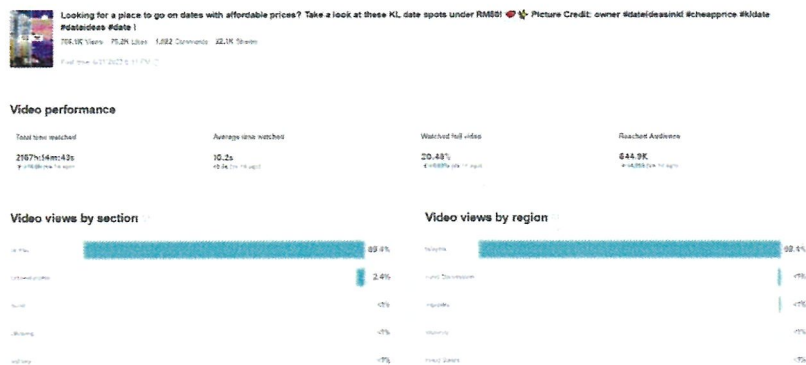


Figure 13



## Gains:

- Improving social media skills such as posting, copywriting, and designing posting.

Through crafting compelling posts and copywriting, I mastered the art of engaging audiences and driving online interactions. I have been able to elevate my abilities to new heights which is my commitment to improving my social media skills has been a transformative journey, allowing me to unleash my creativity, enhance my communication prowess, and make a meaningful impact in the digital realm.

- Improving video editing and designing.

My proficiency in video editing and design blossomed, empowering me to create visually appealing and shareable content. With each video I undertook, I gained valuable insights into the art of crafting compelling narratives through video. I embraced the power of visual aesthetics and design principles to elevate my creations further. The content I produced became not only visually appealing but also shareable, leading to increased organic reach and a wider viewership.

- Improving self-confidence to interview people during an event.

Participating in media press conferences not only strengthened my confidence in public speaking but also refined my interviewing abilities. These skills proved invaluable as I tackled new challenges and honed my ability to communicate effectively with diverse audiences.

- Able to learn how to use WordPress and learn oh how to check the SEO (Search Engine Optimization).

The internship also provided opportunities to explore other aspects of digital marketing. I acquired knowledge in using WordPress, a popular content management system, and learned the intricacies of SEO (Search Engine Optimization) to improve website visibility. I learned how to find a keyword for copywriting that is trendy and discover content online, ranking higher in search engines can lead to an increase in traffic to a website.

- Able to learn how to use Facebook Advertisements.

I gained hands-on experience with Facebook Advertisements, unlocking new avenues for reaching target audiences and promoting brands effectively. On the Facebook

Advertisements front, I delved into the world of social media marketing, tapping into the extensive user base and targeting capabilities of the platform. I honed my ability to create highly targeted ads, tailoring them to specific demographics, interests, and behaviours.

- Improving presentation skills and communication skills.

Effective communication and presentation abilities can help me to convey ideas, influence others, build relationships, and advance in my career. I delved into various aspects of effective communication, including verbal, non-verbal, and written communication. In the weekly presentations, I honed my ability to deliver compelling and impactful speeches.

- Improving writing and creativity skills.

I delved into various forms of writing, such as copywriting and scripts for inspirational videos. I also delved into the art of storytelling and narrative development. I cultivated a habit of seeking inspiration from a wide range of sources, including books, movies, art, nature, and personal experiences. This diverse wellspring of inspiration has helped me infuse my writing and creative endeavours with fresh ideas and unique perspectives.

## 5.0 SWOT ANALYSIS

### 4.1 STRENGTH

- Friendly environment

Firstboard prioritizes a good relationship with colleagues to have encouraging teamwork and value diverse perspectives, this company creates an environment where collective success takes precedence over individual achievements. Employees are more willing to share ideas, seek feedback, and participate in productive discussions when they feel valued and at ease in their working relationships. Higher levels of employee engagement are correlated with positive connections among co-workers. Employees who are actively involved in team activities and who freely support the company's objectives are more dedicated to their work. For example, every employee in this company has a good attitude where they will communicate with everyone by asking their opinion and idea about work in order, they can achieve the company goal.



Figure 14

- The company provides various service

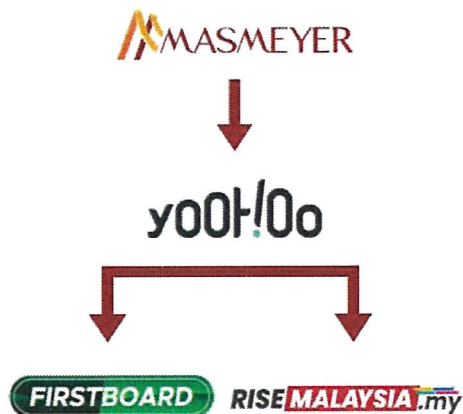


Figure 15

client relationships. This increases revenue from existing clients and strengthens the customer relationship by becoming a trusted and comprehensive solution provider. For example, since Firstboard has more than one business, Firstboard provides outdoor media solutions, and positive news under RiseMalaysia. From this, this company can gain a lot of potential customers, can generate sales from that and customers just can find Firstboard as their main problem solution.

- Cover positive and informative news

By focusing on positive and informative news, RiseMalaysia can establish itself as a trusted and reliable source of information. This builds credibility among its audience, attracting a loyal following of readers or viewers who seek unbiased, accurate, and uplifting news stories. Covering positive news helps create a positive brand image for this company. It positions RiseMalaysia as an advocate for good news and highlights its commitment to promoting positivity, inspiration, and uplifting stories. Positive news stories have the potential to generate higher audience engagement and loyalty. People are often drawn to uplifting stories that evoke positive emotions and provide a respite from the negativity in

A company that offers a range of services is able to adjust to changing customer demands and market conditions. It is simple for it to change or adapt its service offerings in response to market trends, new technological developments, or changing client requirements. This company can generate revenue from numerous sources by offering a variety of services. When a company provides a range of services, it can cross-sell or upsell more services by leveraging existing

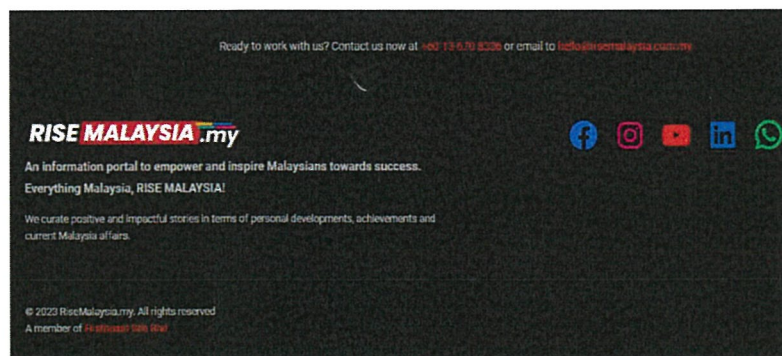


Figure 16

traditional news outlets. For example, RiseMalaysia covers positive and informative news only which this company wants to gain a positive brand image and also wants to empower and inspire Malaysian towards success.

#### 4.2 WEAKNESS

- Lack of manpower

A lack of manpower can limit this company's ability to effectively handle and manage its operations. If there are fewer employees, it may be more difficult to meet client requests, complete projects, and deliver services on schedule. Existing staff may need to take on more duties and workload if there is not enough manpower. Increased stress, burnout, and a decrease in job satisfaction may result from this. Tasks and duties might not be evenly distributed among the current employees if there is not enough manpower. For example, this company has less than 15 employees that handle more than 3 services, some of them need to handle marketing, hr, management, social media, content writing, and more. As a result, productivity levels may suffer, impacting this company's ability to meet deadlines, deliver quality outputs, and maximize its operational efficiency.



Figure 17

- Lacks professional communication

Poor communication between supervisors and interns can lead to misunderstandings, unclear expectations, and inefficiencies in workflow. As a result, performance can decrease since interns might find it challenging to define responsibilities or might not get enough guidance on key tasks. Lack of communication might cause interns to lose out on crucial advice, mentoring, and guidance. A lack of professional communication can contribute to a negative work environment. If interns feel that their voices are not heard or that they lack support from their supervisors, it can create a sense of dissatisfaction and frustration. For example, the supervisor that handles all interns under RiseMalaysia doesn't have good communication in physically and through WhatsApp which she keeps on rejecting with harsh words which is not suitable in the office. It can lead negatively impact the overall company culture and employee morale, potentially leading to decreased productivity and retention issues.

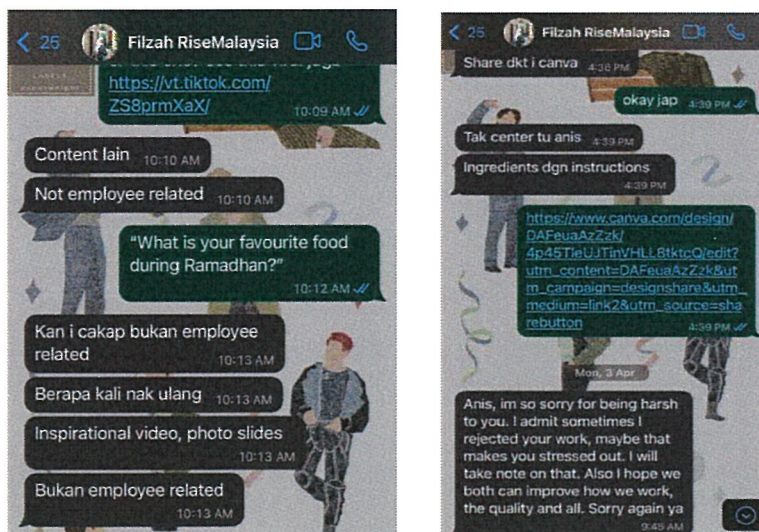


Figure 18

- Website frequently experiences service errors

When a website consistently encounters service errors, it creates a negative user experience for visitors. Error messages, slow loading times, or inaccessible pages can frustrate users and discourage them from exploring the website further. A website with frequent service faults can harm this business' trust and reputation. This could give customers the impression that this company is unstable, unprofessional, or unable to keep up a constant online presence. The search engine results and online visibility of this company may be negatively impacted by service problems on the website. Websites that provide a good user experience

are given preference by search engines, while those with frequent faults are penalized. For example, the website of RiseMalaysia keeps on facing service errors which is make it difficult for content writers to write an article and also difficult for all the employees to check or find ideas through the website. Readers also cannot open the website to find the information and read it, which can give a negative impact on RiseMalaysia's traffic view.

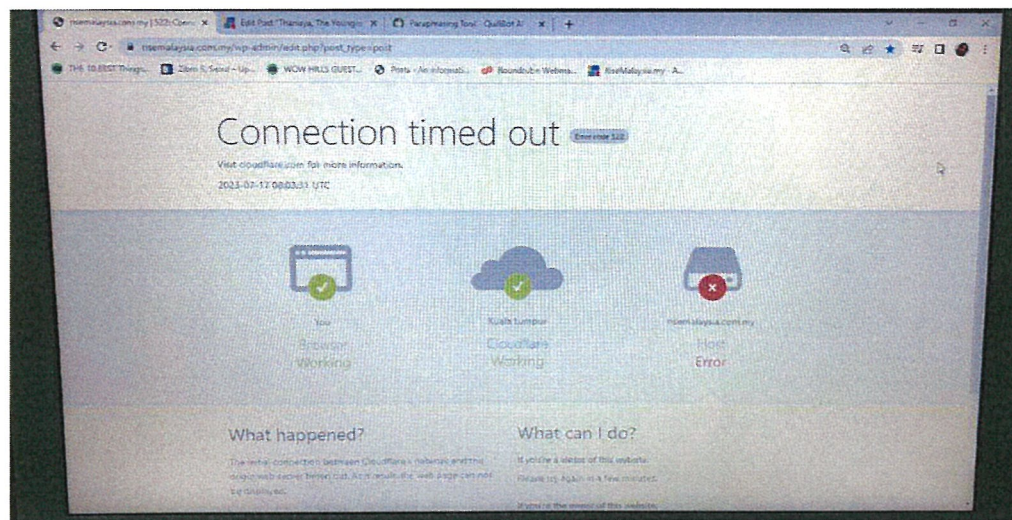


Figure 19

#### 4.3 OPPORTUNITY

- Market demand

This company has an opportunity to grow and establish service within its industry because the service this company provides is in high demand in the market. This business can see tremendous growth and establish itself as a key player by capitalizing on its advantages, and improving the quality of service. The objectives of this organization for growth might be considerably aided by providing market demand for this business. This business may boost its visibility and draw in a bigger consumer base by creating a strong brand identity, cultivating customer loyalty, and adopting focused marketing initiatives. For example, billboards and media are one of the higher market demand in the market. These services are needed services for all the companies, billboard is where all the companies need to use advertisements to promote while media is where people can get accurate information.

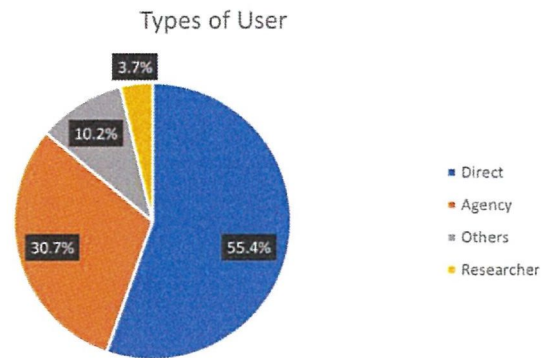


Figure 20

- New Market Entry

Firstboard has a compelling opportunity to enter a new market with new services, which can grow in the market share. This organization can take advantage of this chance and generate major expansion by making R&D investments, paying attention to client needs, and fostering innovation. This business can increase its reach and tap into new client categories by rolling out new goods and services. It offers a chance to address underserved demographics or undiscovered markets. This company can encourage customers to purchase additional products or upgrade to higher-value options by introducing complementary offerings. This expansion into new markets can drive revenue growth and help this company gain market share. For example, Firstboard has a promising opportunity to enter a new market with new services that can drive its growth and establish it as a leader within the industry. Firstboard currently doing a new service “RealMap” is a service that provide article and journal for research which they want to enter new market with new service.

# REALMAP

Figure 21

- Partnerships and collaborations

RiseMalaysia has an exciting opportunity to partner and collaborate with other companies, which can contribute to its growth, innovation, and market expansion. By leveraging these opportunities, this company can create a competitive advantage and establish itself as a prominent player within its industry. By collaborating with companies that have a strong



presence in target markets, this company can leverage its existing customer base and distribution channels to reach a broader audience. Furthermore, partnerships can enhance brand visibility and reputation. By associating with established and respected companies, this company can enhance its brand image and gain credibility in the market. For example, RiseMalaysia can partner or collaborate with other companies such as Bernama for this company can gain new opportunities in the market and can open opportunities to this company to be known well.

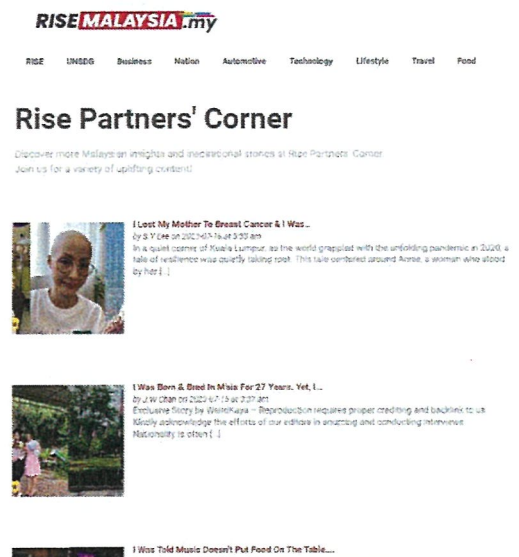


Figure 22

#### 4.4 THREAT

- Increased competition

Increased competition occurs when there are more businesses offering similar products or services and businesses frequently aim to stand out from the competition by providing superior products, services, or innovations in order to draw in customers. In order to stay ahead of the competition, businesses may endure decreased profit margins, higher marketing activities, and a desire to constantly improve. Market share may be distributed among several firms as additional businesses enter the sector. Due to this, it might be challenging for this business to expand significantly or get a bigger market share. For example, this company is a small company that just started this business less than 3 years ago, and the competition keeps increasing yearly since the companies of billboard and media keep on developing.



Figure 23

- Natural Disaster

Natural disasters, which include earthquakes, hurricanes, floods, wildfires, and tsunamis, are catastrophic catastrophes brought on by the forces of nature. They may lead to widespread property loss, fatalities, and societal and economic disruption. Businesses in disaster-prone areas need to be prepared for potential effects, and recovery operations may take a lot of time, money, and collaboration from different stakeholders. Natural disaster may cause this company's operation disruption and might suffer from loss. Since Firstboard is a billboard company, this can cause damage to the operation of billboard due to disaster because billboards are everywhere and on the road. If disaster happens around billboard of Firstboard, they might suffer from loss and the operation can be disrupt.



Figure 24

- Uncertain economic environment

During periods of economic uncertainty, this company might see a drop in sales, which can cause loss, which would mean less revenue and profitability. Governments and regulatory agencies may establish new rules or change current regulations during times of economic uncertainty, which could have an influence on firms in a variety of industries. This organization needs to engage in advocacy work, keep up with the changing regulatory

landscape, and adjust its activities accordingly. In an uncertain economic environment, intensified competition is often observed as companies strive to maintain market share and secure their position. For example, this company has been through a lot of hardship during the pandemic Covid-19, and currently this company also still recovery phase to grow but still does not how to make good strategies when it comes to the economic environment.

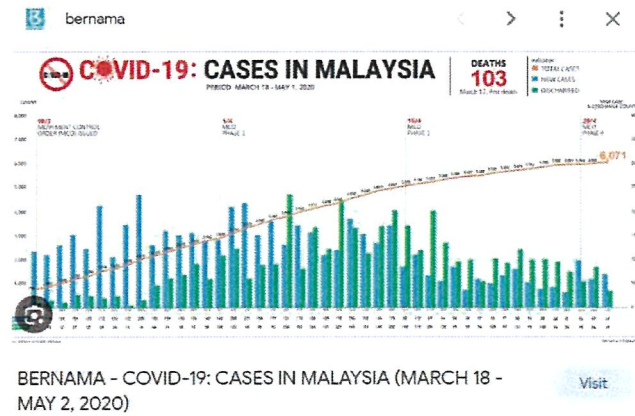


Figure 25

## 5.0 DISCUSSION & RECOMMENDATION

### 5.1 STRENGTH

- Friendly environment

A friendly environment can be a strength for this company which can lead to teamwork as one team. When this company have a good environment it also can lead the employees to be more encouraged to work to achieve this company goals. The researcher's Pollock Associates (2022, March 8), 100 workers from different industries were surveyed, and the results showed that those who got along with their co-workers were more likely to be satisfied with their jobs, do better on the job, and be less inclined to quit. Co-worker friendliness encourages collaboration and teamwork, which are two things this organisation needs to improve. This company can do some activities like games, dinner, or trips that employees are more likely to communicate, share ideas, and collaborate on the games where they can close to each other.

- The company provides various service

Besides that, everyone knows that when one company provides more than one service, it will highly get more customers. It is because the customer does not have to think about where to get the service when they can get in the same company which is easier to deal with rather than dealing with many people. National Retail Federation, 72% of customers, it was discovered, are more likely to buy from a retailer that provides a one-stop shopping experience. Customers do not have to deal with multiple people to get help and speak to one person who can assist them with everything, eliminating the need to interact with various persons or departments to acquire the service they need (Kinetic Software, 2022). To ensure that clients do not switch to a competing business and do not remain devoted to this one, the company must stay modern and can add more services. From that, this company will get more customers and clients in the future.

- Cover positive and informative news

Furthermore, covering positive and informative news can give impact positive toward this company. This is so that people will talk positively about this organization and avoid being caught up in controversy. People prefer to read positive and informative news than gossipy or negative news. Additionally, positive news can have a positive impact on our health and well-being. Studies have shown that people who are exposed to good news are more likely

to be content, upbeat, and strong (Katharine Viner, 2021). This business can grab the audience's interest and attention by emphasizing helpful and upbeat content, which will increase viewers, readers, or platform interaction. This company needs to stay with positive and informative articles and also keep on producing an article that people are looking forward to, for example, trending places, food, and more.

## **5.2 WEAKNESS**

- Lack of manpower

Lack of manpower can be a weakness of this company because it can be relying on the available employees who already have a lot of jobs and tasks. If the organisation does not have enough manpower, it may be difficult for the employees to do several jobs. Employees may experience feelings of stress and anxiety when compelled to take on more work than they can handle. A 2019 study that appeared in the Journal of Applied Psychology discovered that overworked personnel were more prone to experience burnout symptoms like exhaustion, cynicism, and a sense of helplessness. Since this company shortage of employees, the employees need to take over a lot of work. This company needs to hire more staff or interns to handle the work because they cannot rely on the current employees. It can be more burden to current employees.

- Lacks professional communication between supervisors and interns

Next, this company lacks professional communication between supervisors and interns which can affect the task for interns. It may occur when a supervisor misleads interns in their communications. A University of California, Berkeley study indicated that poor communication accounts for 70% of workplace disagreements, according to an article from Inc.com from 2022. The supervisor may place the blame on the intern if the intern performs poorly although the supervisor is actually at fault. This company needs to train the staff on how to be a professional person when it comes to professional either communication or attitude. It can help staff to grow as professional people in the future and will not repeat the same mistake.

- Website frequently experiences service errors

Besides that, when this company faces problems with its website frequently experiences service errors which can affect this company traffic view. Traffic views might decrease since people cannot view the website and it can also damage this company's reputation. According to an article published in The Drum in 2022, a study by Imperva found that 40% of consumers believe that a company's reputation is damaged after experiencing a website outage. In a study that polled 1,000 American consumers, it was shown that 60% of those surveyed felt that a website outage would make them less likely to do business with a company. This company needs to check the frequency of the website to make sure the website runs smoothly. If this happens, the staff that handles the website need to take action efficiently to make sure the website can run smoothly.

### **5.3 OPPORTUNITY**

- Market demand

Market demand opportunities are advantageous circumstances where there is a lot of consumer interest in and demand for a specific good or service. These possibilities may result in more sales, company expansion, and profit potential. Offering goods and services that are in line with client wants and preferences allows this business to take advantage of these opportunities and succeed. Market demand analysis is essential for businesses that want to identify new market opportunities and grow their business. Businesses can obtain insights into consumer behavior and find possible new market segments by utilizing advanced analytics tools (Hwang & Lee, 2021). This company needs to understand market demand which can lead to the development of services that address pressing societal needs. From that, these businesses that contribute positively to society can gain a strong reputation, loyalty from customers, and increased market share.

- New market entry

Opportunities for new market entry are advantageous conditions where this company can enter and grow into undeveloped or underexplored areas. These changes may result in a rise in market share, the acquisition of fresh clients, and future business expansion. This company can expand its services and reach a larger consumer base by seeing and taking advantage of these opportunities, which will increase success and profitability. New market entry is a critical strategy for businesses that want to grow the business and expand market

share. By entering new markets, businesses can gain access to new customers and new sources of revenue (Kumar & Sharma, 2021). This company needs to enter a new market where it allows the company to align with emerging market trends and consumer preferences, capitalizing on the demand for innovative products and services.

- Partnerships and collaborations

Besides that, partnering and collaborating with other companies can be an opportunity for this company to grow. It is because can leverage its existing customer base and distribution channels to reach a broader audience. This company can expand and receive recognition via consumer partnerships when it partners with other businesses. Strategic alliances can be a useful strategy for companies wanting to expand. Businesses can expand their reach and capabilities by collaborating with other organizations to reach more customers and meet their objectives (Ravichandran & Rai, 2021). This company needs to be partnering and collaborating to open opportunities for strategic partnerships with local companies, distributors, or suppliers, facilitating business growth and market penetration.

#### **5.4 THREAT**

- Increased competitors

The big threat for this company is the increasing of competitors. Since this company still grows and is a small company, they still lack many things such as lack of content writing, lack of content, and lack of financial Cutting-edge products, services, or marketing strategies from rivals could present obstacles to this business's expansion. The study discovered that rivals might be a substantial entry barrier, particularly if they have a powerful brand or a sizable market share (Pulaj, 2019). To ensure that they can compete effectively with other businesses, this corporation needs sound tactics. They need to think about how to tackle customers from every audience to make sure that the audience chooses this company as they need to come out with good content or viral content and increase or improve the quality of service.

- Natural Disaster

Natural disasters can cause business loss and damage because this disaster is a situation that cannot be expected to happen and is out of control. This natural disaster can cause this business to be stopped in order to restore its condition. This can cause difficulties for this business as well as for clients where both of them will suffer huge losses. Natural disasters

can result in a variety of issues for organizations, including property damage, lost sales, and operations disruption (Kothari.R & Kaur.G, 2021) This company needs to develop a business continuity plan that outlines how the company will continue essential operations during and after a disaster in order they still can continue the business.

- Uncertain economic environment

Next, an uncertain economic environment is one of the threats everyone is worried about. It is because no one can predict what will happen in the future including the economic environment. As everyone knows, during the pandemic Covid-19, every company was affected by the economy, including this company where sales drop and clients also face the same problem: they cannot afford to buy any service from this company. The study found that the pandemic had a significant negative impact on all firms, regardless of industry or size (Kraus, S & et al, 2020). This company needs to plan good strategies or backup plans if anything happens in the future such as reducing the debt and diversifying the income. From that, they have a backup plan to use to maintain the business in what happens situation will come.



## **6.0 CONCLUSION**

All in all, I would like to grab the opportunity to express my deep gratitude to UITM Bandaraya Melaka for providing me with the opportunity to undergo industrial training. My internship journey at Firstboard & RiseMalaysia has been an invaluable experience that has contributed greatly to my personal and professional growth. This opportunity has let me apply the academic knowledge and skills I have acquired from university to real-world situations in the media and advertising industry.

Throughout my internship, I received awesome guidance, advice, and motivation from my manager, superiors, seniors, and colleagues. Their support and the encouraging positive working environment allowed me to be exposed to various aspects of the company's operations and broaden my understanding of the media industry. I have also learned to handle challenges and recognize my strength and areas of improvement. I have enhanced my communication, problem-solving, and project management skills, and have become more effective in a team.

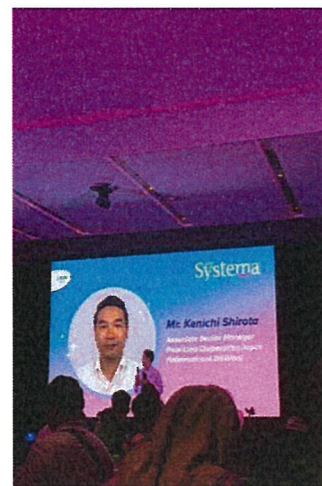
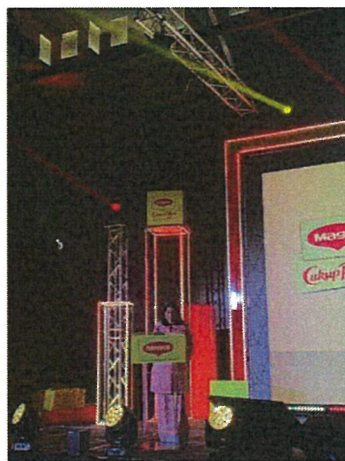
Moreover, this internship has not only provided me with skills and knowledge but also given me the chance to network with successful people or knowledgeable industry professionals, which will be an asset in my future career. In summary, my internship experience at Firstboard & RiseMalaysia has been a significant step in my career path, I am confident that the skills and knowledge I have acquired will help me succeed in the future. I express my sincere thanks to everyone who has supported me during my entire internship journey.

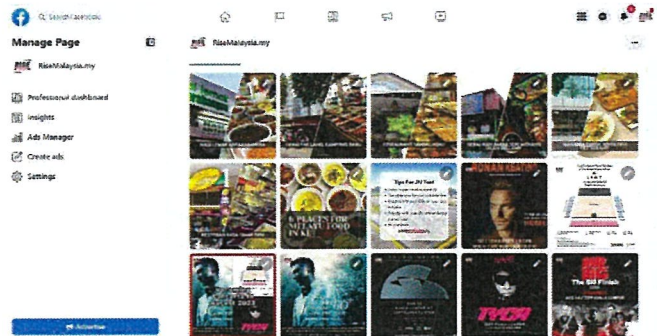
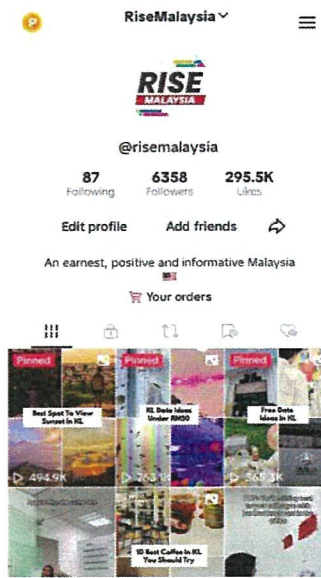
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## 9.0 APPENDICES





Everyone must know this well-known name in Malaysia.

He is Sheikh **Mustaphar Shukor**, the one who made history as Malaysia's first astronaut.

In 2007, he embarked on a **groundbreaking** mission to the International Space Station.

Isn't it incredible that he is able to do this?

During his 11-day journey, Sheikh **Mustaphar** conducted scientific experiments and became the first Muslim to observe fasting in space.

Sheikh **Mustaphar** has remained an influential figure in Malaysia's space and science community and actively engaged in public outreach, inspiring young Malaysians to pursue careers in STEM.

His achievements inspired a nation and continue to ignite a passion for space exploration in Malaysia.

Sheikh **Mustaphar's** legacy symbolizes the power of determination and innovation, inspiring future generations to reach for the stars.

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📍 2990, Jalan Sungai Penchala, Kampung Sungai Penchala, 60000 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur
- 📍 Samudra Exotic River Fish Restaurant  
📍 31, Jalan Raja Abdullah, Kampung Baru, 50300 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur
- 📍 Restoran Rasa Omak Den  
📍 Taman Melawati, 53100 Kuala Lumpur, Federal Territory of Kuala Lumpur
- 📍 Gerai Ikan Bakar Seri Menanti Jalan Bellamy  
📍 Lorong Bellamy & Jalan Istana, Bukit Petaling, 50460 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur
- 📍 Nasi Lemak Antarabangsa  
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