



اَبُو سَيْدِي تَيْكُو لُو كِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

FACULTY OF BUSINESS & MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
INTERNATIONAL BUSINESS (BA246)

INTERNSHIP (MGT666)

SUTRA ADV. GROUP SDN BHD



NAME: NUR DINAH ARDINI BINTI MOHD ZAID

STUDENT ID: 2021167039

PROGRAM: BA246

DATE: 1 MARCH-15 AUGUST 2023

1.0 PRELIMINARY OVERVIEW

1.1 Executive Summary

My internship journey with full of ups and downs began here at Sutra Adv. Group Sdn. Bhd. located at Pinnacle Petaling Jaya. I was placed under Sales & Marketing Department and appointed as a brand ambassador for their client, Budimas Charitable Foundation. The internship started on the 1st of March 2023 and ended on the 15th of August 2023 (24 weeks).

During my internship at Sutra Adv. Group Sdn. Bhd., I gained a lot of knowledge about the background of the company. It is crucial for me to understand the company's background as it provide an overview of the company that I have joined. Besides, I also got to learn on the organizational structure and how this company runs which is through face-to-face marketing where I need to meet and greet people to raise awareness and gain sales for our client.

Furthermore, being a part of Sutra Adv. Group Sdn. Bhd. has taught me a lot of skills that could lead to my self development. It can be seen that my social and communication skills has improved as i had to work in a team most of the time. Not to forget, this internship journey has helped me boost my confidence in every aspect of my life.

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1.4 Acknowledgement

First on foremost, thanks to Allah for His blessings and guidance I managed to complete my 24 weeks industrial training and this report. It was such a great memory and experience for me throughout this journey. I am very grateful to have Madam Rafidah Abdul Azis as my advisor with her help and advice. This internship was very impactful to me as I learned a lot of new things and got me prepared for my career in the future.

I am also thankful to Mr. Kogulan, my supervisor for helping me went through the internship successfully and all the knowledge he shared to me. Mr. Kogulan was very committed in training me to be a good employee that could contribute to the company. It was a pleasure for him to answer all my questions without fail.

Moreover, I would like to express my gratitude to my colleagues and teammates for their assistance during my internship. It was a memorable experience for me to work with them day by day. Lastly, a big thank to Sutra Adv. Group for giving me the opportunity to finish my internship at the company. It's obvious that I couldn't do well in my internship without everyone's cooperation and assistance. Thank you.

2.0 STUDENT'S PROFILE



NUR DINAH ARDINI MOHD ZAID

> Graduate of International Business

I am a passionate graduate in Business Administration, looking for a position at a company that will allow me to explore career options in Business Administration and International Business. I am highly motivated to gain experience and build a strong base for a successful career.

CONTACT

EXPERIENCE

> March 2023 - August 2023

Brand Ambassador

ISutra Adv. Group Sdn. Bhd. | Petaling Jaya, Selangor

- Promoted and spread awareness on clients' brand through face-to-face marketing either on the street or event.
- Posted job ads on online platform for recruitment of new starter.

EDUCATION

> UiTM Bandaraya Melaka (2021-2023)

Bachelor of Business Administration (Hons.) International Business

Current CGPA of 3.67
Dean's List for 2 Semesters

> UiTM Raub (2018-2021)

Diploma in Business Studies

Vice Chancellor's Award with CGPA of 3.73

> SMK Abdul Rahman Talib Kuantan (2013-2017)

Sijil Pelajaran Malaysia (SPM)

Science Stream

EXTRACURRICULAR INVOLVEMENT

> SK Batu Berendam Melaka (2022)

Emcee, Let's Communicate and Connect! Programme

> UiTM Raub (2019)

Participant, Entrepreneurship & Innovation Series IV

> UiTM Raub (2018)

Participant, Sukan Antara Program (SUPRO)

REFERENCE

Mohd Zaki Bin Sadik

Academic Advisor | UiTM Bandaraya Melaka

SKILLS

- Creativity
- Communication
- Teamwork
- Meeting deadlines
- Friendly
- Critical thinking

3.0 COMPANY'S PROFILE

3.1 Company's Background



Company Name: Sutra Adv. Group Sdn. Bhd.

Location: Tower A, Pinnacle Petaling Jaya, Lorong Utara, Pjs 52, Petaling Jaya, Selangor Darul Ehsan.

Sutra Adv. Group is an outsourced sales and marketing company was founded by Mr. Megat Mohammad Naimullah Bin Azlan in 2020 with the intention to caters to the needs of its clients. The office is located at Pinnacle Petaling Jaya together with other marketing offices under one roof. They has been working closely with a number of division clients since 2020. They were established out of a genuine desire to offer brands the top-notch creative services they need to remain competitive.

This business begins by hiring a small group of employees, and it expands yearly. The company's slogan, "One Goal, One Passion," inspires everyone to create their own aspirations and offers sufficient training and expertise to help them unlock their inner potential. This business specialises in face-to-face marketing, where its representatives are in charge of promoting the respective clients.

Moreover, Sutra Adv. Group is a part of the Saleswork Group Asia, the largest conglomerate of businesses in Asia that specialises in sales activation. Saleswork is tasked with supplying the registered company with further information and fostering positive relationships with customers, clients, and brand ambassadors. They stimulates interest, bestows honours, and

verifies the brand ambassadors' successful performance by giving awards to the ones that deserve it.

3.2 Vision, Mission, Objective & Goal

Vision

Premier sales activation agency delivering high quality, high volume, and maintaining long term customer as well as enhancing client brand and reputation.

Mission

To accelerate face-to-face marketing in every aspect.

Objective

Serve our client needs in order to promote their brands, products, and services which we offer through face to face channel via business to business (B2B) , business to consumer (B2C), events and roadshow.

Goal

- To give equal career opportunity to everyone to involve in entrepreneurship.
- To provide enough skills and experience to develop inner capabilities.

3.3 Organizational Structure

**SUTRA ADV. GROUP
ORGANIZATIONAL CHART**

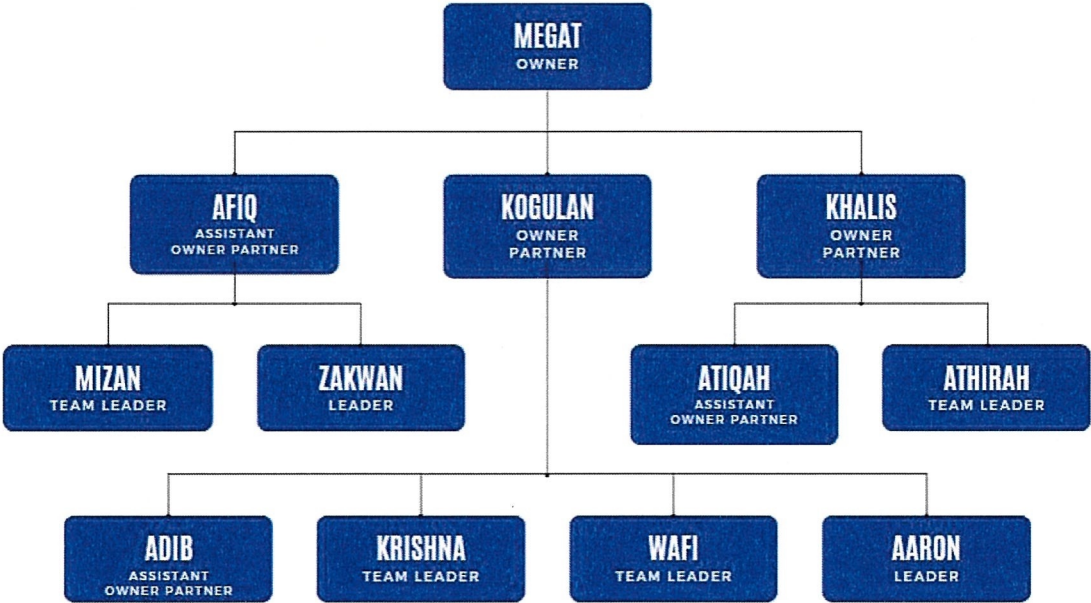


Figure 1: Organizational Chart

3.4 Services Offered

The client comes to Sutra Adv. Group to seek for marketing solutions, which they supply through face-to-face activation, and they serve them in order to advertise their brand, product, or service. They assist their customers by raising awareness of their brand, promoting their special deals and packages, followed by selling and activating the bundles.

Currently, Sutra Adv. Group is serving an established client called Budimas. Budimas is a charitable foundation that was founded since 1998, where they help local children such as orphans, underprivileged and indigenous kids. There are three donation programmes offered to provide the children with food, education, medical needs and more. Therefore, Sutra Adv. Group is given a responsibility to promote and spread awareness to public and raise fund through the donation programmes.

4.0 TRAINING'S REFLECTION

4.1 Duration & Specific Department

The duration for my internship is 24 weeks which was started on 1st of March 2023 until 15th of August 2023. I reported at the office as an intern and was placed at the Sales & Marketing Department. I worked for 6 days in a week starting from 11am until 6pm. My role as an intern there was to do face-to-face marketing with different team and places every day.

4.2 Task Assigned

I was required to approach people every day at different places to do the presentation and raise awareness of client's product as well as guide the potential customer who was interested to sign up for donations program either through monthly plan or one-time-off. Anyone that excel and committed in their work will be given rewards and recognition from the owner.

Apart from doing sales, I was also required to do recruitment where I had to post job ads on online platforms such as Indeed, LinkedIn and Jobstreet. This is somehow a great experience for me where I got to learn on how to recruit and attract people on applying the job through interesting post.

Moreover, I was assigned to guide one of the new starter on how this work is done and by showing a good example to them. In the field, I had to help the new started in closing part and help them whenever they struggle finish their presentation. To help them do better, every morning before going to the field, I would practice doing presentation with the new starter and encourage them to do their best.

4.3 Benefits That Received & Gained

During my internship period in Sutra Adv. Group Sdn. Bhd., I gained numerous benefits in terms of allowance and skills. The allowance given here is based on performance which will be given through commission pay gained through the sales I made for each week. The allowance

received is in the range of RM200-RM500 that will be paid weekly. The allowance given is very helpful to me in surviving living expenses such as room rent, transportation and foods.

Besides, I was able to improve my communication skills during my internship. This job requires me to talk with people face-to-face which I need to be confident when talking to strangers. I learned a lot on how I could take control over people during the talking phase and boost my confidence, thanks to the training class provided by the company. Therefore, I could see that I improved a lot in my personal development and skills so that I could provide a good performance to the company.

5.0 SWOT ANALYSIS

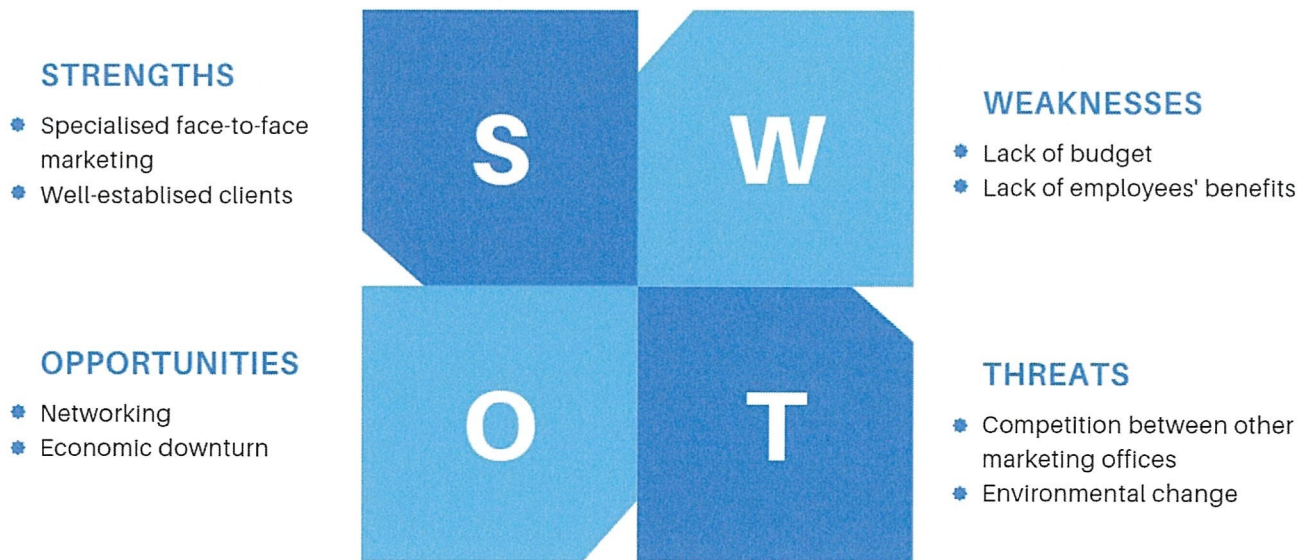


Figure 2: SWOT Analysis

6.0 DISCUSSION & RECOMMENDATION

6.1 Strength

Sutra Adv. Group is specialised in face-to-face marketing where every employee also called as brand ambassador need to go to the field by themselves. This type of marketing is proven can improve trust on the client's brand. Nowadays, there is a lot of fraud cases occurs online which have made people become insecure. By doing face-to-face marketing, customer can minimized the risk of being scammed by irresponsible people out there because they know who are they talking to as every brand ambassador has their own ID Badge.

Besides, Sutra Adv. Group also has served well-established clients such as Budimas Charitable Foundation, RedOne and Maedicare. These brands are such a big name in Malaysia which could make them more visible among people. As for now, Sutra Adv. Group is serving Budimas as their client. The fact that not everyone in KL and Selangor notice on the existence of Budimas but with the aid of face-to-face marketing done by the brand ambassador, there are more people now recognised the foundation and willing to donate.

6.2 Weakness

One of the weaknesses of Sutra Adv. Group is deficit budget for outdoor marketing activities. In this company, there are two ways of doing face-to-face marketing either at the street or event. The lack of budget to hold an event caused the company to be less profitable in a particular week as they couldn't afford to rent a spot at a good event place. It can be seen that this company gained good result when they held event at the shopping mall, hospital and offices compared to doing it on the street. Therefore, it is recommended for the company to look for various quality places to hold an event while spending less rather than hold an event at a non-quality place with high price.

The second weakness of this company is lack of employees' benefits. The way this company pay their brand ambassador is fully commission based where there is no basic salary given to them. The brand ambassador needs to go to the field at the different place every day by their own money as there is no allocation of transportation given to them. They are also not covered

with medical insurance if anything happen on the field. This somehow makes some of them feel burden and demotivated to work. Therefore, Sutra Adv. Group needs to offer benefits beyond the basics to keep employees happy.

6.3 Opportunity

Sutra Adv. Group Sdn. Bhd. has identified a few opportunities for the company to grow further in the marketing industry. One of the opportunities for the company is networking. Networking is essential for every company to expand their knowledge, opportunities and connections. Networking can make this company noticeable within the industry and collaborate with other company. This networking also create connections with their network too. A chance to collaborate would arise when someone in their network matches a company they meet at an event. Consequently, it will improve their relationship in present and future.

The other opportunity seen during a downturn in the economy. When the economy is in a bad shape, business owners will do almost anything to keep their clients making purchases. If they present yourself in the right way, Sutra Adv. Group may persuade these struggling companies that they need their services to survive. They will probably reduce spending on other procedures and allocate a higher portion to marketing development when they revisit their budgets. This will make Sutra Adv. Group still profitable at even during hard times and creating a high demand for their services from other companies.

6.4 Threat

The threat that has been identified on Sutra Adv. Group is competition between other marketing offices. Nowadays, the marketing offices around KL and Selangor can be seen growing from time to time. This somehow leaves Sutra Adv. Group with limited choices of new clients since there are many other marketing offices out there could be chosen by the clients. However, competing with other marketing offices may raise the value of employee's human capital and may be a great motivator for the company to do well and prove they are the best among others. Therefore, this threat can be overcome by highlighting their difference between the other

marketing offices. They can identify their uniqueness in such the way they approach and engage with customers.

Besides, environmental changes can be one of the threat for this company as the company is fully based on face-to-face marketing. With the occurrence of natural disaster such as air pollution and flood, the chance to conduct face-to-face marketing has been significantly impacted due to the safety measures directed by the government. This will cause any face-to-face procedures to be put on immediate pause, which may have a long-lasting effect on both the campaigns and the reputation of the entire business. Therefore, Sutra Adv. Group have to transform and adapt to digital marketing for the survival of the company. This may help them to be profitable in a long run whether during the disaster or normal days.

7.0 CONCLUSION

To conclude, this 6 months industrial training at Sutra Adv. Group, where it has given me a lot of experience, practical work skills, and exposure as a brand ambassador. During this internship, I gained various opportunity to put my academic knowledge into practise. By approaching different target consumers, for instance, I was able to learn how to do direct selling, which would be useful for my future work.

Moreover, this internship somehow helps me to communicate with my teammates and people in the company with confidence. As a result, I have been able to improve my communication and technical skills as well as boost my confidence level, making it easier for me to work swiftly and learn from my mistakes and do the right thing.

Furthermore, I am very grateful to have Mr. Kogulan as my supervisor as he was the one who helped and guided me all the time. Due to his great care and monitor, I was able to finish my internship well. Not to forget, everyone in the company also contribute to a great help for me by giving their cooperation and good teamwork.

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9.0 APPENDICES



Figure 3: Certificate of Leadership By Sutra Adv. Group



Figure 4: Certificate of Appreciation From Budimas



Figure 5: Certificate of Leadership By Saleswork

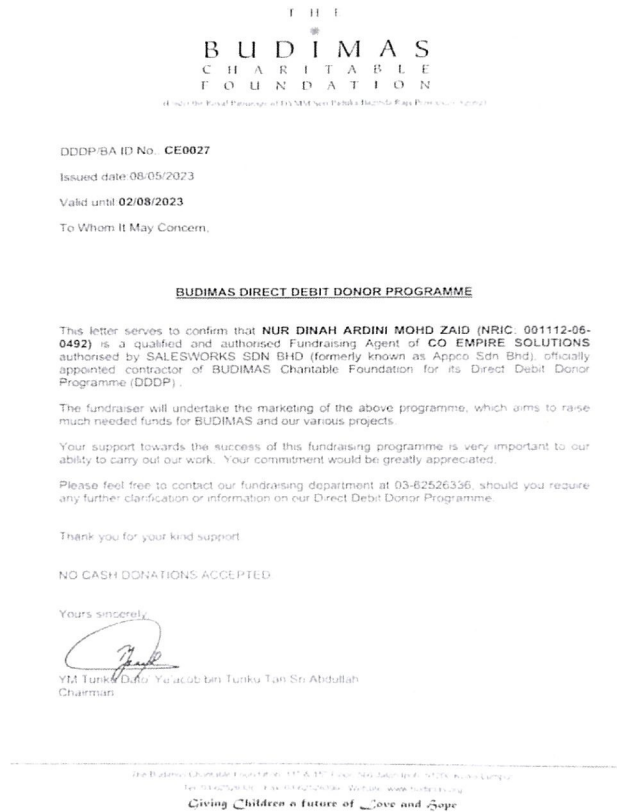


Figure 6: Authorisation Letter By Budimas



Figure 7: Leadership Promotion Day



Figure 8: Leadership Promotion Poster At The Bulletin Board



Figure 9: Event At KPJ Kuantan



Figure 10: At The Field In Shah Alam



Figure 11: At Saleswork Event With Supervisor



Figure 12: At Saleswork Event With Co-Empire Team