



UNIVERSITI
TEKNOLOGI
MARA

Universiti Teknologi MARA

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Azhar

2021126247

Jomrun.

Industrial Training Report

Madam
Norazamimah
MGT | 666



MGT666



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JOMRUN

EXECUTIVE SUMMARY

This executive summary aims to give a thorough account of my marketing internship experience at JomRun Sdn Bhd at Cyberjaya which I undertook from March to August, and which served as my industrial training experience for this semester. I had the honor of working with Miss Jasmine Tan, a senior marketing executive, throughout my internship, who served as my supervisor and gave me priceless support and mentorship. My main duties as a marketing intern were updating events on the company's app and administering the official Facebook page.

I was also given the important responsibility of responding to client comments and questions, which helped me improve my communication skills and gave me personal knowledge of the preferences and issues of customers. My boss recognised my commitment and skill as I became more adept at my job, giving me the chance to interact directly with the company's customers.

I was able to develop a comprehensive awareness of the dynamic relationship between marketing and sales activities inside the organization thanks to my exposure to customer contacts.

I was able to perform a thorough SWOT analysis of the organization by actively monitoring and taking part in a variety of marketing activities. I have developed a number of strategic recommendations based on this study with the goal of improving the company's chances for future expansion and success. These suggestions cover topics like utilizing the numerous new intakes of interns they have taken in, improving consumer engagement tactics, and gaining more diverse interaction between multiple market segmentations.

By putting these recommendations into practice, JomRun will be better positioned to compete in the market, grow its clientele, and eventually succeed in the increasingly dynamic and changing environment of the sector.





INDUSTRIAL TRAINING

ACKNOWLEDGEMENT

I would like to extend my sincere gratitude and appreciation to everyone who has helped make my industrial training experience possible. First of all, I want to express my gratitude to Madam Norazamimah who has been a wonderful guide for my whole internship period. Not to mention, my supervisor, Miss Jasmine Tan, for her advice and assistance during the internship. Miss Jasmine had produced thorough directions in a form of printed papers filled with guides for me to consult despite her hectic schedule, enabling me to do my chores on my own. Her belief in my skills and willingness to respond to any queries I had showed that she trusted in my ability to learn and develop.

Her confidence in my talents and choice to treat me like a responsible adult rather than provide constant support have deeply moved me. I'd also like to express my gratitude to the other JomRun interns. Their presence made the whole thing less lonely, and their friendship made the office atmosphere joyful and productive. Together, we created a welcoming culture that improved my learning process and improved every day at the workplace. I sincerely appreciate their company and the wonderful adventures we experienced. Overall, Miss Jasmine Tan's advice and support helped shape my professional development and made my internship at JomRun a very enriching and fulfilling experience and from the ones I received from my fellow interns.

STUDENT'S PROFILE

NURAFIQAH BINTI AZHAR



EDUCATION

- Mar 2021 – Aug 2023 **Bachelor of Business Administration (Hons) Marketing, Universiti Teknologi Mara**
CGPA: 3.41 MUET: Band 4
- Elected as the head director for a subject project that contains mandatory need for each class to organize and event for the whole university.
 - For being well-spoken and active in class, once suggested to become the host when organizing An event with well-known speakers as the guest.
 - Related coursework: MKT547 (Marketing Communication), MKT558 (Digital Marketing), MKT539 (Brand Management), MKT646 (Strategic Marketing), MKT656 (Global Marketing)
- July 2018 – Jan 2021 **Diploma in Banking Studies, Universiti Teknologi Mara**
CGPA: 3.43
- Jan 2016 – Dec 2017 **Sekolah Menengah Kebangsaan Bandar Seri Putra**
SPM: 4A, 3B

WORKING EXPERIENCES

- Mar 2022 – Aug 2023 **Marketing Intern - JomRun Sdn. Bhd., Cyberjaya, Selangor**
- Contributed for creating future posting for social content plan.
 - Interacting with customer while handling company's Facebook account.
 - Handling chat management between company's client and further improving on Sales capabilities.
 - Writing captions for postings on multiple social platforms.
 - Highly focused to detail while uploading event on company's application to ensure no mistake occurs.
 - Capable working under someone and is adabtable to be a leader as once appointed to become the Person In Charge during event.
- July 2022 – Oct 2022 **Full Time Barista – Tealive Wira Nilai 3, Negeri Sembilan**
- Took on responsibility as a full time staff for 3 months, in result is capable to provide a remarkable customer service while making beverages and also handling items in the kitchen department for cooking tea and toppings to prepare for the week – in result became capable in multi-tasking while working under a time limit.
- May 2021 – July 2022 **Part Time Production Crew – Dataran Legasi Sdn Bhd Bandar Seri Puteri, Selangor**
- Worked in custom clothing apparels production company that often requires production staff to complete every clothing's quality check. Often worked in a pile of drowning corporate clothes that is needed to be shipped out as soon as possible that eventually enhanced capabilities working under pressure.
- May 2021 – July 2022 **Part Time Cashier – Chicking Teso Bandar Seri Putra, Selangor**
- Gained confidence in interacting with customers and to persuade them taking on extra purchase and was once praised by the manager for having the highest count of additional sales amongst the other staff.

SKILLS

- Teamwork
- Leadership
- Design and Planning
- Customer Service
- Time Management
- Articulate & Profesional Speaking Skills
- Communication Skills
- Microsoft & Canva

LANGUAGES

Malay Native Speaker **English** Highly proficient

REFERENCES

Ms. Jasmine Tan Qian Hui