

INDUSTRIAL TRAINING REPORT

GEEK FAM

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BINTI NORAZLAN

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15/08/2023



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

EXECUTIVE SUMMARY

This report aims to provide a comprehensive overview of GEEKFAM, a well-established esports company based in Malaysia, renowned for its skilled players in popular games such as PUBG and DOTA 2. By delving into the company's origins, goals, objectives, and its endeavors within the esports industry, this report intends to shed light on GEEKFAM's journey and achievements. Additionally, a thorough SWOT analysis of GEEKFAM will be conducted, highlighting its strengths, weaknesses, opportunities, and threats.

GEEKFAM's inception and rise to prominence will be explored in this report. The company's humble beginnings, strategic decision-making, and efforts taken to establish a strong foothold in the competitive esports landscape will be examined. Furthermore, the report will delve into GEEKFAM's goals and objectives, elucidating the company's vision and aspirations within the esports industry. This section will outline the key milestones and benchmarks that GEEKFAM aims to achieve in its pursuit of success.

In assessing GEEKFAM's current position, a comprehensive SWOT analysis will be conducted. The analysis will scrutinize the company's internal strengths and weaknesses, such as its talented player roster and potential areas for improvement. Additionally, external opportunities and threats, such as emerging markets and increasing competition, will be evaluated to provide a holistic view of GEEKFAM's environment.

Based on the findings of the SWOT analysis, this report will present insightful suggestions and recommendations to aid GEEKFAM in its continuous improvement efforts. These recommendations will encompass various aspects of the company's operations, including team management, talent acquisition, branding, and fan engagement strategies. By considering these suggestions, GEEKFAM can enhance its competitive edge, capitalize on emerging opportunities, and address potential challenges effectively.

In conclusion, this report serves as a comprehensive guide to understanding GEEKFAM, its evolution, and its current position within the esports industry. Through an exploration of the company's background, goals, and SWOT analysis, this report provides valuable insights and recommendations that can contribute to GEEKFAM's sustained success and growth in the ever-evolving esports landscape.

TABLE OF CONTENTS

FRAME

PRELIMINARY MATERIALS

Executive Summary	02
Table of Contents	03
Acknowledgement	04



Conclusion	16
Reference	17
Appendices	19



INTERNSHIP REPORT

Student's Profile	05
Company's Profile	07
Training's Reflection	10
SWOT Analysis	11
Discussion & Recommendation	12



Visit

GEEKFAM.ASIA
GEEKEVENTS.ASIA

ACKNOWLEDGMENT

I am grateful to announce that I have successfully accomplished and submitted my industrial training report within the given timeframe, adhering to the specific format outlined by the university.

Foremost, I extend my heartfelt appreciation to the executive team at GEEKFAM for granting me the opportunity to undertake my industrial training within their esteemed organization. This invaluable experience has undoubtedly contributed to my growth and development.

Additionally, I would like to express my sincere gratitude to my company supervisor, Miss Rachel Khoo, whose guidance and support proved instrumental throughout the duration of my training. Her invaluable insights, constructive criticism, and helpful suggestions greatly enhanced my learning experience.

Lastly, but certainly not least, I am indebted to my parents, particularly Madam Norlela Abas, who graciously served as my internship advisor. Their unwavering support, encouragement, and guidance were indispensable in helping me navigate the challenges and complete my industrial training report. I am also grateful to my friends, whose valuable information and assistance played a significant role in enabling me to accomplish this milestone.

Overall, I am immensely grateful to everyone who has played a part in my journey, from the GEEKFAM executive team to my company supervisor, parents, and friends. Their unwavering support and guidance have contributed to my personal and professional growth, and I will carry the lessons and experiences gained during my industrial training with me as I embark on future endeavors.



STUDENT'S PROFILE

NOR IMANINA FATEHA BINTI NORAZLAN



KEY COMPETENCIES

Procurement
Strategic planning
Client relationships

Microsoft skills
Negotiations
Business development

Team leadership
Communication skills
Flexible

PROFESSIONAL EXPERIENCE

Geek Events

March-August 2023

Marketing Intern

- Assisted marketing team in various projects and campaigns.
- Conducted market research and analysis to identify the target audience and market trends.
- Assisted in the planning and execution of marketing events and trade shows.
- Collaborated with cross-functional teams to ensure consistent brand messaging.
- Contributed to the development of marketing strategies and tactics.
- Assisted in the creation and distribution of marketing materials, such as brochures and newsletters.
- Conducted competitor analysis and benchmarking to identify opportunities for improvement.
- Gained practical experience in digital marketing, content creation, and campaign management.
- Participated in brainstorming sessions and provided creative ideas for marketing initiatives.
- Assisted in maintaining and updating the company's website and online listings.
- Developed strong communication and teamwork skills through collaboration with colleagues.

Family Store

January-April 2018

Sales Assistant (Part-Time)

- Assisted customers in a retail setting, providing excellent customer service.
- Stocked and organized merchandise on store shelves, ensuring a visually appealing display.
- Helped maintain cleanliness and tidiness of the sales floor and backroom areas.
- Participated in inventory management, including receiving and restocking merchandise.
- Responded to customer inquiries and resolved issues promptly and professionally.
- Assisted in setting up and organizing promotional displays and sales events.
- Developed product knowledge to effectively communicate features and benefits to customers.
- Contributed to a positive and welcoming atmosphere for both customers and coworkers.
- Demonstrated flexibility in handling various tasks and adapting to changing work demands.

EDUCATION

UITM Kampus Bandaraya Melaka

Bachelor of Business Administration (Hons.) International Business

Negeri Sembilan Matriculation College

Matriculation Certificate in Accounting

MRSM Gemencheh

SPM Graduate (Accounting major)