



اَوْنَبُوْ سَيِّدِي تَيْكُو لُو كِي مَبَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**UNIVERSITI TEKNOLOGI MARA**  
**KAMPUS BANDARAYA MELAKA**

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

**ASSESSMENT**  
**INDIVIDUAL INDUSTRIAL TRAINING REPORT**

**COURSE & COURSE CODE**  
**INTERNSHIP (MGT666)**

**PREPARED BY:**

<b>NAME</b>	<b>MATRICES NUMBER</b>	<b>CLASS</b>
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**PREPARED FOR:**  
**MADAM MASTURA BINTI AYOB**

**DATE OF SUBMISSION:**  
**23<sup>rd</sup> JULY 2023**

## **EXECUTIVE SUMMARY**

This report was written for the topic of Internship (MGT 666) at the MARA University of Technology's Malacca City Campus. This internship was required for me to graduate with an honours degree in Business Administration (Marketing), and I worked on it from March 1st to August 15th, 2023. In addition, I worked on it as part of the degree's capstone project, so it counts towards the degree. As a result, over the course of my internship, I will be working at Sandhill Digital Sdn. Bhd. to gain an understanding of the Digital Marketing Services and the primary tasks.

The major purpose of the internship was to get practical experience and apply theoretical knowledge in the fast-paced and dynamic sector of digital marketing, namely in the areas of Content Management, Operation and Creative Management, and Customer Relationship Management. During the course of this internship, a wide variety of important experiences and insights were obtained.

To begin, I was given the chance to gain knowledge about the production, curation, and dissemination of compelling content across a variety of digital platforms in the department that is responsible for Content Management. I was able to obtain practical expertise in the areas of content planning, researching keywords and content, and optimising content. I have a solid knowledge of content marketing techniques and the significance of providing target audiences with information that is both helpful and relevant to the content being delivered. Second, I was given the opportunity to become familiar with the agency's operational features while working in the department of Operation and Creative Management. I was given the opportunity to participate in the project including marketing advertisements. In addition, I worked closely with the creative team, contributing to the conception and implementation of aesthetically appealing projects. My ability for creativity and problem-solving was greatly improved as a result of this experience. Last but not least, working in the Customer Relationship Management department afforded me the chance to get an appreciation for the significance of establishing and sustaining solid connections with clients. I was an active participant in team meetings and provided them with guidance on how to utilise the Whatsapp Blast Bot.

The internship that I completed in the Content Management, Operation and Creative Management, and Customer Relationship Management departments gave me with a well-rounded knowledge in a variety of elements of how the agency operates as a whole. My knowledge, abilities, and overall professional development have all been enhanced as a result of these experiences, which has provided me with the tools necessary to build a successful career in the field of digital marketing.

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## **1.0 ACKNOWLEDGEMENT**

It is with great appreciation that I want to thank my internship supervisor, Tuan Md Zuwairi Bin Md Safar, for all of his invaluable help, guidance, and support. His encouragement, advice, and mentoring were crucial to me at this time. I owe a great debt to him for the time and effort he has put into helping me develop professionally and for the insightful feedback and suggestions he has provided throughout my studies.

I would also want to thanks to Sandhill Digital Sdn Bhd for giving me the opportunity to work with them and get practical experience in the field that most interests me. I have learned a lot from my teammates and the challenges I had throughout my internship, so it is been a really valuable experience overall.

I would want to thank everyone who helped me out throughout my internship, but especially the people I worked with who were always there to lend a hand and gave me advice and boosted my morale. I would also want to thank the helpful and kind staff at Sandhill Digital Sdn Bhd for everything that they did to make my experience there more enjoyable and comfortable.


My deepest thanks to Tuan Aiman Anuar, the Digital Marketer for taking part in useful decisions and giving necessary advices and guidance and arranged all facilities to make life easier. I choose this moment to acknowledge his contribution gratefully.

It is my radiant sentiment to place on record my best regards, deepest sense of gratitude to Tuan Hazwan Syahmi, Ms Shafiqah, the Admin/Client Expert, Ms Fazliyana, the Copywriter, Puan Zarifah and Puan Shafinaz, the Video Editor, Ms Diyana and Puan Ain, the Creative Designer, Tuan Khairil and Tuan Dannial, the Digital Marketer for their careful and precious guidance which were extremely valuable for my study both theoretically and practically.

Finally, I would want to thank my academic advisor, Puan Mastura Binti Ayob for her help in setting the academic basis and preparing me for the internship that has resulted to these impressive outcomes. Her helps throughout my studies has been invaluable, and I hope to one day live up to their high standards.



## 2.0 STUDENT'S PROFILE



### PERSONAL DETAILS

**Birth Date**

**Marital Status**

**Location**

**Email**

**Phone**

### EDUCATION

2020-Present  
**Universiti Teknologi MARA (UITM), Melaka**  
Bachelor of Business Administration (Hons) Marketing  
Current CGPA: 3.43

2018-2020  
**SMK Temerloh**  
Sijil Tinggi Pelajaran Malaysia (STPM)  
CGPA: 3.08  
MUET: Band 4

### CO-CURRICULAR

**Universiti Teknologi MARA (UITM), Melaka:**

- Forum: How To Balance Study and Leadership
- Uniqueness Of Your Passion Of Business Competition
- Siwapreneur Virtual Talk
- A treasure program for Effective Communications at SK Tanjung Minyak

**SMK Temerloh:**

- Patin Run, 2019
- The First International Fun Walk For Peace, 2019

**SMK Temerloh Jaya:**

- Allstar Interschool Showdown, 2017
- Kejujahan Petanque MSSD Temerloh, 2017

### REFERENCES

**Encik Muhammad Fairuz Bin Jamil**  
Universiti Teknologi MARA (UITM), Melaka  
Lecturer

**Miss Keng Heuy Leng**  
KS Walk In Mart, Temerloh  
Supervisor

**Encik Md Zuwairi Bin Md Safar**  
Sandhill Digital Sdn.Bhd.  
Supervisor

# NABILLA SAFARINA

BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
MARKETING

A highly motivated, versatile, and consistent individual proficiently performing multiple roles, working under pressure, and outperforming exacting specifications. Excel in fast-paced team environments and collaboration with team members. Always driven to maintain ethical standards and thrives in a team-oriented setting.

I'm looking for an organization to commence a job as digital marketer. I believe starting a career with your company will allow me to use what I've learned in this course while also improving my knowledge and skills.

### WORKING EXPERIENCES

- **July 2022-September 2022 & January 2022-March 2022**  
KS Triple Mart, Temerloh  
**Part Time Cashier/Sales Assistant**
  - Counted cash in register drawer at the beginning and end of shift.
  - Performed cash register operation, scanned, and received cash, debit and credit cards, and E-wallet payment (Boost, GrabPay, Touch 'n Go) as per the product's price.
  - Restocked, arranged, and organized merchandise in front lanes to drive product sales.
  - Assisted customers with purchase questions, promotion concerns, and processing exchanges and refunds.
- **2021 & January 2020-October 2020**  
KS Walk in Mart, Temerloh  
**Part Time Cashier/Sales Assistant**
- **March 2023 - Present**  
Sandhill Digital Sdn.Bhd., Kompleks Diamond Bangi Business, Seksyen 16 Bandar Baru Bangi  
**Internship Student | Content Management**

### SKILLS & HIGHLIGHTS

- Advanced:**
- Speaking and Writing in Malay
- Intermediate:**
- Speaking and Writing in English
- Basic:**
- Speaking and Writing in Arabic
  - Microsoft Word
  - Microsoft PowerPoint
  - Microsoft Excel
- Interpersonal Skills:**
- A proactive, passionate, and committed worker
  - Self-motivated and hard-working individual
  - Remains calm in stressful situations
  - Positive and strong work ethic
  - Enjoy working as a team member and independently
  - Good at communicating with a diverse group of people
  - Fast learner; adaptable and flexible to technology changes

Figure 1: Nabilla Safarina's Profile

3.0 COMPANY BACKGROUND



Figure 2: Sandhill Digital Sdn Bhd's Company Logo

Launched in 2020 and headquartered in Shah Alam, Selangor, Sandhill Digital Sdn Bhd is a bumiputra-owned and operated digital marketing firm in Malaysia. Sandhill Digital does not only provide top-notch advertising services; the company also works closely with up-and-coming business owners to open up more comprehensive digital marketing chances for their peers. Bandar Baru Bangi, Selangor Darul Ehsan is home to Sandhill Digital Sdn. Bhd.'s headquarters. It is open from Monday through Friday, 9 a.m. to 6 p.m., Saturday, 9 a.m. to 1 p.m., and Sunday, closed. In their "hybrid" model of business, some employees regularly commute to an office while others work from home.

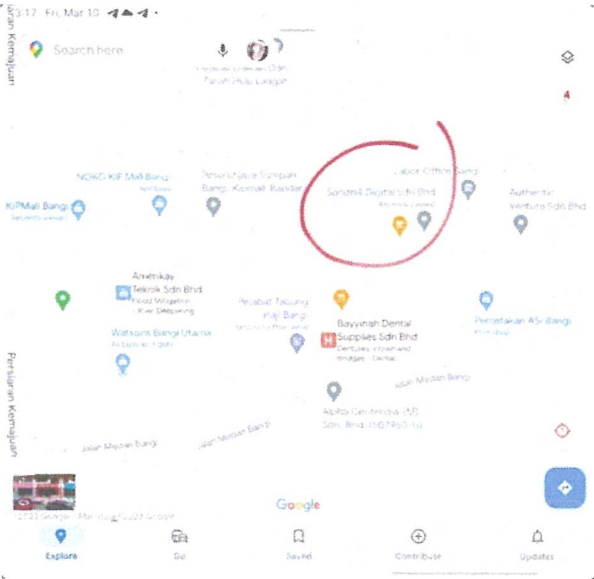


Figure 3: Google Maps of Sandhill Digital Sdn Bhd Location in Kompleks Diamond, Bandar Baru Bangi



*Figure 4: CEO of Sandhill Digital Sdn Bhd, Mr Md Zuwairi Bin Md Safar*

Sandhill Digital Sdn Bhd's chief executive officer is Mr. Md Zuwairi Md Safar. He was born in the state of Pahang, specifically the Pekan area. Since 2007, he has worked in a variety of commercial areas, including food and beverage, manufacturing, trade, and distribution.

However, he only started engaging in online commerce in 2014. Sandhill Digital Sdn. Bhd. is primarily involved in event management and digital marketing initiatives that promote products and services via online channels. Mr. Zuwairi has an abundance of self-assurance, optimism, and foresight in the realm of creative digital marketing, qualities that will undoubtedly serve him well as he strives for greatness.

In his view, a company's success hinges on its ability to introduce new goods and services to the market. This is why he has always held that marketing should serve as the company's backbone. Together, he and his team developed a successful marketing approach.



## SANDHILL DIGITAL SDN. BHD

Organizational Chart



Figure 5: Organizational Structure of Sandhill Digital Sdn.Bhd.

### a) VISION AND MISSION

Sandhill Digital Sdn Bhd is a company with unique goals and ideals. They are passionate about becoming Malaysia's leading creative marketing digital firm over the next five years, and they have a strategic joint venture partner to support them in achieving this goal. However, they are not just focused on their own success. They also want to be an advocate for business owners by sharing their stories of success and failure with a global audience. By doing so, they hope to inspire individuals to make a difference in their careers, personal lives, and overall well-being. Sandhill Digital Sdn Bhd is committed to building strong relationships with their clients through effective and consistent communication, timely responses, and a focus on delivering results that exceed expectations.

### b) GOALS

The goal of becoming Malaysia's best digital marketing firm is to boost staff happiness and improve their future chances. By making the workplace a happy place to work, the company promotes the health and happiness of its workers as well as their growth. This could be done through a supportive atmosphere, career progress, competitive perks, and a good mix between work and home. Employee happiness is important to the company because an inspired and interested staff does better work. The company stresses its future value, which shows that its digital marketing approach is forward-thinking. To do this, you need to keep up with industry



trends, be open to new technology, and use effective methods to get great results for customers. The company wants to be a reliable and sought-after partner for Malaysian businesses by being at the top of digital marketing practises. This gives Malaysian businesses the chance to grow, be successful, and have a digital edge.

### **c) OBJECTIVES**

- **Master in Digital Marketing Platforms**

Mastering expert-level knowledge of digital marketing tools, including Facebook, Google, TikTok, and other social media sites. This is because Facebook provides advertisers with a wide variety of user demographics to target. To assist marketers reach the right people and evaluate the efficacy of their campaigns, it provides a wide range of targeting choices, ad formats, and powerful monitoring tools. Sandhill Digital Sdn Bhd also wants to be proficient with advertising platforms like Google Ads and Google Analytics for website analytics and search engine marketing (SEM). TikTok is a one-of-a-kind website for making and sharing short films, and Sandhill Digital Sdn. Bhd. wants to expand its presence there in order to reach a younger audience and create more engaging marketing campaigns. Other social media platforms, such as Instagram, Twitter, LinkedIn, and Pinterest, each provide marketers a unique set of tools and user demographics with which to interact and customise their messages to specific audiences.

- **Expert in Ai tech in current world**

Having expert-level understanding and experience with Ai formulae and tools to enhance marketing plans and get the best outcomes is essential in today's competitive digital marketing landscape. Sandhill Digital Sdn Bhd plans to leverage Ai technology to examine client behaviour, customise marketing initiatives, and streamline operations in order to provide more targeted and productive services. This innovation enables effective mood analysis and mood-based targeting by analysing consumer sentiment and feedback via the lens of natural language processing. They can also employ computer vision to examine films and photos, allowing for intelligent systems to identify content and provide recommendations. Robots powered by artificial intelligence can provide individualised service to customers and encourage more participation.

### 3.1 BACKGROUND OF ESTABLISHMENT



*Figure 6: Then and Now Company Logo*

Sandhill Digital started off with only two employees but has now grown into a close-knit team. Sandhill Digital Sdn. Bhd. started operations in the second half of 2017 and has been a leader in digital marketing since 2013. It was founded as Anaheim Movement Enterprise, and its current mission is to assist companies of all sizes in promoting and selling the goods and services they need.

The group got its start in response to a growing need for digital advertising services. Early on, staff members at Sandhill Digital were working undercover for a number of different businesses. The idea to launch Anaheim Movement Enterprise in 2017 came about after many years of experience in the industry.

The doors of Anaheim Movement Enterprise have been open for business for some time now. However, starting in 2020, there is a record number of customers and prospective customers that are interested in the service. This helps clarify the idea of progressing forward. Anaheim Movement Enterprise was able to become a limited liability corporation because its client base was large enough to warrant the hiring of more staff. In 2021, Anaheim Movement Enterprise changed its name to Sandhill Digital Sdn Bhd to reflect its transformation as a Malaysian company.

## Kriteria Anda

Jenis kriteria klien yang kami uruskan



### Jualan Produk atau Servis

Jika anda seorang usahawan, inilah peluang anda untuk pergi lebih jauh!

Bermula RM20/hari



### Badan Kebajikan atau Badan Bukan Kerajaan (NGO)

Jika anda seorang yang berjiwa besar ingin membantu ramai individu, kami akan menjadi pendorong yang akan sentiasa di belakang anda!

Bermula RM20/hari

*Figure 7: Service provided by Sandhill Digital Sdn.Bhd*

Sandhill Digital Sdn. Bhd.'s strengths come from the fact that it employs a significant number of individuals who are experts in digital marketing and also a youthful workforce that can provide fresh ideas to the industry. Many businesses and NGOs across many sectors have benefited from their assistance in areas like branding, marketing, productivity improvements, and broadening their commercial horizons while still meeting their objectives.

The services offered by Sandhill Digital Sdn. Bhd. have recently expanded to include a wider variety of areas as the company has grown. Sandhill Digital Sdn. Bhd not only helps with corporate and brand promotion, but also with social activities that aim to help people and the community at large. Although the final figure has not been decided upon, the team has been given a budget of between RM10,000 and RM4,000,000.

Although the bulk of Sandhill Digital Sdn Bhd's current clientele are based in Malaysia, they are more than happy to expand their operations to serve international clients. They thrive on competition and are constantly eager to take on new tasks, especially in fields like digital marketing where there are almost no limits.

Over the last year, Sandhill Digital Sdn Bhd has helped over 30 companies with their digital marketing strategies. These clients include both non-governmental organisations (NGOs) and commercial enterprises. When they initially started, many of them were just dreaming, but now they have something to build on.

Sandhill digital Sdn Bhd provides its customers with a variety of services, including marketing, content production, story boarding, and video editing. To elaborate, this company is able to do social media marketing in addition to providing services including but not limited to: creating storyboards for advertising agencies and film productions; reviewing and refining videos and special effects for products and services; and producing, composing, and publishing content for one's business. In addition, Sandhill Digital Sdn Bhd handles all of the company's telemarketing, branding, and content creation.

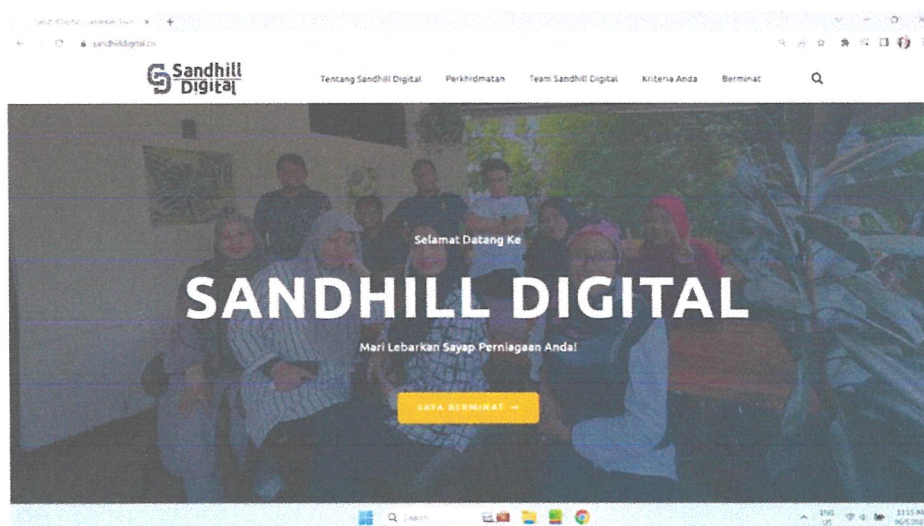


Figure 8: Sandhill Digital Sdn.Bhd. Company Website

Instagram, TikTok, Twitter, YouTube, and Facebook are just some of the social media channels that Sandhill Digital Sdn Bhd has developed in recent times. For a digital marketing agency like Sandhill Digital, the creation of social media platforms is crucial for tapping into the benefits of this kind of marketing, reaching out to their demographic, showcasing what they have to offer, and establishing themselves as an authority in their field.



#### **4.0 TRAINING'S REFLECTION**

The internship trained me for many aspects of the working world, including the ability to perform well under pressure, organize my time efficiently, and generate original ideas for social media posts, and other types of written content.

My internship is scheduled to begin on March 1, 2023 and end on August 15, 2023, a total of six months of work. Since the company specializes in digital marketing, I felt it would be a good fit for my internship.

I was served as an intern in the fields of Content Management, Customer Relationship Management, and Operation and Creative Management.

#### **4.1 ROLES AND RESPONSIBILITIES**

My internship with Sandhill Digital Sdn Bhd's content management team gives me the chance to learn about all aspects of digital content management in a professional setting. Some of my duties and obligations are as follows:

##### **4.1.1 CONTENT MANAGEMENT**

- **Content creation and publishing**

I manage the company's social media accounts, including Instagram, Twitter, Facebook, TikTok, and YouTube, and I am responsible for developing and uploading content there. In addition to publishing and organizing information, this role may also include authoring, editing, and formatting. In my role, I produce digital assets including blog articles, social media material, videos, graphics, and other multimedia assets to a high standard. I am responsible for producing material that is both interesting and relevant to the company's target audience while adhering to the company's content strategy, tone, and style requirements.

- **Content strategy (ideation and planning)**

I help shape the company's content strategy so that it serves the business's objectives and speaks to its intended customer base. I have been tasked to expand the intern programme by spreading the word about this organisation. Research, data analysis, and content calendar or plan creation might all fall within the purview of this position. As part of my role, I participate in group sessions to generate ideas for fresh content that fits with the company's mission and ideal customers.

- **Content distribution and promotion**

As part of my role at Sandhill Digital Sdn Bhd, I promote and disseminate information through a number of online and social media venues including Instagram, Twitter, Facebook, TikTok, and personal Whatsapp.

- **Collaboration**

I am collaborating closely with other team members, including copywriters, digital marketers, and video editors, to meet our deadlines and maintain the quality of the material we generate.

- **Research**

For the purpose of informing my content production and enhancing the company's business, I am also researching industry trends, best practises, and upcoming technology.

- **Daily meeting and updating daily task**

I will participate in the daily meeting with all of my coworkers and bring everyone up to date on our daily responsibilities.

As an intern at Sandhill Digital Sdn Bhd's content management team, I am learning the ins and outs of maintaining and organizing digital content, a vital component of the marketing plans of many companies. This internship has given me invaluable experience that will serve me well in whatever field where I pursue a career in content management.

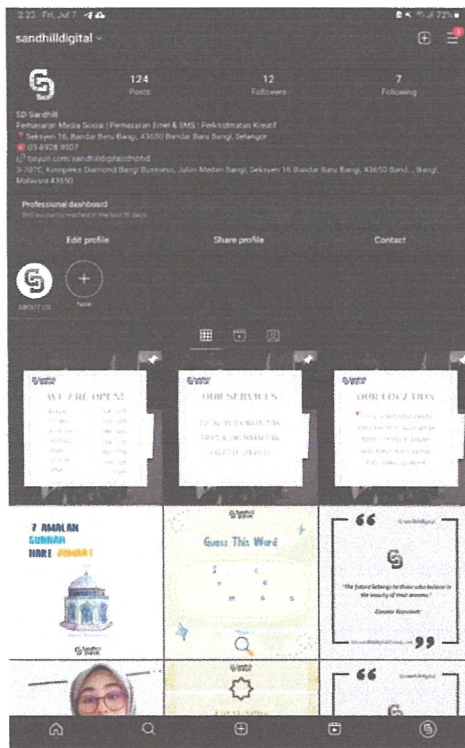


Figure 9 : Sandhill Digital Sdn Bhd's Instagram Account

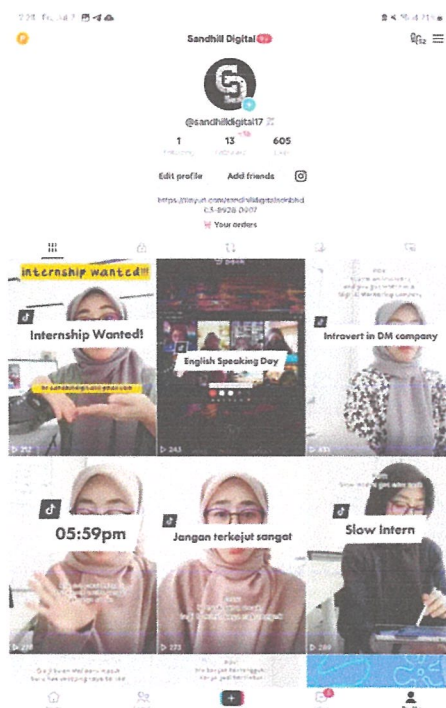


Figure 10 : Sandhill Digital Sdn Bhd's TikTok Account

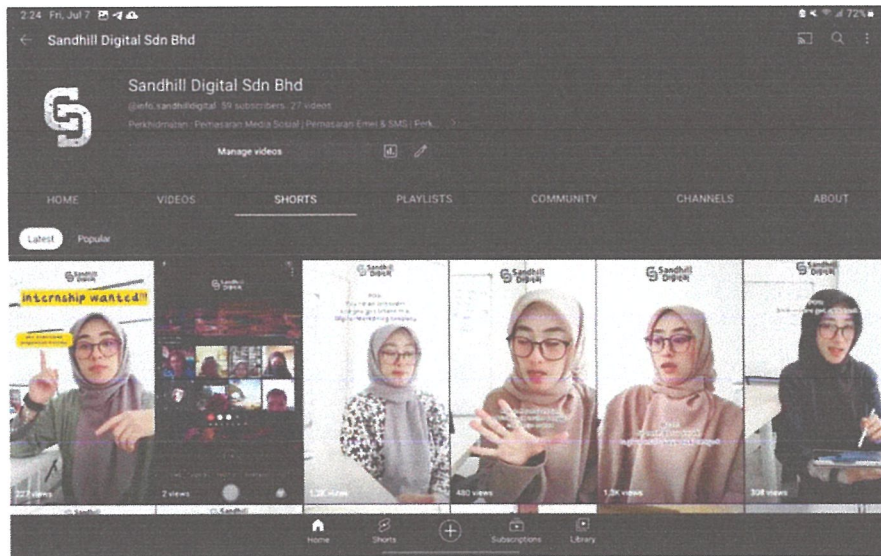


Figure 11 : Sandhill Digital Sdn Bhd's YouTube Account

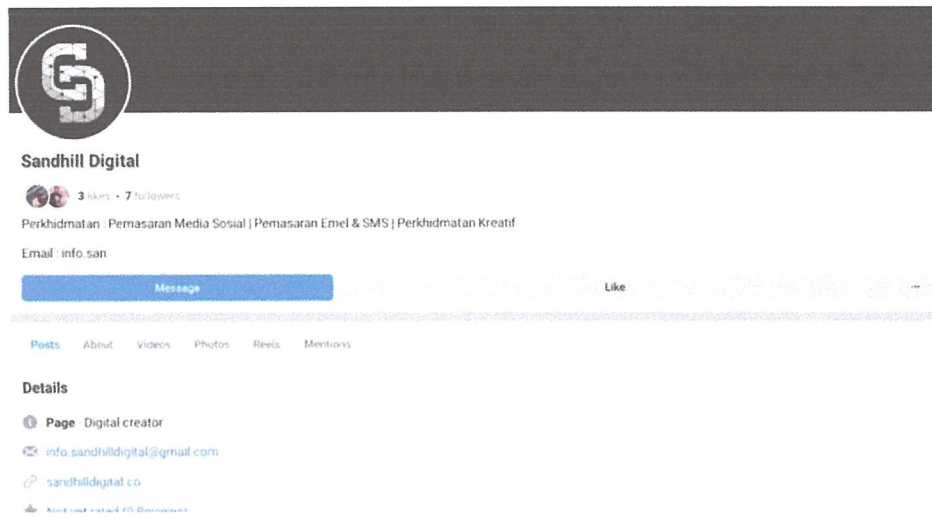


Figure 12 : Sandhill Digital Sdn Bhd's Facebook Account



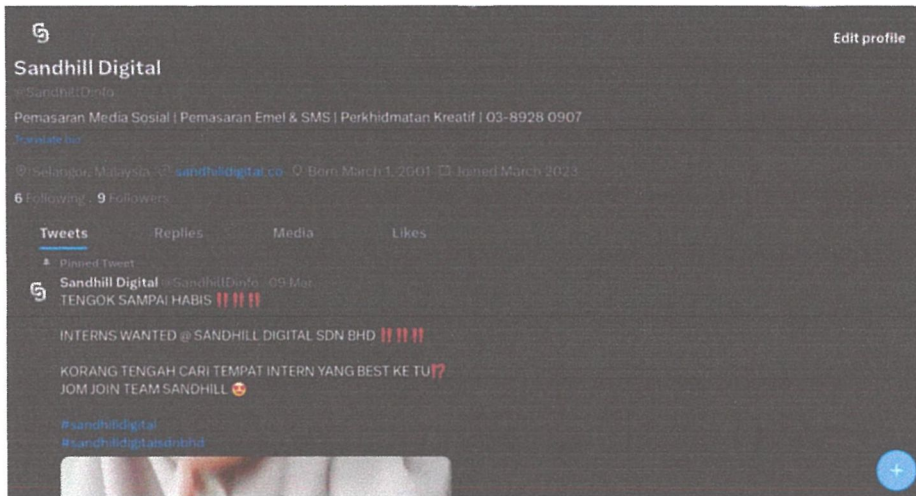


Figure 13 : Sandhill Digital Sdn Bhd's Twitter Account

#### **4.1.2 OPERATION AND CREATIVE MANAGEMENT**

- **Documentation and standard operating procedures**

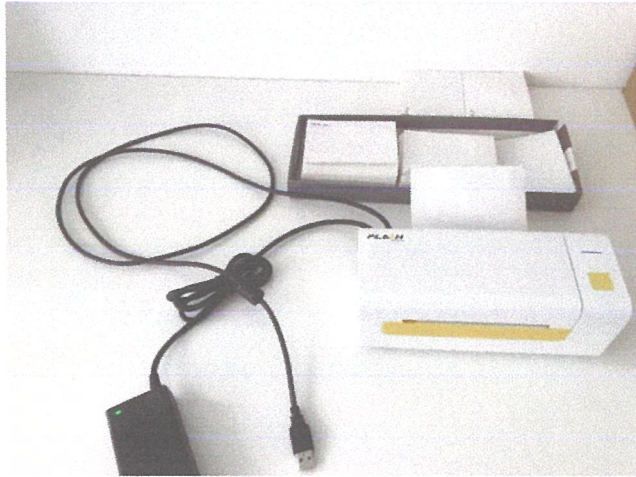
Standard operating procedures (SOPs), work instructions, and process flowcharts are all things that fall within my purview to draught and revise as necessary throughout production.

- **Product photography coordination:**

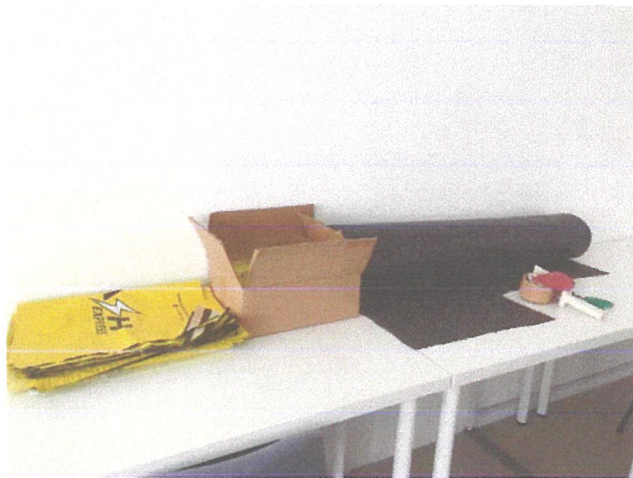
By liaising amongst photographers, stylists, and other team members to arrange shoot dates, times, locations, and the availability of equipment and props, I help coordinate product photography sessions.

- **Product preparation:**

In preparation for the photo shoots, it is my responsibility to organize and set up the products in the best manner possible, ensure that they are of high quality, and coordinate with the relevant teams to get any required product samples.



*Figure 14: Flash Express Printer*



*Figure 15: Order and Product Packing*



*Figure 16 (a): Household Product (Pisau Super Tajam Jepun)*



*Figure 16 (b): Household Product (3 in 1 Multi-Function Vegetable Cutter)*





*Figure 17: Setting up for product's video shooting*



*Figure 18: Video Shooting of the product*

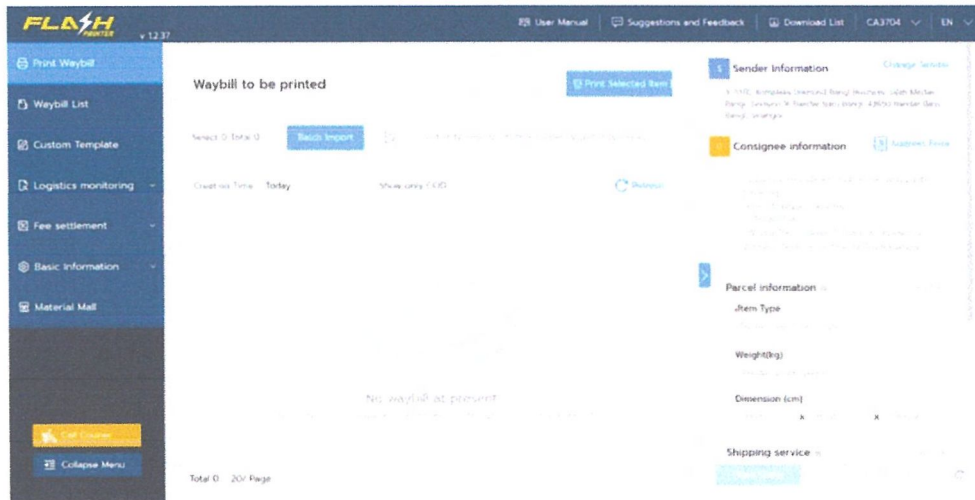


Figure 19: Flash Express System (Uploading and updating database and printing)

- **Set organization:**

I will help prepare the studio or filming location by putting up lights, backgrounds, and props to ensure a smooth and unified production.

- **Image editing and post-production:**

Depending on the needs of the business, I was sometimes asked to help with basic photo and video editing chores like cropping, resizing, and colour correcting in order to improve the quality of the product photos.

#### **4.1.3 CUSTOMER RELATIONSHIP MANAGEMENT**

In addition, I spent a few of months working in the CRM department, where I was responsible for the following.

- **Assisting in CRM system implementation and maintenance:**

I am here to help set up and maintain the customer relationship management system for the teams to use the Bot. This involves scanning QR codes containing contact information sent over Whatsapp and making the necessary adjustments to the Whatsapp Bot.

- **Conducting data entry and data cleansing activities:**

All of the given phone numbers must be checked to ensure they are active before I can use Whatsapp Bot to send out Whatsapp blasts. I have to check the Whatsapp contact information for more than three customers every day to make sure it is accurate and up to date.

- **Participating in CRM meetings and contributing ideas for process improvement:**

I have participated in several CRM team meetings, both those in which Tuan Aiman Iskandar has taught me and those in which I have been tasked with training other team members and contributing my opinions on how to improve CRM processes and customer engagement strategies.

## **4.2 BENEFITS THAT RECEIVED AND GAINED**

The following are some of the things I learned and earned during my internship at Sandhill Digital Sdn Bhd:

### **4.2.1 Allowance**

The allowance that I am receiving will assist me get to and from work, cover my rent and food, and cover other essentials so that I can focus on learning and growing during my internship rather than worrying about money. As a result, I will be able to relax about money and concentrate more on making the most of my internship.

The fact that I won't have to worry about money throughout my internship is proof that my efforts will be appreciated. It shows how much my internship meant to the organisation and how much they valued my hard work.

With this allowance, I will be able to give my whole attention to my internship. Knowing that I would be monetarily rewarded for my hard work motivates me to do my best at all times.

### **4.2.2 Accommodation**

- **Wireless Internet Connectivity/Wireless Fidelity (WiFi)**

WiFi, or wireless internet, is critical in the workplace. By using the office's Wi-Fi, I can easily link my mobile devices to the company's server. As a result, I am able to keep up with my online presence, get to my tasks more quickly, better coordinate with my colleagues, and have more productive discussions with them.

I am not restricted to a single cubicle or desk, but rather may choose to work anywhere I like inside the office building. This flexibility improves interaction, encourages teamwork, and makes for a more exciting workplace.

To sum up, having WiFi available in the office is critical for allowing employees to work effectively, freely, and with modern comforts. It helps me as an intern and the rest of the employees interact and exchange information more efficiently and effectively, which in turn makes for a more cohesive and productive workplace.



- **Pantry with free snacks**

A pantry is a useful perk since it provides employees with a dedicated space inside the office where they may store and prepare their own food and drink. I no longer need to take time out of my workday to prepare my own lunch or search for meals elsewhere.

The availability of refreshments motivates me to take regular pauses to restore my energy. The ability to focus and stay energised during the workday is much enhanced in those who have eaten properly.

Eliminating tension. If I give myself a chance to relax and regroup on a regular basis, I may be better able to deal with pressure. Pantry breaks are my favourite since I can go away from my work and enjoy some peace and quiet while recharging my batteries.

I have been saving money on food and drinks since there is a microwave and a variety of coffees and teas in the pantry. Instead of buying food from the store or ordering it online, I might save money by stocking the pantry at the office.

#### **4.2.3 Bonus and special case**

- **Bonus after completing extra task**

There are several benefits to being rewarded monetarily for going above and beyond the call of duty. Among the many benefits of completing an extra task and receiving a bonus are the following:

- **Recognition and appreciation:**

A bonus is a monetary award given to an employee for exceptional work. It demonstrates that my dedication and hard effort are appreciated by my supervisors. This recognition will strengthen my sense of self-worth and motivate me to continue working hard.

- **Motivation and engagement:**

Extra compensation for overtime worked might be an effective motivator. This reinforces the company's commitment to excellence and encourages me to give my all as an intern. A bonus may motivate people to work harder and show more enthusiasm for their future endeavours.

It is important to remember that the bonus will have a different impact on different people depending on their personalities, work environments, and other factors. Incentives

for going above and above the call of duty have been shown to improve workplace collaboration, productivity, and morale.

#### **4.2.4 Work From Home (WFH)**

WFH, or working from home, has become more common and trendy in recent years. Here are a few benefits of doing remote work:

- **Cost savings:**

It is possible to make significant financial gains by working from home. It would save me money on transportation and maybe on other unnecessary expenses, like eating out for lunch and buying new clothing for work.

- **Increased productivity:**

Working from home often really boosts productivity. When there are less interruptions from coworkers and less background noise in the office, I tend to be more productive and focused.

- **Improved work-life balance:**

WFH makes it simpler to juggle obligations for both business and personal life. I have time off if I need it to take care of things around the house, spend time with loved ones, or indulge a passion. The happiness and health of employees may increase as a result of this flexibility.

It is important to keep in mind that the benefits of working from home might vary from person to person, job to job, and kind of work to type. However, WFH offers a number of advantages that might improve many people's quality of life and sense of fulfillment at work.

## **SKILLS**

Content creation internship might give me priceless training and experience for my future career. I would like to learn the skills and knowledge listed below;

### **1) Content creation:**

I have gained an extensive knowledge of the creation of multimedia content, including blog posts, social media updates, videos, graphics, and more. I received training in how to produce content that would attract and enlighten the target audience while also adhering to the company's content strategy, tone, and style guidelines.

### **2) Writing skills:**

I have been developing my writing abilities through blog posts, social media updates and captions, and other content. I was able to hone my writing abilities and create a style that is both approachable and captivating via repetition.

### **3) Advertising & marketing skills:**

I have learned about digital marketing and the many platforms and channels that businesses use to advertise their goods and services. I gained knowledge on how to produce content that supports the company's marketing objectives and how to assess the effectiveness of the campaigns.

### **4) Time management skills & punctuality:**

In order to complete the tasks I was working on by the deadlines set and to make sure that the material was delivered on time, I was able to develop the skills required to successfully manage my time.

## 4.2.6 BENEFITS

As an intern at a digital marketing business, I have the opportunity to obtain various different perks. The following are some possible advantages that may accrue to you:

- **Mentorship:**

Working closely with seasoned experts like Tuan Aiman Iskandar, Tuan Aiman Anuar, and Tuan Zuwairi has given me the opportunity to get mentoring and career direction.

Overall, my internship at Sandhill Digital can offer me a variety of priceless experiences, abilities, and contacts that can help me start a career in digital marketing.

- **Learn New Software:**

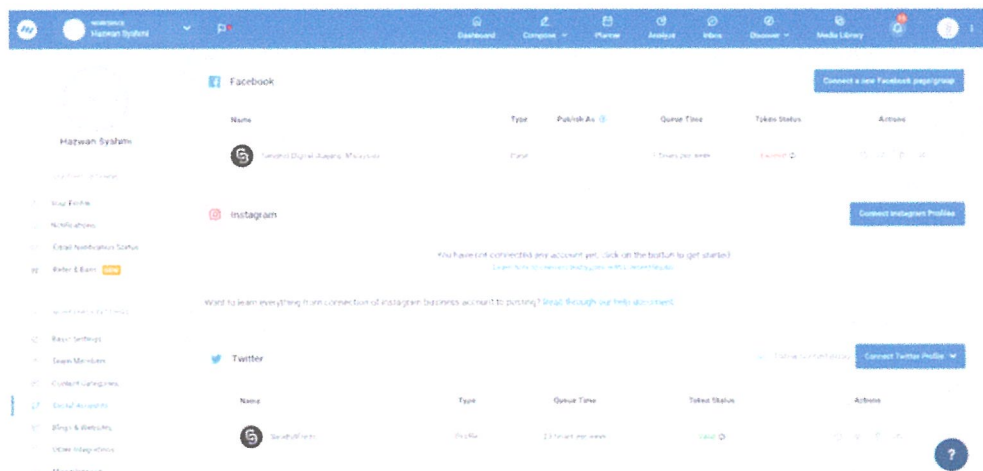


Figure 20: ContentStudio.io Software

a) **ContentStudio.io**

With its many features, ContentStudio.io is an excellent solution for content management and marketing. It enables me to find and collect pertinent content from various sources, plan and automate content campaigns, collaborate with team members, track influencers, and schedule and publish company content across multiple social media platforms.

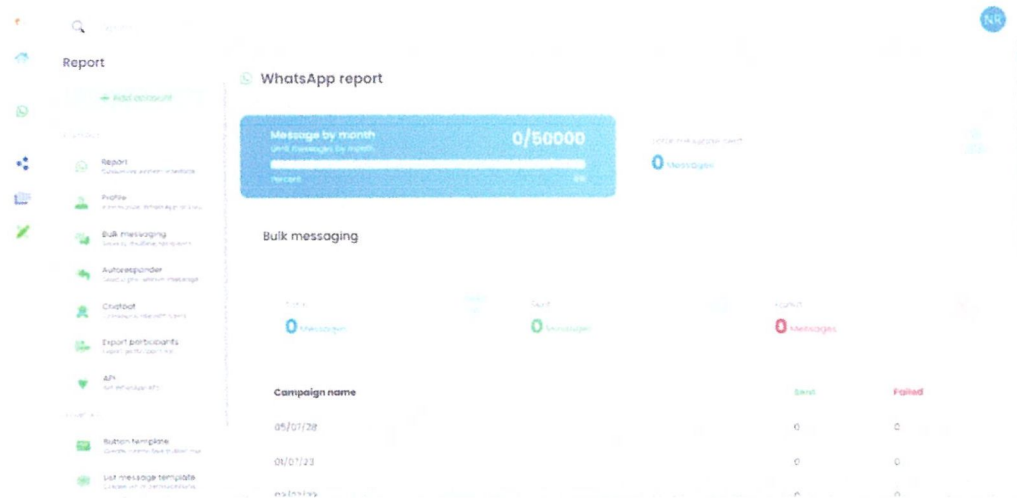


Figure 21: Dashboard Whatsapp Blast

**b) Dashboard Whatsapp Blast**

On the other hand, Dashboard WhatsApp Blast offers a useful method for delivering many recipients customized and targeted WhatsApp messages. With the help of this programme, I can communicate with more people more easily and keep their interest. Dashboard WhatsApp Blast's user-friendly design and potent features boost my message campaigns, save me time, and increase the effectiveness of my marketing initiatives as a whole.



## 5.0 SWOT ANALYSIS OF SANDHILL DIGITAL SDN BHD

<p style="text-align: center;"><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>● Skillful employees/manpower</li> <li>● Has fixed address</li> <li>● Has strong relationships with clients</li> </ul>	<p style="text-align: center;"><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>● Understaffing issue</li> <li>● Low brand awareness</li> </ul>
<p style="text-align: center;"><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>● Increasing demands in digital marketing service</li> <li>● Add on service for clients</li> </ul>	<p style="text-align: center;"><b>THREATS</b></p> <ul style="list-style-type: none"> <li>● High competition from new entrants and existing players</li> <li>● Price wars and pressure to lower prices to stay competitive</li> </ul>

*Table 1 : SWOT Analysis of Sandhill Digital Sdn Bhd*

### 5.1 STRENGTHS

A highly qualified workforce is an asset to every business, as it helps to build the company's standing and bring about lasting success. To be competitive in today's business environment, every firm needs a skilled workforce. Companies that value their workers' time and effort and reward them for it with opportunities for professional and personal growth, as well as those that foster an encouraging and supportive workplace, tend to be more successful. The business will benefit from the company's growth and maintain its excellent relationships with the workforce if it takes this course of action. For the firm to be successful, it is essential that management invest in the professional development of its employees, (*Importance of having skilled manpower.* (n.d.)).

The Sandhill Digital Sdn Bhd workforce is quite knowledgeable, especially in the area of information technology (IT). Expert IT abilities are necessary since Sandhill Digital Sdn Bhd offers digital marketing services. Companies with the capacity to predict their company demands and labour needs, particularly for high talents, would acquire the decisive competitive edge, claims Samuel Ajayi (2020). Furthermore, according to another study, "highly competent and committed workforce allows companies to gain a competitive advantage" (T, N., 2021). The ability to use technology efficiently, enhance online presence, automate processes, make data-driven choices, and secure sensitive information is a skill that digital marketers with IT understanding may benefit from.

Therefore, according to M. Zióowska et al. (2021), "IT technologies and digital tools also impact marketing, helping to build relationships with clients and creating the value of each organisation."

The fixed address is the second strength. For several reasons, including trustworthiness, legal compliance, effective operations, and consumer accessibility, having a physical address is still beneficial. Geographical location is a component that helps to the formation of the entrepreneurial aspirations that shape the business profile, claims study by Yurrebaso, A., Picado, & Paiva (2021). According to Peteri, V., Lempäinen, & Kinnunen (2020), "opening up the office space invites new sorts of management of work tasks, social relations, and embodiment."

Having good ties with clients is Sandhill Digital Sdn. Bhd.'s final strength. One of the reasons Sandhill Digital has recurring customers is because of this. Strong bonds encourage cooperation, trust, and loyalty, which result in long-term relationships, repeat business, and favourable word-of-mouth recommendations. In order to understand consumer demands, create personalised solutions, deliver outstanding customer service, and adapt to changing tastes, businesses need to have strong client connections. This is what ultimately leads to growth and success. The effect of customer-brand interactions on brand loyalty is favourable and strong, according to Vikas Kumar et al. (2020). Additionally, a study by Javed, A., and Khan, Z. (2020) stated that "customers continue their business with the firms they love," and a study by Nasir, M., Adil, M., and Dhamija, A. (2021) stated that "customers are more likely to be loyal to the service firms and would spontaneously engage themselves with positive word of mouth."

## **5.2 WEAKNESSES**

Sandhill Digital Sdn. Bhd.'s first obvious area of vulnerability is understaffing. There are less than 20 employees at Sandhill Digital, and the majority of them work from home. As a result, some employees are working too much. The quantity of work and understaffing are the key contributing variables to workplace stress, burnout, and work-life balance, according to study by Garcia, E., Kundu, I., Kelly, M., Soles, R., Mulder, L., & Talmon, G. (2020). In addition, a study with 77 respondents concluded that "weather issues, a lack of manpower, and incomplete planning documents are the main factors causing delays." Tahir, M., Tukirin, S., and Elfi, E. (2020).

Another issue is poor brand recognition. Even though Sandhill Digital Sdn. Bhd. specialises in digital marketing, when I initially joined the firm, it lacked a social media presence. Therefore, even if it has been active in the digital marketing sector for a while, fewer individuals are aware of its operation. This circumstance was connected to a study by GustiNoorlitaria, A., Pangestu, F., F., Surapati, U., & Mahsyar, S. (2020), which found that "brand awareness affects and has a significant effect on purchase intention and brand loyalty." Additionally, "brand awareness has an important impact on purchase intention" F. Muadzin, S. Lenggogeni, and others (2021). Therefore, this can be one of the reasons why Sandhill Digital has trouble attracting new customers.

### **5.3 OPPORTUNITIES**

To reach and engage their target audiences, businesses are investing more and more in digital marketing methods. Sandhill Digital Sdn. Bhd may thus have a good possibility of making more money in this industry. In contrast to conventional marketing, V. Shevchenko et al. (2022) note that "Today, digital marketing is becoming an increasingly important tool for promoting almost any type of product." Also highlighted in The Economic Times Online News, "digital marketing has become a powerful tool for organisations due to the prevalence of online activity among customers." The Best Digital Marketing Courses, n.d. In their research published in 2020, R. Junusi et al. said that "business people must follow technological advancements as digital marketing media to increase their marketing." In light of the rising need for digital marketing services, it is evident that Sandhill Digital Sdn. Bhd. has a strong potential for big earnings.

This firm has the chance to offer add-on services for their customers, which will allow them to expand their business, improve their level of customer happiness, and eventually achieve sustainable success in the market.

### **5.4 THREATS**

High competitiveness is one of the primary threats that Sandhill Digital Sdn. Bhd. has to deal with. As more individuals become specialists in it in response to the rising demand for these services, competition for jobs and clients in the digital marketing sector is escalating. Even yet, this business is close to other digital marketing firms geographically. The potential of digital marketing to significantly increase sales volume has led to its universal recognition as the superior medium, as indicated in a study by Risa Ratna Gumilang et al. in 2019.

Price competition was another risk that they had to contend with. As a result of the fact that this firm has just recently opened an office, it is possible that they may experience certain cost constraints, such as high overhead expenditures or the requirement to make investments in cutting-edge technology or people. They could lower their rates in an effort to bring in a greater number of customers so that they can keep their profit margins stable.

## **6.0 DISCUSSION AND RECOMMENDATION**

Strong relationships with clients, an established address, and skilled employees are only a few of Sandhill Digital Sdn. Bhd.'s advantages, as stated in the section above. Understaffing and poor brand recognition are some of its flaws. High demand and opportunity for success in the field of digital marketing are its main opportunities, but price wars and the arrival of rivals are its main threats. Thus, based on the study, there are various recommendations to concentrate on enhancing their strengths, overcoming their shortcomings, seizing chances, and minimising risks.

### **6.1 STRENGTHS**

According to a research by Muhammad Zia-ur-Rehman et al. (2020), "training does have a favourable influence on employees' performance," hence Sandhill Digital Sdn. Bhd. may offer training to expand its competent personnel. For instance, the business can provide its staff training in areas like social media advertising, content or email marketing, and customer relationship management. Then, having a permanent address is advantageous for the business, but additional security measures, such as the installation of security alarms and access control systems, are still required to protect the safety of both employees and visitors. It is crucial to instruct staff members on security regulations and practises. Additionally, Sandhill Digital Sdn. Bhd. must follow up with clients after completing any projects to make sure they are satisfied with the results; otherwise, the company would not be able to address customer inquiries and concerns. This will promote long-term collaborations and boost customer loyalty. Transparency is the cornerstone of any trustworthy customer connection, according to Canopy (2020), and it all begins with open channels of communication.

### **6.2 WEAKNESSES**

If nothing is done about the understaffing issue, Sandhill Digital Sdn. Bhd.'s vulnerabilities will continue to be exploited. In order to reduce worker turnover, I first suggest that the business increase its efforts to retain employees. A study titled "Employee Turnover: Causes, Importance, and Retention Strategies" revealed that putting more effort into keeping good employees resulted in lower turnover rates. According to the research's conclusions, "retention strategies should be designed to meet the needs of employees, such as providing opportunities for career growth, training and development, and work-life balance" (Al-Suraihi et al., 2021). I also suggest that the psychological work environment be improved. The National Centre for Biotechnology Information research "Reducing employee turnover in hospitals: estimating the effects of hypothetical improvements in the psychosocial work environment" argues that doing so can help minimise



employee turnover in hospitals. The goal of this study was to uncover and quantify the influence of fake alterations to the workplace's psychological environment on employee attrition (Mathisen et al., 2021). Additionally, I advise the company to post job openings at career fairs and other similar events to draw in more suitable candidates and address the understaffing issues. According to one study, attending job fairs may greatly increase one's chances of landing a job (Sudrajad et al., 2021). For instance, Sandhill Digital may meet potential new hires at career and employment fairs like Mega Careers & Study Fair and MyStarjob Fair (*Kuala Lumpur, Malaysia Career Fairs Events | Eventbrite, n.d.*).

Getting customers interested in the corporate brand is the key to developing trusting relationships with them. The business must create methods that will raise brand recognition in order to do this. A physical event is one way to do this, but a virtual workshop or webinar might be preferable. Event marketing has emerged as the most successful strategy for increasing brand recognition, according to study findings (Rachmadhian & Chaerudin, 2019). In this situation, a firm may enhance brand recognition and eventually increase sales by sharing information and experience through online seminars with potential consumers. Social media may also be used to interact with followers, connect with people, and promote content. Businesses may raise brand recognition and build lasting connections with their audience by adhering to best practises and producing excellent content. Additionally, I think hiring additional staff, specifically for social media management within the content management unit, will be advantageous for the company. The study's findings about the use of social media for viral marketing indicate that it can enhance Brand Awareness of a product and influence purchasing decisions (Mustikasari & Widaningsih, 2019).

### **6.3 OPPORTUNITIES**

Since Tahfiz and Madrasah are some of the company's clients, I advise the business to create relationships with influencers or content creators in order to enlist their assistance in advertising Tahfiz's or Madrasah's development aid money given the great need for digital marketing services today. Iddin Ramli or Alif Teega are two possible candidates for the influencer role. The research (Lee et al., 2021) that supports this statement states that "interactions between influencers and business owners should be beneficial to both parties."

In addition, the business may provide frequent customers added-value services like providing them with special bonuses or perks as a way to thank them for their continuing support. The inclusion of special discounts on extra services, priority scheduling, or access to unique

resources are suggested. This is supported by a research by Chen et al., published in 2019, which found that "service providers can gain a competitive edge and maintain their market position by offering high value added and critical quality attributes."

### **6.3 THREATS**

I advise the firm, in light of the risks that it faces, to keep an eye on the tactics used by their rivals and modify their digital marketing initiatives accordingly. To keep ahead of the competition, the business needs stay current with market trends, new technology, and client preferences. A study by Lányi et al. (2021) that found "continuous maturity monitoring of competitors' websites provides useful benchmark information for an enterprise as well" supports this claim. Additionally, in order to lure clients away from other businesses, the corporation can provide unique incentives and promotions like limited-time deals and discounts in conjunction with Hari Raya Aidilfitri or the New Year. The business might also emphasise the special advantages customers can get from using their services. According to study (Casaló & Romero, 2019), "promotions may also be sufficient to trigger some customers behaviours, such as word-of-mouth."

I suggest the company offer specialised solutions, such as tailored digital marketing services that are targeted to the particular demands, restrictions, and budgets of each customer, through the provision of customised packages, in order to prevent the possibility of a pricing war. Moreover, the business may concentrate on services with additional value. The firm may stand out from the competition by providing more value-added services rather than participating in a pricing war. This might involve thorough analytics and reporting, constant strategy and optimisation modifications, thorough market research, or new marketing channels outside of the norm.

## **7.0 CONCLUSION**

In summary, I would like to say that taking part in this internship has been a rewarding experience for me since it has allowed me to use the theoretical knowledge and practical competence that I have gained through my academic studies in a real-world setting. The internship not only increased my understanding of the industry, but it also provided me with the chance to get useful real-world experience that will aid me in achieving my future objectives.

I got the chance to work with a team of committed professionals during the internship, and they were willing to share their knowledge and expertise while also encouraging and supporting my efforts. Their readiness to serve as a mentor and a guide for the period of my internship was highly beneficial to both my professional and personal development.

I was able to learn new skills and knowledge throughout my internship, which gave me a new perspective and more depth of understanding of the industry. I have received useful experience that will help me in the future, such as how to effectively manage my time, work well in a team environment, and interact with my coworkers.

I recently got the chance to take part in an internship, and I learnt a lot that I plan to apply to both my future academic and professional aspirations. I appreciate the opportunity, and I look forward to using the knowledge and skills I have gained from this experience in the years to come.

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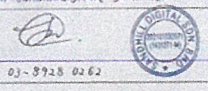
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## 9.0 APPENDICES

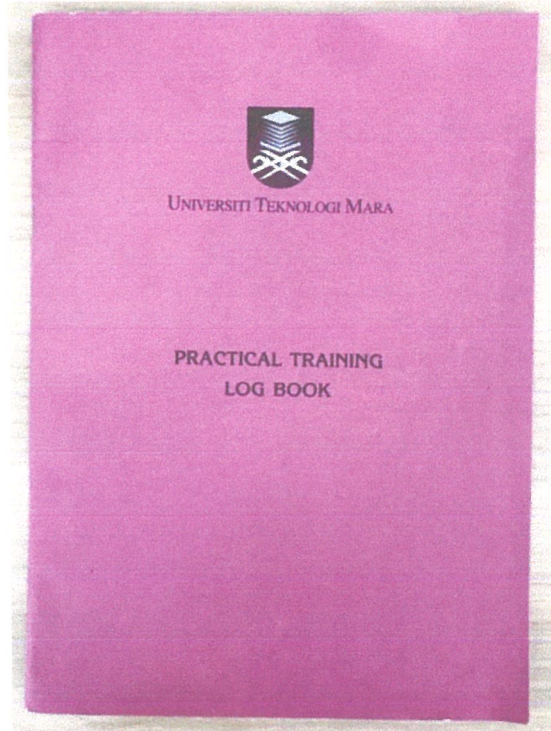


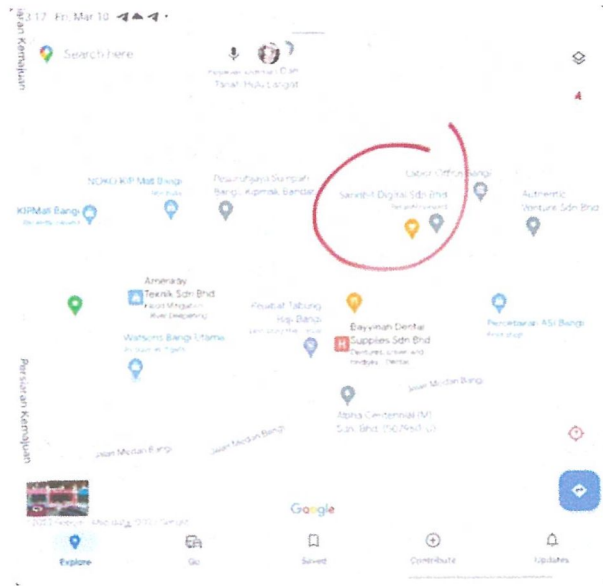
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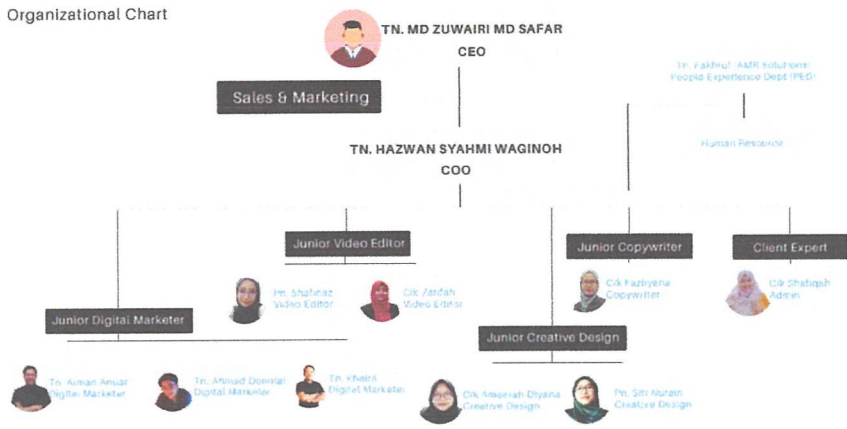
Nota\*  
 Borang ini perlu dilengkapkan oleh pelajar dan diserahkan kepada Penyelaras Latihan Industri melalui link: <https://forms.gle/bvvf4P7m6ojeT7n17>





**SANDHILL DIGITAL SDN. BHD**

Organizational Chart





## Kriteria Anda

Jenis kriteria klien yang kami uruskan



### Jualan Produk atau Servis

Jika anda seorang usahawan, inilah peluang anda untuk pergi lebih jauh!

Bermula RM20/hari



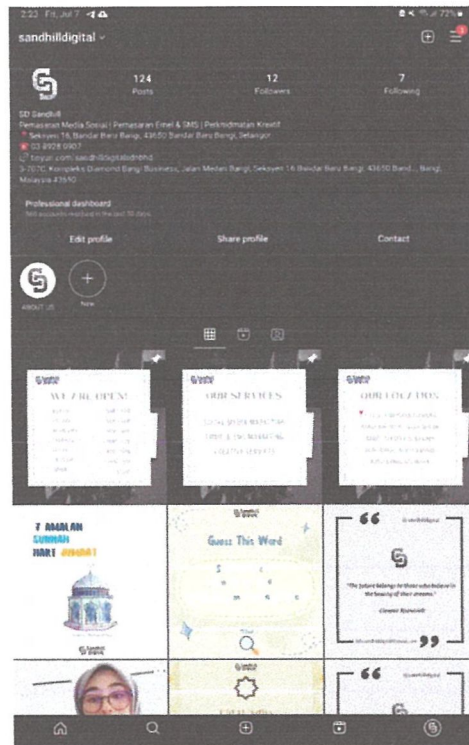
### Badan Kebajikan atau Badan Bukan Kerajaan (NGO)

Jika anda seorang yang berjiwa besar ingin membantu ramai individu, kami akan menjadi pendorong yang akan sentiasa di belakang anda!

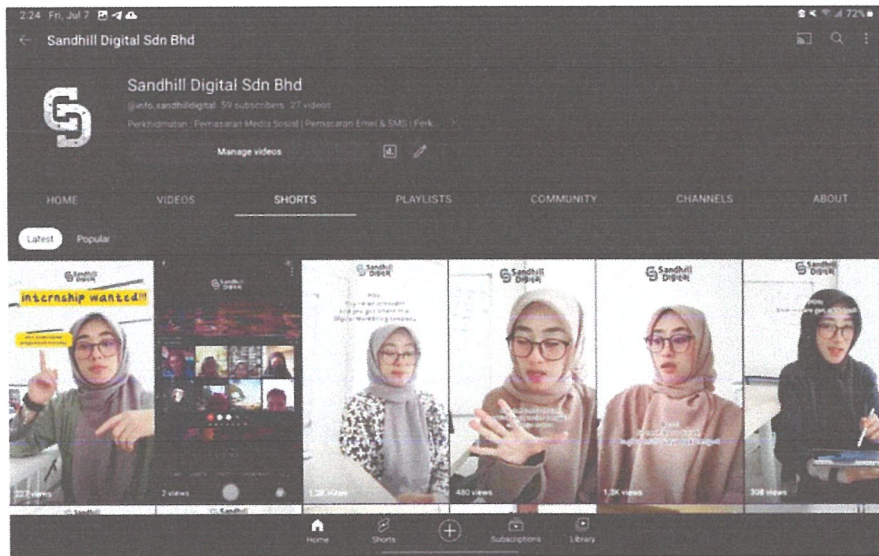
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**Sandhill Digital**

3 likes • 7 followers

Perkhidmatan | Pemasaran Media Sosial | Pemasaran Emel & SMS | Perkhidmatan Kreatif

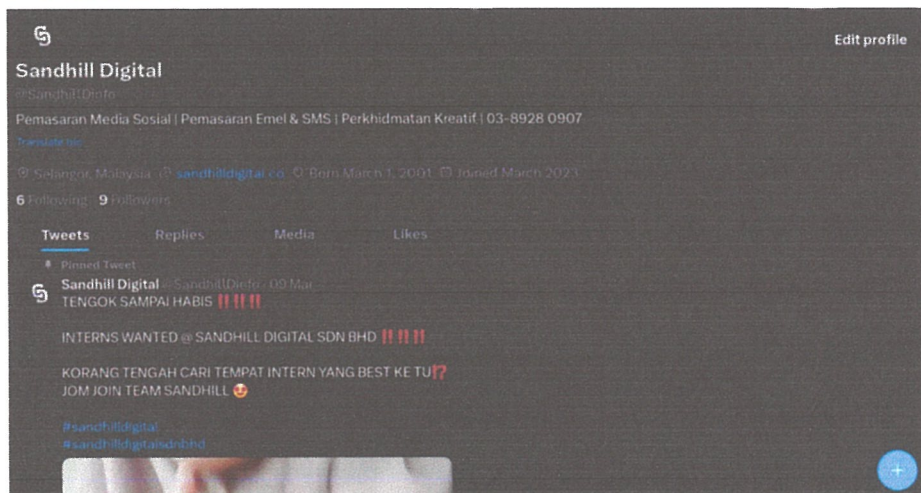
Email: info.san

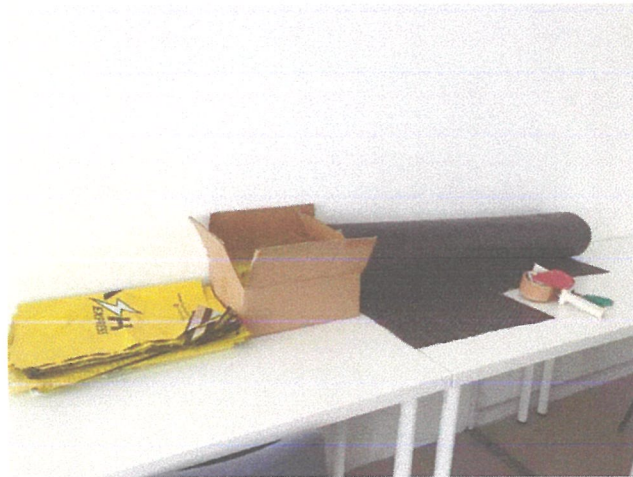
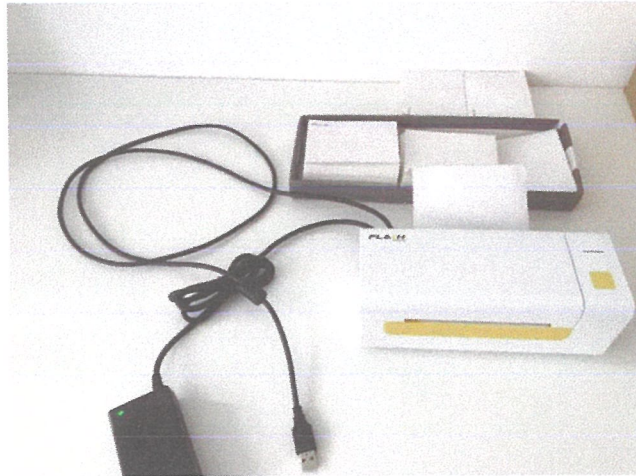
Message Like

Posts About Videos Photos Reels Mentions

**Details**

- Page: Digital creator
- info.sandhilldigital@gmail.com
- sandhilldigital.co
- Most used keyword: (0) Keywords









**FLASH PRINTER** v.12.37

User Manual | Suggestions and Feedback | Download List | CA3704 | EN

**Print Waybill**

Waybill List

Custom Template

Logistics monitoring

Fee settlement

Basic Information

Material Mail

Call Center

Collapse Menu

**Waybill to be printed** [Print Selected Rows](#)

Select 0 Total 0 [Switch Impact](#) [Print Selected Rows](#)

Creation Time: Today Show only 1/20 [Flash](#)

**No waybill at present**

1 Sender Information [Change sender](#)

2 Consignee information [Add consignee](#)

Parcel information

Item Type

Weight(kg)

Dimension (cm)

Shipping service

Total 0 / 20 Page



Dashboard | Compose | Planner | Analytics | Inbox | Decider | Media Library

**Hazwan Syahmi**

View Profile | Notifications | Email Notifications | Admin & Team | Account Settings | Basic Settings | Team Members | Content Categories | Social Accounts | Budget & Revenue | Other Integrations | Show Analytics

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Report

Auto Discount | 2019 | Report | Profile | Bulk Messaging | Auto-ponder | Chatbot | Expert participants | API | 2019 | auto template | List message template

### Facebook

Connect a new Facebook page/group

Name	Type	Public As	Course Title	Token Status	Actions
Hazwan English Learning Resources	Page		1 hour per week	Expired	<a href="#">Refresh</a> <a href="#">Delete</a>

Connect Instagram Profile

You have not connected any account yet, click on the button to get started  
[View Account](#) [Connect Instagram](#) [View Connected Accounts](#)

Want to link everything from connection of Instagram business account to posting? [Read through our help document](#)

### Twitter

Connect Twitter Profile

Name	Type	Course Title	Token Status	Actions
Hazwan Syahmi	Profile	11 hours per week	Valid	<a href="#">Refresh</a> <a href="#">Delete</a>

### WhatsApp report

**Message by month** 0/50000

100% messages by month

Messages

100% messages sent  
0 messages

#### Bulk messaging

Label	Count	Field	Count	Label	Count
Messages	0	Messages	0	Messages	0

Campaign name	Sent	Failed
05/07/20	0	0
01/07/20	0	0
04/07/20	0	0