



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka



INDUSTRIAL TRAINING REPORT 2023

APG MARKETING
AND MANAGEMENT
SDN BHD

27 FEB 2023 - 11 AUG 2023

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2020495742
BA240

EXECUTIVE SUMMARY

INTRODUCTION

Primarily, this report will be discussed regarding on my internship experience at APG Marketing & Management Sdn Bhd. In brief, this extensive report will begin with an overview of Student Curricular Vitae and a synopsis of company history. This will be followed by APG Marketing & Management's corporate culture, which includes the company's goal and mission as well as the products and services it offers.

Along my internship journey, I worked mostly in the Administration Department, which was consistent with the course I completed at UiTM Melaka. I will be revealed about my experiences while working as a trainee Administration. I had the chance to learn many things from them, including how to manage administration in the actual world rather than only in theory as I had done in the past through lectures.

GOAL

The major purpose of this academic internship is to better understand the theories, ideas, and practices of discipline or major by actively engaging in a "hands-on," work-based, learning experience. APG Marketing & Management SWOT analysis's will be covered thoroughly in this study.

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ACKNOWLEDGEMENT

Words cannot express my gratitude to my professor for the invaluable patience and feedback. I also could not have undertaken this journey without my defense committee, who generously provided knowledge and expertise. Additionally, this endeavor would not have been possible without the generous support from Universiti Teknologi MARA.

I am also grateful to my Administration Executive, my supervisor for internship and cohort members, especially my officemates, for their help in feedback sessions, and assigning me with various tasks during these 6 months of internship period.

Lastly, I would be remiss in not mentioning my family, especially my parents. Their belief in me has kept my spirits and motivation high during this process.

STUDENT'S PROFILE

Muhammad Aiman Bin Rozelan

MARKETING STUDENT



CAREER OBJECTIVE

I am looking an internship position that are challenging in a reputable organization to expands my learning, knowledge, and skills.

EDUCATION SUMMARY

Bachelor Of Business Administration (Hons.) Marketing

2020-Present

University Technology Mara (UiTM), Bandaraya Melaka Campus

CGPA: 3.17

Matriculation Accounting

2019-2020

Negeri Sembilan Matriculation College

CGPA: 3.25

Sijil Pelajaran Malaysia In Pure Science

2018

Sekolah Menengah Kebangsaan Senawang

Result: 1A+, 4A, 2B, 1C+

SKILLS

- Microsoft Office
- Project Management
- Decision Making
- Leadership Experience
- Problem Solving Abilities
- Basic Multimedia

ORGANIZATION INVOLVEMENT

- Exco Technical on Motivational Talk 'How To Be A Genius' that made in the form of live streaming on Youtube MASA UiTM KBM - 2022
- Exco Relation and Special Duties for MASAVENGERS event at UiTM Bandaraya Melaka - 2022
- Exco Activity for 'Projek Waqf Mesin Basuh' collaboration Marketing Student Association (MASA) with Finance Student Association (FINEST) and Sukarelawan Zakat (SUZA) at Madrasah Tahfizul Quran Al-Mutaqqin - 2022
- Student Consultant for MARCOM Community Project (MACOMP), consulting Marketing Strategies for Ittihad Trading and Resources SDN BHD - 2021/2022
- Exco Corporate Relation and Protocol of Marketing Student Association (MASA) - 2022

AWARDS RECEIVED

- Dean's Award for Semester 1 Bachelor of Business Administration (Hons.) Marketing -2020
- Awarded Bronze Medal in Virtual - Melaka International Intellectual Exposition - 2022

REFERENCES

NOR HAMIZA BINTI MOHD NOOR (MRS.)
Senior Lecturer UiTM Bandaraya Melaka

MUHAMMAD FAIRUZ BIN JAMIL (MR.)
Lecturer UiTM Bandaraya Melaka

COMPANY PROFILE

1. NAME OF COMPANY

- APG MARKETING AND MANAGEMENT SDN BHD

2. LOCATION

- APG Marketing & Management Sdn Bhd is situated on Level 6, Menara Faithview, No. 21, Jalan Kota Laksamana 3/15, Taman Kota Laksamana Seksyen 3, 75200, Melaka.

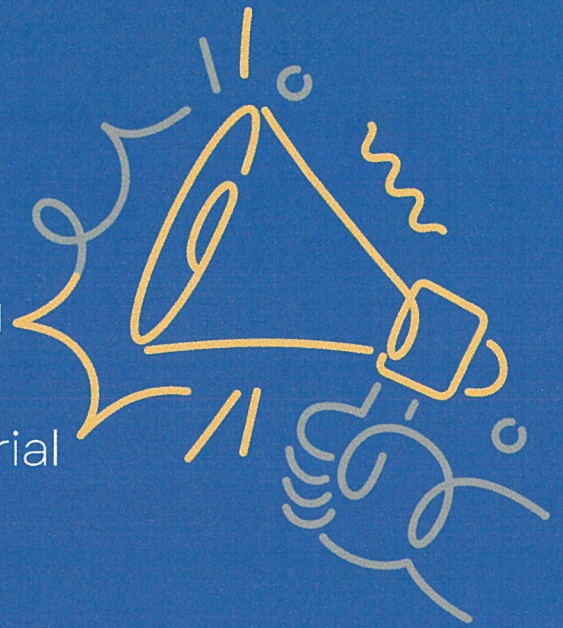
3. COMPANY BACKGROUND

APG is the truncation of A Plus Group, which was established in 2015. Significantly, APG Group has gotten to be one of the rapid developing real estate companies in Melaka. Presently, it has over 100 sales groups all over Malaysia and Asia nation.

APG Marketing and Management Sdn Bhd could be a marketing administration company specializing in overseeing developers' ventures, incorporate deals planning, limited time procedures, training & improvement. Overseeing individuals systems as the most concept of the integration of assets, APG Group is committed to sustaining 100 group pioneers with hundred million yearly salaries in year 2020. With the fabulous preparing framework given, APG Group will persistently lead the group towards worldwide stage.

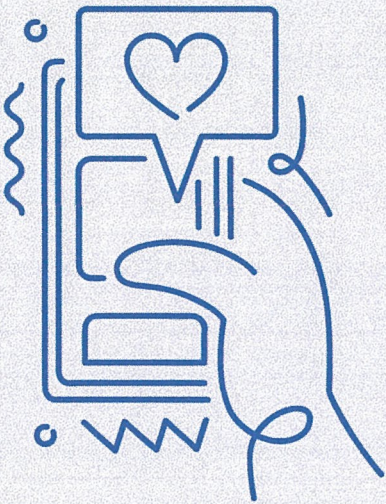
VISION

- Managing social network
- Restructuring resources, gathering information and brainstorming
- Gathering human resources, material resources and financial resources



MISSION

- To cultivate more than 1000 teams leaders with RM 1 million annual income
- To contribute to community (APG donate RM 1 million annually)
- To be the role model in the industry
- To become an international organization



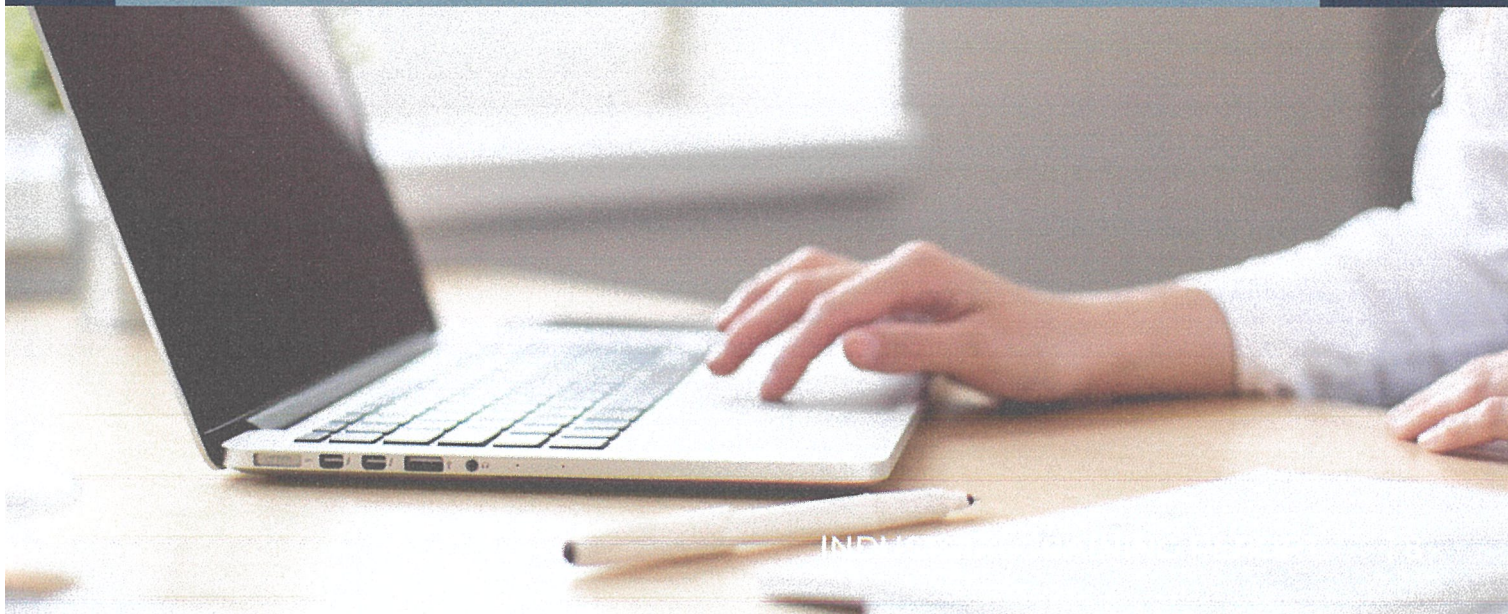
PRODUCT & SERVICE

APG Marketing And Management Sdn Bhd Is A Marketing Management Company Specializing In Managing Developers' Projects. Includes: Sales Planning, Promotional strategies, Training & Development And Etc.

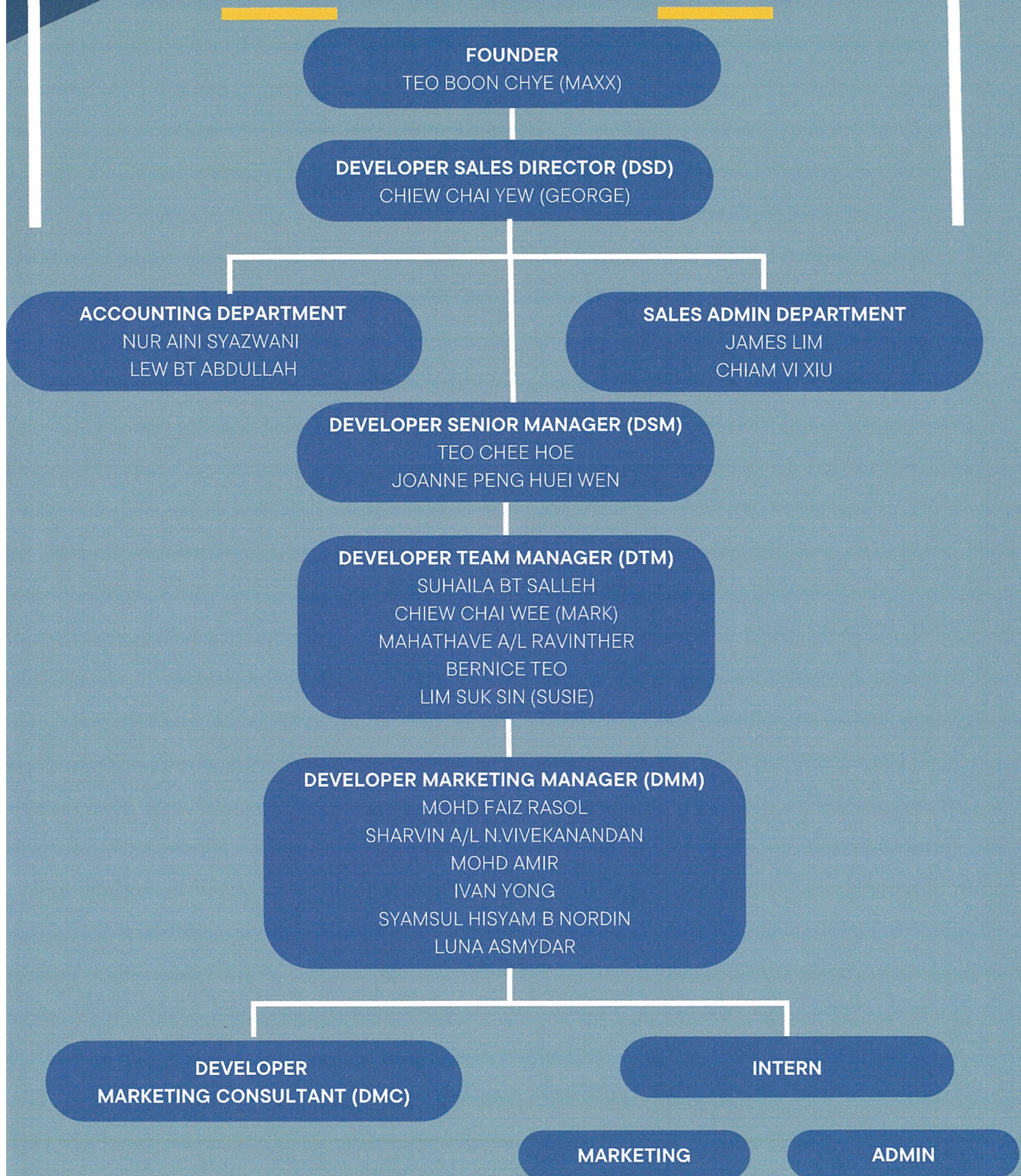
One of APG Marketing And Management principal advantages is managing people network as the main concept of the Integration Of Resources. Secondly, combination of Manpower, Resources And Financial To Create A New Business Alliance Concept. Thirdly, commit to a friendly and professional work environment and lastly, provides training to develop skill and knowledge among employees.

Scope of services :

- Marketing
- Editing
- Recruiting
- Conduct Training
- Direct Selling



ORGANIZATIONAL STRUCTURE



TRAINING REFLECTION

INTERNSHIP DURATION

6 MONTHS

WORKING DAY

MONDAY-FRIDAY (10AM - 7 PM)
SATURDAY (10AM-2PM)

BENEFIT

ALLOWANCE GIVEN RM500
CAN APPLY FOR LEAVE

DEPARTMENT, ROLES AND RESPONSIBILITIES

Firstly, I attended Industrial Training Briefing for the first two days I joined the company to learn about basic knowledge of real estate, investment, and mortgage which has been conducted by managers and senior staff. Then, I attended morning meeting conducted by different managers every morning to learn new things, specifically about upcoming projects, and discussing any problems that arose.

My responsibility is to manage poster designing, copy writing, and posting in **e-marketing** platform such as Facebook, e-mudah, Instagram, Whatsapp, and Tiktok. Not only that, I have been assigned to design posting to hire new Developer Marketing Consultant (DMC) and intership students.

After receiving messages from potential customer, I need to educate and give them information about the project that has been asked. This is one of the challenging part because I need to convince the customer to discuss thoroughly regarding their interested house by setting up an appointment at specific place such as show house, site, or office.

TRAINING REFLECTION

Furthermore, I also did **Telemarketing** to have a follow up session by making a call to the past customer from the company database to share information about the new project.

Then, I went to bank booth to do **direct selling** to improve my confident level and Public Relation (PR). I often join booth that has been arranged by the management at Aeon, Mahkota Parade, and Lotus. By taking part as a salesman at the booth, I learn to implement aggressive selling concept to approach potential customer and learn more about human behaviour.

Finally, after fully familiarised and understood about company policy, system, and culture, I conducted a newbie meeting session to educate and teach them about all concepts and strategies that is significantly required to start their career in this field.



TRAINING REFLECTION

TASK ASSIGNED AND TASK GAINED

At first, I joined this company in the Administration department. So, I need to do marketing and admin task that has been set by Mr. George as the Developer Sales Director. Every converted sales that I got during my internship is the personal sales for Mr. George and I got 10% of his commission as an incentive. Occasionally, when Mr. George is not available in the office and busy with other work, I also did some Human Resource work such as interviewing some of the person that wanted to join APC Marketing & Management as new Developer Marketing Consultant and Internship student.

I also helped other Manager doing some task such as preparing booking form, set up booth at selected place that has been set by the management team, and train the newbie staff while all manager are not in the office.



SWOT ANALYSIS

01

STRENGTH

- COMPREHENSIVE & EXPERIENCED TEAM
- STRONG MARKET PRESENCE

WEAKNESSES

- LIMITED PROJECT ENGAGED
- INSUFFICIENT INFRASTRUCTURE FACILITIES

02

03

OPPORTUNITIES

- EMERGING MARKETS
- EXPANDING SERVICES

THREATS

- MARKETING PLATFORM
- ECONOMIC DOWNTURN

04

01

STRENGTH

• COMPREHENSIVE EXPERIENCED TEAM

Company is fully occupied with professional managers. They have competent qualifications, administrative & technical skills and extensive amount of experience in managing business affairs. Having vast knowledge and experience in the real estate industry help them to engage useful information towards new employee and educate customers about real estates, investments, and mortgage loan. The comprehensive experience in property industry has amplify their problem-solving skills and promote critical thinking skills by performing E-Marketing & Direct Selling to enhance daily revenue (Groysberg, 2018).

• STRONG MARKET PRESENCE

APG Marketing & Management is a company that collaborated with various real estate developer company namely, Faithview, Parkland, Teladan Setia, and many more as a Strategic Partner. All these developer companies have established a strong presence in the real estate market, in and outside of Melaka. Consequently, APG Marketing & Management obtains numerous advantages as retaining customer trust and loyalty coming from the support of experienced developer that has been engaging in this industry for a long time (Newell, G., 2021).

02

WEAKNESS

• LIMITED PROJECT ENGAGED

APG Marketing & Management only sells selected new project and some subsales real estates in specific geographic area which is Melaka. This may restrict and limit the market potential because it is hard to obtain nearby project that is suitable with customer's preference referring to high requirement that has been put for their dream house (Ferreira, K. J., 2018). There are people who preferred subsale house because it is more economical and the house is fully-furnished compared to a new project.

• INSUFFICIENT INFRASTRUCTURE FACILITIES

APG office size is quite small to fit all of the staff especially when there is an event such as team building and discussion. For office workers who perform their job at their workstation most of the time, a small space may create discomfort due to feelings of confinement (Government of Canada, 2023). Normally, on booth schedule setting, booth review, and new project briefing in the meeting room, some of the staff need to stand up while attending the meeting and makes them feel uncomfortable. This scenario occurs because APG has many staff and interns.

• EMERGING MARKETS

APG Marketing & Management explore new market by making Co-Agency arrangement with other agencies that sells new project real estates and subsale property. Hence, more projects can be engaged to their targeted customers. APG also can find and open more listings for new project from other developers and listing subsale project to be sell (Veleva, V., & Bodkin, G., 2018).

• EXPANDING SERVICES

As a real estate Agency, there are many services that is provides by the company such as offering other services. As an example, property management, investment consulting, or mortgage brokering that can increase revenue streams. As far as we concerned, people nowadays are buying property for investment, However, some of them are lack of knowledge on managing the property. Hence, they need an extensive explanation and consultation from us. So our purpose is to help them choose the one they need and help them count their eligibility and increase our company revenue.

• **MARKETING PLATFORM**

APG Marketing & Management has two main strategies marketing which is by direct selling and e-marketing. For the direct selling, APG always do direct personal presentation to targeted customers by renting booth at public places targeting the shopping center. For instance, Aeon, Lotus, and Mahkota Parade. The problem arose when the organizer changes the policy and does not allow APG marketing agent to implement aggressive selling approach towards the customer enthusiastically. For APG e-marketing team, we advertise via Facebook, Mudah PRO Niaga, PropertyGuru, and many more e-marketing platform. The problem is about the fees that keep raising due to many demands in e-marketing that had force marketer to pay more but gain less.

• **ECONOMIC DOWNTURN**

Current recession and economic downturns causes low demand for potential buyers because of the increment of Overnight Policy Rate (OPR) (Kok, S. H., 2018). Lack of demand has caused the property values to become lower and increase the competition with all of the agents that sells cheaper real estate property and industrial units.

CONCLUSION

After experiencing a 6 months of mechanical preparing from 27th February 2023 until 11th August 2023 at APG Marketing And Management Sdn. Bhd, there are a wide array of skills and comprehensions that can be learned which is how this company plays an imperative part in industrial field, particularly in Administration. Extensive exposure that have been given by APG Marketing And Management Sdn. Bhd. could be a significant information for me in developing myself to venturing into a genuine work environment in the future.

Based on my experience, I absolutely concur that the industrial preparing program have accomplish its essential targets. It is the stage to plan for the understudies to confront to genuine working life. I learnt a lot of Administration responsibilities such as bargaining with client, joining numerous occasions, program, & assembly, conducting newbie industrial training and numerous more. Consequently, I am certain and prepared to enter the working world to comprehensively construct my future career.

I cherish the working environment at this company which is cheerful, calm and as well much fun. All staff at APG Marketing And Management Sdn. Bhd. are exceptionally full with thoughtfulness, accommodating and inviting. They gave me a lot of exposure, in terms of reference and strategies in handling my task. Exposure given to me provides the picture on a real-life circumstance, the assignment and obligations that would be carried by a few individuals on the field.

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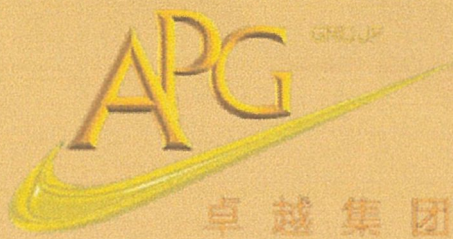
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APPENDICES



Company logo and Office

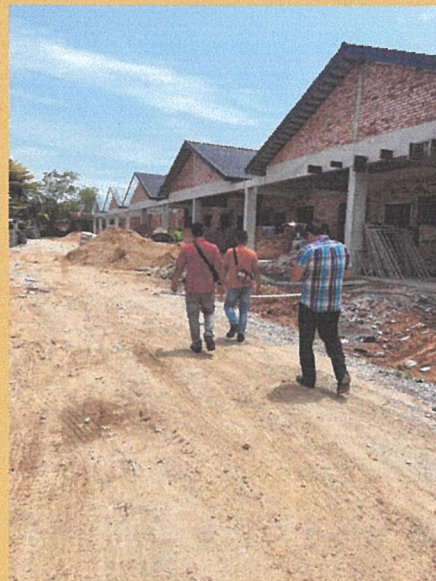


My case closed at Ramadhan Booth and Showhouse assisted by Manager

APPENDICES



Setting up booth at Aeon Bandaraya Melaka



Showhouse and site visit with customer assisted by Manager

APPENDICES

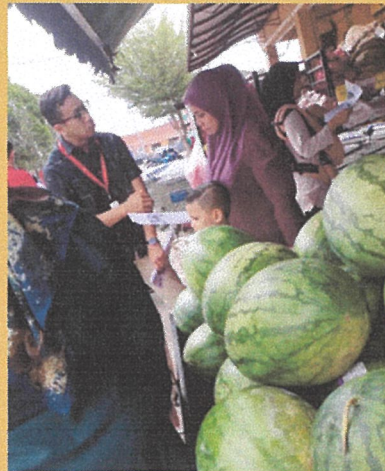


Conducting newbie training which was attended by New Developer Marketing Consultant (DMC) and Interns



Managing sales presentation at Booth and Office which was assisted by Manager

APPENDICES



Distributing flyers through residential neighborhood and supermarket to introduce new project available nearby



Assisting sales representation at Booth duty (Aeon, Lotus, and Mahkota Parade)

APPENDICES



Charity event at Pertubuhan Kebajikan Villa Harapan Melaka



Entrepreneur Building Course (EBC) which was conducted by Founder and Director