



# **INDUSTRIAL TRAINING REPORT AT LAUREA PEOPLE'S SIGNATURE SDN BHD**

**1 MARCH- 15 AUGUST 2023**

**NURFAQIHAH BINTI MOHD HARUN | 2021772749 | BA240**



# EXECUTIVE SUMMARY

During my 24-week internship at Laurea People's Signature Sdn Bhd in Cyberjaya, Selangor, I had the opportunity to work in both the Marketing and Sales departments under the supervision of Ms. Esha Butt and Ms. Amira Amalina, respectively. Throughout my internship, I was assigned tasks from both departments, which allowed me to experience various aspects of real-world employment. My responsibilities included assisting in everyday administrative tasks such as communicating with potential clients, acting as a middleman between clients and company representatives. Additionally, I engaged in creative tasks and gained exposure to different industries while working in a Digital Marketing Agency. This required me to conduct research to understand the needs and wants of various clients, tailoring marketing services to suit their specific industries. This industrial training report consists of my profile, company's profile, my training experience, the SWOT analysis of LPS as well as discussion and recommendations and last but not least the conclusion.

Over the course of my internship, I acquired valuable knowledge and technical skills relevant to my position. I learned how to multitask effectively and manage my time efficiently, improving my ability to work under pressure. Moreover, the SWOT analysis is conducted in order to evaluate the LPS competitive position in terms of strengths, weaknesses, opportunities and threats. Other than that, in this report there are some recommendations for LPS future reference. The rise of technology causes a lot of growth of digital marketing providers and smart tech business increases which eventually threaten LPS as a marketing company to stand out among competitors.



# TABLE OF CONTENT

<b>Executive Summary</b>	<b>02</b>
<b>Table of Content</b>	<b>03</b>
<b>Acknowledgement</b>	<b>04</b>
<b>Student's Profile</b>	<b>06</b>
<b>Company's Profile</b>	<b>07</b>
<b>Organization Structure</b>	<b>08</b>
<b>Vision and Mission</b>	<b>09</b>
<b>Company's Services</b>	<b>10</b>
<b>Training Reflection</b>	<b>11</b>
<b>SWOT Analysis</b>	<b>14</b>
<b>Discussion and Recommendation</b>	
<b>Problem 1: High Employee Turnover</b>	<b>23</b>
<b>Problem 2: Miscommunication</b>	<b>26</b>
<b>Problem 1: Lost Trust of Client</b>	<b>29</b>
<b>References</b>	<b>35</b>
<b>Appendices</b>	<b>38</b>



# ACKNOWLEDGEMENT

First and foremost, I would like to acknowledge and extend my sincere gratitude to Puan Norhusniyati binti Husin , my internship adviser, who made this work possible. Without her support, I would not have been able to complete this report. I was able to complete all of my project's writing stages because of her direction and assistance.

In addition, I want to thank my supervisor, Ms. Amira Amalina, my human resources executive, Ms. Arie Adriana, and Mr. Azizi Rahman, as well as my fellow intern Zafirah Husna, for making my internship enjoyable and for looking out for me while I was there. I also appreciate your thoughtful comments and suggestions, which you provided.

Besides that, I would like to express deep gratitude to my parents and all of my siblings for their constant encouragement and understanding while I was completing my report and my industrial training. Their prayers for me have kept me going so far. Last but not least, I would like to thank God for guiding me through all of the challenges. Every day, I have felt your guidance. I was able to complete my degree under your guidance. In the name of Allah, the most gracious and merciful.



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# STUDENT'S PROFILE

UPDATED RESUME



# NURFAQIHAH BINTI MOHD HARUN



## CAREER OBJECTIVE

A passionate team player who aims to learn at every learning curve possible who seeks an internship for 6 months from 1st March 2023 to 15th August 2023 to obtain new experience. I would like to be a valued contributor to a forward-thinking company where I could learn and enhance my skills.

## EDUCATION

### UNIVERSITI TEKNOLOGI MARA (UiTM)

*Bachelor of Business Administration in Marketing with Honours*

Cumulative GPA: 3.26/4.0.

*Bandaraya Melaka, Melaka*

*Apr 2021 - Present*

### UNIVERSITI TEKNOLOGI MARA (UiTM)

*Diploma in Business Studies*

Cumulative GPA: 3.27/4.0; Dean List for semester 5; Malaysian University English Test (MUET): Band 4

*Rembau, Negeri Sembilan*

*Aug 2018 – Feb 2021*

## WORK EXPERIENCE

### LAUREA PEOPLE'S SIGNATURE

*Business Development Trainee*

*Cyberjaya, Selangor*

*Mar 2023- Aug 2023*

- Assisted in creating compelling copywriting for company and client content to increase brand awareness and engage target audiences.
- Collaborated with the design team to create visually appealing posters for company and client events, optimising brand visibility.
- Provided translation services for client website content, enabling effective communication with a diverse audience.
- Assisted in managing incoming leads and following up with existing leads to ensure a high conversion rate.
- Delivered exceptional customer service by addressing client inquiries and resolving issues in a timely and professional manner.

### TEALIVE WIRA NILAI 3

*Part Time Barista*

*Nilai, Negeri Sembilan*

*July 2022– Oct 2022*

- Took customer orders and efficiently served them when the orders were prepared, ensuring accuracy and timeliness.
- Ensured product quality by following established recipes and procedures to prepare drinks and desserts to meet customer expectations.
- Demonstrated excellent knowledge of various coffee and tea brewing methods and consistently provided customers with flavourful and well-crafted beverages.
- Collaborated with team members to prioritise tasks and efficiently handle high-volume periods, ensuring smooth operations.

### DATARAN LEGASI SDN BHD

*Part Time Quality Checker*

*Bangi, Selangor*

*May 2021– Aug 2021*

- Identified any products or materials that did not meet the quality standards, promptly rejecting them and initiating appropriate actions for replacement or corrective measures.
- Contributed to the development and improvement of quality control processes and procedures to enhance overall product quality.
- Conducted thorough inspections of products to evaluate their functionality, dimensions, and overall quality, comparing them to established requirements.



**MNB MITSUI OUTLET PARK KLIA SEPANG***Full Time Sales Promoter**Sepang, Selangor**Jan 2018 – June 2018*

- Assisted customers in locating specific clothing items based on their preferences regarding sizes, colours, and styles.
- Maintained a clean and well-organised display area, ensuring clothes were neatly arranged and properly ironed for an attractive presentation.
- Monitored inventory levels and restocked merchandise as needed, ensuring that popular sizes and styles were readily available for customers.
- Managed transactions efficiently and accurately, including processing payments, issuing receipts, and maintaining cash register operations.

**ACTIVITIES****UNIVERSITI TEKNOLOGI MARA***Multimedia Bureau**Bandaraya Melaka, Melaka**12 June 2022*

- Conducted a virtual programme 'Professionalism in Working Environment' under subject Professional Etiquette for Hoteliers via Webex.
- Responsible for monitoring before and after the programme.

**UNIVERSITI TEKNOLOGI MARA***Community Project- Cuniculture Industry**Bandaraya Melaka, Melaka**Oct 2021- Jan 22*

- Participated in developing a communication strategy community project for a local company under subject marketing communication.
- Responsible for the social media platform (Twitter) copywriting team.

**UNIVERSITI TEKNOLOGI MARA (LANGUAGE CLUB)***Committee Member**Rembau, Negeri Sembilan**28 November 2019*

- Conducted a program 'MUET Knowledge' to give hacks on how to ace the MUET Exam.
- Prepared food for the guests and assisted them to the dining area.

**SKILLS****Soft Skills**

- Enjoy working as a team member as well as independently.
- Able to communicate effectively with others.
- Strong interpersonal skills and positive work ethic.
- Receptive to fresh perspectives and eager to learn new ways of doing things.

**Technical Skills**

- Advanced understanding of MS Office such as MS Word, PowerPoint, and Excel.
- Possess fundamental understanding of creative software such as Adobe Photoshop, Animate, Premiere Pro and statistical software such as SSPS.

**Languages**

- **Malay:** Native speaker; advanced writer.
- **English:** Proficient; advanced writer.

**REFERENCES****Academic Advisor***Mastura binti Roni***Internship Evaluator, Department of Business Management***Nur Hazwani Mohamad Roseli*



The background of the entire page is a photograph of a modern building with a glass facade, viewed from a low angle looking up. Overlaid on the right side of the image is a large, dark, stylized logo that appears to be the letters 'LPS' in a bold, blocky font. In the bottom left corner, there are several overlapping geometric shapes in shades of blue and white, resembling a stylized star or a modern architectural element.

# COMPANY'S PROFILE

LAUREA PEOPLE'S SIGNATURE SDN BHD



# COMPANY'S PROFILE



## Laurea People's Signature Sdn Bhd



Lot 03-25 Level 3, Kenwingston Business Centre, Kenwingston Square Garden, Persiaran Bestari Cyber 9, 63900 Cyberjaya, Selangor, Malaysia

## BACKGROUND COMPANY

Laurea People's Signature Sdn Bhd (LPS) previously started their business as a finance company in 2018, providing various finance services including accounting, taxation and audit services which was founded by Nisha Meng Ming Li, a passionate entrepreneur. Later, after she saw the growth demand for digital marketing in the market, LPS began to provide digital marketing services which focuses on small and medium sized businesses (SME) in order to support businesses in building their business online presence by attracting new customers and research for targeting audience and creative storytelling since 2019 and becomes one of Malaysia's pioneering Business to Business (B2B) Digital Marketing Agency. Due to the Pandemic Covid-19 outbreak, a lot of businesses started entering digital platforms to increase their business online presence. This resulted, in the year 2020 only, LPS was able to support more than 100 clients due to the demand of digital marketing services increasing which shows that the digital marketing services that much needed during pandemic.

Presently, thanks to the growth of clients with over 5 years of experience, LPS has officially expanded their second branch office located in London, United Kingdom after the main office which is located in Cyberjaya, Selangor which operates from Monday to Friday between 9:00 am to 6:00 pm. In addition, in early this year, LPS was awarded as The Best Global IT Development & Technical Support Services Company 2023 in MarTech Awards 2023 by Innovation in business.



# Organization Chart

## Laurea People's Signature

**Nisha Meng Ming Li**

CEO

**Saroj K Panda**

CTO

**Sugu M**

Finance Department

**Furqan**

IT Department

**Amira Amalina**

Sales Department

**Effy Eddy**

Marketing Department

**Arie Adriana**

Human Resource  
Department

**Sam**

Junior Developer

**Afiq**

IT Intern

**Nurfaqihah**

Intern Sales and  
Marketing

**Fariq Ikhwan**

Graphic Designer

**Ashish**

SEO Specialist

**Zafirah**

Data Research  
Intern

**Farhanah**

Assistant HR

**Mehmil**

Marketing Technologist

**Aiman**

Jnt Service

**Azizi**

Junior Marketing



# Vision & Mission

## Laurea People's Signature

### Vision :

- To become the leading digital marketing agency in the world
- Stand out in the competitive market merely on customer satisfaction



### Mission :

- Encourage businesses to reach their full potential through innovative, updated strategies that provide proven results
- Deliver desired result, provide personalized service, build trust and loyalty, induce collaboration





# COMPANY'S SERVICES

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Since Laurea People's Signature is a Digital Marketing Agency that focuses on assisting small and medium companies (SME) in:



## 01 — Social Media Management (SMM)

Social Media Marketing (SMM) includes brand photoshoots, Social media as well as ad management, scheduled posting, copywriting, poster design, video editing and SEO optimization



## 02 — Ads Management

This packages includes Poster Designing, Video Split, and Spit Test capabilities. Benefit from unlimited Ads Creative, Conversion Tracking, and Daily Monitoring to optimized campaigns.



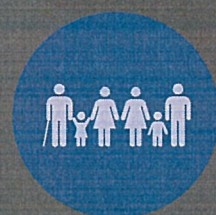
## 03 — Web Designing and Development

Develop a Dynamic or Statistic website that suits client's target audience to reach more visitors in the online world. Generate ideas for copywriting in various language. Provide SEO to improve traffic website for speed, discoverability and experience.



## 04 — Branding Strategies

Features includes Logo Designing, Brand Positioning, Marketing, Communication, Photoshoot, Social Media Branding, and Brand Guidelines to increase brand identity and maintaining market presence with professionalism.



## 05 — Search Engine Optimisation (SEO)

Offers both On-page and Off-page strategies. Identify and target top keywords to significantly increase traffic to website. Focusing on the most relevant business keywords related to specific industries. Conduct Competitors analysis to stays ahead of the competition.



# TRAINING'S REFLECTION

My internship was at Laurea People's Signature Sdn Bhd which is located in Cyberjaya, Selangor. I have completed 24 weeks of industrial training between 1 March and 15 August 2023. During my industrial training, I was placed under the supervision of Ms Esha Butt for the Marketing Department for the first 2 months and Ms Amira Amalina for the Sales Department for the other half of 4 months. Nonetheless throughout my internship I am usually given tasks from both the sales and marketing department. LPS is divided into four divisions including the Marketing department, Sales department, IT department, Human Resource Department and Finance Department.

Furthermore, while completing my internship, I have assisted my other LPS colleagues in terms of everyday administrative tasks such as communicating with leads which are potential clients and responsible as a middleman between client and company representatives and some creative tasks. Not only that, from this internship, I was able to experience the gist of real world employment and experience both sales and marketing departments as a whole.



# TRAINING'S REFLECTION

Even though I am not entitled to have some sort of benefit such as paid leave or food allowance during my industrial training, there are also some conveniences that is provided by LPS such as allowance for RM450 monthly and having flexible working hours did easen my journey of internship as I am not required to go to office every weekdays from 9 am to 6 pm. We are only required to come to the office twice or thrice a week which are between Monday, Tuesday and Wednesday and for Thursday and Friday where we are required to work from home.

Other than that, in terms of knowledge and skills, I have gained a lot of knowledge and technical skills connected to my position, since I work in a Digital Marketing Agency, it gives me an exposure of various industries which required me to do some research in order to fulfil their needs and wants regarding what marketing services that suitable for them. This is because each industry is different hence a brief background check regarding the industry is needed in order to have an understanding on how and what digital marketing tools that can be offered to a company in a certain industry.



# TRAINING'S REFLECTION

In addition, I learned how to multitask, be manageable, how to engage with coworkers and clients, as well as improving my social skills. Besides that there are some responsibilities and task that was given to me throughout internship:

Do Backlinking posting

Do posting for several FB groups respectively

Assist Marketers meeting with client listing out materials that need to be provided by client and any amended

Creating some Copywriting for clients and company

Come up with ideas and create contents

Create a quotation services and Issue Invoices



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# SWOT ANALYSIS

LAUREA PEOPLE'S SIGNATURE SDN BHD





# SWOT ANALYSIS

## STRENGTH

- Flexible
- Balance Employees

## WEAKNESS

- High Employee Turnover
- Miscommunication

## OPPORTUNITY

- Well Rounded Company
- Offer Customize Package Services

## THREAT

- Lack of familiarity
- Lost trust of client



# STRENGTH

## FLEXIBLE

Laurea People's Signature practices hybrid working hours where in a week, for two days we would work in the office which usually takes place on Monday and Tuesday since the company is a marketing company, therefore there is a lot of discussion and meetings that are required for employees to work face to face in the office. As for other days such as Wednesday, Thursday and Friday, we would work from home to focus on work that is assigned for us and we would communicate through an application messenger called Skype. By promoting work from home, in my opinion it helped employees from having commuting difficulties and employees would be more focused on completing their task as there is no social interruption going on.



# STRENGTH

## **BALANCE EMPLOYEES**

LPS is a startup company that is considered a balanced amount of foreigners and locals employees. However, most foreign employees work from home meanwhile the locals, as mentioned, practice hybrid working hours twice a week. Therefore, throughout my internship, LPS employees mainly use the Skype application as our communication platform especially with foreign employees. LPS companies would initiate a conversation through message or video call for important meetings. Hence, in my opinion, by having foreign co-workers, LPS could explore and implement new ideas as they may have a different perspective according to their experience and culture. For instance, we are able to come up with something refreshing and unique output due to exchanging different perspectives.





# WEAKNESS



## HIGH EMPLOYEE TURNOVER

Laurea People's Signature is a newly established digital marketing agency in 2019. The overall number of employees in LPS currently 16 people in total both local and foreign employees. However, during my internship, the number of employees remaining is already decreasing as few employees recently resigned from the company. Not only that, before I started my internship, I was told that there are already several people that resigned within one year. This results in high employee turnover. Hence, when the experienced employees leave the company and the new ones take over the position, it may take some time for them to adjust in order to fully understand their responsibilities. Therefore, this will disturb the company workflow in terms of delaying clients' projects completion and the quality of the work delivered will be affected.



# WEAKNESS



## MISCOMMUNICATION

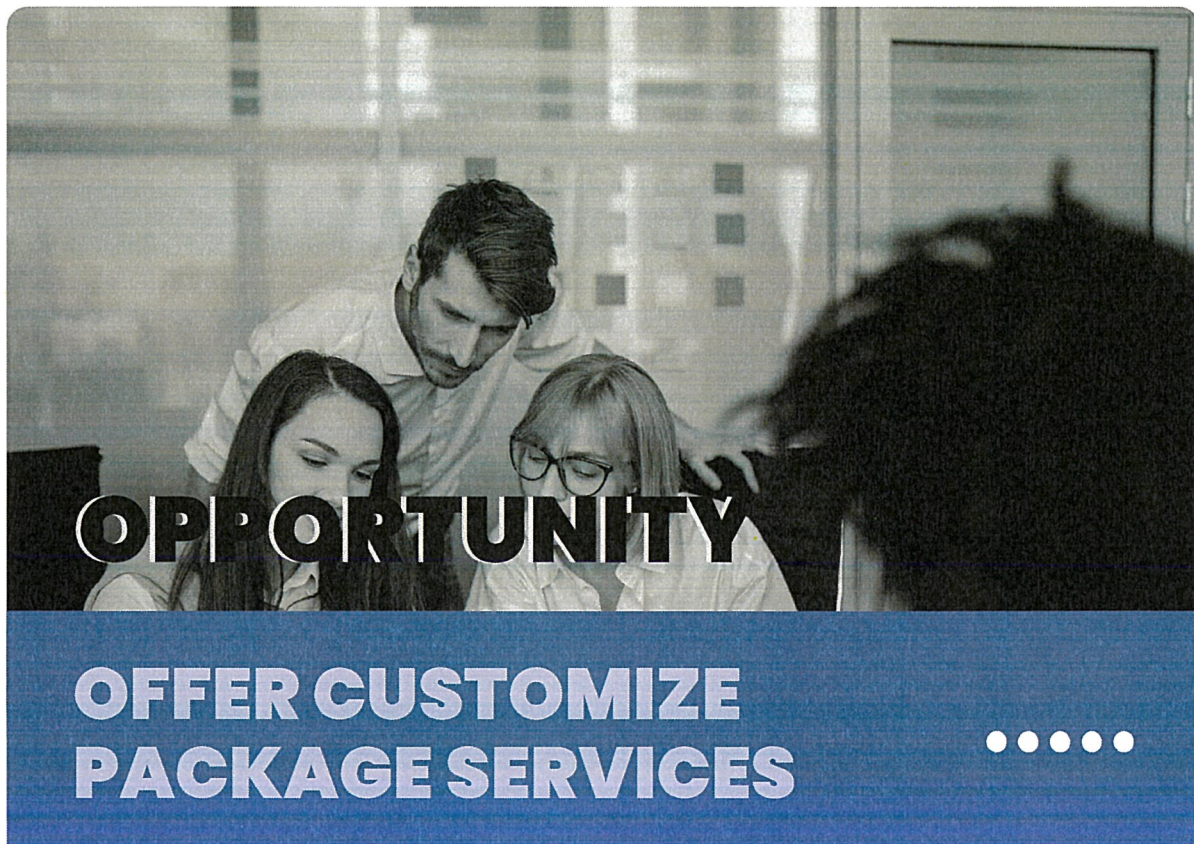
Moreover, during my internship, I noticed that employees in LPS have a lack of responsiveness or failure to promptly address internal inquiries or concerns. Since I am assigned to assist the sales department, I am responsible as a middleman between the clients and other departments to communicate if there are any amendments that need to be done, therefore I would deliver the message to the team and vice versa. However, I noticed that every time it requires for me to deliver concerns or questions from clients, it would take a long time for feedback which causes delays in delivering the message to clients. This leads to difficulty in getting their answer or problem solved in a timely manner which causes frustration, demotivation and the productivity of team efficiency.





One of the opportunities for LPS is the ability to cover both local and international projects. LPS not only has done various local projects but also several international projects. For instance, as for currently the company has ongoing projects with a company in the United States. Since LPS has both local and foreign employees, foreign employees would cover international projects while local employees cover local companies and businesses. I believe in today's globalized world, businesses are continuously expanding their empire beyond the domestic boundaries. Therefore, by positioning themselves as a marketing agency that could provide marketing services to both local and international markets, LPS is able to enter into a broader outreach and capitalize on the growing demand for cross-border marketing strategies.



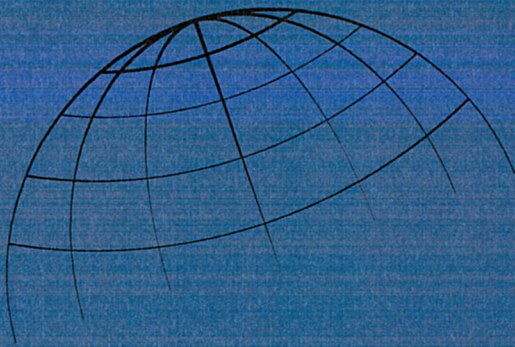


Other than that, another opportunity that lies in the LPS is the ability to customize its offers according to clients' specific demands. After communicating with leads daily and offering marketing services to potential clients, each business has their own budget, target audiences and marketing goals hence they need to align their marketing solution with their specific needs. By offering customized package services to the clients, this shows that LPS promotes flexibility to clients and is able to fulfill clients demands within their requirements. Thus, this can lead to improving clients' satisfaction as well as loyalty due to the support that is given which might as well develop loyalty and increase the business growth for LPS.





## FAMILIARITY



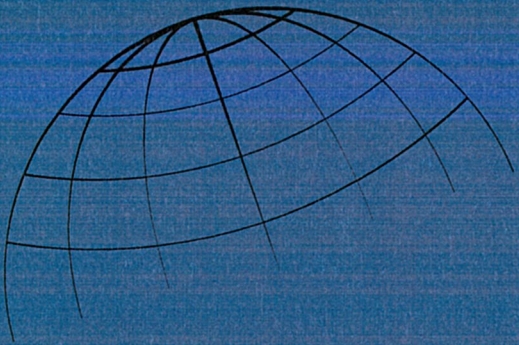
As for threat, one of potential circumstances that may occur is lack of experience or familiarity when it comes to the international market. LPS is still a growing marketing agency in Malaysia that covers both international projects and local projects with a small number of employees.

Therefore, even though there are foreign employees that manage international projects, they still need local employees to support them hence it may take time for other employees to understand the concept and international market in order to assist. In addition, when one does not possess the necessary knowledge, concept, or experience in managing international marketing campaigns, it can result in ineffective strategies and poor results for clients operating in global markets which leads to clients seeking stronger international competence.





# LOST CLIENT TRUST



Last but not least, as we know LPS is a service based company which generally rely on clients satisfaction in order to drive business growth. For this reason, to satisfy clients, marketing agencies need to gain the trust of clients.

- This is because trust is considered as the foundation for marketing agencies towards clients because we are responsible as their marketing support. For example, if the marketing agency fails to deliver the expected results that they promised to the client or even missed a deadline that was already scheduled, it can evoke the trust towards LPS. Nevertheless, once trust is decreased, it may be hard to regain trust in the future. Worse cases, the client may find services through other marketing agencies which most likely would damage LPS reputation as a marketing agency.



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# **DISCUSSION & RECOMMENDATION**



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# DISCUSSION AND RECOMMENDATION

## Problem 1: High employee turnover rate



According to Dwesini, employee turnover has been described as ‘voluntary termination of employees from companies’ (Dwesini, N. F., 2019) . In other words, high employee turnover happens when an organisation has a significant number of employees moving in and out of the company in a short amount of time. (statistical employee rate in malaysia). This high employee turnover rate resulted in a bad impact on LPS in terms of both financial and performance. Several studies have shown that the expected expense of employee turnover goes from 20% to 500% of the annual salary of the employee who leaves the company, (Mahadi et al., 2020).

For example, for financial reasons, LPS needs to hire more people due to being understaffed. The hiring process requires a lot of company cash flow reports to confirm the company's budget for new staff such as preparation for job vacancies and training costs that need to be implemented while struggling with achieving sales company's KPI (Key Performance Indicator). Other than that, in terms of company productivity, high employee turnover could affect employees productivity including loss of institutional knowledge caused by imbalance management, as well as frequent disruptions in workflow and productivity due overload work that produces distraction that leads to negative consequences to LPS.



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# DISCUSSION AND RECOMMENDATION

## Problem 1: High employee turnover rate

### Solution 1: Clear Job Description

One of the recommendations for LPS to reduce employee turnover rate is by providing a clear job description. This way, LPS are able to attract the right people when recruiting them and assign employees' tasks aligned with their job description. Consequently, this will help employees to reduce role ambiguity. Role ambiguity can be referred to as a situation where one employee would be confused with their responsibility and boundaries within the organisation due to unclear job description. Additionally, role ambiguity is a behavioural risk factor that affects employees' wellbeing, lowers their motivation as well as causes emotional tiredness (Panari et al., 2019).

This is because, when employees are confused with their work that is assigned, they would most likely do the work poorly since they feel like it was not their responsibility to the task hence they would complete the task sloppily due to the unmotivation. By providing tasks according to their job description, this would reduce confusion and improve employee's performance as well as productivity timely. This is proven by a research implying that in order to reduce some of the stress and position ambiguity, employers should give the specific requirements and job descriptions (Walker et al., 2019).



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# DISCUSSION AND RECOMMENDATION

## Problem 1: High employee turnover rate

### Solution 2: Reward

Besides that, maintaining the motivation of employees in order to improve their productivity is crucial for LPS. This is because, aside from clients, employees are also considered as an asset to LPS since productivity and performance of marketing agencies depend on the creative hard work of employees. If the marketing agency fails to notice the hard work of employees, it will affect their productivity which leads to them having burnout and writer's block.

According to Tirta and Enrika, considering employees would be given something in return for their efforts or contributions to the team and company, rewards are also anticipated to increase employees' motivation (Tirta & Enrika, 2020). By providing rewards, employees will indirectly feel valued and excited to do good work thinking that they will be given the reward or appreciation that they deserve. Not only that, providing reward or appreciation shows that the company saw the value of their employees has been devoted to the company. As a result, by showing appreciation and rewards to the employees, these gestures will be kept in their mind, thinking they need to be loyal to the company and wanting the best for the company's success.



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# DISCUSSION AND RECOMMENDATION

## Problem 2: Miscommunication



Miscommunication referred to as a failure of interaction between two parties. This issue may sound like a small mistake in communication, however, if taken lightly, it could cause a lot of problems especially in a Digital Marketing Agency. This is because poor communication among employees promotes negative mindsets, misunderstanding, and confusion in the workplace (Muneerutt, 2022).

Although digital marketing agencies provide marketing solutions to people who are in business and provide guidance on what channel works best for them to market their products, showing miscommunication among workers can be influenced to initiating communication with clients. Other than that, miscommunication can also cause delay in ongoing projects which initially can be done quickly to take a long time to complete the projects which shows that this lack of communication causes wasting productive time.



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# DISCUSSION AND RECOMMENDATION

## Problem 2: Miscommunication

### Solution 1: Clarification

When we are talking about enhancing clarification in communication, it is not implying to encourage harsh comments or blaming the other party when they fail to understand the context of communication. Clarification basically means that one party and the other party have the same page of understanding regarding the situation or context. Engaging people from various backgrounds can frequently result in difficulties with communication (Varma et al.,2021).

Hence, clarification can be enhanced through conveying the message or context in the simplest way possible by filtering out the unnecessary information so the other party could focus on the important input of the communication instead of dragging the subject unconsciously. Besides that, it is important to be curious and ask questions when there is confusion. This way, it will not only increase the understanding of communication but also helps people to stop assuming the situation. Assuming things are unhealthy since it not only questions your thoughts which causes headache but also most likely to make an error by assuming the situation.



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# DISCUSSION AND RECOMMENDATION

## Problem 2: Miscommunication

### Solution 2: Documentation

Other than that, having a vague communication as in no proof in black and white documentation can be one of the factors of miscommunication which may lead to errors in the future. This shows that documentation plays an important role in communication. For example, when a new employee comes into the office for the first time and needs to familiarise themselves with ongoing projects and tasks with few clients, brief guidelines regarding the client's industry, what kind of requirements need to be kept in mind and the progress that have been made. Because of that, documentation on proper guidance in terms of essential requirements is needed such as mood boards and risk that to be aware are crucial for companies to prevent miscommunication and confusion. Besides that, documentation could prevent employees from duplicating work multiple times in order to ensure that every work and task in a team are aligned. Hence, in order to have documentation that according to LPS requirements and culture, LPS can provide documentation training for all employees including existing and new employees. A well-established documentation system will allow the development of a marketing strategy and the choice of priorities for the establishment of marketing performance, taking into consideration the stage of the company's life cycle, a specific field of activity, or specific product (Verzilova, 2020). As a result, all the team members should familiarise with the style of documentation and easen the employees to work efficiently.



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# DISCUSSION AND RECOMMENDATION

## Problem 3: Lost of Client



In a similar manner, clients also play a crucial role in LPS. Customer satisfaction towards the company that makes the difference compared to other competitors. Client's reliability, efficiency, and assurance of the service portfolio, price, and access of connection are all determined by customer satisfaction (Rumiyati & Syafarudin, 2021). That means when a marketing company is able to deepen their understanding and learn of clients' company and provide the best marketing solution that could support businesses to reach their target audience and might as well increase their brand presence in the market.

Therefore, when the clients are happy and satisfied with the support that is given to them, indirectly it will positively affect the marketing company that is involved in the creative processes and subconsciously leads to customer loyalty. However, when a company leaves a bad impression on their client, it will influence their decision in the future. This happens when clients are not satisfied with the services that are provided. In other words, companies are not able to exceed the expectation of clients after partnering with them.



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# DISCUSSION AND RECOMMENDATION

## Problem 3: Lost of Client

### Solution 1: Client- Friendly Agency

Building trust of clients is a tough journey for a marketing agency. This is because earning clients trust itself takes a long time period. One of the solutions that can prevent clients from losing trust is by implementing a client friendly agency. Client-friendly means a marketing company able to create a bonding between clients or can also be referred to as engaging client-agency relationship. Through this approach, LPS can live their objective company where they are able to provide customised services according to their client. By using the client as a centre of marketing where every discussion, marketing strategies, and communication are involved with the client.

Therefore, the agency needs to keep it real with clients and sets clear expectations. For example, an agency needs to be honest about the goals they can realistically achieve and any limitations they might face. Being clear about the challenges helps avoid any misunderstandings later on between client and company. However, the agency also requires opinions from clients. This is because they want to know what problems the clients are facing and what kind of marketing ideas they have in mind. It's a team effort, hence the agency values the client's input. Not only that, when it comes to meetings, the agency gets that time is precious for both parties. Therefore, it is always appropriate to ask if it's a good time for a discussion. By being respectful of the client's schedule shows that they care about making interactions efficient and convenient.



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# DISCUSSION AND RECOMMENDATION

## Problem 3: Lost of Client

### Solution 1: Client - Friendly Agency

Additionally, the agency actively seeks feedback from clients, valuing their opinions and insights, and using them to refine strategies and ensure that clients remain satisfied with the collaboration. As a whole, a client-friendly agency is more to enhance the communication approach, avoiding any scenarios where the client feels left in the dark or uncertain about the marketing department's actions. By being proactive and transparent with updates, clients are assured that their business's success is a top priority. Failing to keep clients informed and engaged may lead to feelings of neglect and confusion, ultimately damaging clients' trust in the agency's capabilities.



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# DISCUSSION AND RECOMMENDATION

## Problem 3: Lost of Client

### Solution 2: Be Responsive

Being responsive, reliable, and professional is at the core of the agency's important traits. At the end of the day, clients should feel valued and supported throughout their journey with the agency. Fast responses to clients, timely delivery of results, and maintaining high professionalism in all interactions would create a positive client experience. This is proven by a study, showing that the responsiveness towards client needs and industry knowledge have a major influence on consumer satisfaction (Marsely, 2020). Furthermore, the agency needs to understand that there is no marketing strategy that is perfect, and the possibility of issues may arise.

Thus, in such cases, the agency should be cautious in order to take corrective measures to address the problems and prevent similar issues in the future. This dedication to continuous improvement demonstrates the agency's commitment to delivering exceptional results. Not only that, regular updates and progress reports are an integral part of the agency's communication strategy. They keep clients informed about ongoing initiatives, campaign performance, and any adjustments made to the marketing approach.



The background of the page features a low-angle photograph of a modern building with a grid of windows. Overlaid on the right side is a large, dark circular logo containing a stylized white 'B'. In the bottom left corner, there are abstract geometric shapes in dark blue and light blue. A horizontal band with a light blue gradient and rounded ends is positioned across the middle of the page.

# **CONCLUSION**



# Conclusion

Based on the SWOT analysis that was conducted, flexible and balanced employees are the greatest strength of LPS. Regarding weaknesses, LPS can work out the high turnover employee rate in the organisation by providing rewards and clear job description and the lack of communication problems by implementing clarification and documentation. In the long run, I can see that LPS can be a well-rounded company as LPS provides both local and international companies. However, LPS can take precaution in terms of building client's trust to become a friendly client agency. Besides that, Laurea People's Signature Sdn Bhd (LPS) is truly a good place to do an internship since students, especially marketing students myself, are exposed to real experience work that is related to my course. Not only that, through industrial training, I am able to explore more about digital marketing and develop my soft skills at the same time. During my internship, I also learned a lot on how to organise work and communicate with people from different departments and industry as a whole.



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# APPENDICES



Figure 1: Video making with a help of intern colleague for LPS Tiktok



Figure 2: Breaking fast outing during Ramadan Month after working hours



# APPENDICES



Figure 3: Hari Raya Photoshoot



Figure 4: Farewell Outing one of the LPS Team



Figure 5: Consult tasks with senior