



اَوَّلُ عِلْمٍ نَبِيٌّ
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING
UITM KAMPUS BANDARAYA MELAKA

KRU[®]
MASTERCLASS
KRU MASTERCLASS

MGT666 – INDUSTRIAL TRAINING REPORT AT KRU MASTERCLASS
(INTERNSHIP)

PREPARED BY:

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Class:	BA240 6A
Program:	Bachelor in Business Administration (Hons.) Marketing
Superior:	Encik Noor Hafeez Bin Noor Hashim

PREPARED FOR:

PUAN NORHUSNIYATI BINTI HUSIN

SUBMISSION DATE:

22 JULY 2023

EXECUTIVE SUMMARY

The report is the result of my internship programme which I completed as part of the Industrial Training Program (MGT666). This report was written as a result of my six-month internship in Marketing Administration at KRU Masterclass. This is a descriptive report that includes my real-life day-to-day experience with the tasks assigned by the leader, responsibilities of the Sales and Marketing field journey and some of KRU Masterclass' promotional activities. This internship report highlights the major works completed by myself from both an academic and non-academic standpoint. The purpose of this final report is to identify and describe the details of the company's profile, training reflection, SWOT Analysis, discussion and recommendations, projects completed, experience gained, and focuses on the intern's accomplishments. I was assigned to KRU Masterclass on March 1, 2023 and will remain there until August 15, 2023 in order to complete my internship. I consider myself fortunate to have the opportunity to work in such an amazing environment as KRU Masterclass where I was introduced to new terms, technologies, and people. The projects on which I worked undoubtedly aided me in expanding my practical knowledge depth in Marketing Administration. The research and development projects were especially beneficial in broadening my perspectives on assisting upper-class customers, corporate training programs, and engaging with professional trainers. There were few more challenges yet I handled them flawlessly. I believe that was not easy to handle and deal with challenges but people will learn from experiences and mistakes. I am here to be someone who stand for myself, stronger, confident, skilled and professional now than I was before the internship.

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ACKNOWLEDGEMENT

First and foremost, I would like to thank my university, Universiti Teknologi Mara (UITM) Kampus Bandaraya Melaka, for arranging this internship programme for me. I'm also grateful to KRU Masterclass for giving me opportunity as an intern here.

I would like to thank Puan Norhusniyati Binti Husin, my beloved advisor during my internship, for her kind support and inspiration which has greatly boosted my confidence.

I would like to take this opportunity to express my heartfelt appreciation and deep regards to Dato Norman Bin Abdul Halim, as Chief Executive Officer (CEO), for his exceptional guidance, monitoring, and constant encouragement throughout my internship. His blessing, assistance, and guidance to time will take me a long way in the life journey on which I am about to embark.

I am also grateful to Mr Noor Hafeez Bin Noor Hashim, the Deputy Chief Officer concurrently as my Superior for the department of KRU MasterClass for the experiences and tutoring. I also want to thank Madam Nur Mayamin as the Head of Operations Division. They also help me overcome some of my limitations and offer direction when I need it. The six-month internship time, in my opinion, wasn't long enough for me to fully understand the tasks that were given to me.

I am eternally grateful and indebted to my office partner, Miss Nabila as Marketing Executive simultaneously as my supervisor for being a source of inspiration and constant support throughout my internship.

I am appreciative of everything my teammates and classmates have taught me about their various fields. They helped me out throughout my internship, and I appreciate that. I owe them a debt of gratitude for their continual constructive feedback as well as their priceless advice and help, both of which were very helpful to my internship.

Last but not least, I want to thank me, my lovely family members and Muhammad Azim who always support me during my internship journey. I just could not make this happen without their help and blessing.

STUDENT'S PROFILE



NUR AMYLIA BINTI MOHD RONZI

EDUCATIONAL BACKGROUND

October 2020 - Now

UITM KAMPUS BANDARAYA MELAKA
Bachelor of Business Administration (Hons)
Marketing
Current CGPA: 3.41

June 2018 - December 2019

SMK DATO MOHD SAID
Sijil Tinggi Persekolahan Malaysia (STPM)
CGPA: 2.83
MUET: Band 3

2013-2017

SMK KOMPLEKS KLIA
Sijil Pelajaran Malaysia (SPM)
5A3B1C

SKILL & PROFICIENCIES

- Able to provide warm and friendly customer service via text, email, and phone call
- Proficient in MS Word, PowerPoint, Excel, and Canva
- Good in verbal and in-verbal communication skills
- Flexible and able to work under pressure

LANGUAGE

- Malay
- English
- Mandarin (Basic)

RUJUKAN

Nur Mayamin Binti Zulkiflee

Head of Operation,
KRU MasterClass Sdn Bhd,
KRU HQ, Level 6, Tower 5, Sky Park @
Cyberjaya, Jalan Teknorat 1, Cyber 3,
63000 Selangor

013-425 1480
mayamin.zulkiflee@krumasterclass.com

WORKING EXPERIENCE

March 2023 - August 2023

KRU MASTERCLASS SDN BHD

- Intern as Marketing Administration
- Promoting the company's existing brand to the market
- Engaging and dealing with the clients and target market listed
- Identifying listing clients and companies to collaborate
- Dealing with companies and SME productions for Job Placement
- Handling social media's company account such as Instagram and Facebook
- Create some improvements to achieve the company's marketing goals
- Maintain relationships with important clients by engaging and understanding their needs
- Attending events or programs to create content for social media purpose

August 2022- October 2022

MMG VISION CARE

- Sales assistant and promoter
- Assist customer problem, handle complaints, stock taking, record sales everyday

March 2022- June 2022

ANAKKU SDN BHD

- Sales assistant
- Communicate and assist customer about product characteristics, stock taking, record sales everyday

RELEVANT EXPERIENCE AND AWARD

2022

- Secretary of Marketing Students Association Club (MASA)
- Program Director of Aidilfitri Fashion Glamour
- Participated and in Brand Community Project
- Participated and get 2nd places in Marcom Community Project (MACOMP)
- Participated in e-Usahawan Course Level 1- Go Digital
- Dean List GPA:3.81

COMPANY'S PROFILE



Company Name: KRU Entertainment Sdn Bhd

Location: KRU Hq, Level 6, Tower 5, Sky Park @ Cyberjaya, Jalan Teknorat 1, Cyber 3, 63000, Cyberjaya, Selangor.

Background:

KRU Entertainment is the parent firm of five key companies, including

- KRU MasterClass (a training facility for programmes centred on the creative industry, digital entrepreneurship, and IOT skills)
- KRU Studios (production and distribution of video, e-publications, and films)
- ProDigi (a record label, publishing company, and talent management)
- KRU Media (e-wallet, digital marketing, and e-commerce)
- KRU Music Unlimited International (events such as festivals, concerts, plays, and other forms of occasions)

Products:

- KRU MasterClass
- KRU Studios
- KRU Music
- KRU Media
- ProDigi
- Wetland Studios Putrajaya



Image 1.0: KRU Music



Image 2.0: KRU Studios



Image 3.0: KRU Media

KRU[®]
MASTERCLASS

Image 4.0: KRU MasterClass

PR-DIGI

Image 5.0: ProDigi

WETLAND
STUDIOS
PUTRAJAYA

Image 6.0: Wetland Studios Putrajaya

Mission:

Create a specialised and highly qualified workforce for the media and entertainment sector through exceptional educational opportunities and ongoing partnership with organisations, business leaders, academicians with extensive expertise, and students from around the globe.

Vision:

KRU Entertainment aspires to be recognised in Southeast Asia as a leader in media and entertainment-related courses, with a focus on genuine work environments and infrastructure based on the most up-to-date practises worldwide.

Organizational Structure

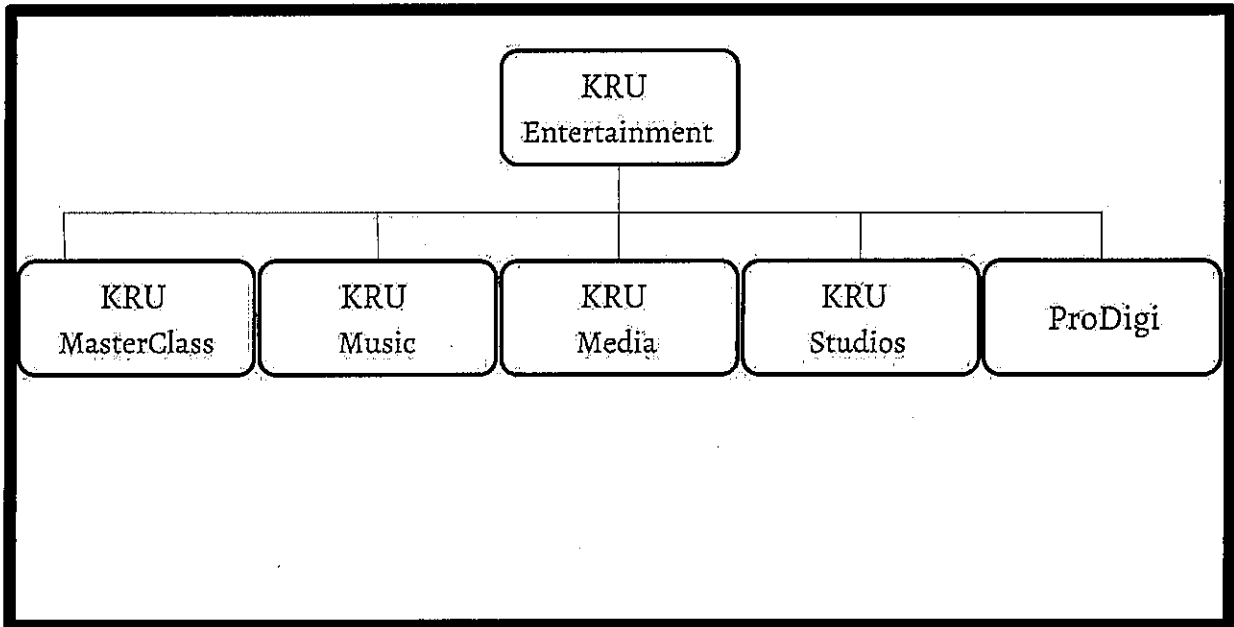


Diagram 1.0: Corporate Structure of KRU Group of Companies

Internship Assigned to KRU MasterClass Sdn.Bhd.



Company Name: KRU MasterClass Sdn Bhd

Location: KRU HQ, Level 6, Tower 5, Sky Park @ Cyberjaya, Jalan Teknorat 1, Cyber 3, 63000, Cyberjaya, Selangor.

Background:

KRU MasterClass Sdn Bhd (formerly known as KRU Academy Sdn Bhd) was established in 2012 and is now a professional training institution offering short-term, high-impact, and hybrid, up-skilling and re-skilling programs related to the creative industry and the digital economy. In addition, KRU MasterClass also offers HRDF-certified programs for working professionals.

The methodology for the company courses is based on skills training (TVET) and "on-the-job training" (OJT) through in-depth training by their experienced trainers and under the mentorship of their industry icons. As an option, the company also offer internationally recognized professional certification programs for their trainees.

Aligned with the latest trend in digital marketing and communications, and the demand for skilled professionals with competency in video editing and social media management; KRU MasterClass shall increase the number of intakes for fresh graduates and high-school school leavers to join their 3-month up-skilling and re-skilling professional certification program.

Therefore, as part of the value-add service for their trainees, they are enlarging the database of their industry partners as potential employers for their trainees upon the completion of their training program and eventually on full-time employment or freelance basis as a service provider.

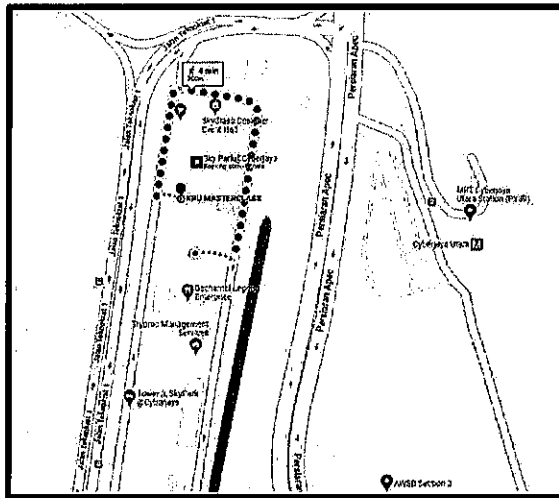


Image 7.0: Route Map to KRU MasterClass



Image 8.0: The exterior design of the building



Image 9.0: The interior of my office

Products & Services:

At KRU MasterClass Sdn Bhd, the company has offered products and services. Their products are professional programmes, corporate training, and virtual learning for up-skilling and reskilling are created by specialists in the field to create entrepreneurs and a trained workforce that is ready for the Creative Industries and Digital Economy.

Besides, their programmes are developed and produced by creative industry specialists using a hands-on training methodology. They are also in accordance with the most recent trends and global industry best practises. To guarantee that learning outcomes stay relevant to market need, industry specialists are also encouraged to join their panel of trainers in addition to their in-house instructors.

Other than that, KRU MasterClass has offered the methodology and facilities which are Interactive learning, Production Based Education, Benchmarking & Case Studies, Industry's Best Practice & Software Technique, Industry Icon Experience Sharing, Downloadable Resources, and Hybrid of Online Tutorial & In Person Training.

As I was assigned to KRU MasterClass, there are few programmes that on-going I involved in which known as Professional Programmes where the trainees or anyone involved themselves will get a legit certificate and good benefits. One of them is Performing Arts, Video Production & Digital Marketing, i-Digital Broadcast Journalism, KRU AfterClass Social Commerce, and Micro Connector 2.0 (SME Corporation).

First and foremost, the professional program named Performing Arts is the program where KRU MasterClass is collaborating with Yayasan Sime Darby (YSD). Performing Arts Artistes are the frontline talents in the production of any filmed or live stage performances. However, a successful artiste not only has to effectively deliver a memorable performance by mastering the creative presentation in terms of style, emotion, voice control, facial expression and body movements, but also to build a following that provides the base to monetize their talents whether directly or indirectly through various social media platforms. Our short-term, yet high impact Performing Arts professional certificate program is designed to create multitalented artistes with a proficiency in using social media tools. The program modules offered in Performing Arts are vocal performance, acting performance, and dance performance.

In addition, learning outcomes will get by the students once they finish the program which are they can act on stage and in front of the camera, perform dance choreography

individually and as a group, brand yourself as a celebrity, create social media accounts as an influencer, broadcast live stream sessions, develop content strategy and execute social media plans. On the other hand, the trainees also will get a professional certificates and monthly allowance.



Image 10.0: Introduction & Briefing Session at On Stage Production (OSP)



Image 11.0: One of the modules trainings offered, Martial Arts

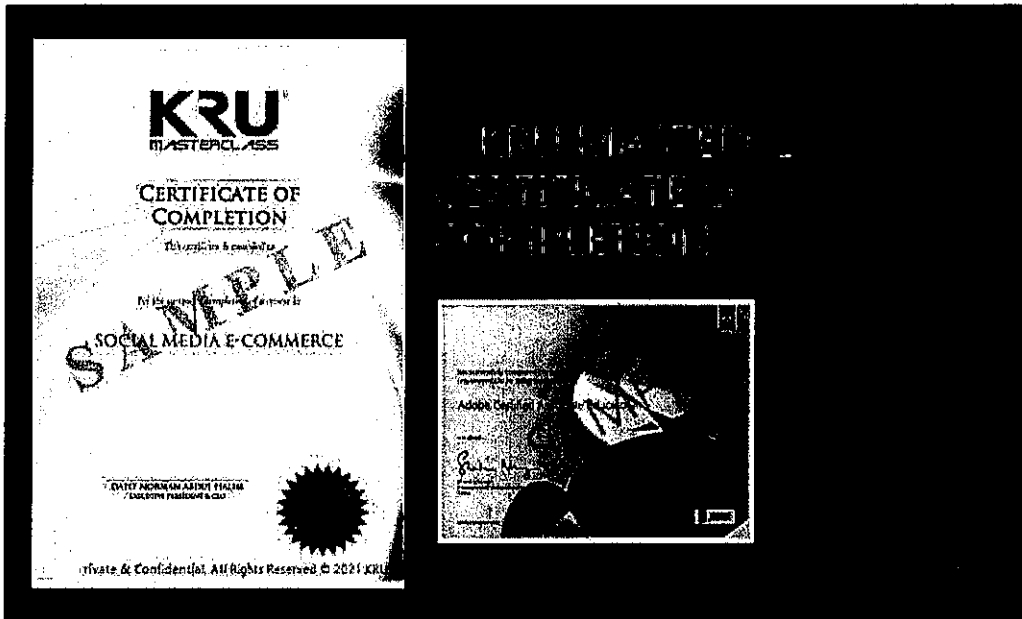


Image 12.0: Certificate of Completion

Next, is Video Production & Digital Marketing also the program where KRU MasterClass is collaborating with Yayasan Sime Darby (YSD). In the era of the digital economy and prevalent use of social media platforms, videos play an integral role to entertain, engage and disseminate messages to audiences, be it for educational, commercial or entertainment purposes. Thus, from that, the increasing demand for video editors as fulltime employees or freelancers. Our short-term, high impact Video Editing up-skilling professional certificate program is designed to create an accelerated employment pathway for young professionals. The program modules offered in Video Production & Digital Marketing are Digital Marketing, Digital Marketing Strategy, Content Marketing, Graphic Design, Motion Graphics, Visual Effects, Video Production, Video Editing, and Live Stream Production in 3 months of learning process. Furthermore, the training class is running in online class

In addition, learning outcomes will get by the students once they finish the program which are they can design engaging content, produce creative video content, perform motion graphics and VFX technique, optimize videos for social media, develop content planning calendar & marketing strategy, and maximize the impact of digital campaign with the effective use of content materials, digital tools, and social media platforms. On the other hand, the trainees also will get a professional certificates and monthly allowance.

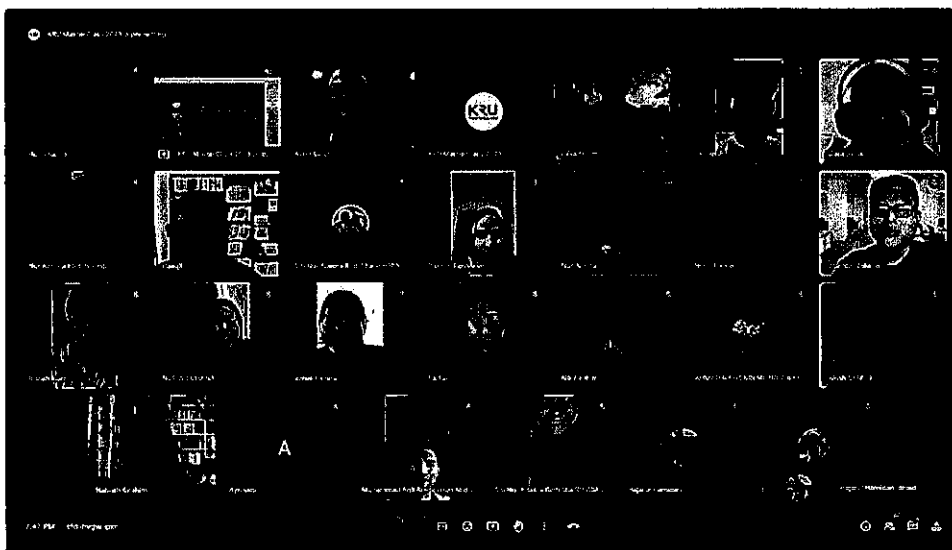


Image 13.0: Class Session for Video Production & Digital Marketing

In addition, this program includes collaboration between the Ministry of Higher Education (KPT), KRU MasterClass and Universiti Sains Islam Malaysia (USIM) because it has provided funds. Furthermore, KRU MasterClass Sdn. Bhd., Nurflix Sdn. Bhd., and Bacalah Malaysia.com are very experienced in guaranteeing the quality of the i-DBJ programme is up-to-date and competitive.

This program was running for 20 days in a hybrid manner at USIM and the trainees learn to master several learning modules such as Video Publishing, Broadcasting and Journalism, Mobilegraphy, Law and Media Content, Online News Portals and Script Writing.

KRU MasterClass also provides a theoretical and practical (hands-on) approach throughout the program in video and audio production and writing. On the other hand, the trainees also will get a program completion certificate and allowance.



Image 14.0: Closing ceremony session with trainees i-Digital Broadcast & Journalism

Currently, KRU MasterClass is running a program called KRU AfterClass and this program is on-going since April 2023.

KRU AfterClass is a two-hour virtual basic skills training course designed to help students apply their knowledge of digital entrepreneurship based on creativity. This program will acknowledge students who join part in this program learn about entrepreneurship through social media platforms, the fundamentals of creating engaging videos, the fundamentals of building one's own personal brand, and a grasp of digital marketing.

In addition, the purpose of KRU MasterClass runs this program is to give awareness online professionals, business owners, and creators of information should seize the chance to use social media platforms that not only provide them with prospects for success but also allow them to make money as "Influencers".

This program also runs three times a week, on Friday, Saturday, and Sunday, depending on the time period the school chooses.

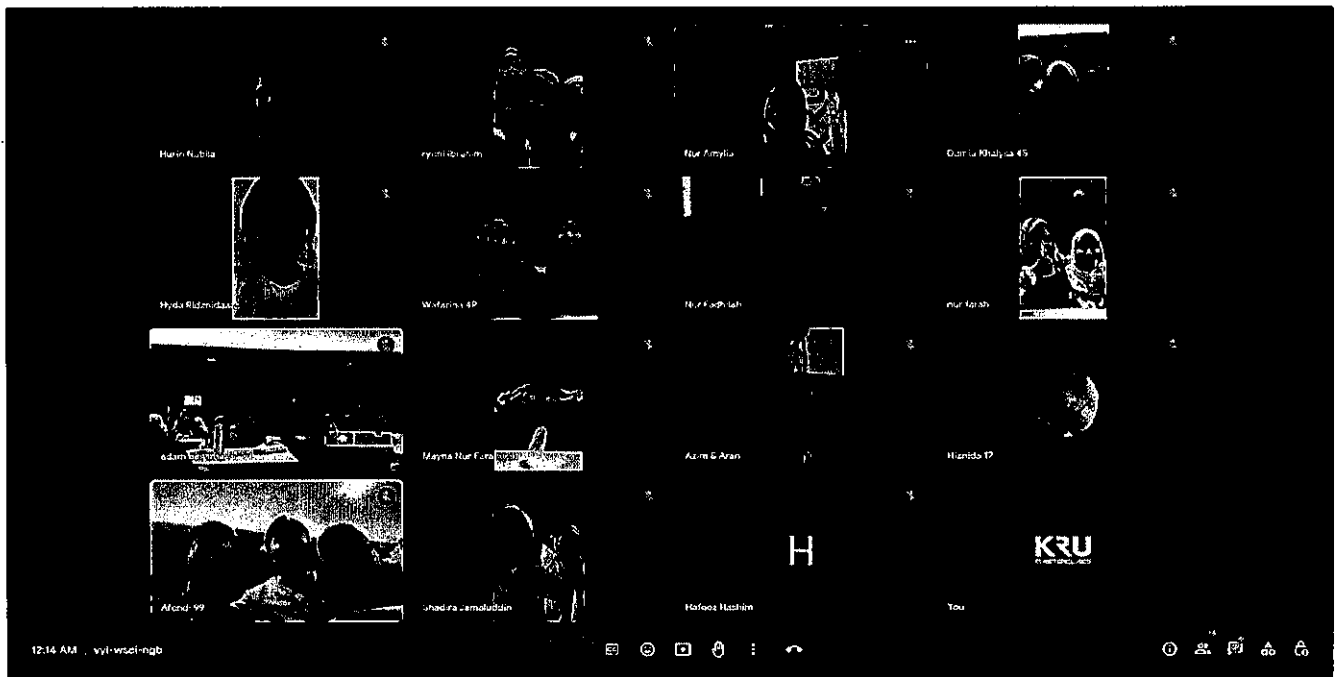


Image 15.0: One of KRU AfterClass Social Commerce session with primary school students

The next program that will be running soon in July 2023 is MasterClass Social Commerce Micro Connector 2.0 which is an "up-skilling" and "re-skilling" program designed by industry professionals to produce entrepreneurs and industry-ready skilled workforce related to the Creative Industry and Digital Economy.

Therefore, this program is also one of the ongoing initiatives by SME Corporation Malaysia to develop Micro Enterprises in the country.

In addition to experienced teaching staff, we also collaborate with industry professionals to ensure that the learning outcomes remain relevant to market demand and the best part is the training sponsorship provided 80% covering training by Small Medium Enterprise Corporation (SME CORP) & certification, digital advertising package and coaching after completion of training which 20% payment in instalment by the trainee.

Furthermore, the purpose of KRU MasterClass runs this program is to provide technical support for Micro Enterprises to increase productivity and conduct business more efficiently. Meanwhile, for new entrepreneurs, they will learn basic skills such as finding new customers online, conceptualizing new business ideas and improving existing ideas based on current information. Among the modules offered are: Social Media Marketing, Personal Branding, Graphic Design, Public Persona, Video Editing, and Live Streaming Production.

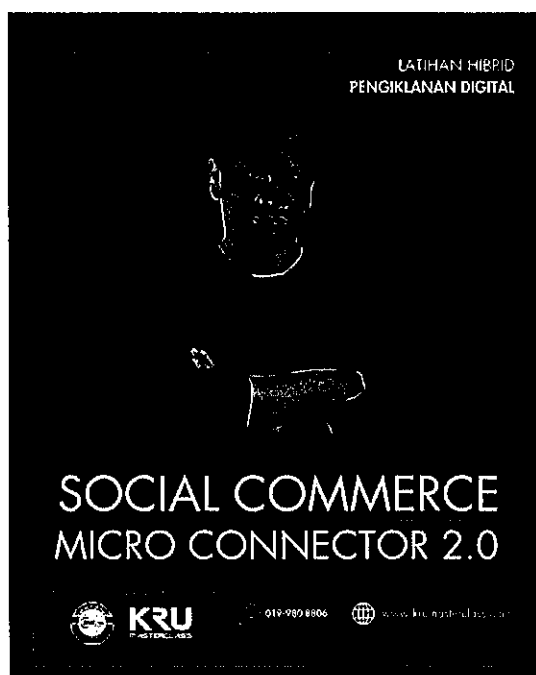


Image 16.0: Social Commerce poster

Mission:

The digital economy is ignited by creativity and innovation. Let the young creative minds materialize our vision of shared prosperity and build a better nation.

Vision:

KRU Masterclass aspires to offer a diversified range of life-long learning programs with micro credentials to enlarge the talent pool of highly skilled professionals in Malaysia; and the Southeast Asian region.

Objectives:

- Support the revival of the Malaysian economy (during and post Covid-19 pandemic) aligned with the Shared Prosperity Vision 2030
- Up-Skill and Re-Skill workforce to constantly be ready for technological and business environment changes
- Support the digitalization of businesses to capture opportunities in the Digital Economy; capitalizing on the Creative Industry
- Reduce HLI-graduate unemployment rate by training and mentoring job creators
- Boost the local economy in major cities and towns in Malaysia to avoid youths' domestic migration to the Klang Valley

Organization Chart

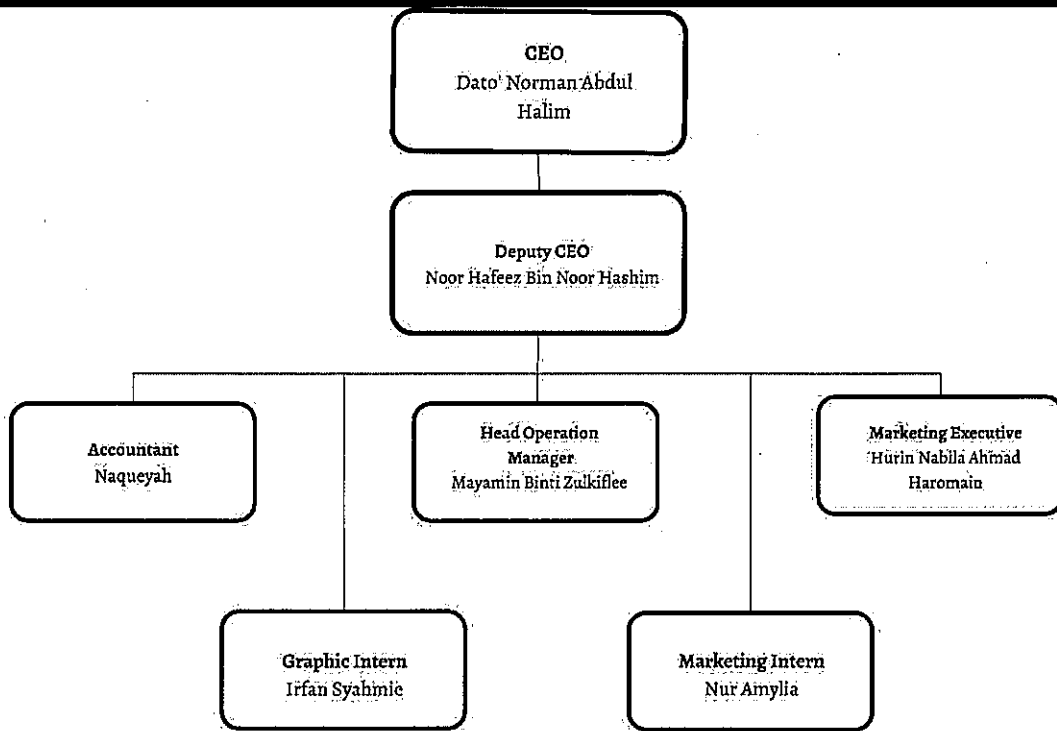


Diagram 2.0: Organization chart

TRAINING'S REFLECTION

Duration

1st March 2023 until 15th August 2023

Monday to Friday (will be working on weekend for any events)

9.00 am to 6.00 pm

Specific Department

Business Development Department

Roles

Internship as Marketing Administration

Responsibilities

i. Promoting the company's existing brand to the market

As an intern of marketing administration, I was assigned to search the particular databases for the purpose to promote our product that are on-going currently. For example, currently KRU MasterClass are promoting their new product which is the program of Micro Connector 2.0. This program will be promoted by me with assist of my senior marketing executive during recruitment process. I will sort out the database details and blast out through email and WhatsApp to their target market which is micro entrepreneurs. After I send out the details of the program such as poster, a copywriting, and make engagement via text or phone calls.

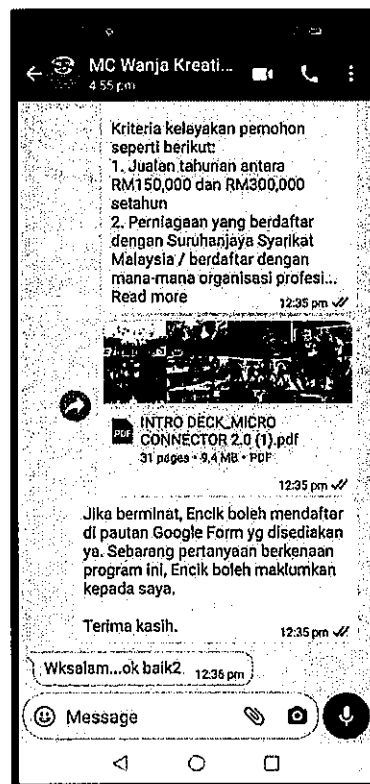


Image 17.0: Engagement via WhatsApp text with one of target markets

ii. Collaborating closely with the manager or assigned staff member to complete all assigned tasks

Every time I do my task given by my superior, Mr Hafeez, I need to involved myself before, during, and after I did my task as it very crucial in order to establish clear communication and to show that each of us work together effectively. For example, I will have a very deep task discussion with Mr Hafeez and Bella as all my task will link to them to understand the goals, what to be accomplished, priorities, and the deadlines of my task. Therefore, I also will seek guidance from Madam Mayamin, as a Head of Operation Management regarding how to handle emails, WhatsApp, and copywriting. Then, most of the time, I will be assisted by Bella to handle marketing parts. Lastly, I will communicate with the graphic design intern, Irfan and also Mr Azrin as the Head of Academic and Creative for the purpose brainstorm the upcoming contents.

iii. Researching and developing marketing opportunities and plans

Brainstorming ideas and content with Bella on how to improvise their way of promoting the products and services besides servicing the target market through phone calls, WhatsApp, and emails. For example, currently KRU MasterClass is actively making posting on their official social media account on Instagram and FaceBook, and now is on-going to create content on TikTok and Livestreaming production.

iv. **Maintaining relationships with important clients by making regular site visits and understanding their needs**

Mr Hafeez, Bella, and me will go to the On-Stage Production that located in Cheras which the place of Performing Arts' training centre to make regular site visit purpose and to show that we will monitor all of them and create some contents to be posted on the company social media account.



Image 18.0: Performing Arts trainees

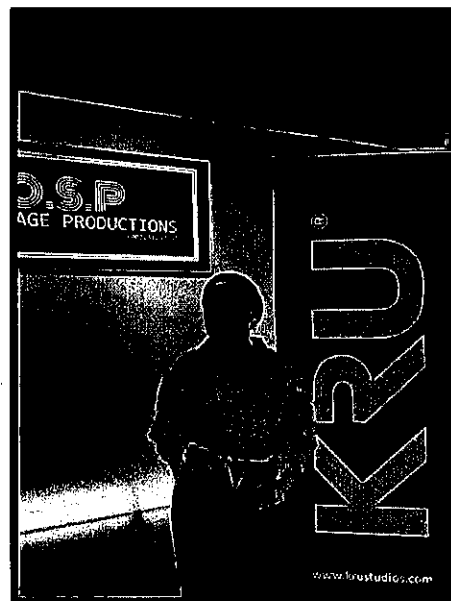


Image 19.0: At On Stage Production Studio

v. **Engaging and dealing with the clients and target market listed**

As an intern of Marketing Administration, I also responsible to engage and deal with the potential company that I have sorted the database for job placement after their trainees done their program.

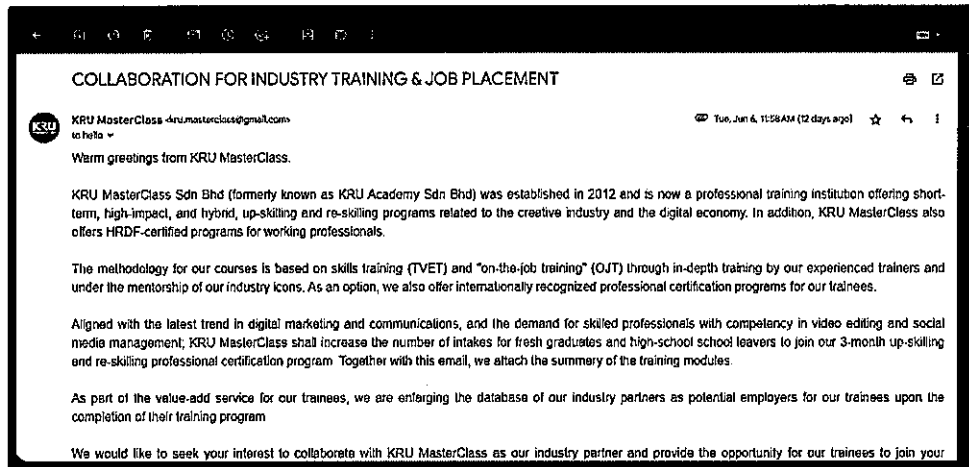


Image 20.0: Email out Job Placement

vi. Identifying listing clients and companies to collaborate

I will be given database of potential clients and companies such as HRDC, private schools, Small Medium Enterprise (SME) Corporation, and so on. Then, I need to sort and listing regarding on their latest detail in Microsoft Excel.

The image shows a screenshot of a Microsoft Excel spreadsheet. The spreadsheet contains a list of clients and companies, organized in columns. The columns include names of organizations, their addresses, and other identifying information. The data is presented in a structured table format, typical of a database export into Excel. The spreadsheet is titled '130 a listing klien' and contains approximately 30 rows of data. The interface shows the standard Excel menu bar and toolbar at the top.

Image 21.0: One of listing clients' database

vii. Handling company email account

On the first day I started my internship, I was given by Madam Mayamin the official company email account to make daily check of receiving, and emailing out purpose.

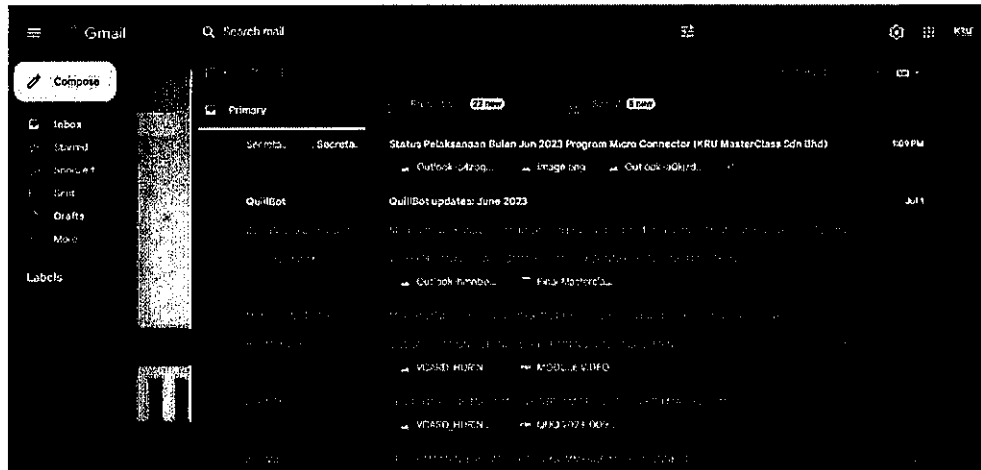


Image 22.0: Company email account

viii. Attending events or programs to create content for social media purpose

I was handling one of the subsidiary company events at MiTEC, Kuala Lumpur for promoting the Wetland Studios Putrajaya.



Image 23.0: CEO of KRU Group posted on his official social media account

Assignments/Tasks

- Engage clients via emails, phone calls, SMS, and social media messages
- Assist by supervisor to do copywriting for Social Media Content
- Handling email to potential clients and companies
- Update database potential clients and companies
- Handling KRU AfterClass Social Commerce session
- Assessment Deliverable Report every month
- Attend exhibition of MATTA Fair at MiTEC, Kuala Lumpur
- Participated in I-Digital Broadcast & Journalism
- Brainstorm scripts for Live Streaming
- Attend class training Performing Arts for creating content on social media
- Attend I-DBJ program at USIM for creating content on social media

Gains

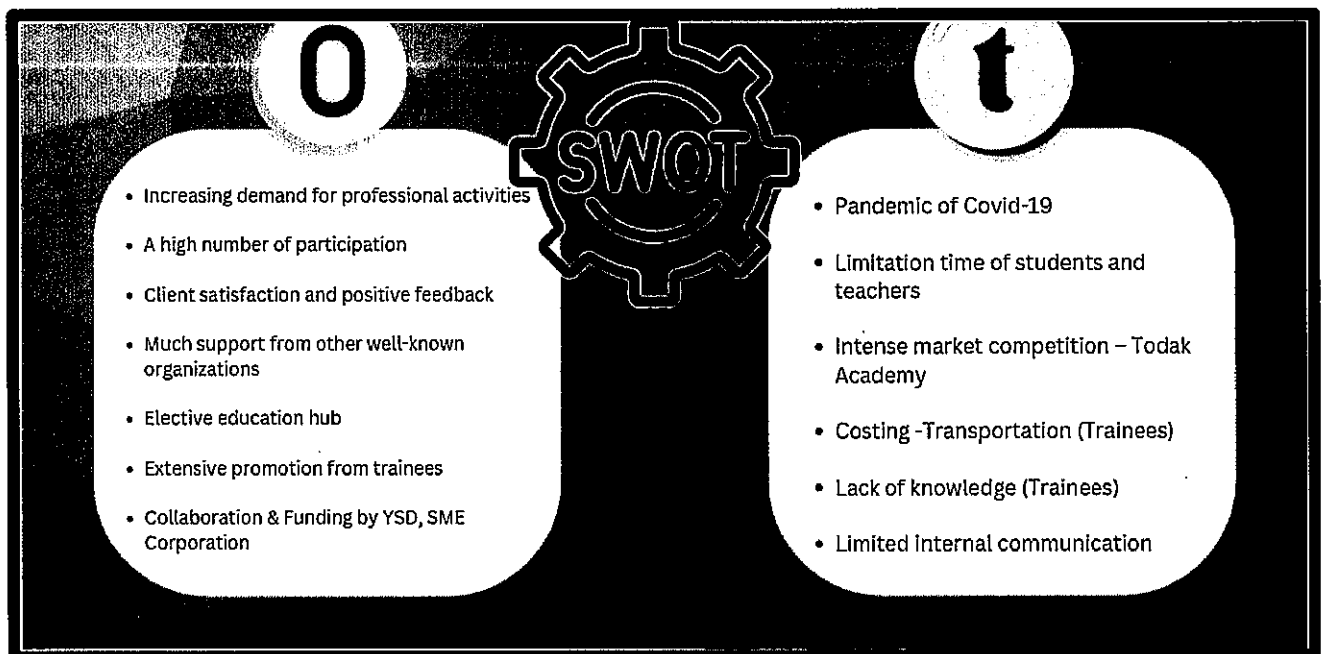
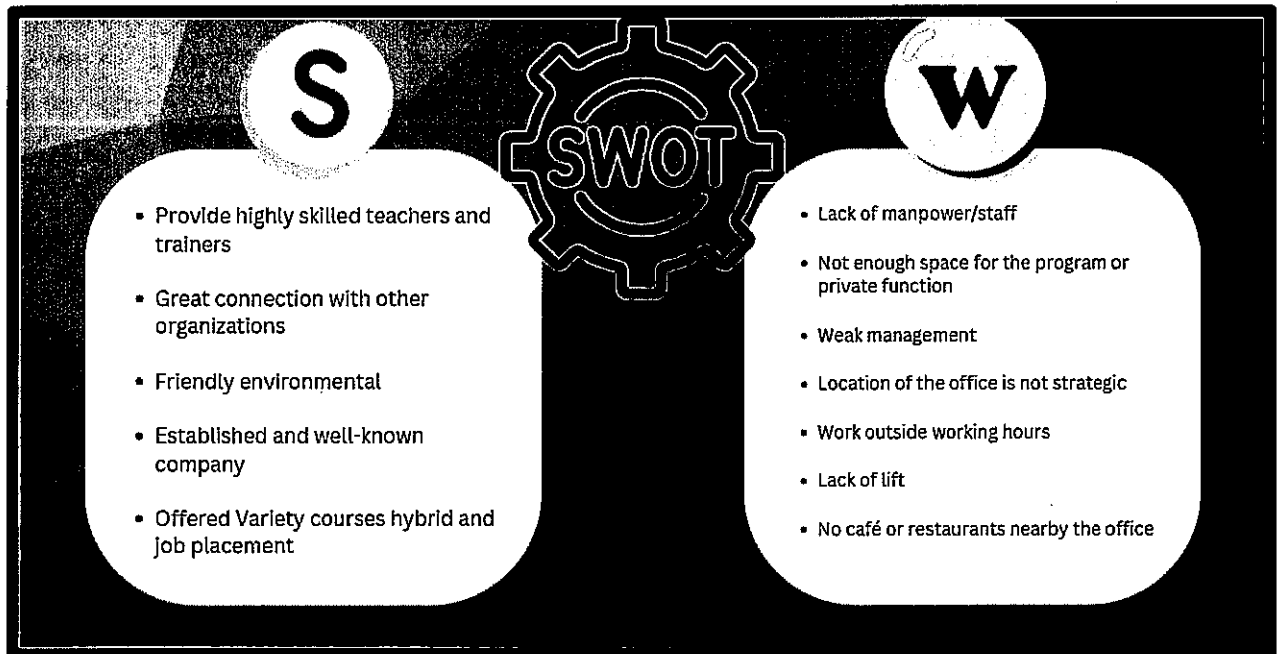
One of the gains that I received during my internship period is allowances and claims. Every month on 15th, I will receive my allowance amount RM500 and I also will get replacement leave as my claim if I have to work on my weekend.

Next, I get all of the knowledges and technical skills related to work for example learn new software as sometimes I will help Madam Mayamin to handle the computer lab for any programs purpose and learn real working world of the industry. For example, I engaged with a lot of crucial clients and deal with them which most of them is principal of school, Alumni of universities and so on.

Therefore, I also gain knowledge and skills related to personal development for example learn to be multi-task, flexible teamwork, punctuality, willingness to take risk and negotiation, communication, interpersonal and confidence.

Last but not least, the most important that I get are experiences of handling real events and programs. For example, I handled the booth at MiTEC, Kuala Lumpur, I did my regular visit with Bella for social media content purpose at Onstage Productions, I participate in collaboration KRU MasterClass with Universiti Sains Islam Malaysia (USIM) for the program of I-Digital Broadcast & Journalism and that was a fantastic experience that I think I will never get anywhere.

SWOT ANALYSIS IN KRU MASTERCLASS



DISCUSSION & RECOMMENDATION

An essential tool for businesses to assess their position in the market, a strengths, weaknesses, opportunities, and threats (SWOT) analysis is frequently used to examine the internal and external surroundings of businesses during periods of indecision (Rozmi et al., 2018; Wu, 2020).

1. STRENGTH

Based on the strength of KRU MasterClass' SWOT Analysis, I found that KRU MasterClass is one of the established and well-known company with varieties courses and professional programs offered as well. Thus, KRU MasterClass can use this opportunity of leading towards an excellent and stable sales & reputation onwards and offer numerous educational and professional programs & events for graduates, unemployed, and no limit ages to join the programs offered such as Video Production & Digital Marketing, Performing Arts, I-Digital Broadcast and Journalism, Micro-Connector 2.0 SME companies and KRU AfterClass Social Commerce yet the best part is, KRU MasterClass also find a job placement for the trainees once they finish their training.

From that, I could find that KRU MasterClass as the company that will be developing powerful connections with other people and businesses onwards and there will be some plans of action in order to improve their marketing scope as it will give advantageous to a business since it promotes collaboration, broadens networks, makes it possible to share expertise, improves reputation, gives access to resources, and reduces risks. In the long run, these benefits may help the business expand, be successful, and remain viable. This recommendation also can be proven by 'in modern organizations, differentiation through the organizational employer brand and engaged employees represent a competitive advantage', (Macey & Schneider, 2008a, 2008b).



Image 24.0: Greeting session with other organizations, Multimedia University (MMU)

Currently, KRU MasterClass also running a few professional programs which are Video Production & Digital Marketing, Performing Arts, KRU AfterClass Social Commerce, and soon they will be running the training class of Micro-Connector 2.0 SME companies. In addition, the best part is that the programs of Video Production & Digital Marketing, and Performing Arts are the collaboration of KRU MasterClass with Yayasan Sime Darby (YSD). YSD is the organization that provides sponsorships to qualified groups who share our commitment to our five pillars. We back sustainable initiatives that benefit both people and the environment broadly. Additionally, while upholding a high standard of governance, we assist our beneficiaries in accomplishing their objectives. The main goal of the collaboration KRU MasterClass and Yayasan Sime Darby is to gain a lot of benefits for their upcoming programs as well as to increase brand awareness on a global scale.

Other than that, KRU MasterClass also can contribute more excellent professional programs as they already had the strength of having few skilled and certified trainers to train all the trainees such as Hanafi Rosdi as one of the trainers of Performing Arts, meanwhile Nora Ismail as their trainer for Video Production & Digital Marketing. These benefits can attract their target market and increase their sales and marketing content.



Image 25.0: One of the Professional Program Performing Arts' trainer, Hanafi Rosdi

In addition, KRU MasterClass also can use their strength by practicing the friendly environmental in workplace. They must ensure that the attitude of friendly environmental is a crucial thing and must be practically then, now, and forever. This is because for the purpose of keeping a good and healthy relationship both the management and employees especially their interns. Thus, from that KRU MasterClass indirectly keep a good name of the company and give a best impression towards employees.

Furthermore, KRU MasterClass also can wide their range of marketing scope by stabilize the existence great connection with other organizations such as Jabatan Pendidikan Wilayah Persekutuan Kuala Lumpur (JPWKL). This actually will lead KRU MasterClass to innovate many programs instead of doing a professional program one. For example, currently KRU MasterClass is running a program of KRU AfterClass Social Commerce for primary schools in Kuala Lumpur, and soon to run the programs in many more states such as Putrajaya, Kedah, and more. Thus, it can also help them to expand their network in this education institution and gain more opportunity in the future.

2. WEAKNESSES

As we can see based on the weaknesses' side, KRU MasterClass had several of weaknesses that they need to overcome. One of them is they were lack of manpower or staff to handle all of those workloads since I was starting my internship journey. Lack of manpower or staff indicates there are not enough people on hand to handle the workload, complete projects by the due date, offer services, or perform other job duties. The major consequence of a sustained shortage is that the economy will be operating less efficiently than it could meaning resources are not put to their most productive use. According to the article, they stated that the nation's total production is less than its potential. (Barnow, Schede, & Trutko, 2010)

Thus, from that they need to find and hire more staffs in their company to ensure efficient and firm management.



Image 26.0: KRU MasterClass staffs

Aside from that, as I found that KRU MasterClass has not enough space for program or private function such as physical class for professional programs and exam session for all the trainees. Every effective space management benefits organization by KRU MasterClass can control visitor flow and venue occupancy to guarantee that there is minimal to no wasted space. Hence on that, they need to pay workers to build a specific space that at least will make the visitors, trainees, and trainers feel comfortable at the events or any programs they joined in.

Other than that, we are referring to weak management to provide a dedicated workspace and a location to work right next to the computer lab, which is a room for instructors to train students and the result of it will makes the staff and also the learning activities cannot run smoothly if there is an interruption. KRU MasterClass need to hire more manpower in order to offer better services to public. The best facilities and packages can lead to the best charges impose for the customers to be compare with all education institution around Malaysia such as Todak Academy.



Image 27.0: KRU MasterClass' lab

Besides, during my internship journey, I found that KRU MasterClass' location of their office is not strategic. The location of office is one of the crucial things especially if you run a business company as it will impact to your customers, or maybe your future customers. This is because customers might be do not know how to reach to your office if they have any appointment and their first impression may be annoyed and will waste their time as they could not find the place. This can be seen as KRU MasterClass is located at SkyPark Tower Cyberjaya where it actually the combination towers of offices building and apartments which it will lead people to be confused. Thus, the management needs to be considered in terms of demographics, accessibility and parking, image and history of sites, the building's infrastructures, and utilities and costs.

In addition, KRU MasteClass also has to standardize their weakness which is they are supposed not to ask their workers or staffs to work instead their working time. As we all know when employees have more control over their work schedules, they are more likely to be satisfied. Therefore, allowing flexible working hours will encourage satisfaction. Additionally, productive and profitable businesses are motivated by contented workers. Then, KRU MasterClass could overcome the weakness by standardize back their programs on weekend and try to avoid to disturb their weekend time unless it is really emergency and they really need the hands yet they maybe can hire any staff that have specification job description to handle the job or may be the schedule of session can be changed on during school days as it would be assume as the students' co-curriculum.

Furthermore, I acknowledged that KRU MasterClass has weaknesses where in the office building, there are many lifts but there is only a lift that can go up until the last level of the building which is rooftop, meanwhile the other lifts only can go up to level 3 only. This weakness can be inconvenience for every staff as the absence of elevator facilities in situations of emergency, such as fire drills or evacuations, can pose safety problems, especially for people who have trouble utilising stairs or for rapidly and effectively evacuating large groups. This also can be proven by the statement of 'The crowded lift is a serious safety risk. Long lines of people waiting in line waste their time and raise the risk of accidents', (Sukhpreet Singh, Ludhiana, May 28, 2023).

Hence from that, the management needs to install lift but depending on the feasibility and budget. This could involve consulting with construction experts or elevator installation companies to assess the structural requirements and costs involved. Other than that, they may

need office relocation as if the lack of lift facilities is a significant inconvenience and you might consider relocating your office to a building that offers better accessibility features, including lifts.

Beside that, at the surrounding of office that I currently do my internship, there are no café or restaurants that the staff can chill or eat during break time. Thus, they need to go out if they feel want to eat. As an intern at KRU Group, I feel like the restaurant or at least mini café is a must as it will be convenient to all the staff and they would not waste their time and money to go out and pay the parking ticket. Therefore, KRU need to make an initiative to rent a shop lot to build a restaurant or café for the staff to chill out.

3. OPPORTUNITIES

We all cannot deny that there will be a lot of opportunities by KRU MasterClass should be look onto it for example, they really had increasing demand on professional activities such as KRU AfterClass Social Commerce that give knowledges about personal branding, content creator, and the management of social media, video production & digital marketing, live streaming productions and many courses offered by KRU MasterClass. According to (John Smith, 2020), 'The primary determinant in establishing a company's profitability is client demand'.

Thus, they should create an excellent schedule on maintaining the high participation especially graduates, unemployed, students, and more. They are also can make plans to achieve every opportunity based on current market needs. Those opportunities can have a better networking with other organizations and institutions. (article)

During my internship journey at KRU MasterClass, I can see a lot of opportunities they could bring out in the marketing scope. I am the one whom person in charge for KRU AfterClass Social Commerce. The customers are mostly from primary schools in Kuala Lumpur starting from the age of 15 to 18 years old. I really had a good time and experiences while leading and briefing them since I can learn a lot regarding the E-Social Commerce myself. I have to welcoming them with some briefing of the presentation content related to Social Commerce to make them clear and understand. Despite, I can have a great experience in handling this programs that currently ongoing every week on Friday, Saturday, and Sunday starting from April this year, I can learn something new in my life indirectly. What all I can see is, this programs actually is very a great start to further expand the products below KRU MasterClass itself.



Image 28.0: KRU AfterClass Social Commerce session

Therefore, I also cannot deny on how important of client satisfaction and feedback towards KRU MasterClass' business as it shows that clients are happy and satisfied with their products and services offered which it could lead to customers are more likely to become repeat as it can help with customer loyalty, brand reputation, possibilities for improvement, improved customer experiences, and competitive advantage in addition to continuous improvement. According to the article, 'customer loyalty has become a prominent predictor in the business world because of its crucial role in business success', (BahriAmmari & Bilgihan, 2019; Paparoidamis et al., 2019).

Consequently, they must continue in order to forge stronger ties with their clients and achieve sustained business success in the future.

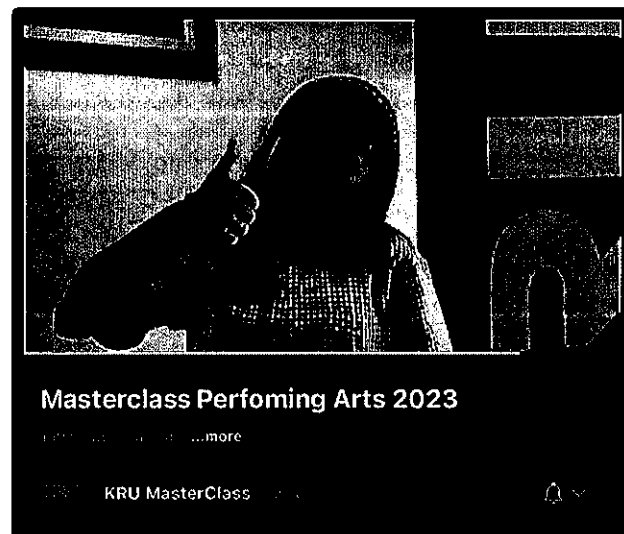


Image 29.0: One of testimonial video (<https://youtu.be/yzC75Uz874Q>)

Other than that, I noticed during my internship journey, KRU MasterClass has high potential to collaborate with other organizations that quite well known, for example Yayasan Sime Darby (YSD) and Small Medium Enterprise Corporation (SME CORP). This is advantages for KRU MasterClass to keep their business strong as it would lead to KRU MasterClass as one of elective educational hub.

This is because we know that the price offers for professional programs are quite pricey that could reach until RM 200,000. In order to propose the funding and collaboration, I quite impress with the relationship that KRU MasterClass shows and they managed to get the trust of other organizations. According to the article, they stated that ‘Employee performance is positively impacted by cooperation, and this influence is higher when the collaboration is concentrated on task-related tasks’, (Wong, K.Y., and Mohamed, S.,2023).

Therefore, KRU MasterClass needs to keep the momentum and their bonding relationships with scholars or any funding and collaborators, as it will bring back the profit and make their business keep going and be more successful.



Image 30.0: One of collaborations, SME Corporation

Next, KRU has a very big name and is known by the public. This KRU is under the patronage of Dato Norman Abdul Halim. As an outcome, KRU MasterClass, one of the companies of KRU Group, has a large, brilliant, and simple chance to develop a new brand or product. For instance, a lot of artists have friends like Dato Hans Isaac, who fully backed Dato Norman in running the company. According to the article, they stated 'having a well-known brand in an industry provides businesses with a range of benefits, such as capital access, brand awareness, and network effects., (Michael A. Cusumano, 2019).

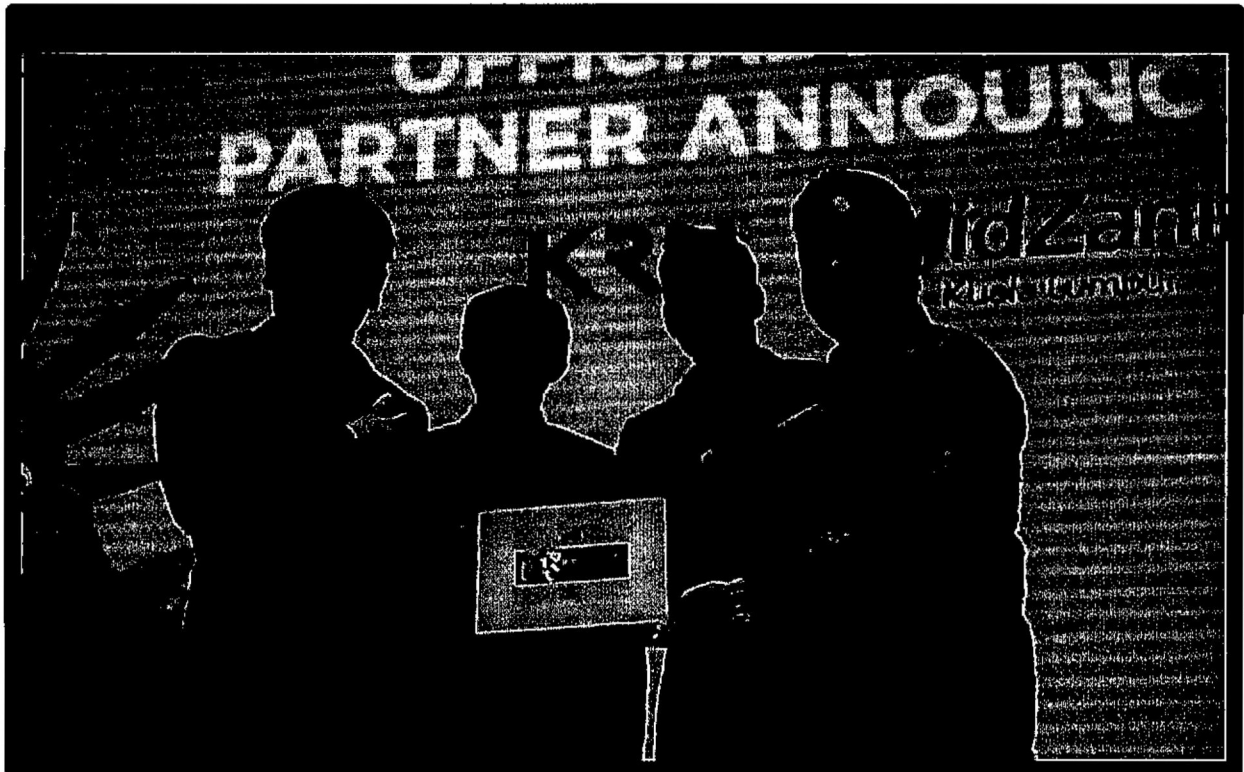


Image 31.0: Program launch KRU AfterClass at KidZania, Kuala Lumpur

In order to ensure that the company keeps growing, KRU MasterClass must take advantage of the chance and look after Dato Norman's reputation and relationship.

4. THREATS

During my internship journey at KRU MasterClass, as we can see based on the threat side, we cannot deny in overall, the COVID-19 pandemic has had a substantial impact on employees and businesses, necessitating adjustments, resilience, and creative solutions to address the problems brought on by the worldwide health crisis. This can be proven by ‘The recent Covid-19 virus epidemic demonstrates how infectious diseases spread quickly in open economies and could endanger the economic stability of whole nations (Public Health, 12 March 2021).

This can also be viewed as a threat to KRU MasterClass because it will have an impact on their operations until they are forced to relocate to their alternate office, which was formerly located in Bukit Jalil but is now in Cyberjaya. The effects of that epidemic forced several employees to be let go afterwards. The widespread economic disruptions caused by the pandemic have caused many people to lose their jobs and face difficult financial situations. Businesses across a range of sectors, including tourism, hospitality, and retail, have seen severe declines in revenue, which have resulted in staff member furloughs, layoffs, or reduced working hours.

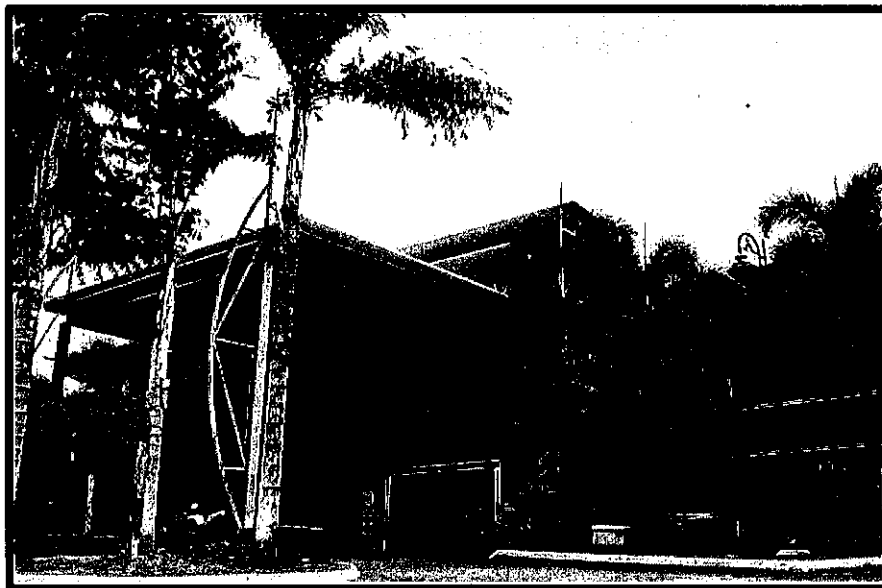


Image 32.0: Old KRU Academy located at Bukit Jalil

Hence of that, KRU MasterClass needs to determine which elements of their current business model, procedures, and operations require alteration, evaluate them. To eliminate the need for in-person encounters and boost productivity, look for ways to digitise or automate procedures. In addition, they also have to protect their staff, put strong health and safety procedures in workplace, and considered before firing a staff. When it is practical, set up distant work arrangements, enforce social seclusion, and provide the required protective equipment as during these trying circumstances, communication and assistance for employees' mental health are particularly essential.

As usual, the limitation of time became the significant factor for KRU MasterClass since all the trainees are not full time tied with those professional programs so they at the same time need to go to their work and there is also internet disruption for online class which will distract their learning process. This statement can be proven as there is article review is discussing the cognitive costs of multitasking, such as how it might impair learning and cause distraction, (Lai, C. -H., and Bower, G., 2019). For example, Video Production & Digital Marketing requires the online training class starting from 10 am to 5 pm. Meanwhile the other professional certificate program which is Performing Arts requires physical training sessions every Saturday, Sunday, and Tuesday night.



Image 33.0: Limitation time some of Performing Art students to attend the training class

~Izzati

11/11/2021 10:41

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~Izzuddin

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Image 34.0: Internet connection problem

Thus, from that, all of parties KRU MasterClass, trainers, and students need to play their own roles on how to manage their time, and class schedule so that the students and trainers are not missing the syllabus and waste their time.

Other than that, strong market competition is the most challenging in good or bad way. As I understand, strong market competition can be both advantageous and difficult. According to Michael, he stated ‘competitive advantage requires pain and effort to achieve’, (Michael E. Porter, 2019).

On the other hand, it promotes innovation, raises the level of quality of the products, and gives customers additional options at affordable prices. On the other side, it can make it harder to hold onto market share and result in lower profit margins and more marketing expenses. Businesses that successfully differentiate themselves, provide clients with higher value, and promptly adjust to changing market dynamics frequently succeed in a competitive market.

For example, Todak Academy is one of the KRU MasterClass’ competitors. The company also offers the same services which is the short course program with professional certificate but the company more to E-Sport program.



Image 35.0: Competitor's poster

In order for KRU MasterClass to ensure that they could overcome any challenges when it comes to competitors, they need to make sure that they keep make differentiation of their products and service depending on todays' era or trend.

Hence of that, they need to identify what sets their offering apart from their competitors and emphasize those unique features and qualities. In addition, KRU also needs to improve their customer experience so that they can build customer loyalty and create barrier for their potential competitors.

Next, is the costing of accommodation trainees need to consider. As one of training center provider, KRU MasterClass will face this kind of situation where the trainees are having financial problem especially accommodation. The worst thing that could happen is that the trainees will be in a dilemma about whether they should stay or just quit, even though they are already halfway through the training program. This can be seen as the study found that college dropout rates are higher for students who have problems with transportation, (Hui,T., and Kim, D.,2022).

The student may also think that all of the problems are wasting their time and money, even though they get their allowance every month and only need to attend the class three days a week. This financial problem also happened because most of the trainees are unemployed and do not come from rich families.

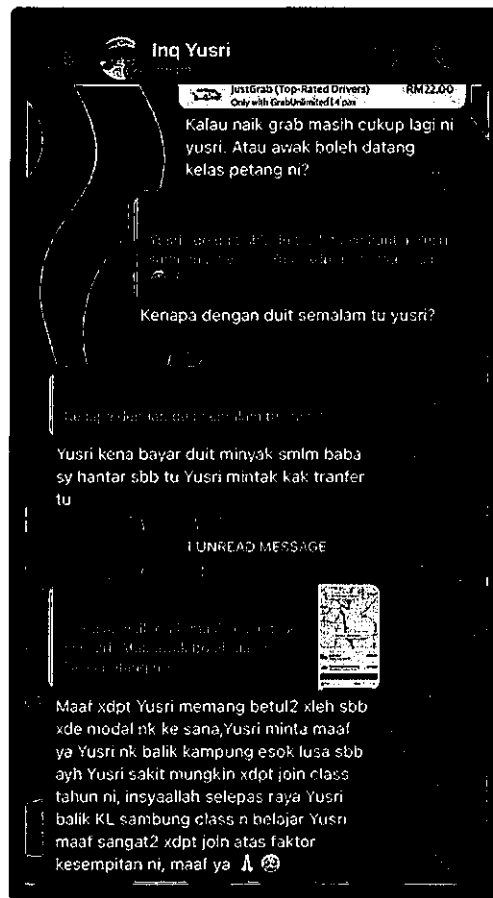


Image 36.0: One of the trainees who have problem on accommodation

In order to ensure that KRU MasterClass can handle the situations, KRU MasterClass needs to reach out to those who have problems with accommodation-related challenges and find alternatives to show that KRU MasterClass has specific responsibilities towards the trainees. Other than that, for the trainee side, maybe the trainees could find themselves a part-time job instead of just depending on the allowance given. Furthermore, KRU MasterClass known as education training center that offers courses that related with digital era. As a result, KRU MasterClass encounters a few difficulties when assisting clients who lack understanding. According to the article 'lack of knowledge is a significant barrier to learning', (Cempe, 2019).

One such is the KRU MasterClass, the intended audience for the upcoming Micro Connector 2.0 program. This program targets micro entrepreneurs who have an income of RM 100,000 to RM 300,000 only and despite being interested in the program, they remain silent and don't raise any inquiries because they aren't well-versed in business expertise related to digitalization. In order to get the microentrepreneurs to agree, the KRU MasterClass must work harder and try to comprehend their points of view.

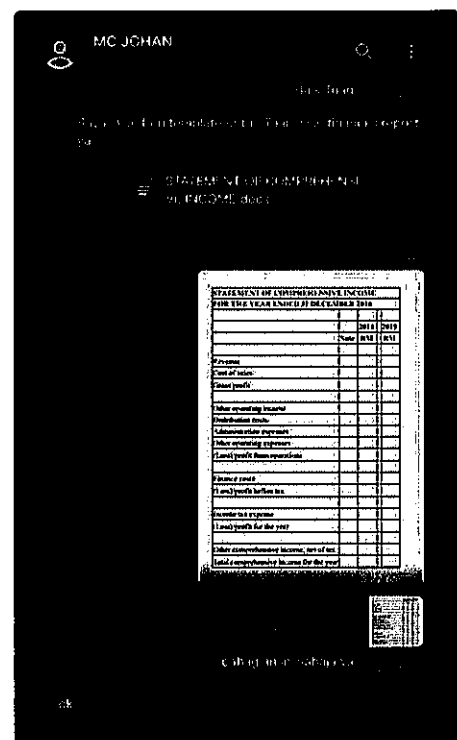
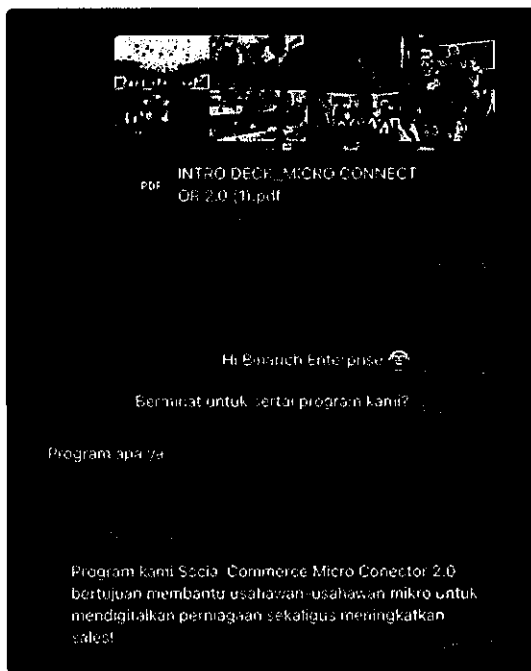


Image 37.0: Some of target market that have lack of knowledges

In addition, since COVID-19 hit, most of the short-term training conducted by KRU MasterClass is hybrid, where classes are only conducted online and physically if necessary. As a result, the MasterClass team confronted difficulties that made communication between them very difficult. According to the article, 'lack of communication is one of the common causes of problems in communication' (Sptzberg, Brian H., and William R.Cupach. 2019).

This problem will be a threat to KRU MasterClass because if there is a disagreement with each other, it is not impossible that one of the parties will fight or bring down the good name of KRU MasterClass and think that KRU MasterClass is an inappropriate training centre and blame the employees of KRU MasterClass.

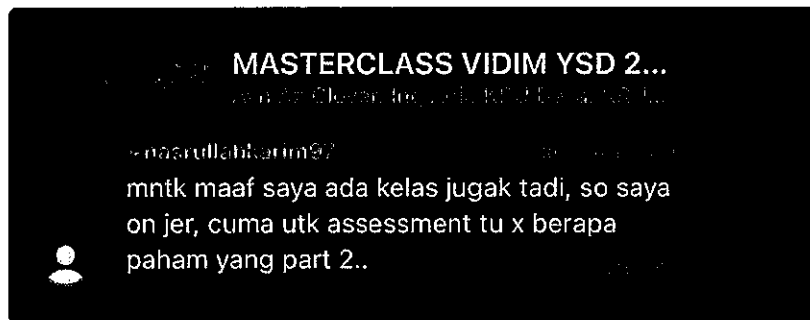


Image 38.0: Limited communication which made the trainee lack of understanding

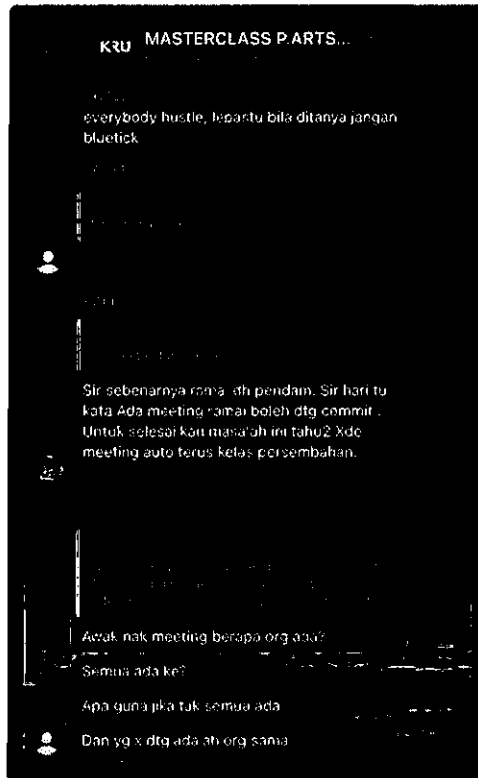


Image 39.0: Limited communication which made some of the trainees are misunderstanding

In order to effectively tackle challenges, the KRU MasterClass must develop a plan and adopt a broad perspective. Additionally, in order to make sure that the trainees' affairs are in order, the KRU MasterClass may also organise physical meetings three times a month or online meetings to check on all of the trainees.

CONCLUSION

In a nutshell, this internship was wonderful and productive. I can say that I learned a lot during my time at KRU MasterClass. It goes without saying that, as a novice, I find the time I have spent in this internship programme learning about it to have been well spent. Even though I cannot deny that KRU MasterClass is a small company with few employees, it helped me learn a lot and gave me multitasking skills.

The internship programme is excellent and helps me enhance my sales and marketing knowledge, skills, and abilities. I can apply everything I have learned in UiTM to my internship. I can't dispute that it was a positive experience and memory because I made new friends and learned useful information in addition to gaining experience.

Therefore, KRU MasterClass is also a fantastic option for people seeking an internship because it provides practical trainees with knowledge, legitimate experience, perks, and advantages. They give me my own area in addition to a number of facilities like a personal computer (PC), Wi-Fi, extra money if I need to pay for transport to events, and allowances. The company treated me fairly and with professionalism. I also gained knowledge from a variety of organizations and my colleagues.

I hope that the internship programme will become a required course, and I urge other marketing students to use this chance to complete an internship because it will enable us to determine your skills, talents, and other qualities.

Last but not least, I hope to be a Senior Marketing Executive in any company in the next five years.

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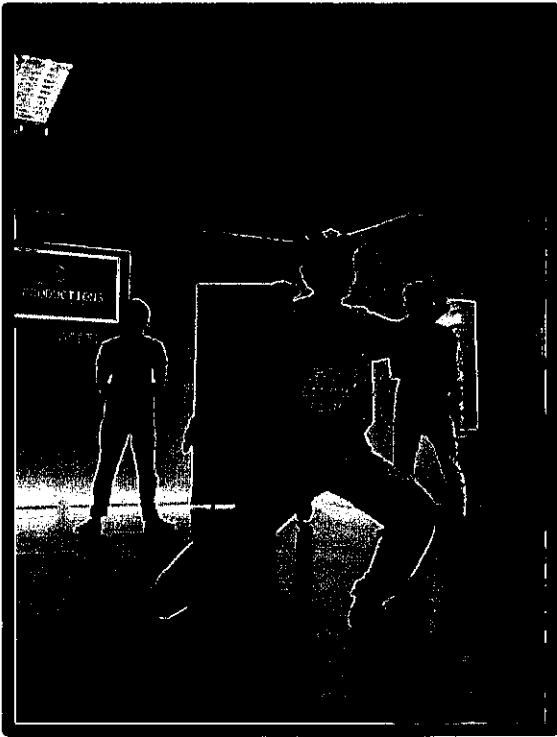
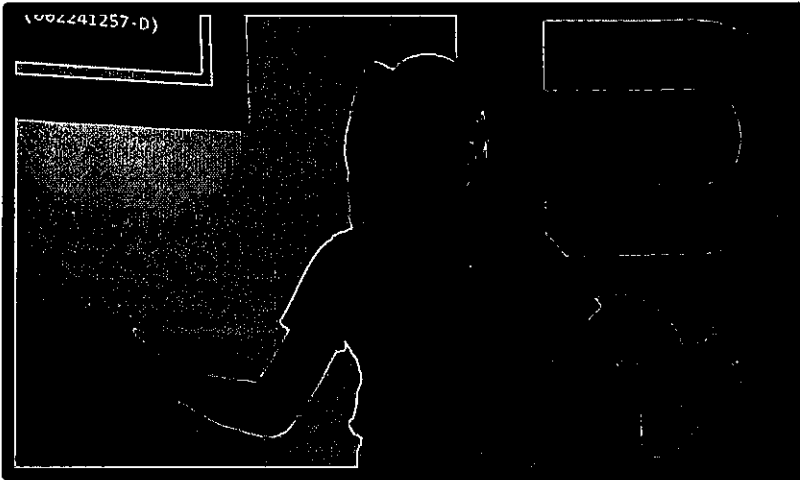
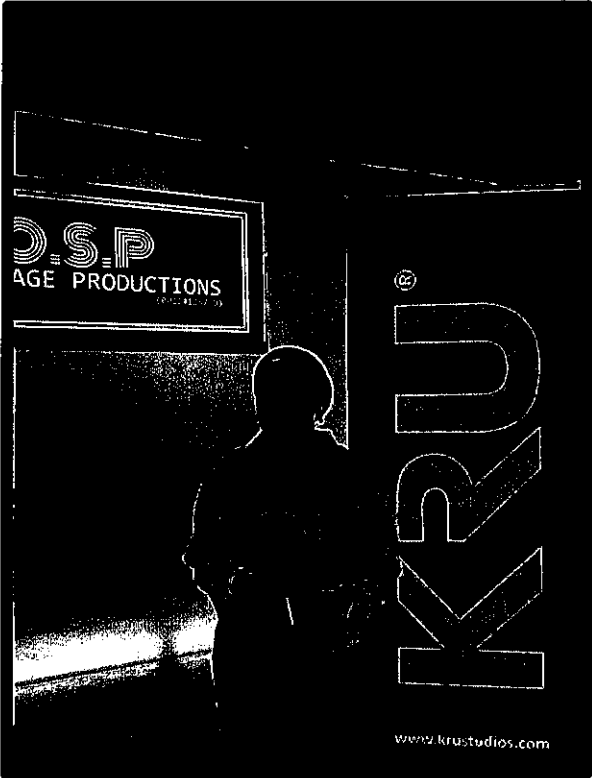
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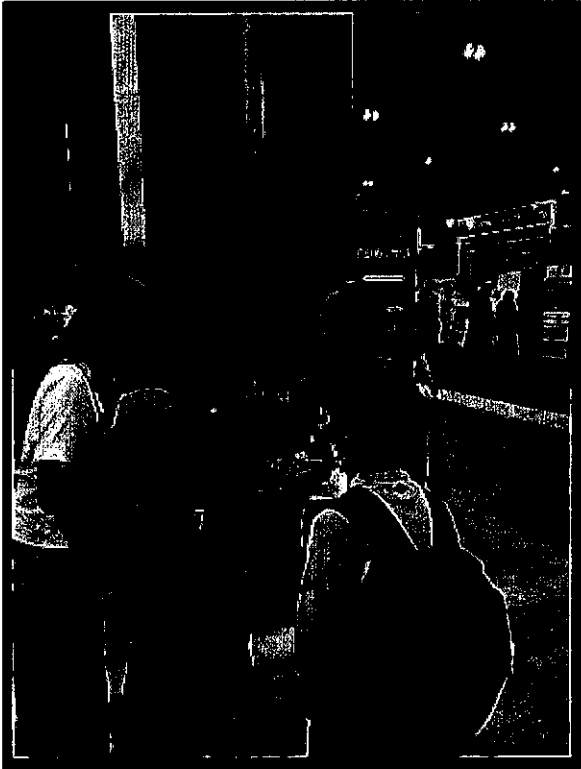
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APPENDICES

I. Performing Art training



II. Matta Fair Event @ MiTEC, Kuala Lumpur



PELANGONGAN PUTRAJAYA

WETLAND RANGERS MENANTI ANDA DI MATTFA FAIR, MITEC, KUALA LUMPUR PADA HARI INI DAN ESOK

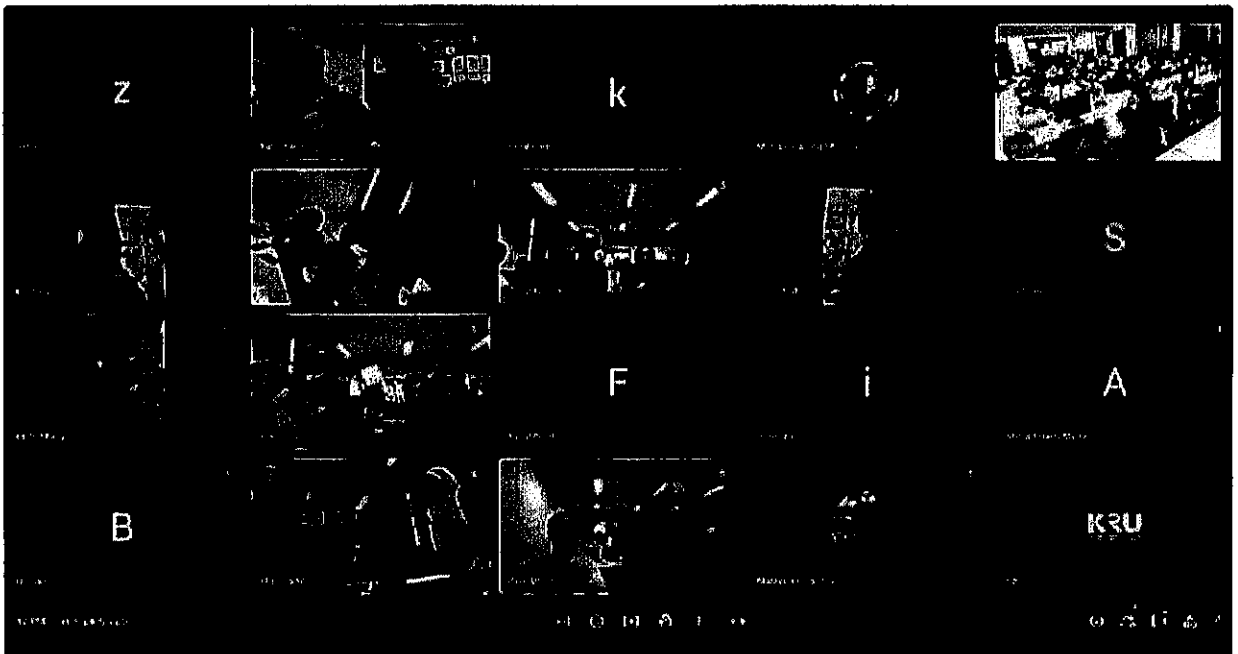
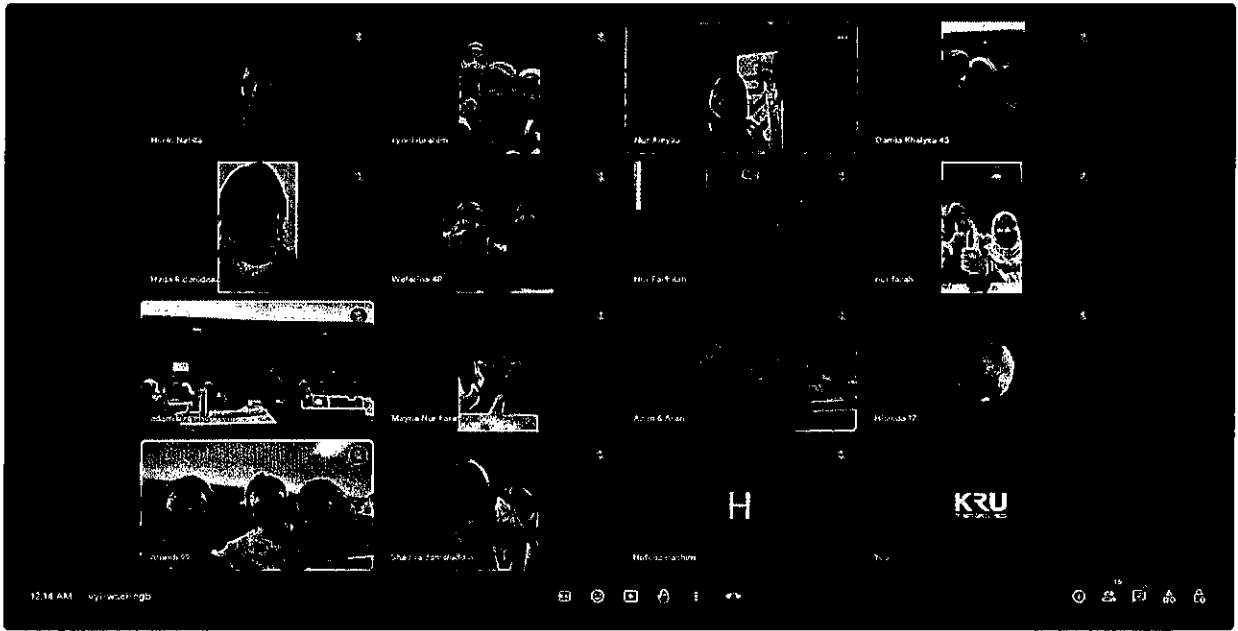
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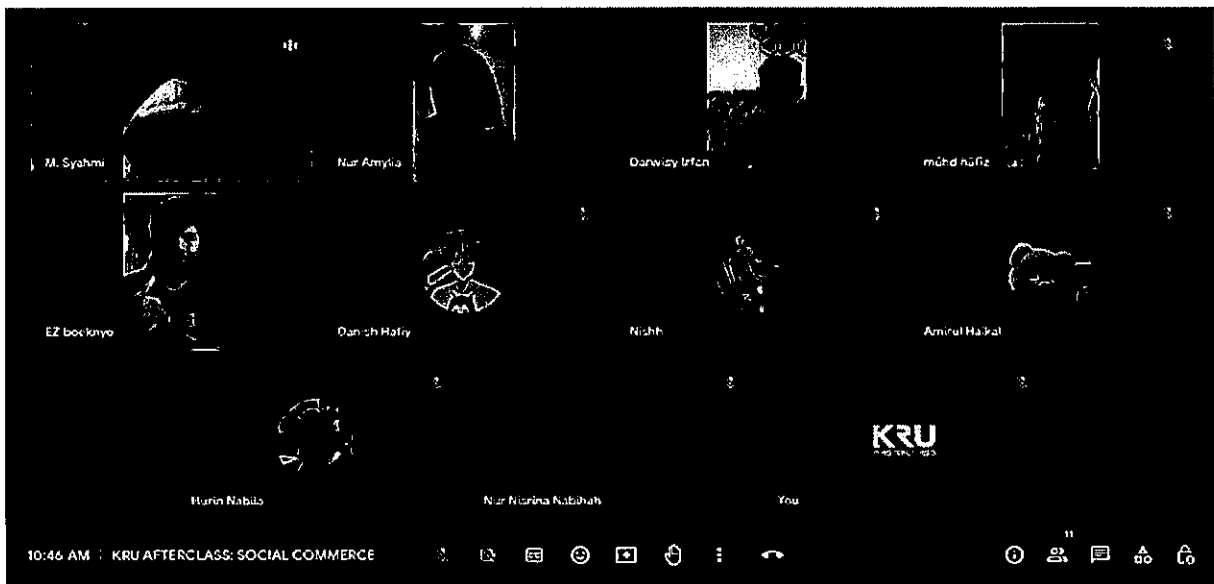
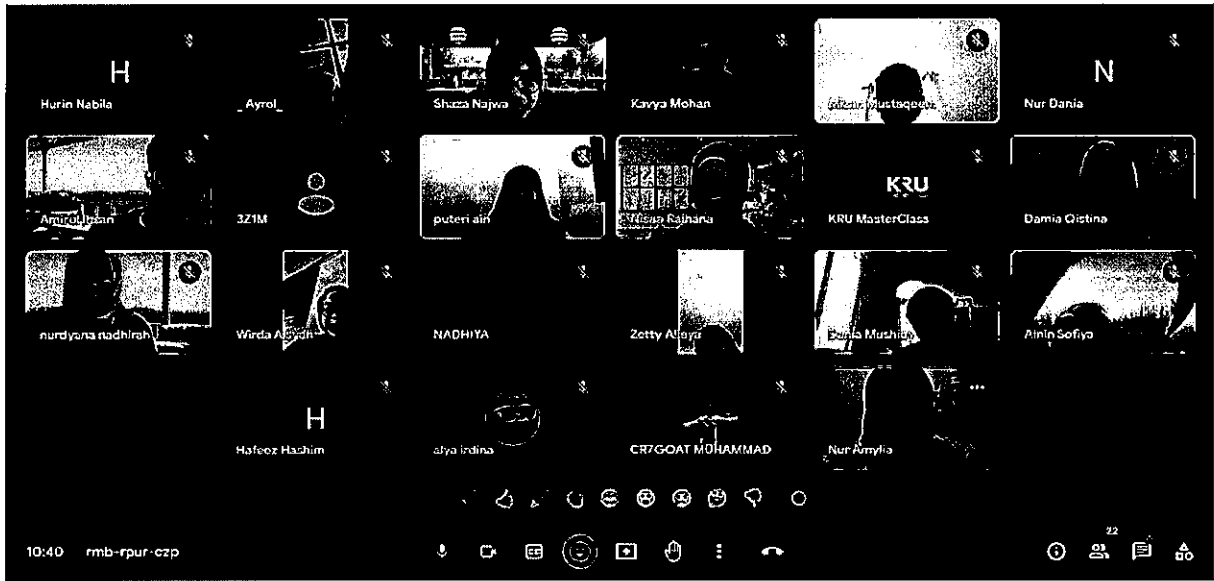
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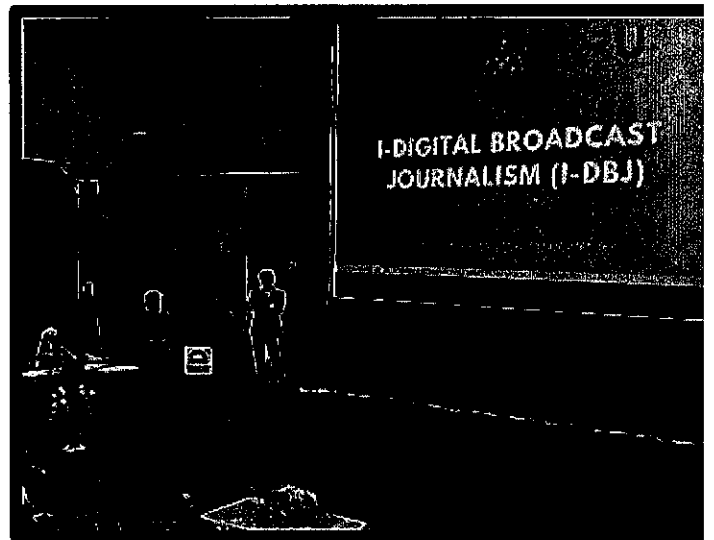
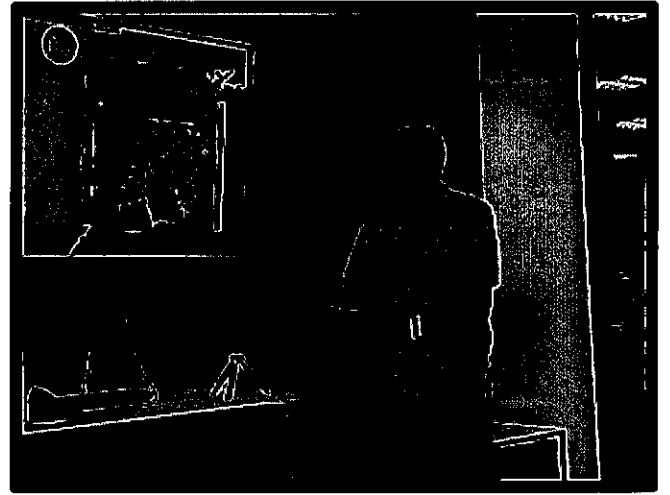
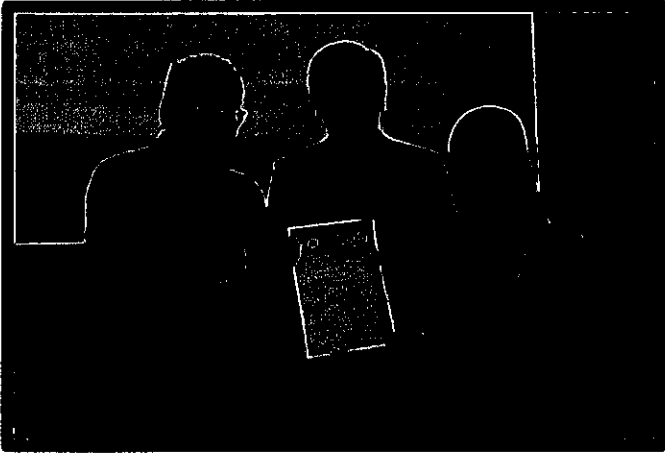
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IV. I-Digital Broadcast and Journalism



V. Colleagues

