



# INDUSTRIAL TRAINING REPORT

*1 MARCH - 15 AUGUST 2023*

**JOMRUN**

**NAME : NURUL AMIRAH BINTI AHMAD ZAMZURY**  
**STUDENT ID : 2021114725**  
**COURSE : MGT666 - INDUSTRIAL TRAINING REPORT**  
**PROGRAMME : BA240 - BACHELOR OF BUSINESS**  
**ADMINISTRATION (HONS) MARKETING**

**LECTURER'S NAME : PN. NORAZAMIMAH BOGAL**

During my 6-month industrial training as a Marketing Intern at JomRun Sdn. Bhd., I had the opportunity to gain hands-on experience in various marketing activities. Under the guidance of Puan Norazamimah, my lecturer at UiTM Bandaraya Melaka, and Ms. Jasmine Tan Qian Hui, my supervisor at JomRun, I received invaluable support and mentorship.

JomRun Sdn. Bhd., a prominent company in the Malaysian Running Apps industry, provided me with an immersive learning experience. As a Marketing Intern, I actively participated in market research, content creation, ticketing services, and digital advertising. These activities not only deepened my understanding of marketing strategies but also honed my communication, teamwork, and problem-solving skills.

Throughout the training, I conducted a SWOT analysis for JomRun Sdn. Bhd., identifying its strengths, weaknesses, opportunities, and threats. While the company's reputation as a leading running organizer was a notable strength, there were areas for improvement, such as addressing past event cancellations. Additionally, potential opportunities, such as securing trusted sponsorships, were identified, alongside threats from competing organizations.

Based on the analysis, we engaged in comprehensive discussions to explore strategies for leveraging strengths, addressing weaknesses, capitalizing on opportunities, and mitigating threats. These discussions encompassed market penetration, product development, diversification, and competitive positioning. By focusing on these areas, JomRun Sdn. Bhd. can enhance its market presence and sustain its competitive advantage.

In conclusion, my internship at JomRun Sdn. Bhd. as a Marketing Intern has provided me with invaluable practical knowledge and skills in marketing activities. I express my sincere gratitude to Puan Norazamimah for her continuous support and guidance and to Ms. Jasmine Tan Qian Hui for her invaluable mentorship. Their expertise and dedication have significantly shaped my training experience, preparing me for a successful career in marketing. This internship has laid a strong foundation and equipped me with the necessary skills to excel in the marketing industry. I am confident that the knowledge and experiences gained during this training will greatly contribute to my future endeavours.

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I would like to express my gratitude to everyone who has played a significant role in my Marketing Internship at JomRun Sdn. Bhd. Their unwavering support and guidance have made my industrial training journey both fulfilling and successful.

First and foremost, I am deeply grateful to JomRun Sdn. Bhd. for providing me with the opportunity to be a part of their organization. The warmth and inclusiveness of the company have fostered a conducive learning environment, allowing me to grow both personally and professionally.

Besides that, I would like to extend my sincere appreciation to my supervisor, Ms. Jasmine Tan Qian Hui, for her invaluable mentorship throughout my internship. Her expertise, guidance, and patience have been instrumental in shaping my skills and enhancing my understanding of the marketing industry.

I would also like to acknowledge the support and guidance of Puan Norazamimah, my faculty advisor at UiTM Bandaraya Melaka. Her continuous encouragement and insightful suggestions have motivated me to strive for excellence during my internship.

Moreover, I am grateful to my colleagues at JomRun Sdn. Bhd., who have been incredibly supportive and collaborative. Their willingness to share their knowledge and experiences has enriched my learning and contributed to a positive work environment. I would like to express my heartfelt gratitude to my family and friends for their unwavering support and belief in me. Their encouragement and motivation have been invaluable throughout my internship journey.

Lastly, I would like to acknowledge the lecturers who have imparted their knowledge and expertise during my academic journey. Their dedication to teaching has provided me with a strong foundation in marketing concepts and strategies, which I have applied during my internship.

In conclusion, I am immensely grateful to JomRun Sdn. Bhd., my supervisor, faculty advisor, colleagues, family, friends, and lecturers for their warmth, support, and guidance throughout my marketing internship. Their contributions have played a vital role in my professional growth, and I am confident that the experiences and knowledge gained during this internship will shape my future endeavours in the marketing field.

## UPDATED RESUME

## NURUL AMIRAH BINTI AHMAD ZAMZURY



## EDUCATION

Mar 2021 – Aug 2023	<b>Bachelor of Business Administration (Hons) Marketing, Universiti Teknologi Mara</b> Current CGPA: 3.29 MUET: Band 3 Related coursework: MKT547 (Marketing Communication), MKT558 (Digital Marketing), MKT539 (Brand Management), MKT646 (Strategic Marketing), MKT656 (Global Marketing)
July 2018 – Jan 2021	<b>Diploma in Investment Analysis, Universiti Teknologi Mara</b> CGPA: 3.40
Jan 2016 – Dec 2017	<b>Sekolah Menengah Kebangsaan Kompleks KLIA</b> SPM: 4A, 3B, 2C

## AWARDS

2019	<b>Anugerah Tokoh Sukan, Universiti Teknologi Mara Kampus Segamat</b> Champion for Women's Singles Tennis category in KARISMA 2019 Third Place for Women's Doubles Tennis category in KARISMA 2018 Third Place for Mix Doubles Tennis category in KARISMA 2018 Represent UiTM team in UISF Tennis 2018 and 2019
2017	<b>Anugerah Tokoh Sukan, Sekolah Menengah Kebangsaan Kompleks KLIA</b> Olahragawati in 2016 and 2017 5 <sup>th</sup> Place in MSSM Merentas Desa 2016 Champion 1500m in MSSD Track and Field 2016 and 2017
2015 - 2014	<b>Represent Malaysia in Tennis (under Majlis Sukan Negara Malaysia)</b> Ranked 2 <sup>nd</sup> place for Under 14 category in Malaysia 2014 Ranked top 8 <sup>th</sup> for Womens Open category in Malaysia in 2014,2015 Joint Majlis Sukan Negara Malaysia Tennis Academy in 2015 3 <sup>rd</sup> place for World Juniors Under 14 Level 3 2014  <b>Anugerah Tokoh Sukan, Majlis Sukan Negeri Selangor</b> Represent Wilayah Persekutuan Kuala Lumpur for SUKMA 2014 2 <sup>nd</sup> Place for Under 14 in Selangor Tennis Association Champion for MSSS Girl's Under 15 Singles category in 2014 and 2015 Champion for MSSM Tennis Team event Under 15 category in 2014 and 2015 Champion in Women's Doubles Under 14 category in Milo Tennis Sportsexcel 2014
2012	<b>Anugerah Tokoh Sukan, Majlis Sukan Negeri Kedah</b> Champion for MSSK Girl's Under 15 category in 2013 Champion for MSSM Kedah Tennis Girl's Team event Under 12 category in 2012 Champion for MSSK Girl's Under 12 Singles category in 2009,2010,2011,2012 Awarded Anugerah Tokoh Sukan Peringkat Sekolah in 2010,2011,2012

## WORKING EXPERIENCES

Mar 2022 – Aug 2023 - 6 months	<b>Marketing Intern - JomRun Sdn. Bhd., Cyberjaya, Selangor</b> <ul style="list-style-type: none"> <li>Contributed for creating marketing strategies for running events</li> <li>Handled clients interactions and generated comprehensive reports detailing the results and impact of marketing activities conducted</li> <li>Managed JomRun's apps and ticketing systems for clients and organizations</li> <li>Oversaw JomRun's official social media platforms with creating digital marketing contents</li> <li>Created content videos for events on Instagram and Facebook Reels</li> <li>Became the Person in Charge (PIC) for JomRun events execution</li> </ul>
July 2022 – Feb 2023 - 9 months	<b>Part Time Barista - Zus Coffee, Bandar Baru Enstek, Negeri Sembilan</b> <ul style="list-style-type: none"> <li>Learned Zus Coffee's history and basic coffee knowledge</li> <li>Built new creativity in communication and promoting skills to enhance sales</li> <li>Took care of customers in a friendly and satisfactory manner consistently to make sure their needs were met</li> <li>Developed great communication skills with colleagues which leads to great teamwork</li> </ul>

## UPDATED RESUME

Feb 2021 – Feb 2022	<b>Part Time Barista - Tealive, Bandar Baru Enstek, Negeri Sembilan</b>
- 1 year	<ul style="list-style-type: none"> <li>• Learned about preparing all menu drinks</li> <li>• Speak and interact sociable with both new and regular customers</li> <li>• Undertake compulsory training as detailed in the training matrix</li> </ul>
Feb 2021 – Mar 2021	<b>Part Time Waitress - Nando's, Nilai 9 Avenue, Negeri Sembilan</b>
- 2 months	<ul style="list-style-type: none"> <li>• Able to suggest signature menus confidently</li> <li>• Managed to control time management and workflows</li> <li>• Consisted in stay attentive to guest needs</li> </ul>
Jan 2018 – May 2018	<b>Full Time Sales Assistant - Asics Outlet, Mitsui Outlet, Sepang, Selangor</b>
- 5 months	<ul style="list-style-type: none"> <li>• Developed more capabilities in problem-solving of customer's satisfactions</li> <li>• Maintained accurate and attractive merchandise displays</li> <li>• Performed inventory checks and catalogue new stocks</li> </ul>

<b>SKILLS</b>	Teamwork	Creative & Problem Solving	Copywriting and editing
	Content Creation Skills	Communication Skills	Social Media Management

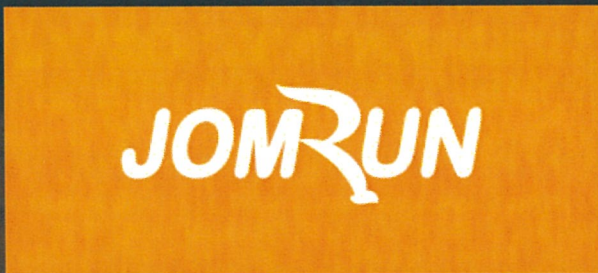
<b>LANGUAGES</b>	<b>Malay</b> Native Speaker	<b>English</b> Highly proficient
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<b>REFERENCES</b>	<b>Ms Jasmine Tan Qian Hui</b>	<b>Encik Muhammad Azizi Azmi</b>
	Senior Marketing Executive 018- 2541377 C2-3-8, CBD Perdana 3, 63000 Cyberjaya, Selangor	District Manager 010-5558042 Zus Coffee HQ 40150 Shah Alam, Selangor

### 3.1.1 COMPANY'S NAME

JomRun Sdn. Bhd.

### 3.1.1 COMPANY'S LOGO



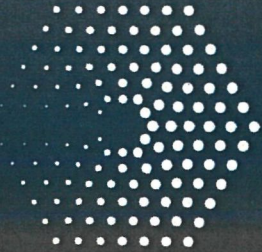
- The **ORANGE** colour represents humanity's high spirit. It also represents the need for both physical and social challenges.
- The combination of the letters J and R represents JomRun's own name abbreviation.
- The combination of the letters J and R also represents the figure of a runner.

### 3.1.1 COMPANY'S LOCATION

C2-3-9, CBD Perdana 3, Cyberjaya, 63000, Cyberjaya, Selangor

### 3.1.1 COMPANY'S LOCATION

Monday - Friday, (9am - 6pm)



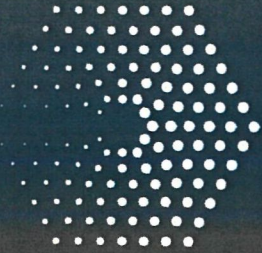
# VISION AND MISSION

## VISION

JomRun is diligently working towards building a platform that engages fitness in the community and promotes a quality lifestyle. Their aim is to impact the lives of over 100 million people in the next 10 years by making it incredibly convenient for individuals to embrace a healthy lifestyle encompassing physical fitness, mental well-being, nutrition, and primary healthcare, all through a single, integrated platform.

## MISSION

**Enhance Event Diversity and Availability:** JomRun endeavours to provide a wide array of running events to accommodate the distinct preferences and interests of participants. The company aims to collaborate with a broad spectrum of event organizers, encompassing marathons, philanthropic runs, themed races, and recreational fun runs. Moreover, JomRun strives to foster inclusiveness and availability by showcasing events suitable for runners of varying levels, encompassing novices, seasoned athletes, and individuals with diverse capabilities.



## OBJECTIVE & GOALS

### OBJECTIVE

JomRun's objective is to facilitate the discovery and registration process for premier fitness and endurance events, providing a comprehensive platform that brings them all together. From running races and triathlons to obstacle races, functional fitness competitions, yoga events, and various other fitness-related activities, JomRun offers a diverse array of options. With their sights set on global expansion, they are committed to assisting individuals in cultivating a high-quality lifestyle.

### GOALS

JomRun's goal is to establish itself as the 1st premier running app of choice in South East Asia, earning the trust and loyalty of runners. Their goal is specifically to be the preferred platform for registration and run tracking, empowering runners to seamlessly manage their runnings. To achieve this, JomRun actively seeks to cultivate strategic partnerships with key stakeholders in the running industry. These collaborations encompass event organizers, sports brands, influential fitness personalities, and local running clubs. These strategic partnerships can entail joint marketing initiatives, co-branded events, and exclusive offers, delivering a compelling value proposition that motivates participants to engage in events facilitated by JomRun.

# BACKGROUND OF ESTABLISHMENT



Chang Yi Hern, the founder and CEO of JomRun Sdn Bhd, mentioned that JomRun was inspired by the global success of Pokémon Go in 2016 while he was a student at Oxford University in the United Kingdom. This led him to create an application that incentivizes sports enthusiasts to be more active. Chang witnessed something fascinating: dedicated gamers and users of the popular augmented reality app "Pokémon GO" going to great lengths, like walking long distances, to capture virtual creatures.

This experience deeply affected Mr. Chang and led him to develop a similar concept that focused on physical activity and rewards. Recalling that moment of inspiration, Mr. Chang mentioned his first thought of starting the company, which his initial goal is to create and develop a platform that rewards people for their engagement in running and walking, just like the 'Pokémon GO' apps, (Chang, 2020). By starting as a rewards-based fitness monitoring app, Chang realized the need for a sustainable business model and expanded the app's offerings by collaborating with gym and fitness companies to provide vouchers. Finally, The JomRun app was officially released in December 2017, and started their first official JomRun running event in October 2018. Despite initial challenges and operating at a loss for the first eight months, Chang and his team actively promoted the app by attending running events and listening to feedback from event organizers. This led to the addition of a ticketing function in August 2018, further enhancing the app's capabilities. Currently, JomRun primarily functions as a ticketing platform while also providing rewards to users who meet their fitness goals or complete activities. The app retains its monitoring feature, allowing users to track their daily physical activity.

When the COVID-19 pandemic hit, JomRun faced obstacles due to travel restrictions. However, the company adapted by focusing on virtual events. As the movement control order was lifted in early 2022, JomRun resumed organizing physical running events across Malaysia, solidifying its position as the country's most active and well-known running event company.

# ORGANIZATIONAL STRUCTURE

# JOMRUN

## JOMRUN ORGANIZATIONAL STRUCTURE



CHANG YI HERN  
FOUNDER



PEARL TAN YI HUI  
FOUNDING MEMBER  
CHIEF OPERATING OFFICER



DANA KONG  
FOUNDING MEMBER  
CREATIVE LEAD



LAI YEE KEONG  
FINANCE



LOW YEANN SEE  
EVENT



CHIN KOH YAW  
CUSTOMER

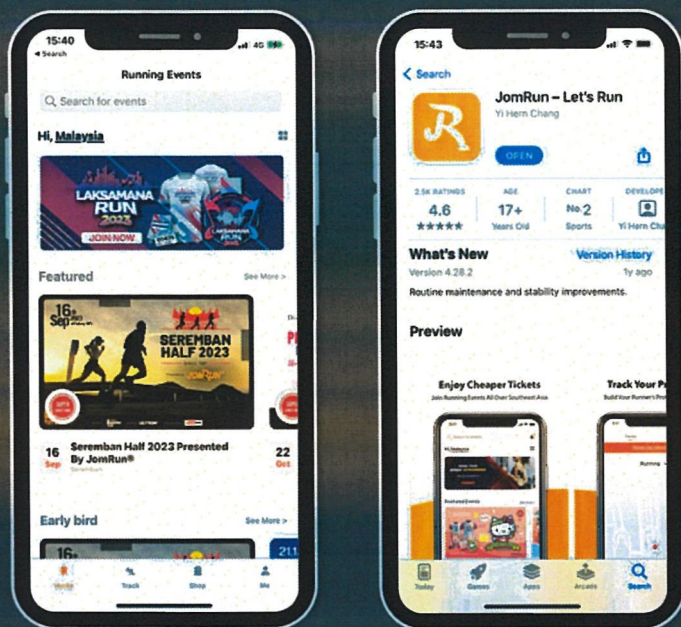


JASMINE TAN  
MARKETING



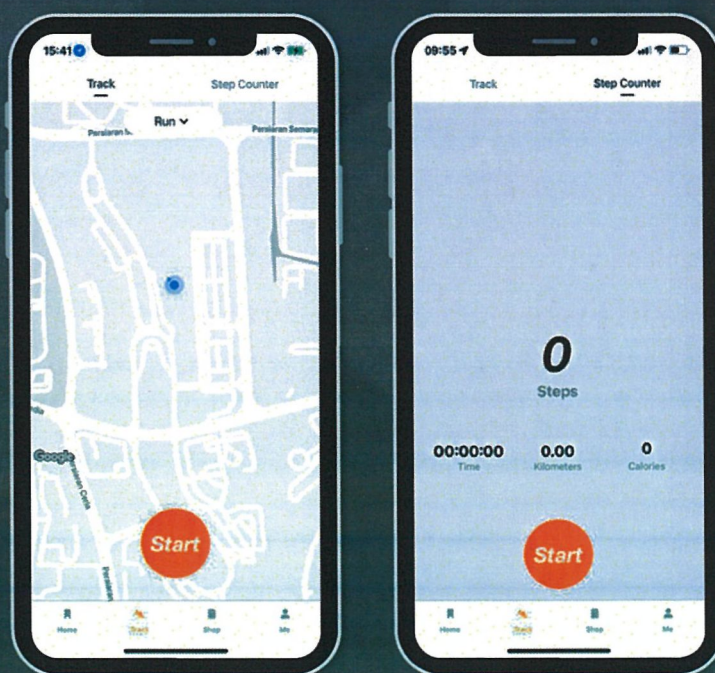
NAZRIN  
DESIGNER

### 1. JOMRUN APPS

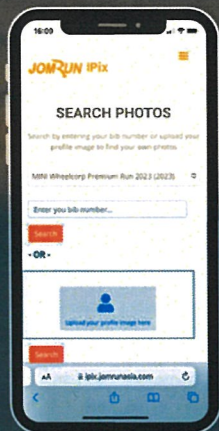
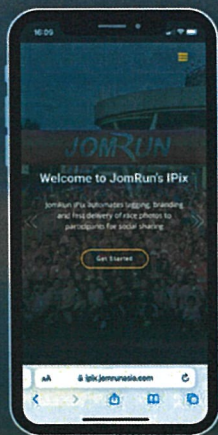


JomRun offers a user-friendly mobile application available for download on the Apple Store and Google Play. The app serves as a one-stop solution for running enthusiasts in Malaysia, providing features such as event registration, a running tracker, and an online store for Ultron products. With its intuitive design and simplified interface, the app caters to users of all generations, making it easily accessible and convenient to use.

The JomRun app allows users to register for running events across Malaysia directly from their mobile devices, eliminating manual processes and saving time. Additionally, the app includes a running tracker feature that enables users to monitor their progress, track metrics such as distance and pace, and set personal fitness goals. Furthermore, the integration of an online store within the app allows users to conveniently browse and purchase Ultron running gear and accessories. Overall, the JomRun app combines functionality and simplicity to provide a seamless experience for users, enhancing their running journey and making it more enjoyable.



## 2. JOMRUN IPIX WEBSITE



- JomRun IPIX, provides a convenient and automated solution for participants to access and share their run photos. With the automated tagging and fast delivery features, participants can easily find and retrieve their photos by simply searching their bib number on the website's search bar. The website efficiently separates the photos for each event, making it simple for runners to locate their specific photos.
- JomRun IPIX streamlines the process of photo management, ensuring that participants can quickly and conveniently access their race photos. By utilizing the search functionality and organizing the photos by event, JomRun IPIX offers a user-friendly experience, enabling runners to effortlessly locate and share their captured memories.

## 3. ORGANIZE RUNNING EVENTS

- JomRun offer fun runs, charity runs, color runs, and marathons to cater to different interests. Fun runs are open to all fitness levels, charity runs support causes, and color runs add a joyful twist with non-toxic colored powders. JomRun also organizes challenging marathons that meet international standards.
- JomRun's standout feature is their presence in various Malaysian states, with weekend events regularly held in different regions. This makes it convenient for participants to join in running activities and builds a strong sense of community among runners. Their events promote well-being, community building, and fundraising opportunities, benefiting local economies through increased tourism.



## 4.1 DURATION

The duration of my industrial training was scheduled to commence on 1st March 2023 and conclude on 15th August 2023. During this period, I worked on weekdays, specifically from Monday to Friday. Moreover, I was assigned to the designated working hours of 9:00 am until 6:00 pm.

## 4.2 DEPARTMENT DETAILS

I was designated to the **Marketing Department** for the duration of my internship.

## 4.3 ROLES, RESPONSIBILITIES, TASK & ASSIGNMENT GIVEN

### A) ROLES

My position entails serving as an assistant within the Marketing and Ticketing Services Management department.

### B) RESPONSIBILITIES

During my internship, my primary responsibilities included various tasks that were related to Marketing and Ticketing Services. First of all, I was responsible to upload running events to the JomRun Admin Panel for the JomRun Apps, evaluating the effectiveness of JomRun Apps notifications, monitoring and analyzing JomRun's influencers posts on social media, overseeing JomRun's official Facebook and Instagram pages, specifically managing comments and replies, crafting engaging IG Stories, and curating entertaining content for Instagram.

Additionally, I played a pivotal role in copywriting for JomRun's posts, providing updates on new running events, as well as composing emails to participants. Furthermore, I actively engaged in marketing activities, including the creation of reels for running events every weekend, capturing photographs with event entitlements, and producing Price Lists for clients pertaining to ticketing services on the JomRun app. I was also responsible for sending and collecting Agreement forms from clients.

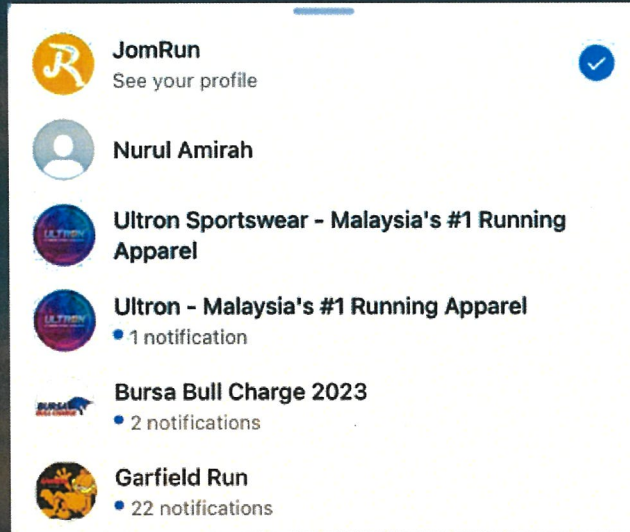
# 4.3

## TRAINING'S REFLECTION: COMPANY'S NAME, LOGO, LOCATION AND OPERATION HOUR

### B) RESPONSIBILITIES

#### a. Daily Task in Working Sheets & Social Account Handled

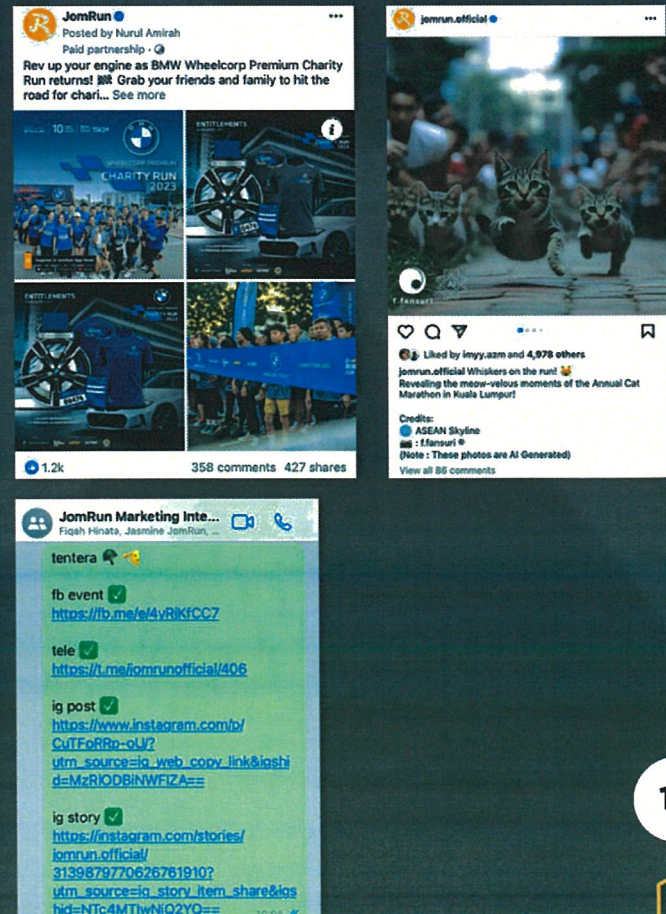
Marketing & Customer Service Working Sheet .XLS	
File	Edit View Insert Format Data Tools Help
100%	View only
A1	Fully Incharge & need ppl back up
20	
21	
22	Mirah
23	Notification effectiveness
24	Ultron Sportswear (FB&IG)
25	Ultron (FB)
26	JomRun Community
27	BM translation
28	Event Uploading
29	Like and reply to #JomRun on Instagram
30	Manage Instagram highlight (Remove the past events)
31	JomRun Instagram Story Reposting
32	Like and comment on tagged post on JomRun Instagram
33	
34	



#### b. Instagram Story Contents



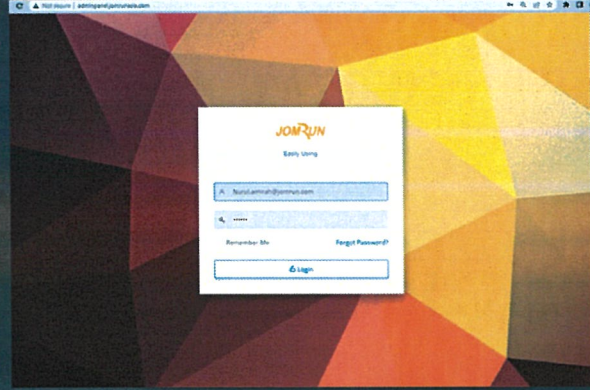
#### c. Facebook/Instagram post contents



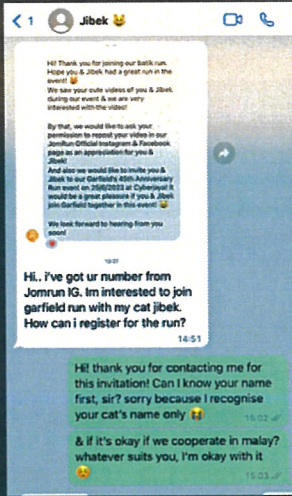
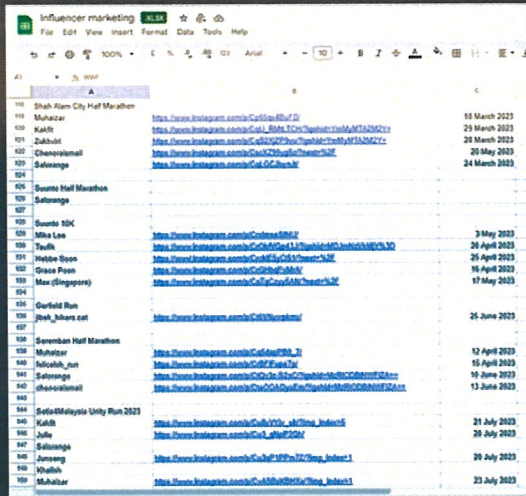
## TRAINING'S REFLECTION:

### TASK AND ASSIGNMENTS GIVEN

#### d. Upload Events on JomRun Admin Panel System



### e. Marketing: Influencers Data & Create Short JomRun Video



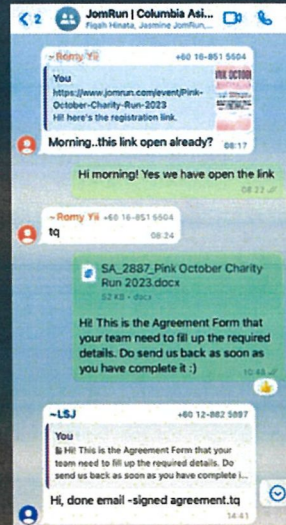
#### f. Promotional Photos on JomRun Admin Panel System



## g. Client Ticketing Service

Shared with me > Oracle Netsuite > Tze Hyin > Service Agreement

Type	People	Modified
SA_2695_Sungai Peral Nature Walk.pdf	me	Jul 21, 2023 me
SA_2676_Bintulu Suicide Prevention Charity Run 2023.pdf	me	Jun 21, 2023 me
SA_2675_MERDEKA FUN RUN BUTTERWORTH.docx	me	Jul 4, 2023 me
SA_2674_MERDEKA FUN RUN TAIPING.docx	me	Jul 4, 2023 me
SA_2673_MERDEKA FUN RUN KUALA.docx	me	Jul 4, 2023 me
SA_2672_MERDEKA FUN RUN SUNGAI PETANI.docx	me	Jul 4, 2023 me
SA_2671_MERDEKA FUN RUN IPOH.docx	me	Jul 4, 2023 me
SA_2661_FUN FOREST HEIGHTS 36.pdf	me	Jun 22, 2023 me
SA_2656_MEGAMALL PENANG.docx	me	May 31, 2023 me
SA_2645_BFF FUN RUN ALOR SETAR.docx	me	Jul 20, 2023 me
SA_2638_Miri Knewton Run 1.0 2023.pdf	me	Jun 2, 2023 me
SA_2635_Momentum Run 9.2 2023.docx	me	Jun 2, 2023 me
SA_2632_BFF FUN RUN SUNGAI PETANI.docx	me	May 19, 2023 me



TOP UP TICKETING FEE AND SST (INCLUDE BANK CHARGES)

CATEGORY	AGE	SUPER EARLY BIRD (100 slots)			
		User Pay	Organizer Get Before Bank Charges	Charges bear by participants	Organizer Get
SKM Fun Run	Open	RM31.80	RM30.00	RM1.80	RM29.11
SKM Fun Run (3XL)	Open	RM34.98	RM33.00	RM1.98	RM32.01
SKM Fun Run (4XL)	Open	RM37.10	RM35.00	RM2.10	RM33.94

Request To Publish Event "Pink October Charity Run 2023" in JOMRUN  
Wed 12/07/2023 17:26 (i)  
From: Lina Anah, JomRun  
To: jomrun@jomrun.com, nurul anah@jomrun.com  
Cc: lina anah, Nurul Anah

Dear Ms. Jomine/ Ms. Nurul,  
Please find attached graphics for Pink October Charity Run 2023 by Columbia Asia Hospital - Bintulu.  
For any further inquiry, please do not hesitate to contact us.  
Thank you!

Best Regards,  
LINA ANAH  
Radiology Manager  
COLUMBIA ASIA HOSPITAL - BINTULU  
Lot 2092, Block 26, Jalan Tan Sri Datoan  
Kamena Land District, Tanjung Kidurong,  
97000 Bintulu,  
Sarawak  
Tel : +6086 - 251488  
Fax : +6086 - 251441  
www.columbiaasia.com

## B) TASKS AND ASSIGNMENTS GIVEN

The assignments entrusted to me were aligned with the job scope outlined in JomRun's official Marketing and Customer Service Working Sheet. These tasks included in the figures that I have attached on the previous page.

Additionally, I was assigned a distinct responsibility during weekend running events, where I was assigned the role of the Person In Charge (PIC) for Looping Point, Finishing Line and facilitated Race Kit Collection. It is worth noting that this assignment, although unrelated to marketing, was an integral part of my responsibilities during the events.



### BENEFITS GAINED

#### KNOWLEDGE AND TECHNICAL SKILLS RELATED TO **WORK**

During my internship, under the guidance of Supervisor Ms. Jasmine Tan, I gained valuable experience in various marketing and ticketing-related tasks. I consistently ensured consistency to JomRun's branding guidelines, maintained effective communication with stakeholders, and upheld the highest standards of professionalism and accuracy in all deliverables. This included uploading running events to the JomRun Admin Panel, evaluating notification effectiveness, managing influencers' social media posts, overseeing JomRun's official social media pages, and crafting engaging content. I also handled copywriting, marketing activities, and client communication, such as creating reels, capturing event photos, and producing price lists. These responsibilities enhanced my understanding of app systems, ads promotion, and event management, providing a solid foundation for my future career in marketing.

I undertook diverse responsibilities during my internship, focusing on marketing and ticketing services. These experiences deepened my knowledge of app systems, ads promotion, and event management, equipping me with valuable skills for my future in marketing.

I have also gained knowledge in marketing and ticketing responsibilities. These included uploading events, evaluating notifications, managing influencers, and overseeing social media. I also gained experience in copywriting, marketing activities, and client communication, such as creating reels, capturing photos, and producing price lists. These experiences heightened my understanding of app systems, ads promotion, and event management, preparing me for a successful career in marketing.

### BENEFITS GAINED

#### KNOWLEDGE AND TECHNICAL SKILLS RELATED TO **PERSONAL DEVELOPMENT**

During my internship with JomRun, I have obtained some valuable benefits in knowledge and skills related to personal development. Firstly, I obtained a better understanding about the team functions in different roles and personalities within the work environment. Understanding the working environment has improved my time management and task prioritization. I have been able to adapt my own working style and effectively manage my time and tasks, which I have developed a smoother workflow and improved productivity.

Other than that, I have developed better thinking skills in marketing activities in creating innovative ideas and formulating strategic plans for clients. By leveraging my digital marketing skills, I have been able to contribute actively to the development of marketing campaigns. For example, I have been involved in assisting Ms. Jasmine enhance marketing plans by offering fresh perspectives and creative input.

Besides that, I gained confidence in communication skills, which has a transformative effect on my professional interactions. It has enabled me to approach people more readily, engage in meaningful conversations, facilitated my ability to deal with new potential influencers and clients, and build mutually beneficial relationships.

The benefits gained from knowledge and skills related to personal development have a significant impact on both my personal growth and professional achievements. Collectively, these benefits have positively influenced my overall performance and productivity, contributing to a successful professional journey.

## SWOT ANALYSIS TABLE

### STRENGTH

- *Market Leader, Convenience and Versatility Apps in Malaysia*
- *Extensive Running Event Organizer*
- *Influential Ambassadors*

### WEAKNESS

- *Negative Critiques from Participants*
- *Deficiencies in Customer Service*
- *Unsystematic Job Scope and Lack of Personal Space*

### OPPORTUNITIES

- *Technology Advancements*
- *Strong Partnership with Big Companies*
- *Consumer Trends of Values and Lifestyles*

### THREATS

- *Covid-19 Pandemic Impacts*
- *Extreme Weather Conditions*
- *Cheaper Price of Competitors*

## STRENGTH

### KNOWLEDGE AND TECHNICAL SKILLS RELATED TO **PERSONAL DEVELOPMENT**

During my internship with JomRun, I have obtained some valuable benefits in knowledge and skills related to personal development. Firstly, I obtained a better understanding about the team functions in different roles and personalities within the work environment. Understanding the working environment has improved my time management and task prioritization. I have been able to adapt my own working style and effectively manage my time and tasks, which I have developed a smoother workflow and improved productivity.

Other than that, I have developed better thinking skills in marketing activities in creating innovative ideas and formulating strategic plans for clients. By leveraging my digital marketing skills, I have been able to contribute actively to the development of marketing campaigns. For example, I have been involved in assisting Ms. Jasmine enhance marketing plans by offering fresh perspectives and creative input.

Besides that, I gained confidence in communication skills, which has a transformative effect on my professional interactions. It has enabled me to approach people more readily, engage in meaningful conversations, facilitated my ability to deal with new potential influencers and clients, and build mutually beneficial relationships.

The benefits gained from knowledge and skills related to personal development have a significant impact on both my personal growth and professional achievements. Collectively, these benefits have positively influenced my overall performance and productivity, contributing to a successful professional journey.

# 5.1

## SWOT ANALYSIS: STRENGTH

### 1. MARKET LEADER, CONVENIENCE AND VERSATILITY APPS IN MALAYSIA

JomRun holds the prestigious position of being the top mobile app ticketing platform in Malaysia. The JomRun app contains a majority of running events that are officially organized by them and their clients. The app's popularity proves its strong presence and success in Malaysia. JomRun also stands out as the most convenient running app in South East Asia. nience and functionality in a single app.



JomRun provides users with a comprehensive set of features, which it serves as an all-in-one solution, offering running trackers, event registrations, and a platform for purchasing sport products, Ultron®. This versatility enhances the user's experience, making JomRun a preferred choice for runners seeking convenience and functionality in a single app.

### 2. EXTENSIVE RUNNING EVENT ORGANIZER

JomRun stands out as a leading running event organizer, and expertise in planning and executing a wide range of running events. The company consistently hosts running events throughout Malaysia, nearly every weekend. The ability of JomRun to maintain a busy event calendar demonstrates its strong organizational capabilities and dedication to fulfil the requirements and preferences of the running events. Other than that, JomRun's capability to successfully manage a multiple of running events reflects its ability to handle logistical challenges, and participant safety. From small fun run events to big marathon events, JomRun illustrates its adaptability and proficiency in delivering high-quality events that accommodate different skill levels, interests, and preferences of the running events.

### 3. INFLUENTIAL AMBASSADORS

JomRun features some ambassadors for their running events, who are famous and highly well-known in Malaysia, such as national marathon runners and athletes. These ambassadors actively participate in JomRun's running events and leverage their social media presence to promote JomRun. Their involvement helps to increase brand visibility and credibility. The influence of these ambassadors attracts their large following to join the JomRun's running events.



## 5.2

# SWOT ANALYSIS: WEAKNESS

## 1. NEGATIVE CRITIQUES FROM PARTICIPANTS



There are lots of negative comments and feedback from participants, especially concerning past events that they have joined. The potential reach of such negative feedback can be observed by the company's large number of followers on social media.

Furthermore, some particular feedback highlights and suggests some improvements that need to be concerned by the company, mostly regarding the event organization and management. Participants' input is great for the company to identify some issues that are faced by the participant, but it also can shed light on the company's reputation for their weak management. As they mostly ignore these critiques, it may result in decreased participant satisfaction and loyalty in the future.

## 2. DEFICIENCIES IN CUSTOMER SERVICE

Based on my observation, JomRun's customer service department exhibits weaknesses in their actions, particularly in terms of communication, resolving customer issues, and lack of fulfilling the customers' requirements. JomRun recruited a larger number of interns than full-time employees for the customer service team, leaving the team with only one full-time staff member. The lack of expertise within the customer service team may cause delays in addressing customer concerns and finding effective solutions and it may affect the team's ability to handle a large volume of customer inquiries.



## 3. UNSYSTEMATIC JOB SCOPE AND LACK OF PERSONAL SPACE

Employees and Interns are often assigned a variety of tasks that are unrelated to their job positions. There are frequent burdens with a multiple of tasks that do not align with their designated job positions that makes them struggle to prioritize and allocate their time effectively, which leads to excessive overtime and an overwhelming workload burden. Furthermore, with the unsystematic job scope organizations, the office space becomes overcrowded due to the number of employees and many event staff that fill up most of the space that worsen the problem of limited personal space. It causes restrictive movements, noise level and distractions increases.



# SWOT ANALYSIS: OPPORTUNITIES

## 1. TECHNOLOGY ADVANCEMENT

JomRun is the only running app in Malaysia that offers a comprehensive platform for event registration, run tracking, and sport product purchase. The technological advantage becomes a unique opportunity for JomRun because there are no other running apps in Malaysia that provide such advanced and multi-functional features. This technological advantage provides a significant opportunity for JomRun to attract more participants. As people seek the most convenient and efficient way to register for running events, the JomRun app becomes the go-to choice and instantly becomes the preferred and trusted app for all running-related activities, positioning the company at the forefront of the market, which captures a large scale of participants.

## 2. STRONG PARTNERSHIP WITH BIG COMPANIES



JomRun's has successfully developed partnerships with well-recognized companies and organizations such as BMW Wheelcorp Premium, Watsons Malaysia, PUMA, Decathlon, Nestle, Tuanku Laksamana Johor Foundation, L'Occitane, Jabatan Sukan Negeri Selangor and SP Setia. These strategic collaborations highlight JomRun's ability to work effectively with established entities in organizing running events. These partnerships not only enhance JomRun's brand reputation but also provide opportunities for joint marketing initiatives. By aligning with its partners, they would engage in cooperative advertising campaigns, sponsorships, promotions that will reach for a wider exposure to potential customers.

## 3. CONSUMER TRENDS OF VALUES AND LIFESTYLES

Consumer trends in values and lifestyles have significant changes, particularly to health and fitness. A survey conducted by Jeronimo Garcia-Fernandez in 2020 revealed that most people nowadays realized the usefulness and importance of having fitness apps in their smartphones. Many individuals find it more convenient to engage in activities like walking and running using fitness apps, as they can be done at any time and at one's own pace. They are also conscious of their financial well-being, as most gym membership prices are increasing nowadays. The proliferation of fitness apps, like JomRun has made it easier for people to access running tracks and exercise routines at little to no cost.

# SWOT ANALYSIS: THREATS

## 1. COVID-19 PANDEMIC IMPACTS

Cancelled running events due to Covid-19 pandemic have left participants waiting for their rearranged tickets and running entitlements from their purchased past running events, which has been delayed for too long for this issue. There are a few participants who have not received their rearranged tickets and running entitlements until today, which makes them lose their patience and continue to contact the customer service regarding their issue. The constant flood of participants contacting customer service gives the impression that JomRun has not completely resolved this matter, which is damaging their reputation in customer care. Other than that, it is also affected by the lost track of ticketing and participant information, which leads to confusion and dissatisfaction experienced by participants.

## 2. STRONG PARTNERSHIP WITH BIG COMPANIES

Extreme weather conditions, particularly stormy rain, pose a serious threat to JomRun events. The presence of heavy rainfall disrupts event logistics, endangers the safety of participants, and diminishes their experience and satisfaction. Running in heavy rain exposes individuals to high chances of cold-related illness and injuries, which are mostly caused by slippery surfaces and poor visibility. Moreover, the extreme weather conditions will lead to cancelling the event that can result in significant financial losses and damage JomRun's reputation and brand image.

## 3. CONSUMER TRENDS OF VALUES AND LIFESTYLES

Competitors offer running events at lower prices which it becomes a threat to JomRun's market share. Some runner may consider for more affordable events organized by other companies, which also leads to a potential loss of participants for JomRun's events. Some events handled by JomRun that have expensive ticket prices were due to their partnership with big companies and organizers, which could be reasonable about the price adjustments. However, the particular tickets may lead to the perception that JomRun's events are overpriced to some participants. This perception will discourage them to choose JomRun's events and instead choose other cheaper and more lowered-price presented from other rival running organizers.

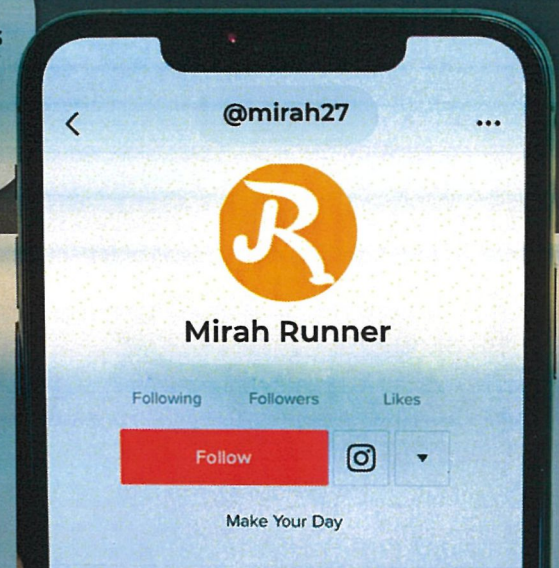
## 1 ADD NEW USER PROFILE FEATURE FOR JOMRUN APP



**RECOMMENDATION FOR: MARKET LEADER,  
CONVENIENCE AND VERSATILITY APPS IN MALAYSIA**

To hold and strengthen their position as the top running app in Malaysia, JomRun should prioritize the continuous enhancement of user experience by consistently updating the JomRun app with new features and improvements.

From my observation, the JomRun apps have not made any updates for their app since January 2022. By that, I would recommend JomRun to add a user profile feature that allows users to post statuses and share photos of their running experiences, fostering engagement and interactions among JomRun apps.



The ability to share running statuses and photos with friends who are also JomRun app users can amplify the social aspect of the app, as most people in this era would use their smartphones for making interpersonal communication between each other. This feature in the JomRun app would encourage users to leverage their smartphones to invite their friends to join JomRun apps, which would lead to an expanded user base and increased app usage.



According to Francisco Yus, author of Smartphone Communication: Interactions in the App Ecosystem, he mentioned that smartphones offer individuals enhanced opportunities for building and maintaining relationships through more effective relational coordination. Therefore, the recommendation for JomRun to add the user profile feature aligns with the idea of utilizing smartphone technology to facilitate effective interpersonal collaboration.

## 2 CREATE UNIQUE THEMED EVENTS

### RECOMMENDATION FOR: EXTENSIVE RUNNING EVENT ORGANIZER

JomRun, being a well-recognized running organizer known for its creative running events has an opportunity to further enhance its competitive edge. JomRun to consider investing in very unique events that could capture participant's imagination and create buzzworthy experiences.

I would suggest JomRun could host a Spiderman Fun Run, where participants wear Spiderman costumes and run alongside other Spiderman runners. This imaginative event has the potential that not only numerous people would be interested to join, but it can also go viral on various media platforms, generating excitement for JomRun's running events.

Based on an article, 'The Motivation to Run in A Marathon', authored by Nalin Simasathinsophon (2019), she mentioned that there are lots of running events that have different types of motivation, which are organizational, environmental, social, competition and emotional motivation. By that, it can be said that this suggestion is considered as social motivation for the event-related motivations, as the idea of wearing Spiderman costumes has the potential to create a highly demanded running event. This concept influences motivation in the sense that it allows people to feel like they are 'part of the group'.



## 3 ESTABLISH A STRATEGIC COLLABORATION WITH FAMOUS LOCAL ARTIST AND ATHLETES

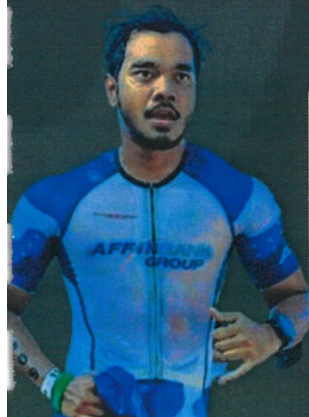
### RECOMMENDATION FOR: INFLUENTIAL AMBASSADORS

In today's digital era, social media marketing (SMM) is a powerful tool for businesses to connect with their target audience and increase brand engagement. By using social media platforms, marketers can leverage entertainment marketing with influencers, resulting in a positive impact on brand awareness, in which the enjoyable contents created by the influencers would encourage customers to engage with the platform repeatedly, (Ashraf Mohamed Anas, 2023).

To leverage the strength of having influential ambassadors in JomRun, I recommend JomRun to establish a strategic collaboration with local artists who are athletic, such as Alif Satar, and national famous athletes like Hafizh Syahrin.



**Hafizh Syahrin**  
National MotoGP Racer



**Alif Satar**  
Malaysian Artist



Considering that JomRun's current ambassadors mostly have followers below 100k on their platforms, the level of influence they hold in promoting JomRun is relatively average. However, by collaborating with high-profile individuals like Alif Satar, who boasts an impressive following of 3.3 million, and Hafizh Syahrin, with 762k followers, the potential for influencing people to join JomRun becomes significantly greater. While the collaboration with these high-profile ambassadors may involve higher costs, the potential returns in terms of participant numbers and brand recognition make it a worthwhile investment for JomRun. The wide exposure to their dedicated followers will provide a valuable opportunity for JomRun to reach new diverse audiences, attract new demographics, and expand its participant base, thereby leading to growth and success for the brand as well.

## RECOMMENDATIONS: FOR WEAKNESS

1

### EMPOWERING IN PRIORITIZING RUNNER'S FEEDBACK

RECOMMENDATION FOR: NEGATIVE CRITIQUES FROM PARTICIPANTS

strongly suggest JomRun conduct a simple survey for runners after they have participated in any JomRun's events on the same day. It would be a great move for JomRun to show that they value their customer's opinions and feedback. It will send a clear message to runners about their feedback. According to Janet R. McColl-Kennedy, customer feedback is essential for identifying areas of improvement and driving customer loyalty. By prioritizing this initiative, JomRun, especially their headquarters, can gain valuable insights into runners' experiences, which can be utilized to make informed decisions and implement targeted improvements. They should allocate in assigning a dedicated team to manage the survey process, analyze the data, and develop actionable plans based on the feedback received. Participants who feel heard and valued are more likely to continue engaging with JomRun's events and recommend them to others.

2

### RECRUIT MORE FULL-TIME CUSTOMER SERVICE TEAM MEMBERS

RECOMMENDATION FOR: DEFICIENCIES IN CUSTOMER SERVICE

would recommend JomRun to implement a thorough recruitment process to hire more individuals for its customer service team with relevant experience and skills in customer service. With more experienced full-time staff members, JomRun can significantly provide better overall customer service experience and provide comprehensive assistance to customers that will guide their concerns effectively. Moreover, JomRun should create implementation performance metrics and conduct regular evaluations of the customer service team's performance. This approach would enable JomRun to continuously enhance its customer service standards, ensuring the high quality of service provided to customers. According to Asyraf Afthanorhan, author of *Assessing the Effects of Service Quality on Customer Satisfaction*, mentioned that conducting evaluation for customer service departments could specifically assess the level of customer satisfaction by examining the efficacy of service quality.

3

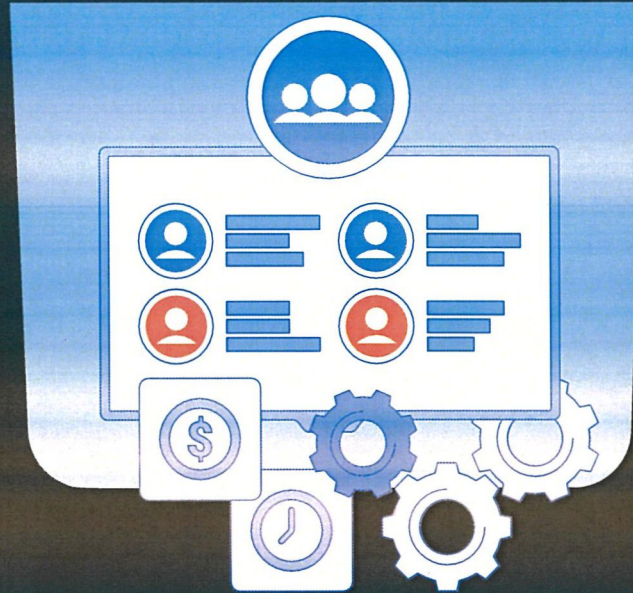
### INTRODUCE A WORK-FROM-HOME SYSTEM WITH REGULAR JOB SCOPE BRIEFINGS

RECOMMENDATION FOR: DEFICIENCIES IN CUSTOMER SERVICE

would highly recommend JomRun to re-organize their working schedule by adding a Work-From-Home system, such as work remotely once a week on their weekly basis. The Work-From-Home system can alleviate space constraints in the office by reducing the number of employees present. Moreover, the work-from-home system can significantly improve employee well-being, as it will have a positive impact on mental health and overall job satisfaction (Lutz Bellmann, 2021). By having this system, they can also conduct job scope briefings clearly, to ensure employees at office and at home will clearly understand their job scopes hereby, by providing employees with this flexibility and the opportunity to work in a comfortable environment, the JomRun's organization can create more work-life balance and satisfied workforce.

## 1 ADD GAMIFICATION FEATURES

RECOMMENDATION FOR: TECHNOLOGY ADVANCEMENTS



To create a more engaging and interactive experience for users, I would suggest JomRun to develop gamification elements into their app, such as JomRun Running Kilometer Leaderboard . For example, famous mobile games like Candy Crush Saga have their global leaderboard chart for worldwide top users that have the highest score. The inclusion of leaderboard could create a sense of friendly competition among users, and encourages individuals to be motivated to commit to their fitness goals. Moreover, By combining fitness tracking with gamification, JomRun can position itself as not just a regular running app but as an exciting platform that inspires people to stay active and achieve their fitness objectives.

As users share their progress on the leaderboard with friends and social circles, JomRun could gain free and organic marketing through word-of-mouth, further increasing its user base. Therefore, the integration of a JomRun Running Kilometer Leaderboard has the potential to solidify the app's position as the top running app in Malaysia and further establish itself as a leader in the fitness technology industry.

## 2

### CREATE JOMRUN APPLE WATCH WITH APPLE

RECOMMENDATION FOR: STRONG PARTNERSHIP WITH BIG COMPANIES

I would recommend JomRun to make a new collaboration with Apple, by creating a limited edition of JomRun's customized version of Apple Watch that provides unique features for fitness enthusiasts. They could create the JomRun Apple Watch that connects with the JomRun app, allowing users to access their running data, track their progress, and participate in JomRun challenges directly from their wrist. To further make the JomRun Apple Watch look luxurious and attractive, they could develop their own version of JomRun-themed straps that could feature the JomRun branding, colours, designs. This customization would not only add a sense of exclusivity but also allow users to express their individuality and showcase their association with the JomRun community. Overall, the JomRun Apple Watch collaboration with Apple would create a powerful synergy and demonstrates JomRun's capability to collaborate with international companies, further solidifying its reputation as a leading platform in the running and fitness industry.



## 3

### CREATE A SOCIAL MEDIA CAMPAIGN

RECOMMENDATION FOR: CONSUMER TRENDS OF VALUES AND LIFESTYLES



I highly recommend JomRun to create a social media campaign specifically to promote JomRun apps, by utilizing their platform like Facebook, Instagram and TikTok to showcase their app's features, such as success stories from users, trendy content related to fitness, and running track results after a run. For example, TikTok is a perfect platform for JomRun to create trendy and engaging content that can go viral. In 2021, some JomRun's contents on TikTok went viral and the engagement of people with JomRun increased drastically. However, recently JomRun's TikTok is not as active as it was before. Therefore, they need to consistently utilize their TikTok account, in order to increase their brand and apps awareness, especially to younger audiences who are interested in fitness and wellness contents on TikTok.

# RECOMMENDATIONS: FOR THREATS

1

## FORM A SPECIAL CASE CUSTOMER SERVICE

RECOMMENDATION FOR: COVID-19 PANDEMIC IMPACTS

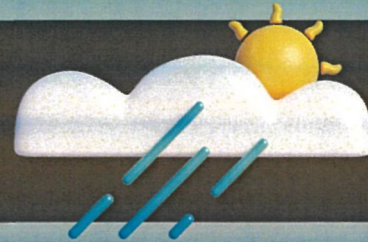


highly recommend JomRun to form a dedicated Special Case Customer Service team, in enhancing participant support during Covid-19 pandemic. JomRun may assign individuals with specific expertise in handling issues related to cancelled events during the pandemic. The establishment of this team allows a more streamlined and focused approach in handling these particular customer inquiries and concerns. By separating these specific cases from general customer service tasks, the team can develop standardized procedures regarding handling these participants' issues. This separation team ensures the current events run smoothly and efficiently. Therefore, this specialized team would develop a systematic approach handling cancelled event cases, which ensures that no case is overlooked, and participants will receive consistent support and resolution for their concerns. This specialized approach demonstrates JomRun's commitment to participant satisfaction and reinforces its reputation that prioritizes the needs and concerns of its customers.

2

## CONDUCT COMPREHENSIVE WEATHER RESEARCH

RECOMMENDATION FOR: EXTREME WEATHER CONDITIONS



strongly suggest JomRun conduct a comprehensive weather research prior to event scheduling, before deciding the date for their event. They can consult with meteorological experts to obtain accurate weather forecasts and expert advice. These professionals can provide insights on weather patterns, potential risks and offer recommendations for event scheduling, especially about the sunny and rainy season in Malaysia. By understanding Malaysia's sunny and rainy seasons, JomRun can strategically plan and organize more running events during the sunny season to reduce the risk management and chances of organizing events on rainy season. However, they will also need to conduct a backup plan if rain occurs during the day of the event. They may implement some big tents for shelter areas, and sufficient extra safety event routes in order to minimize risks posed by unpredictable weather.

3

## INTRODUCE A WORK-FROM-HOME SYSTEM WITH REGULAR JOB SCOPE BRIEFINGS

RECOMMENDATION FOR: DEFICIENCIES IN CUSTOMER SERVICE

To cater to a wider range of participants and provide greater options for runners with diverse budgets, it is recommended that JomRun organizes low-cost running events at least twice a month. By offering affordable alternatives alongside their existing luxury-priced events, JomRun may demonstrate their commitment to inclusivity and attract a larger participant base. By organizing low-cost events regularly, JomRun encourages individuals who may have been discouraged by higher entry fees. Therefore, by actively promoting affordable options, JomRun can become an inclusive platform, catering to runners with diverse budgets.



In conclusion, my internship with JomRun has been an incredibly valuable and enriching experience. I am immensely grateful for the opportunities I have had to learn and grow during my time with the company. The exposure to various aspects of event management and customer satisfaction has broadened my understanding of the industry.

Furthermore, I firmly believe that the recommendation I have provided, emphasizing the importance of gathering participant feedback and organizing affordable running events, can greatly benefit JomRun. By prioritizing customer satisfaction and inclusivity, JomRun can further enhance its reputation and attract a wider range of participants.

As I reflect on my internship, I am hopeful that JomRun will continue to make improvements and implement the suggested strategies. By consistently evaluating and addressing participant feedback, JomRun can ensure even greater success in the future. I have full confidence in JomRun's potential to excel and make a significant impact within the running community.

Once again, I express my gratitude to JomRun for the valuable learning experiences and the support provided during my internship. I am excited to see the company's continued growth and success, and I am honored to have been a part of its journey.

JomRun. <https://www.jomrun.com/>

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