



اَوْنِیُوَرَسِیْتِی تِیْکْنُولُوجِی مَارَا
UNIVERSITI
TEKNOLOGI
MARA



INDUSTRIAL TRAINING REPORT (MGT666)

1 ST MARCH – 15TH AUGUST 2023

NUR QISTINA NADIAH BINTI SALLEH
2020470584
BA240

EXECUTIVE SUMMARY

This industrial training report is a report that this student must complete during his or her six-month industrial training at the International College of Yayasan Melaka (ICYM). This industrial training begins on the 1st of March and ends on the 15th of August, 2023. This report comprises the student's profile, the company's background, the company's goal and mission, the company's organizational structure, and the company's product or service.

Furthermore, this report discusses the students' reflection training, in which the students must tell the duration of time they have worked, the specifics of the department they have been assigned to, the tasks they carry out, and the benefits and rewards they receive, such as allowance, claim, commission, and so on. There is also a SWOT analysis of the International College of Yayasan Melaka (ICYM), which was recognized by students during their six-month industrial training.

Following that, recommendations relating to the SWOT analysis are presented in this report. Students create recommendations by applying all of their knowledge learned during the six months of industrial training. Communication skills, problem-solving skills, leadership skills, and management skills are among those gained.

Students acquire a wealth of knowledge in the workplace soon after completing industrial training. Students are now aware of what they should do and what they shouldn't do. Discipline must be maintained at all times in order to remain the best employee.

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ACKNOWLEDGEMENT

In the name of Allah, the Most Gracious, the Most Merciful, who has given me the opportunity to completely finish this industrial training report. Alhamdulillah, without the help and support of those close to me, whom I greatly respect, I could not have successfully completed this industrial training report (MGT666). In order to finish this report completely, I have requested assistance and support from people I trust, and they have all cooperated very much in helping me.

First and foremost, I would like to express my gratitude to my very kind advisor lecturer, Associate Madam Norazamimah, who has helped me a lot in completing this assignment. A big thank you to Madam Norazamimah for her guidance and support. I would also like to thank all parties, especially my parents, for helping me complete this report.

I want to give thanks as well to my family, especially my mother, , who never stopped encouraging me and providing moral support throughout my industrial training at ICYM. Moreover, she always desires the best for her own youngest daughter, who is studying away from home in order to make the family proud. Thank you, mother, for all your prayers, advice, and time spent on me.

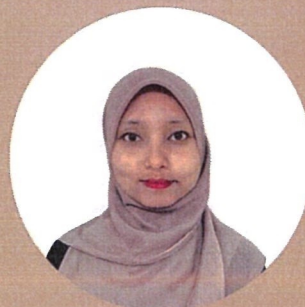
I would like to express my deepest gratitude to my supervisor, Puan Syuhaila binti Samsudin, who has been my second mother throughout my industrial training at ICYM, for providing excellent guidance, always teaching me about new things, giving me support, and allowing me to venture into new knowledge since the first day of my industrial training. Thank you for making me into someone who is more willing to embrace hurdles at work. Thank you also for all of your advice, which enabled me to learn from my mistakes and become a more cautious person in all aspects of my life.

Lastly, a big thanks to my roommate Nurmadiyah binti Roizali for her encouragement and support throughout this industrial training, as well as her good cooperation in sharing information in order to complete this report. Not to mention the time spent when I was having difficulty understanding things related to my studies and she personally helped me to overcome the problem. I am grateful to have a friend who has been there for me in both good and bad times during the six months of this industrial training.

STUDENT'S PROFILE

NUR QISTINA NADIAH BINTI SALLEH

FRESH GRADUATE



CONTACT



SKILLS

- Teamwork
- Time Management
- Leadership
- Verbal & Written communication

LANGUAGE

Bahasa Melayu	● ● ● ● ● ● ● ●
English	● ● ● ● ● ● ● ●
Mandarin	● ● ● ● ● ● ● ●

REFERENCES

Name: Syuhaila binti Samsudin (Mrs.)
Position: Assistant Manager of
Marketing Department, International
College of Yayasan Melaka

PROFESSIONAL PROFILE

An independent and self-motivated graduate looking for an entry-level position in the marketing department where I can utilize the extensive knowledge I have gained during my course. Well versed in market research and excellence in creating brand awareness.

EDUCATION

UNIVERSITI TEKNOLOGI MARA (UiTM)

2020 - Current

- Post graduated in Business Administration (Hons.) Marketing
- Major : Marketing

SIJIL TINGGI PELAJARAN MALAYSIA (STPM) - SMK ROMPIN, PAHANG

2018 - 2019

- CGPA : 3.33

SIJIL PELAJARAN MALAYSIA (SPM) - SMK ROMPIN PERMAI, PAHANG

2017

- 2A 1A- 4B+ 1B 1C+

INTERNSHIP

International College of Yayasan Melaka (ICYM)

Marketing Intern, Telemarketing

- Created a sales script and making phone calls to customers to promote a product or service.
- Convincing customers (parents and students) to buy our products.

COMPANY'S PROFILE

1. Company's Name, Logo, Location, and Operation Hour

- **Company's Name**
International College of Yayasan Melaka
- **Logo**

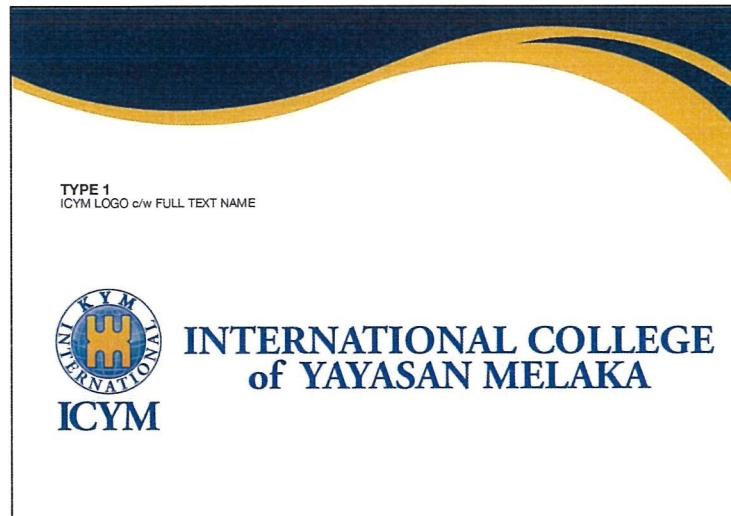


Figure 1: Type 1 ICYM Logo

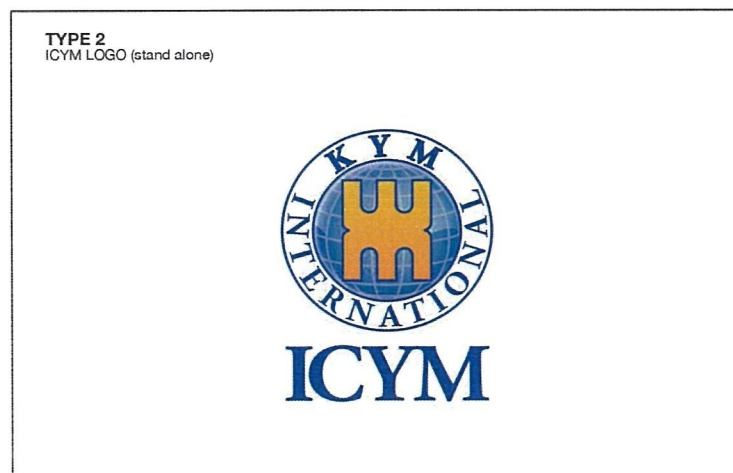


Figure 2: Type 2 ICYM Logo



Figure 3: ICYM Logo Composition

- **Location**

International College of Yayasan Melaka, No. 1, Jalan Bukit Sebukor, 75150 Melaka

- **Operation Hour**

8.00 a.m - 5.00 p.m (10 hours)

2. Vision, Mission, Objectives, and Goals

- **Vission**

To provide Internationally Recognized education in the Global Economy.

- **Mission**

To provide quality education and training to global citizens so as to enhance their competitiveness in a Global Marketplace.

3. Background of Establishment

ICYM was founded on the conviction and knowledge that higher education is critical to the country's success. Datuk Seri Mohd Najib Tun Abdul Razak, Malaysia's then-Minister of Education and Prime Minister at the time, officially launched the institution in 1997. ICYM equips global citizens with high-quality education and training to help them compete in the global market. We provide our students with a global education that allows them to push the boundaries of knowledge, master new technology, and reap the benefits of varied cultures and new sectors. ICYM will be able to achieve your aspirations in Globalizing Your Future in today's globalization era.

4. Organizational Structure

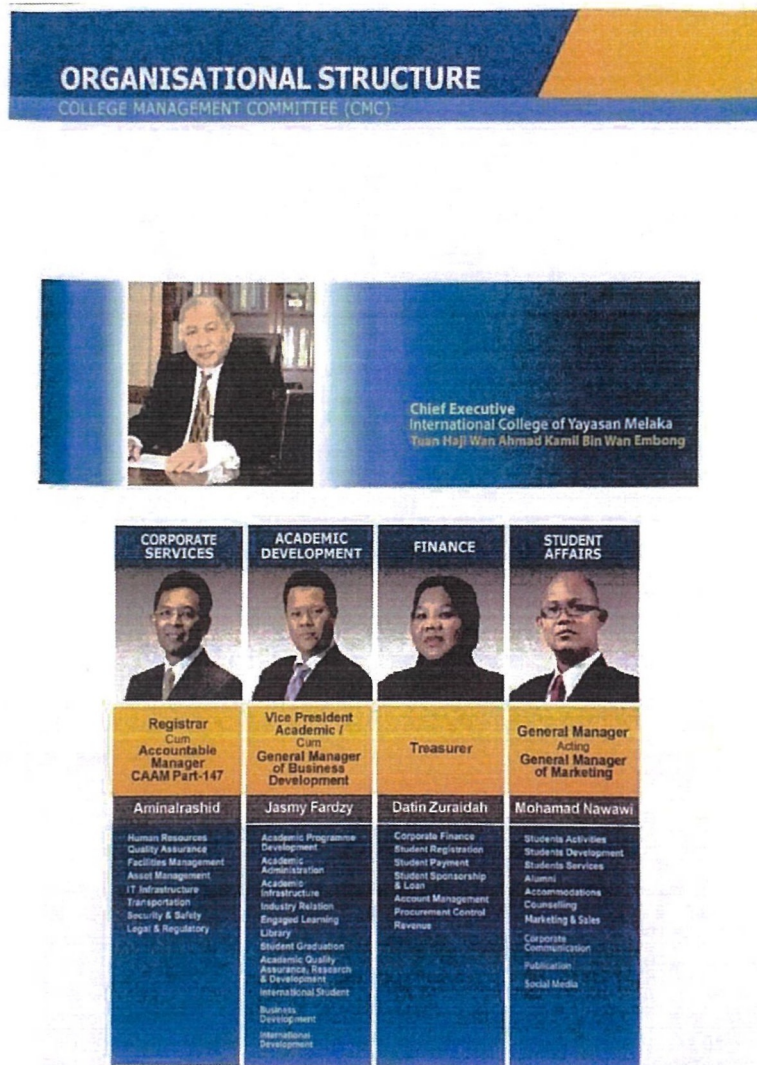


Figure 1: ICYM Organizational Structure

5. Products / Services Offered

- **Program Intro Career (PIC)**

PIC is a pre-diploma program for SPM graduates that offers 11 courses from the diploma program while waiting for SPM results. The study duration is two months, and students who finish this program can proceed to take the diploma in the same course after their SPM results are announced. Among the 11 courses offered are:



Figure 2: Flyer Program Intro Career (PIC)

- **Diploma ICYM and Diploma ICYM-UTM Collaboration Programme**
 ICYM diploma offers over 15 programs, including ICYM's own diploma as well as those from the ICYM-UTM Collaboration Program.

INTERNATIONAL COLLEGE of YAYASAN MELAKA

KEMASUKAN KINI DIBUKA

DIPLOMA & SOKONGAN PEKERJAAN DI LEBIH 40 SYARIKAT

SCHOOL OF SOCIAL SCIENCE 1. DIPLOMA PENDIDIKAN AWAL KANAK-KANAK - R/143/4/0070 (10/2022) MQA/FA 2940 2. DIPLOMA BIMBINGAN DAN KAUNSELING - R2/762/4/0022 (02/2022) A10642	KELULUSAN PENUH: JPT JABATAN PENDIDIKAN TINGGI MQA Agensi Kelayakan Malaysia Malaysian Qualifications Agency PENAJAAN: TABUNG Pendidikan JAMINAN KERJA 100% Kami Confirm Kerja Pasti! CIK NUR QISTINA KAUINSELOK PENDIDIKAN 011 21793852
SCHOOL OF COMPUTING & ENGINEERING TECHNOLOGY 1. DIPLOMA IN CYBER SECURITY - R/481/4/0135 (01/2022) MQA/FA 0949 2. DIPLOMA TEKNOLOGI ELEKTRIK - R2/522/4/0004 (05/2021) A6861 3. DIPLOMA TEKNOLOGI ELEKTRONIK INDUSTRI - R2/523/4/0429 (09/2021) A6863	
SCHOOL OF BUSINESS MANAGEMENT 1. DIPLOMA KEUSAHAWANAN - R2/045/4/0009 (08/2021) MQA/FA 1679 2. DIPLOMA KEUSAHAWANAN MUTAWWIF - R/245/4/1148 (03/2020) MQA/PA13015 3. DIPLOMA PENGURUSAN SUKAN - R/245/4/1147 (03/2020) MQA/PA13016	
SCHOOL OF MEDIA TECHNOLOGY & ARTS 1. DIPLOMA TEKNOLOGI ANIMASI - R2/213/4/0108 (12/2022) A6415 2. DIPLOMA TEKNOLOGI MEDIA - R/213/4/0090 (12/2022) A6416 3. DIPLOMA TEKNOLOGI MULTIMEDIA - R2/213/4/0159 (02/2024) A4731	
SCHOOL OF HOSPITALITY & TOURISM MANAGEMENT 1. DIPLOMA IN TOURISM MANAGEMENT - R/812/4/0069 (02/2024) A8142 2. DIPLOMA IN HOTEL MANAGEMENT - R/811/4/0059 (02/2022) MQA/FA 0913 3. DIPLOMA IN CULINARY ARTS - R/811/4/0094 (07/2022) MQA/FA 0815	
SCHOOL OF AVIATION & AERONAUTIC TECHNOLOGY 1. DIPLOMA IN AIRCRAFT MAINTENANCE TECHNOLOGY - R/525/4/0023 (08/2022) MQA/FA 1419 2. DIPLOMA PENGURUSAN PENERBANGAN - R/345/4/1122 (05/2024) MQA/PA 9454	
PROGRAM KERJASAMA UNIVERSITI TEKNOLOGI MALAYSIA 1. DIPLOMA PENGURUSAN TEKNOLOGI - R2/345/4/0029 (08/2021) MQA/FA 0918 2. DIPLOMA PENGURUSAN TEKNOLOGI (PERAKAUNAN) - R2/344/4/0023 (08/2021) MQA/FA 0917 3. DIPLOMA SAINS KOMPUTER (TEKNOLOGI MAKLUMAT) - R2/481/4/0058 (08/2021) A7283	

KOLEJ ANTARABANGSA YAYASAN MELAKA No 1 Jalan Bukit Sebukor, 75150 Melaka

+606 2817732

icym4u

Figure 3: Flyer Diploma ICYM and Diploma
 ICYM-UTM Collaboration Programme

- Cambridge GCE A-Level

OPEN FOR REGISTRATION

ICYM

It is **100% exam-based**. Allows you to focus on only a few subjects and dive straight in.

A Level widely recognised by top universities and employers around the world because of students' overall academic achievement

Good grades at the International A level can result in up to one year of advanced standing or credit at university in the USA and Canada.

CAMBRIDGE GCE A-LEVEL

- ✓ Passed Sijil Pelajaran Malaysia (SPM) with a minimum of 5 credits in any subjects or any equivalent qualifications; OR
- ✓ Passed Unified Examination Certificate (UEC) with a minimum of B Grade in any 3 subjects; OR
- ✓ Passed O-Level with a minimum of 5 credits in any subjects

PATHWAY OPTIONS
LOCAL & OVERSEAS UNIVERSITIES

INTAKE JAN / JULY
2 Years (4 semester)

INTERNATIONAL COLLEGE OF YAYASAN MELAKA
NO 1 JALAN BUKIT SEBUKOR, MELAKA
www.icym.edu.my
(DK 021) (M)

More detail information, please contact

Figure 4: Cambridge GCE A-Level

- Bachelor Degree UTM



3 Years
6 Semesters
91 Credit Hours

CAREER PROSPECTS

DIPLOMA IN TECHNOLOGY MANAGEMENT
PD345/A/0029 (08/2021) MQA/PA 0918
Assistant Administrative Officer / Assistant Marketing Officer / Assistant Personnel Officer / Assistant Operation Officer/Production / Supervisor / Entrepreneur

DIPLOMA IN TECHNOLOGY MANAGEMENT (ACCOUNTING)
PD345/A/0029 (08/2021) MQA/PA 0918
Assistant Financial Officer / Assistant Auditor / Assistant Accountant / Entrepreneur

DIPLOMA IN COMPUTER SCIENCE
PD345/A/0029 (08/2021) MQA/PA 0918
Assistant Officer of Information System / Programmer / System Analyst / Assistant Multimedia Creative Officer / Technician / Information Technology / Entrepreneurs

BACHELOR OF SCIENCE (HUMAN RESOURCE DEVELOPMENT)
N/345/B/0799 (12/2020) MQA/PA 6178
Graduates of this programme will be able to work as Human Resource Executives, Trainers, Research Officers in public and private sectors, Chief Learning Officers (CLO) in multinational corporations, Consultants in human resource development and training, Academicians and Researchers in institutions of higher learning.

BACHELOR OF MANAGEMENT (MARKETING)
N/345/B/0800 (12/2020) MQA/PA 6179
Graduates of the programme can work as Product Marketing Managers, Marketing Assistants/Executives, Purchasing and Administration Executives, or hold management and marketing related posts in industries within an ICT environment or in ICT-based organisations.

Figure 5: Bachelor Degree UTM

- Sijil Kemahiran Malaysia or TVET



SERTAI KAMI
Daftar Segera

SIJIL KEMAHIRAN MALAYSIA

Pusat Bertauliah Bordinat Persijilan & Kerjasama
Pusat Latihan Teknologi & Vokasional JPK TAYANG PUSAT KEMAHIRAN KWSP EPF

SKM 2 & 3 ELEKTRIK
SKM 2 - Pemasangan & Penyelenggaraan Elektrik Satu Fasa (F432-005-2:2019)
Tempoh Latihan: 8 Bulan
SKM 3 - Pemasangan & Penyelenggaraan Elektrik Tiga Fasa (F432-005-3:2019)
Tempoh Latihan: 12 Bulan

SKM 2 & 3 AUTOMOTIF
SKM 2 - Perkhidmatan Pembaikan - Kenderaan Ringan (G452-002-2:2018)
Tempoh Latihan: 8 Bulan
SKM 3 - Servis Diagnostik - Kenderaan Ringan (G452-002-3:2018)
Tempoh Latihan: 12 Bulan

SKM 2 & 3 KULINARI
SKM 2 - Penyediaan & Pembuatan Makanan (HT-012-2:2012)
Tempoh Latihan: 9 Bulan
SKM 3 - Penyediaan & Pembuatan Makanan (HT-012-3:2012)
Tempoh Latihan: 12 Bulan

SKM 2 & 3 PASTRI
SKM 2 - Pembuatan Pastri (HT-014-2:2011)
Tempoh Latihan: 6 Bulan
SKM 3 - Pembuatan Pastri (HT-014-3:2011)
Tempoh Latihan: 12 Bulan

PROGRAM MODULAR
Automotif [MCU-3-24] 3 Bulan
Pastri [MCU-3-22] 3 Bulan
Elektrik [MCU-1-12] 6 Bulan

SYARAT KEMASUKAN
• Warganegara Malaysia
• Berumur 16 hingga 45 Tahun
• Boleh Membaca, Menulis & Mengira
• Berminat Dalam Bidang Yang Dipohon

HUBUNGI : CIK QISTINA : 01121793852
Pusat Latihan Teknologi & Vokasional (K14020)
Kolej Antarabangsa Yayasan Melaka
No 1 Jalan Bukit Sebakor, Melaka

www.v21.icym.edu.my

Figure 6: Bachelor Degree UTM

TRAINING'S REFLECTION

1. Duration, Specific Date, Working Days and Time

Alhamdulillah and unbearable gratitude to Allah for allowing me to begin my journey as a 6th-semester student who must complete industrial training. ICYM Human Resources accepted my application for industrial training here. Puan Farhanah, the HR staff member, briefed me on my first day at ICYM. I was told about my working hours, days off, which department I was assigned to, and the scope of my tasks. My working hours are 10 hours every day, starting at 8 a.m. and ending at 5 p.m.

2. Department, Roles, Responsibilities, Assignment and Tasks

I was assigned to the marketing department as part of the student admissions process. ICYM's marketing department is quite busy because they have to sell ICYM products, encourage parents and students to continue studying at ICYM, work overtime by doing roadshows abroad every week, and are also assigned as counselors to students. The marketing department comprises 30 people, which are split into eight teams. Each team leader is referred to as an Assistant Manager (AM), while the leader's subordinates are referred to as Team Leader (TL) and last one, Telemarketing (TM). My role in the marketing department is Telemarketing (TM) and Education Counselor, and I am responsible for making phone calls, creating copywriting, convincing parents and students, printing marketing materials to be promoted to customers, sending copywriting messages to customers through the WhatsApp application, and doing face-to-face marketing with customers. During the six months I worked as a Telemarketing and Education Counselor, I had to face many hurdles, which provided me with new experience because I was able to learn how to perform genuine marketing.

I began to learn and see clearly that the world of marketing is pretty tough and requires patience and perseverance in order to achieve the goal that has been established. For example, my supervisor taught me how to make phone calls to parents and students for the first time. My supervisor trained me step by step until I was proficient. I didn't dare and was also terrified to make a phone call because it would take a long time, but now I've eventually become used to it. My supervisor taught me how to blast data using the WhatsApp application after I was instructed to

make phone calls and remember the script. She will provide me with the student data of 300 - 500 students so that I can send a written message inviting them to an interview session as well as an ICYM briefing at the time, date, and location that have been stated.

As long as I do this blasting, I am facing several difficulties. For example, I must use my personal phone number to communicate with parents and students. As a result, I am at risk of being blocked by WhatsApp for spamming. In addition, I received texts from parents in which they accused me of being a scammer and expressed their frustration with me. Many parents and students also block and report my WhatsApp number, and I was extremely close to being blocked by WhatsApp. However, my supervisor instantly took action, asking me to stop blasting for a few days in order to avoid having my WhatsApp blocked. However, not all parents and students believe we are scammers. Some also responded with a positive response when they asked about the method of learning at ICYM, what courses are available, eligibility requirements to register, and tuition fees. Students who are interested in pursuing their studies at ICYM will be asked to fill out a Google Form that we created to make it easier for us to input data into the system and issue offer letters to students.

In addition, I was tasked with managing document files and filing. I need to print forms such as the student registration form, the PTPTN loan form, the JPA scholarship form, the tuition fees, the learning syllabus, and a few more. After the roadshow, I will update each file and see if there are any forms or fees that are decreasing. I need to print a new one to make sure that all of the necessary documents and requirements are always available, making it easier for us to use them in the future. Furthermore, the marketing team will conduct a marketing meeting with the boss or CEO every Tuesday in the meeting room or lecture hall. All teams must attend this meeting since the boss will discuss important matters such as the total number of students who enrolled on the stated date, problems faced by each team, discussions regarding claims for money and commissions, improvements or new ideas from each team, and many more. The boss also asked whether I had any suggestions for improving ICYM's brand image.

3. Benefits Gained

Next, throughout my industrial training at ICYM, I received a monthly allowance of RM150. However, if I attend the roadshow every Saturday and Sunday, my pay will be increased because I will be considered to be working overtime. Furthermore, ICYM provides a commission and claim if TM brings students who decide to pursue their studies at ICYM. These are the total commissions earned if TM obtains students who register under them:

NO.	PROGRAM	TOTAL COMMISSIONS EARNED
1.	Program Intro Career (PIC)	RM 100
2.	Diploma ICYM and UTM	RM 300
3.	Bachelor Degree UTM	RM 500
4.	TVET	RM 500

Table 1: List of programmes and total commissions earned

I used to earn a commission of RM 100 and RM 300 for enrolling two students for the Program Intro Career (PIC) course and another student for the Diploma in Electrical program. There are many things that I have recently learned and know in terms of knowledge and skills, particularly in the ins and outs of marketing. Every day, my supervisor will teach me new skills, such as how to do face-to-face marketing with customers, how to persuade customers, how to sell ICYM products, and how to use software such as Microsoft Office and Microsoft Access. Previously, I was terrified of communicating in public. However, after I began working at ICYM, I had to learn to interact with people and enhance my communication skills. I am grateful because I was able to do face-to-face marketing with customers and persuade them about the products that ICYM offers. So far, I've been successful in convincing parents to allow their children to pursue their studies at ICYM. I was able to enroll at least two students under me by implementing the strategies taught to me by my supervisor.

To be honest, performing face-to-face marketing is quite challenging for me since I need to improve my communication skills first. I frequently ask my supervisor how to convince parents and students. The important thing I do is fully understand

and memorize all the products that ICYM offers to customers, as well as the advantages and disadvantages of each product. It took me at least two weeks to study this ICYM product, and I also tried to practice selling it to customers at home. Furthermore, I learned to be a multitasking person by always being prepared to accept complaints through the medium of texts or phone calls from kids and parents. For example, even if office hours have ended, I still have to work, where I have to follow up on students, deal with questions about fees from parents or students, and continue blasting at home. If my students have any questions or problems about the course they are taking, they will reach out to me, and I am going to help them by guiding them and resolving their problems.

There is also a student of mine who initially intended to pursue his studies at ICYM and had paid a pre-registration fee of RM 100, but the student suddenly made up his mind not to continue studying because he preferred to get a job. So what I do is try to persuade the student and hold a slow conversation with him. I also asked their parents about any problems their children were facing. Despite being persuaded, the student kept his decision to work instead of studying. So this is one of the risks I face when I have a student who suddenly decides not to continue studying.

Furthermore, working in the marketing department has made me more confident and brave in the face of any risk. I develop the ability to manage my emotions, respond appropriately in different situations, and make wise choices in the face of difficulties. As an employee in the marketing department, I must be proficient at handling my emotions when dealing with a wide range of students and parents. This is because I am unable to predict the customer's behavior because I am frequently interacting with fussy, strict parents or students.

SWOT ANALYSIS

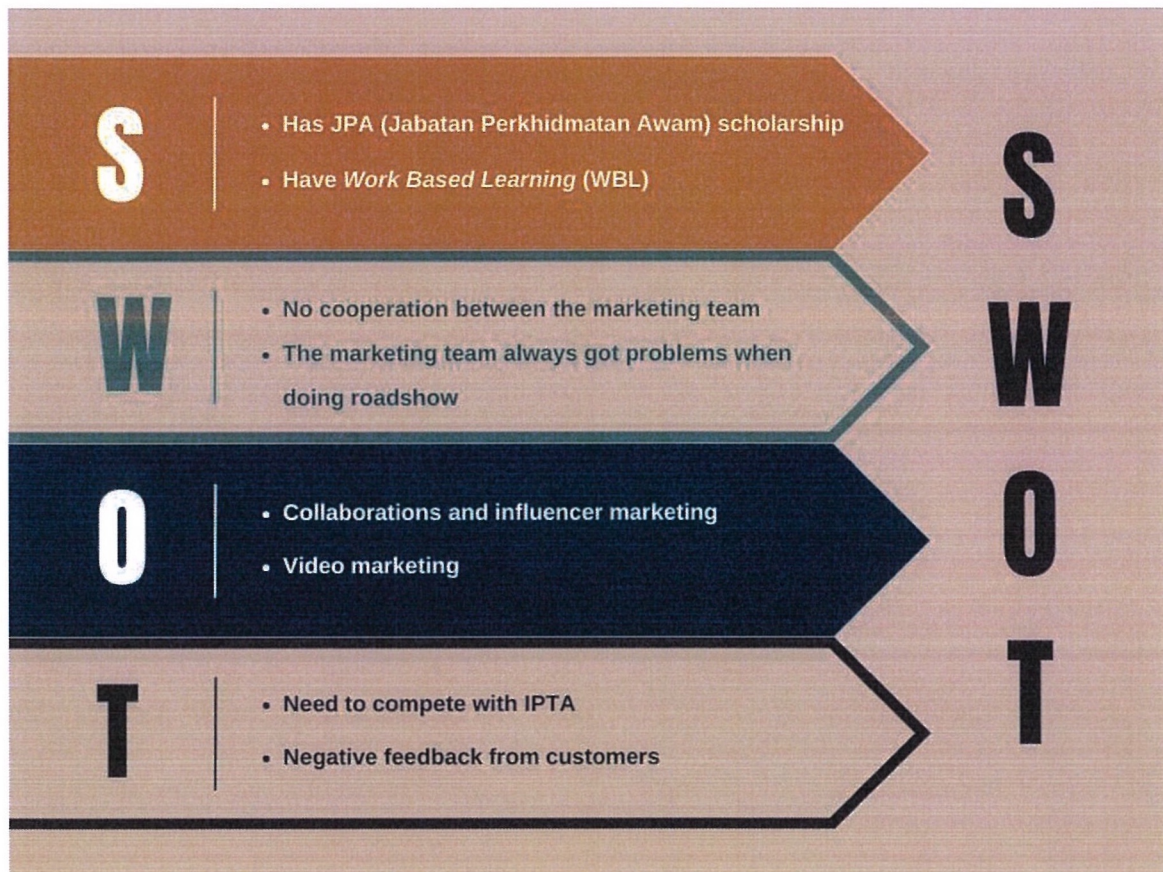


Figure 7: SWOT Analysis

DISCUSSION AND RECOMMENDATION

1. **STRENGTH**

- **Has JPA (Jabatan Perkhidmatan Awam) scholarship**

Jabatan Perkhidmatan Awam (JPA) is a Malaysian government department in charge of human resource planning, development, and management for public services. In other words, this department functions similarly to a commercial company's Human Resources Department. JPA provides scholarships to ICYM students who get a minimum of 5 credits in SPM results, but it also depends on the quota available. Basically, JPA is open and provides for 30 quota's only. This JPA scholarship is one of ICYM's primary strengths. This is due to the fact that ICYM is the only IPTS in Melaka that is supported by a JPA scholarship. JPA offers students up to RM3500 each semester in scholarships. As a result, as long as their children continue their studies at ICYM, parents are not required to fund their children's fees. This JPA is also one of the motivators for students to continue their studies at ICYM.

RECOMMENDATION:

ICYM has to work harder to get more scholarship sponsorships from relevant organizations. MARA loans, for instance. This is going to ensure a lot of students and parents are interested in continuing their education at ICYM because the scholarship will cover fees for their studies.

- **Have *Work Based Learning* (WBL)**

ICYM offers its students WBL, which entails a year of industrial training or an internship at a company that ICYM is actively involved with. Malaysian universities, whether public or private, generate a huge number of graduates each year, but the percentage of graduates who find employment is extremely low. For further information, ICYM has signed an MOU, which is a relationship with multiple organizations that guarantees students a job after completing a year of industrial training. During these 24 years of operation, ICYM has created numerous students with professions, and the majority of these students will continue to work in the same company where they receive industrial training. This WBL is ICYM's strength because it has not been utilized by many other IPTS. ICYM is concerned about students well-being and future prospects and does not want them to be unemployed after

graduation. After completing their studies, this WBL ensures students will be able to find a good profession. Students who have completed industrial training at the company usually continue to be accepted to work at the same company because they have already accrued a year of work experience. According to Tengku Amer Ikhmal, Hidayati Illiana, Nur Aqilah Amani, Nur Azzah, and Rashidah (2019), Malaysian universities, whether public or private, generate a huge number of graduates each year, yet the percentages of graduates who find jobs are unexpectedly low. It is clear from the evidence that many graduates are still unemployed. As a result, ICYM is motivated to implement WBL so that the future of these ICYM students is secure and they can work in a profession that is compatible with what they have learned.

RECOMMENDATION:

There are just a few courses that apply to the WBL that ICYM offers. Therefore, my recommendation is that ICYM implement WBL for all courses so that students won't have to worry about choosing a company to carry out their industrial training and can avoid choosing an unqualified organization. Aside from that, ICYM ought to step up its efforts to get into agreements with well-known organizations to allow these ICYM students to do industrial training at the company and eventually get a job there.

2. WEAKNESSESS

- **No cooperation between the marketing team**

Each member of the ICYM marketing team has their own strategy to pull students. They did not share their strategies with the other team, and this clearly shows that they did not have good cooperation. The copywriting of each marketing team was also different, which confused parents and students who got messages from ICYM marketing team when blasting data. Furthermore, they are not working together to bring in students. They are selfish because they chase too many commissions. This is one of the undesirable weaknesses I've identified that should never occur in an organization. If this behavior remains and no changes are made, the marketing team might become stressed. Work-related stress is harmful since it can harm both the individual and the company. Employees that are stressed at work try to avoid stressors such as high turnover and absenteeism from work. According to Cross Ogohi Daniel (2019), employees who are unable to

leave their jobs may cause problems for management, such as inconsistency in performance, waste of operational resources, creating problems for fellow employees, and so on. This could put the organization in a bad situation.

RECOMMENDATION:

The CEO and the boss must take decisive action to deal with this problem by holding a serious meeting in which all marketing teams must come together and share strategies to avoid rivalries and conflicts. My recommendation is that the boss organize a program or activity that can further improve relationships with staff members. For example, do a training and development program for all staff members. Md. Mobarak Karim, Musfiq M. Choudhury, and Wasib Bin Latif (2019) said that training improves the skills of staff members in a very effective way by inspiring them and converting them into well-organized and well-mannered people, which in turn influences the organization's success. The boss would be smart to plan strategies to train all of these marketing staff members so that they work more professionally and without jealousy or mutual envy. In order to prevent tyranny, defamation, and even misunderstanding among marketing staff members, the boss must always be aware of any problem that emerges, no matter how small the problem is.

- **The marketing team always had problems when doing roadshow**

Every weekend, on Saturday and Sunday, a team will go to a roadshow or be invited to a preview abroad. We will conduct face-to-face marketing by holding an interview briefing session for ICYM student admission. However, there will be difficulty if two teams go to the same location. This happens frequently and has resulted in the team not getting students. This is because they are currently promoting ICYM to customers (students and parents) using the same data. As a result, there may be some misunderstanding and maybe a minor disagreement because they have done a roadshow in the same location. So, this kind of issue should not happen and should be brought up in a good discussion about the location of the roadshow.

RECOMMENDATION:

Each team needs to communicate about the location selected for the roadshow in order to ensure that this issue never happens again. For example, the first team's roadshow in the first month is restricted to the state

of Pahang. While other teams are free to select any state except Pahang. Furthermore, I propose creating a scheduling framework for the roadshow location so that no team has to compete for a place and none of the teams are in the same location at the same time.

3. OPPORTUNITIES

- **Collaborations and influencer marketing**

To further strengthen ICYM's brand image, they should work with well-known influencers to organize an event that will attract a large number of students. The majority of the students at this IPT like it when an influencer participates in an event organized by their IPT. Since influencers now have such a tremendous influence on students, ICYM can take the initiative by collaborating with well-known influencers to inspire students to be more enthusiastic. According to Francisco J. Martínez-López, Rafael Anaya-Sánchez, Marisel Fernández Giordano & David Lopez-Lopez (2020), the use of influencers can reduce the cost of reaching the target audience and provide diverse benefits for the content or message being conveyed.

RECOMMENDATION:

To hold a collaboration with this influencer, I recommend inviting a well-known influencer who has a major influence on students, such as a musician or an actress. This will, in turn, increase students interest in going to ICYM-organized events.

- **Video marketing**

Making a marketing video is an important step in getting more people to know about the products and services we offer. So, ICYM can create different kinds of videos with content introducing and promoting ICYM's products. In order to create marketing video, it is a must to create a short video that may be brief, but its content may be comprehensive. A brief video is often limited to 15 seconds to five minutes in length, which is considered a short amount of time. It is intended for people of all occupations, whether they work in an office or attend school. People with limited free time might benefit significantly from watching brief videos (Rong Yan, 2023).

RECOMMENDATION:

The ICYM marketing team, which is in charge of creating marketing videos, must constantly be updated on the most recent developments in social media. for instance, producing videos based on popular content on Facebook, Instagram, TikTok, etc. One of the key elements that attract viewers to our videos is the use of music and the quality of the filming. The ICYM marketing team must be considerate and reliable while posting new content on social media.

4. THREATS

- **Need to compete with IPTA**

IPTA is one of the major threats to ICYM because fees are much cheaper. Furthermore, UPU is one of the most serious threats to ICYM because most students who have registered for ICYM will suddenly change their minds and continue their studies at IPTA when their UPU results are out. So this is the situation that ICYM always finds itself in when looking for new SPM graduates.

RECOMMENDATION:

ICYM should work more closely with other IPTA like UPSI, UKM, and many other renowned public universities. Due to the fact that they won't have to travel, many students will be attracted to continuing their studies at ICYM, especially those who stay in Melaka.

- **Negative feedback from customers**

Since our copywriting is different for each team, parents who receive messages from us believe this ICYM is a scam. As a result, the possibility of the ICYM marketing team being blocked and reported by WhatsApp is high. There have been situations where parents have criticized and threatened us because they considered us to be scammers.

RECOMMENDATION:

Teamwork is critical in the development of an organization. Each marketing team needs to work together on creating copywriting that all teams will use in order to prevent this scammer issue from happening again. This is carried out to prevent parents from accusing ICYM of being fraudulent organizations.

CONCLUSION

In conclusion, I am very grateful for having completed my 6-month industrial training at ICYM. After completing this industry training, I gained many skills and knowledge. I began learning with no information until I was given instructions and advice by my supervisor, colleagues, and boss. They taught me every aspect of the marketing industry, one by one. Starting with memorizing each product offered along with learning how to communicate with customers, the strategies used, body language, tone of voice when communicating, and managing emotions. Aside from that, I was able to learn how to effectively manage files and data. In addition, I learned how to make phone calls and speak in public in order to convince parents and students to continue their studies at ICYM.

I will never forget all of the people who assisted me with my industrial training. I appreciate all of the information provided and am going to put it into practice in my life. While at work, I learned a lot about time management, self-discipline, maintaining relationships with colleagues, and ethics. My vision is to bring about change in this company. All of the flaws that I have noticed will be communicated to my management, and I will do everything possible to improve the work environment so that all employees may work more comfortably. Also, I will assist my team in developing new strategies for enrolling students, either face-to-face or through social media. I am a person who takes things seriously. Therefore, if I want anything to happen, I am willing to put in the effort and am sure that what has been worked on is going to bear results.

In the next five years, I expect to perceive myself as a professional lady of caliber in the field in which I am involved, which is business. I became a more confident person, always seeking new knowledge, creating new contacts, and being able to encourage others to come along with me on my journey to success. If I am meant to be a leader in an organization, I promise to be the best leader possible, to demonstrate my qualities of leadership, to train my employees completely, and to work tirelessly to further develop my organization.

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APPENDICES

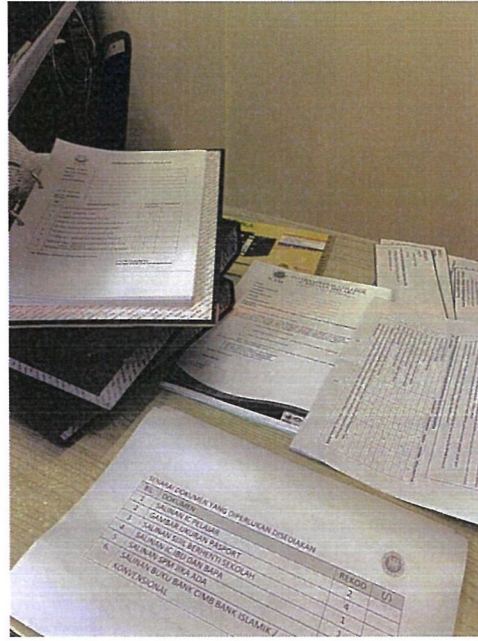


Figure 8: Picture of me do filing documents



Figure 9: Attend weekly marketing meeting (every Tuesday)

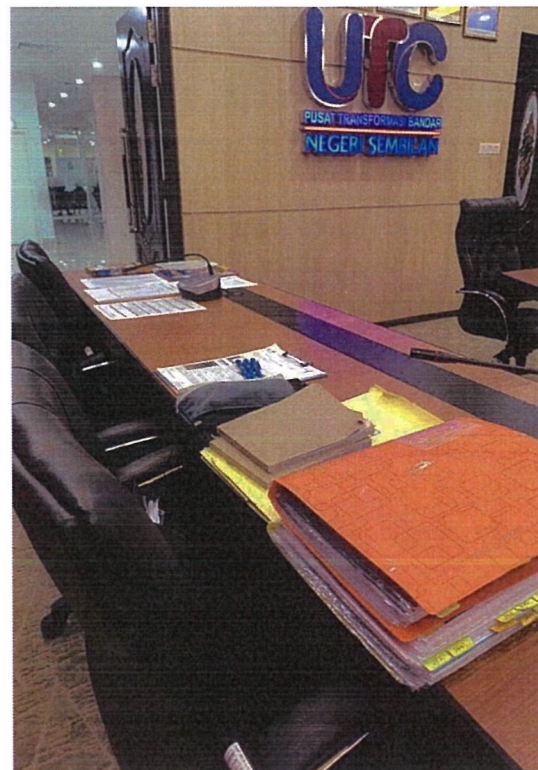
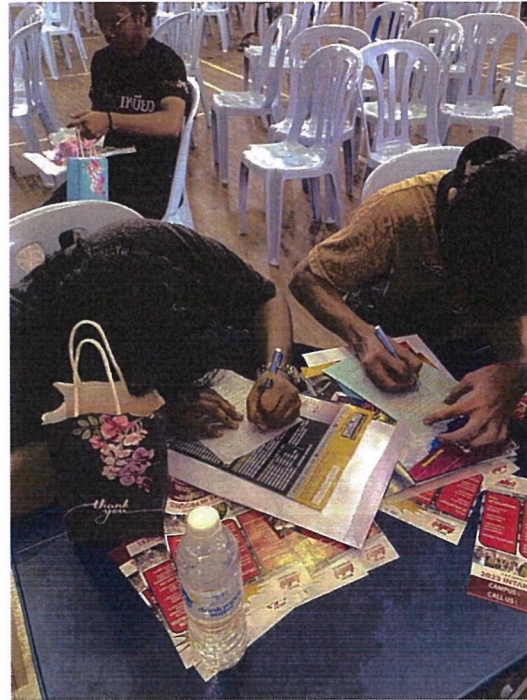


Figure 10: Joining roadshow abroad every weekend to promote ICYM products



Figure 11: Photo of me and my supervisor when do roadshow at Felda Selendang, Kuala Rompin, Pahang