



اَوَّلُ سَبِيْلِي تَتَكُوْنُ لَوْ كُنِي مَعْلَمًا  
UNIVERSITI  
TEKNOLOGI  
MARA

**MARA UNIVERSITY OF TECHNOLOGY MALAYSIA (UiTM)  
CAMPUS MALACCA CITY**

**FACULTY OF BUSINESS AND MANAGEMENT  
BACHELOR OF BUSINESS ADMINISTRATION HONS. (MARKETING)**

**INTERNSHIP (MGT666)**

**INDUSTRIAL TRAINING REPORT**

**PREPARED FOR:**

*MADAM AEMILYAWATY BT ABAS*

**STUDENT'S NAME:**

*NUR ATHIRAH BINTI JUHAIMI*

**STUDENT'S NUMBER:**

*2020836476*

**SUBMISSION DATE:**

*2<sup>ND</sup> AUGUST 2023*

## EXECUTIVE SUMMARY

Internship at APG Marketing and Management Sdn. Bhd. was a valuable and enriching experiences that provided me with wide range of knowledge and skills in marketing. Its including creating posters, engaging in telemarketing and designing recruitment materials. These experiences allowed me to showcase my creativity, communication and problem-solving skills which are very essentials in real estate industry.

One of the important things in my internship was visiting a showhouse where I gained practical insight into real estate field by observing how managers interacted with customers and provided consultation. This experience instilled in me a sense of maturity, bravery and determine to excel in the sales process.

I am very grateful and happy with the guidance and support by advisor George Dage and the entire team of APG. Their mentorship played crucial role in my professional development, and I am very appreciating the opportunities that they provided for me to learn.

In analyzing the SWOT Analysis, I recognize that APG have several strengths including expertise and knowledge also great sales team. However, they also faced the challenges which are lengthy in sales and closing process and hard to build trust in customers. To capitalize on opportunities and mitigate the threats, I recommended that APG to capitalize on the company's expertise and knowledge to become a trusted industry authority. APG also can leverage the great sales team to build strong client relationships and boost customer satisfaction.

Furthermore, APG can expanding real estate market by they should focus on streamlining its sales and closing process. APG must put a priority on constant and transparent communication with customers to address the possible effects of market volatility and economic downturns on customer trust.

Overall, my internship at APG was a transformative experience that deepened my passion for the real estate industry and equipped me with valuable skills for future endeavor. I am excited to continue building on the knowledge gained during my internship and applying it to future excel in dynamic field of marketing and property promotion.

## **ACKNOWLEDGMENT**

Alhamdulillah praise to Allah SWT, our creator, I am so blessed that I have managed to put an end to my internship session successfully with Allah's blessings. I would like to thank Him for giving me good health and the ability to go through my internship peacefully and well.

Thank you to my supervisor from the Department of Business Management, Madam Aemylyawaty Binti Abbas for helping me and the rest of my course mates during our internship session with an abundance of information and helpful feedback to ease our journey during the internship. Many thanks also to the Department of Business Administration (Marketing) UiTM for giving us the opportunity to be able to choose to go for an internship.

Next, I would like to thank my host company supervisor, George Chiew Chai Yew, the Developer Sales Director, for giving me an opportunity to undergo my internship in APG Marketing and Management. I would like to thank all the staff in APG Marketing and Management for the hospitality that they have given me which makes me feel such a comfort during my internship as well as feeling belong there.

I would like to thank my parents who always supported me with the decision that I took in doing my internship and also have always been my backbone during my internship period by sending and fetching me to the office as well as providing my needs without hesitation while being in APG Marketing and Management.

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## 1.0 STUDENT'S PROFILE



# NUR ATHIRAH BINTI JUHAIMI

Student

### PROFILE

Business Administration  
student hons marketing

I consider my self a  
responsible and orderly  
person.

Can work as a team  
Introvert but can easily  
being extrovert .

I am looking foward for my  
first work experience.

### ACHIEVEMENT AND AWARDS

AHLI JAWATANKUASA TERTINGGI ASRAMA  
(2013-2014)

SETIAUSAHA PENGAWAS PUSAT SUMBER  
(2017)

PESERTA WORLD QURAN HOUR  
(2018)

ANUGERAH KECEMERLANGAN STPM  
(2019)

BENDAHARI PROGRAM SULAM  
'PERKONGSIAN HALA TUJU SELEPAS  
SPM' (2021)

PERUNDING PELAJAR BAGI 'MARCOM  
COMMUNITY PROJECT'  
(2021-2022)

PENOLONG SETIAUSAHA BAGI PROGRAM  
'EFFECTIVE COMMUNICATION'  
(2022-2023)

### CONTACT ME



### REFERENCES

AEMILLYAWATY BINTI ABAS(Adviser):

MUHAMMDA FAIRUZ BIN JAMIL



### EDUCATION

SK LKTP KERATONG 3  
UPSR 4A 1 B

SAR KERATONG 3  
UPKK 8A 1B

SMA AL-HASANAH  
SIJIL MENENGAH AGAMA  
JAYYID JIDDAN

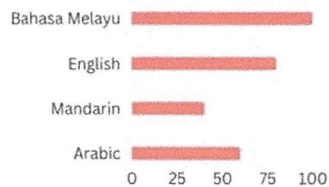
SMK BANDAR TUN RAZAK  
SPM 5A 1B+ 3B 1C

SMK MUADZAM SHAH  
STPM 3.17 (KEPUJIAN KELAS KEDUA ATAS)

UNIVERSITY TECHNOLOGY MARA  
Business administration hons Marketing  
2020-2023



### LANGUAGE



### COMPUTER SKILLS

Text processor.

Spreadsheet.

Excel

Slide presentation.



### VOLUNTEER EXPERIENCE

COOPRATIVE OF KERATONG 3 SDN BHD  
Participation in distribute need toward flood  
effected people in Temerloh

## 2.0 COMPANY'S PROFILE



### 2.1 COMPANY'S NAME

APG Marketing and Management Sdn. Bhd.

### 2.2 COMPANY'S LOCATION

APG Marketing and Management Sdn. Bhd. Jln. Kota Laksamana 3/15, Taman Mahajaya, 75200 Melaka.

### 2.3 COMPANY'S BACKGROUND

APG Marketing and management Sdn. Bhd. is a company that market real estate products throughout Malaka. APG or A plus Group was founded by Teo Boon Chye in 2015. Initially, this company only market a few real estate projects and only operated around Melaka. However, APG has expand its business overseas. APG Group has merged with Faithview Group and taken over the sales department of Faithview Group by managing its own independent management and operational systems. Within 2 years, APG Group has become one of the fastest growing real estate companies in Melaka. At this moment, APG has 100 sales teams all over Malaysia and also Asia countries such as Brunei and China. APG Group has developed several branches in Malaysia which are APG HQ Melaka, APG KLCG, and APG PG. APG Marketing and Management Sdn. Bhd. is a marketing management company that specializes in managing developer's projects, including sales planning, promotional strategies, training, and development. Managing people networks is the main concept of the integration of resources. APG group is committed to nurturing 100 team leaders with a hundred million annual incomes.

APG did their business by being a sales consultant between clients and real estate developers. APG also more project-focused than Faithview developers. This can be explained that APG has collaboration or more likely as subsidiary of Faithview. However, APG also

manage other developers who have housing or shop lot projects marketed in Malacca. Teladan Group Bhd. (Teladan Setia Group Bhd.), Teobros Development Sdn. Bhd., NKS Group and other developers. All of the projects managed and market by APG starts from single-storey terraced house up to bungalow, shop lots and even factories.

APG conducts face to face and also online consultation for their customers. This not only attract customer in Malacca but also will attract customer who stay outside Malacca to buy properties from APG. APG is a group who work hard and preserves in promotion activities.

This can be seen through the month of Ramadhan for Muslim, APG open their real estate booth at the Ramadhan bazaar. APG managed to sell 54 properties toward their customers in 28 days. Apart from that, APG also open 2 weeks in a month at AEON, Lotus and Mahkota Parade mall. APG also gives training and motivation to their employee. APG also gives Group Training to strengthen cooperation between employees, Holiday Packages and Charity Programs.

## 2.4 COMPANY'S VISSION AND MISSION

# VISSION

- **Managing social networks**
- **Recruiting resources, gathering information and brainstorming**
- **Gathering human resources, material resources and financial resources**
- **Creating a new business model**

# MISSION

- **To cultivate more than 100 team leaders with RM 1 Million annual income**
- **To contribute to the community (APG donates annually RM 1 Million.**
- **To be a role model in the industry**
- **To become an international organization**



## 2.5 COMPANY'S SERVICES

APG Marketing and Management did not provide a product because they are an agent who helps developers to market their product. They provide customer service for the clients. We are the person who will help the clients to find and fulfill their need for the house that they dream of having.

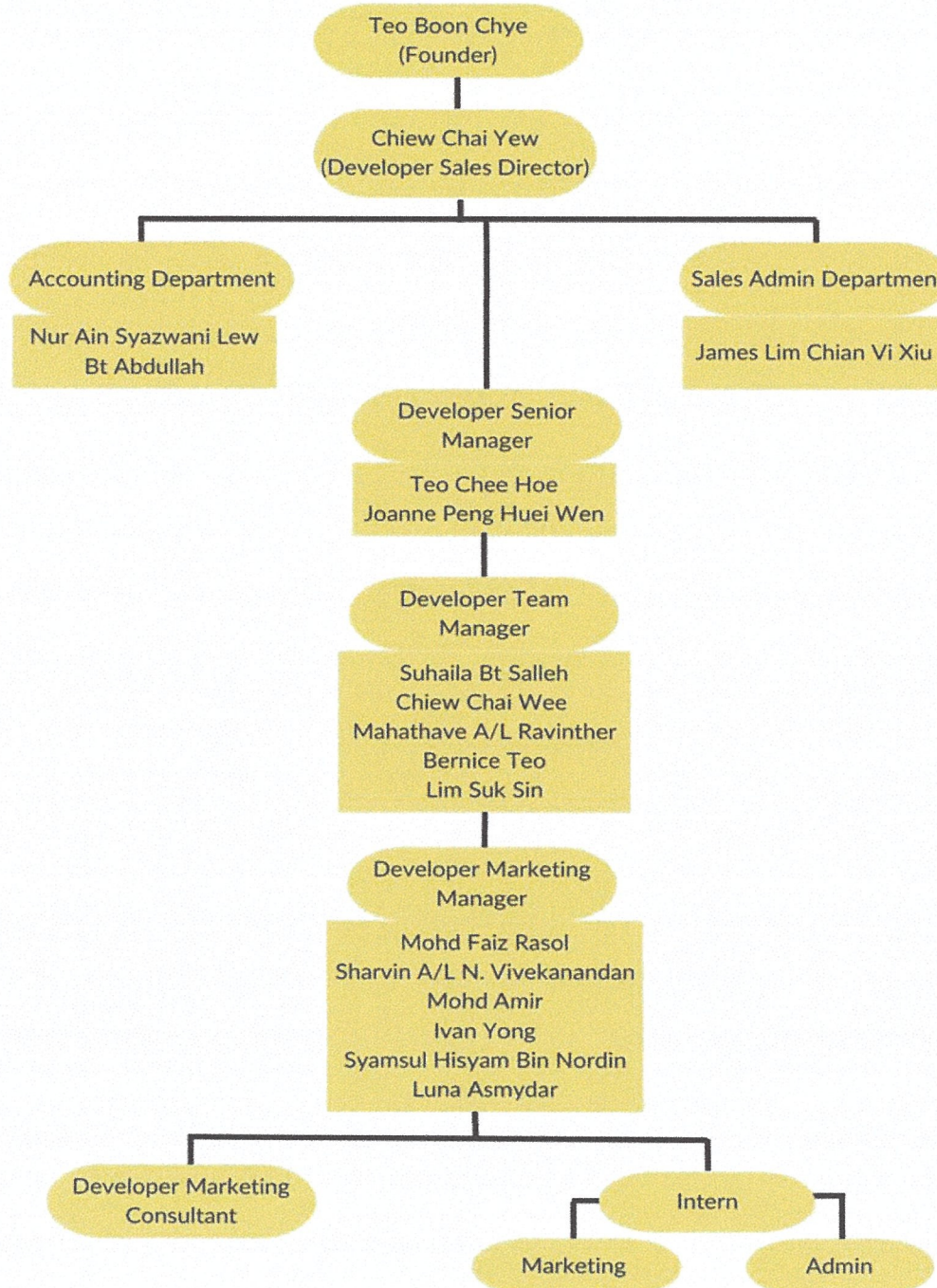
Property Sales are the real estate companies that help clients to sell their properties by providing **marketing services**, conducting property valuations, organizing property viewings, negotiating deals, and handling the paperwork involved in property transactions. For example, APG Marketing also makes a sub- sale house listing.

Property Purchases are real estate companies that **assist individuals and businesses in buying properties** by identifying suitable properties based on their requirements, arranging property viewings, negotiating purchase prices, and guiding clients through the buying process. Usually, the manager or team manager will assist the customer in viewing the project, make a negotiation about price, and also will guide them to make a purchase.

APG has dedicated marketing teams that **promote properties through various channels**. This includes online listings, property advertisements, virtual tours, social media marketing, and other promotional activities to attract potential buyers or tenants. normally, they make a post on Facebook, Instagram, WhatsApp, and any other social media that could interact with their targeted audience.

## 2.6 ORGANIZATIONAL STRUCTURE

# COMPANY ORGANIZATIONAL STRUCTURE



### **3.0 TRAINING REFLECTION**

#### **3.1 DURATION**

**Internship Duration:** 6 Months

**Working Days:**

Monday-Friday : 10:00 A.M. To 7:00 P.M.

Saturday : 10:00 A.M. To 2:00 P.M.

#### **3.2 BENEFITS**

1. Incentives
2. Allowances (RM 500)

#### **3.3 DEPARTMENT, ROLES, AND RESPONSIBILITIES**

I am doing my internship at the admin department at APG Marketing and Management. My role for this internship phase was being the property consultant for APG Marketing and Management. My first responsibility is to make a posting for a Facebook page. I need to create a post about a property project. In 1 day, I should make at least 3 advertisements that will be posted on my Facebook page. After making the poster, I needed to post at least 20 groups at different times. For example, the first ten groups will be shared at 12 p.m. and the rest will be shared at 5 p.m. or 12 a.m. I also need to recruit new employees for the company. I need to advertise a poster that will attract a student for an internship and any citizen that needs work. As for this responsibility, I am needed to recruit either a part-time, full-time, or intern.

One of the main tasks assigned to me was to create posters and provide details about property projects. This allowed me to showcase my creativity and design skills while also learning about the different aspects of property marketing. I also had the chance to post and share these projects on social media platforms, with a special focus on Facebook. This helped me understand the importance of online promotion and the role it plays in reaching a wider audience.

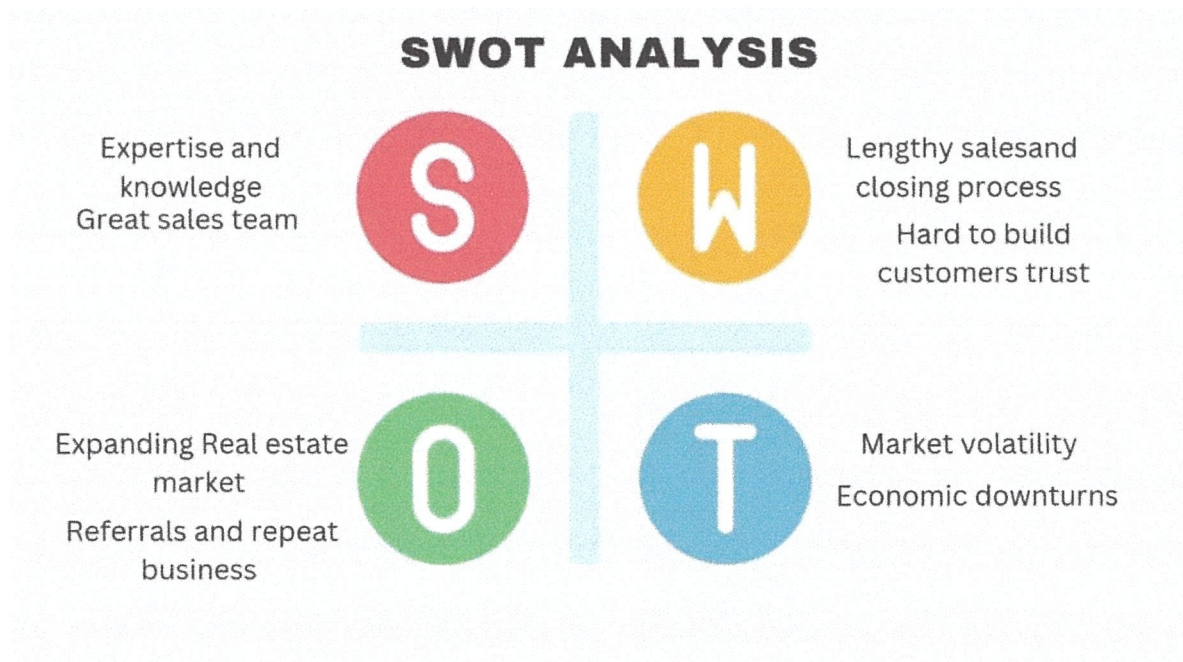
Additionally, I was involved in telemarketing, where I had to provide project details to potential customers over the phone. This experience taught me effective communication skills, as I had to convey information about the property projects in a clear and persuasive manner. Furthermore, I learned how to schedule appointments with customers for property viewings,

providing me with a hands-on understanding of the sales process and customer interaction. Another task assigned to me was to create recruitment posters for internship and full-time or part-time positions. This allowed me to explore the realm of human resources and understand the importance of attracting talented individuals to a company.

Throughout the internship, I not only honed my marketing skills but also learned a great deal about the real estate market. The exposure to both marketing and real estate aspects broadened my understanding of the field. Additionally, the practical experience and interaction with customers helped me become more mature, confident, and determined to succeed in sales.

Overall, I enjoyed this semester of my internship as it provided me with a well-rounded learning experience. While my primary focus was on marketing and promoting properties, I also gained a comprehensive understanding of real estate as a whole. The opportunity to work with APG Marketing & Management and Advisor George Dage has been invaluable, and I am grateful for the knowledge and skills acquired during this period. I am excited to continue pursuing a career in the real estate industry and apply the valuable insights gained during my internship.

## 4.0 SWOT ANALYSIS



### 4.1 STRENGTHS

#### 4.1.1 Expertise and Knowledge

Having a deep understanding of the real estate market, property values, market trends, and legal regulations is indeed crucial for property agents to provide valuable advice to clients and guide them through the buying and selling process. In addition to the basic knowledge of property types and pricing, it's essential for property agents to have a broader understanding of various aspects related to real estate (Agarwal et al., 2019). Property agents should be able to analyze market trends, including supply and demand dynamics, property appreciation rates, and factors affecting property values in different locations. This knowledge helps them provide accurate pricing advice to clients.

APG Marketing and Management provides 2 days of training for all of their new staff that work full-time and internship. In the training, they will give a talk that is related to property and company. They will teach the new worker the type of houses that are available in the market. The types of land and the current price of each type of house and land. The talk will be given by the managers and the director of sales marketing. APG Marketing and Management will have training for all of the workers without any charges. This training usually will be held at the office and the participation from the workers is mandatory. In this training, the company will not only give a talk about the property but they will also motivate their workers and make

a team by doing small games that will build a good team among the workers. This make the employees have a wide knowledge and can be expertise in real estate market.

#### **4.1.2 Great Sales Team**

A great sales team thrives on collaboration and teamwork. Team members work together toward common goals, share knowledge and resources, and also support each other to achieve optimal results. In order to have great teamwork, effective communication skills are essential within the sales team. When people work in groups, there is a possibility that they may behave as if they are entrepreneurs, so every group member engages in as many tasks as possible to demonstrate that he/she is the most promising person in the group. Employee commitment levels boost employee performance in firms which enhances their commitment levels (Zhenjing et al., 2022).

This can be proven by APG Marketing and Management always having morning meeting to attend. The purpose of the morning meeting is to share the problems faced by the other agents and also to share the knowledge with others. The managers, director of team manager, and director of sales marketing always participate in the morning meeting to help and solve the problems faced. They also will refer to each other if the problems are difficult to solve. They also will always support each other. For example, at the AEON Booth, not everyone is good at communicating with customers, the manager that is on that shift will support and help to make sure that they will not lose the customers.

In order to have a great sales team, we should have a good environment at the workplace. At APG Marketing and Management, they always make sure to have good surroundings. Before any activities that will be held, they always reprimand their workers to take good care of their attitude and always help each other. For example, the manager that in charge in charge of the AEON Booth will remind them before the booth starts that they do not take other customers and do not make the customers afraid. This is because they don't want any miscommunication while the booth is being held.

## **4.2 WEAKNESSES**

### **4.2.1 Sales and Closing Process**

Real estate agent often encounters lengthy sales and closing process due to various factors such as property search and finding also negotiation process. Agent needs to find right property or project that meet the client need and criteria. In order to do so, it will take a lot of time because not all project will meet the client's criteria. Agent also needs to understand their

customer's criteria and preferences, budget and their needs. It may require visiting multiple properties before the ideal one is found. As for negotiation process, it will be long process because it needed understanding on budget. The agent needs to grasp the seller's desired price, timeline and any unique selling point of the property. In the process, agent need to create positive and professional atmosphere. If not, the fear of bias will happen. Fear of bias is the worried of customer about the agent's perception which are to close the deals and to earn commission rather than to finding suitable property for them.

At this process, agent need to facilitate open communication between the buyer and agent and also transparency to build trust. This process will be strengthened by providing solid information. Agent can conduct the market research to determine the fair market value of the property. When the agents gathering all the related information and present it to the clients, it will make the clients have more information and did not have a bad perception. Instead of relying on a generic negotiation strategy across the board, actively creating a negotiation process and synchronizing it to leverage the selected real estate disposition plan increases the likelihood of achieving superior results (Emerald Insight, 2023).

In APG, manager always will do the negotiation and closing process. It will take a lot of time when it comes to picky customer. Sometimes the employee easily gets online close case. This can happen when the customer trusts the agents and also the customers are experienced in purchasing properties. But if the customer did not have experiences, it will take a lot of time to close because APG need to explain the process and the term and condition for properties purchase. The situation that also will lead to lengthy closing process when it comes to the wife and husband who have different wants for their housing.

#### **4.2.2 Build Trust in Customers**

As property agents, we found that it was very hard to build trust in our customers. There are some factors that I managed to identify which are lack of transparency, negative perception of the industry, and fear of bias. As for lack of transparency, we as an agent cannot give 100% information about the project. It is because customers will easily go to the project site and meet other agents there. It will make us lose customers. As for the price, normally we will tell the truth about the price to the customer. It is because they have their own budget for getting a house. If we give the true information, the customer still does not put trust in us. As for the negative perception of the industry, some of the property companies get bad perceptions because of unethical practices by agents from other companies. Instances of fraud,

misrepresentation, or dishonesty can create a sense of skepticism among customers, making it harder to establish trust with new agents. Fear of bias makes the customer worry that the property agents have their own interests in mind rather than the customer's best interest. This concern stems from a perception that agents may prioritize closing deals or earning commissions over finding the most suitable property for the customer. The fear of bias can hinder the establishment of trust. Building trusting relationships with customers makes it more likely that they will promote your products and services to their friends and family, which is more likely to be an effective way to attract new customers. (Crown Asia, 2023).

APG employees are not allowed to give 100% of project information before the customer has confirmed to have an appointment with the agents. This is because APG wanted to secure the customer's safety and also did not want the customer to purchase the house from other agents. This is because, if the employees give the exact location of the house and the customer goes there without notifying them, it will make the developer's agent get the customer and also the safety of the customer is not guaranteed. There is a scenario that happens when the customer goes to the showhouse of the properties but the developer's agent did not notice them and the customer just went back and found the other property agents. This scenario also can happen to APG. When the employee did give the actual information, the customer might think that the agents are lying and did not be transparent with them.

### **4.3 OPPORTUNITIES**

#### **4.3.1 Expanding Real Estate Market**

APG Marketing and Management uses social media platforms as a method for expanding their real estate market. Social media platforms including Facebook, Instagram, LinkedIn and Twitter will offer them a powerful engagement with their target audience. Agents can show their property listing, market updates, industry insights and interact with potential clients directly through social media. APG also uses real estate apps to expand its market. For example, Mudah.my. This website will make APG to have more valuable and potential customers. This is because, when APG markets their project on Facebook, it is not specializing in property market. This makes the audience is not specified as the Mudah.my. Real estate agents are now selling homes and buildings, finding clients, and growing their brands online all through social media (Aytekin & Keskin Demirli, 2020). Many customers prefer to use mobile apps to search for properties. It will be a very convenient and accessible way for customers to explore more about property listing and directly contact the agent to assist them.



A few years back, Malaysia was affected by covid-19. Every business was shut down. Real estate agents use virtual tours and videos to provide their customers with detailed views of their properties without physically visiting them. This solution helps the customer to view their properties even if the virus is making them unable to leave the house. The technology also allows real estate agents to cater to out-of-town clients and showcase properties more effectively. By utilizing these various platforms, real estate agents can reach a wider audience, generate more leads, and ultimately increase their chances of closing more deals. An online presence and strategic use of digital marketing tools can significantly contribute to the success and growth of a real estate agent's business.

#### **4.3.2 Referral and Repeat Business**

Trust that we gained from the client or customer will lead to a referral or repeat business. It is because clients satisfied with the services that are provided by us can provide valuable referrals and generate repeat purchases. Building a good reputation for excellent services and cultivating relationships with past clients lead to a steady stream of referrals and repeat business. Providing excellent service and positive experiences toward customers, real estate agents can build strong customer loyalty. Loyal customers are more likely to return for future transactions and recommend the agent to others.

Repeat purchases foster long-term relationships between real estate agents and their clients. These relationships can lead to referrals, as satisfied clients are more inclined to recommend an agent they have worked with over the years. Superior Service quality and consistency can foster customer satisfaction which in turn will provide various benefits (Tamia & Soediono, 2020). By offering a diverse range of services, agents can cater to the evolving needs of their customers. For example, investment advice, a good selling package, and a lot of property information. This will make the customer think that the real estate agents not only wanted to make them purchase the house but also give them new knowledge about the property. Satisfied repeat clients often become brand advocates for the agent. They may actively promote the agent's services to their network, leading to additional referrals and potential new clients.

APG customer do have a customer who be referral. Normally, they recommend APG to their acquaintances and they will get some benefit from it. APG provide referral benefit toward our customer who recommend us toward others. This will make they wanted to be a referral to APG. This happen because the customer knows that the services that provide by APG was good and APG will assist the customers from the beginning until the end of the purchase process.

APG also will provide all of the information needed and additional information to make sure the customer understands the process and understand about real estate.

#### **4.4 THREATS**

##### **4.4.1 Market Volatility**

Market volatility is the unpredictable and fluctuating nature of property price and demand in real estate market. It is phenomenon characterized by significant changes in property value driven by economic, financial and geopolitical issue. It can impact to real estate and also can influence investment decision, buying and selling pattern also market sentiment. Market volatility in real estate market closely tied to economic such as GDP growth, employment rates, inflation and interest rate. During periods of economic growth, there is typically increased demand for properties due to improved consumer confidence and higher purchasing power. Conversely, economic downturns can lead to reduced demand, lower property prices, and increased uncertainty in the real estate market (Taylor, J.2022). When demand outpaces supply, property prices tend to rise. It creates seller's market. But an oversupply of properties can lead to price decline and it create buyer's market. Balance in supply and demand will affecting market volatility. Change in interest rate also can impact on mortgage rates and borrowing cost for client. Higher interest rate can reduce affordability and dampen demand. It also will slower market activity and potentially lower property price.

For example, APG investment project is Ambience Apartment at Pulau Gadong. Usually, APG approach their customer for this project is for investment. When the customer owns the apartment commit with RM 231 000. When the apartment fully paid and the customer wanted to sell the apartment, the value of the of the property will be more than it was before. However, there are numerous additional ways for real estate investments to undergo volatility without the investor's fault. In the end, a piece of property is only worth what a buyer is prepared to pay. If customer now own an apartment, for instance, customer will only be able to collect the rent that tenants are prepared to pay. The customer got to determine the rent, but if it's too high relative to other apartments in the neighborhood, the customer can end up with vacant units, which lowers the value of the customer investment. Since the market generally determines the value of a specific piece of property, real estate is therefore a volatile investment (Alliance, 2022).

#### **4.4.2 Economic Downturn**

A period of economic contraction or recession known as an economic downturn is defined by a drop-in economic activity, decreased consumer spending, growing unemployment, and diminishing company income. Property prices, demand, and market conditions can all be significantly impacted by economic downturns in the real estate sector. By limiting demand, an economic downturn has an effect on the real estate market. Client confidence tends to drop during this time. The demand for real estate properties decreased as a result. Due to uncertainty about their financial stability, job security, and future income prospects, prospective buyers may put off making purchases. Downtown's economic downturn also lowers property values. Property prices will decrease at the time when demand is lower and there are more available homes on the market. The number of foreclosures is also rising during this time. As a result, the likelihood of foreclosure rises. Clients may find it difficult to make mortgage payments due to lost jobs or financial hardships. As the number of foreclosures rises, distressed property transactions will occur and have an effect on property values.

APG also concern about this threat because economic downturn will make the customer have concern about purchasing property. "Although a further 25 basis point (bps) increase may seem insignificant, it could worsen homebuyers' fears, particularly at a time when people are looking for savings opportunities due to market instability, inflation, and growing living expenses. Real estate usually related to OPR. OPR is overnight policy rate that was set by central bank which is Bank Negara. The higher the OPR, it makes purchasing and developing housing become more expansive.

## **5.0 RECOMMENDATIONS**

### **5.1 Strengths-Opportunities**

#### **I) Capitalize the company expertise**

Capitalize on the company's expertise and knowledge to become a trusted industry authority. Offer educational resources, webinars, and market reports to attract potential clients. Establish thought leadership through content marketing and engage in speaking opportunities to position the company as a go-to resource in the expanding real estate market (Prahl et al., 2023). A real estate representative can provide valuable guidance that will help you make informed decisions and ultimately buy a home that you are satisfied

For example, APG can position their business and their key employees as thought leaders in the industry. Through blogs, articles, webinars, and social media channels, provide insightful information, business trends, and professional opinions. APG may position itself as an authoritative source of information by regularly providing worthwhile and pertinent material. APG also can organize workshops and seminars to impart specialized knowledge to the public, business professionals, and future customers. The company's name and credibility will be improved by holding events that cover real estate topics, market updates, investment methods, and other pertinent topics. APG can offer educational materials on many real estate issues, including e-books, whitepapers, and guidelines. These materials can be access via emails. By offering useful information, the business may showcase its knowledge and draw in future customers.

#### **II) Leverage the great sales team**

Leverage the great sales team to build strong client relationships and boost customer satisfaction. Implement a customer-centric approach by actively seeking feedback and ensuring timely responses to inquiries. APG can develop a customer-centric mindset among the sales force. Stress the value of comprehending the wants, preferences, and problems of your clientele (Ceessay, 2020). During customer contacts, promote active listening to discover and solve unique needs. This approach can help in making the customer to have a positive experience while using the services. When the customer gets a good service and have a good experience, they will easily recommend the agent toward other persons. This happens because of trust and customer satisfaction. Develop a referral program that incentivizes satisfied clients to refer new business, thereby increasing repeat and referral business.

For example, APG can leverage their great sales team by offering thorough training and ongoing growth initiatives. This comprises industry expertise, client relationship management, sales strategies, and communication abilities. Giving the team the essential tools improve their capacity to interact with clients successfully. The sales team also can implement a methodical follow-up procedure following client consultations, property tours, or queries. The act of following up demonstrates dedication and keeps potential customers interested.

## **5.2 Strengths-threats**

### **I) Leverage the company's expertise and knowledge to navigate market volatility and economic downturns**

Leverage the company's expertise and knowledge to navigate market volatility and economic downturns effectively. APG can conduct thorough market research and analysis using the company's expertise. Keep up with market developments in your area as well as economic statistics and industry trends. APG can make wise judgments during unpredictable times by having a solid understanding of market dynamics. APG also can utilize company expertise to create risk management plans for clients. Customers might worry about their investments amid a recession. By offering them specialized solutions and alternative investing possibilities, you can reduce risks and boost their trust. During challenging times, provide clients with data-driven insights and potential risk scenarios can help the customers to have more knowledge and to be well prepared. Providing data-driven insights in the real estate market involves gathering and analysing relevant data to make informed decisions and offer valuable advice to clients. The data can be gathering thorough variety of sources, such as real estate listings, sales history, demographic data, economic indicators, and market trends. To get a complete picture of the market, use both internal and external data sources. By using this approach, agents can improve efficiency, provide better customer service and increase sales (Zaya et al., 2023). Offer innovative solutions, such as diversifying investment strategies or identifying emerging market opportunities, to counter the impact of market fluctuations. Proactively communicate with clients, reassuring them of the company's ability to adapt to changing conditions.

### **II) Empower the great sales team**

Empower the great sales team to thrive even in uncertain market conditions. Foster a culture of market awareness within the sales team. Encourage them to stay informed about economic indicators, local real estate trends, and customer preferences. Understanding market

dynamics helps the team make informed decisions and tailor their sales approach accordingly. Consistent sales training means that salespeople have one single source of truth, where they can find useful resources and answers to common customer pain points (Zoe, 2019). Create a structured sales training program tailored to the needs of your real estate agents. Include modules on various aspects of real estate sales, such as prospecting, negotiation, closing techniques, and client relationship management. APG do have sales training that they provide for their employees, but the training is conduct by the upper level. APG can invites experts from outside the company. This will make the employees become more excitement. APG also can establish precise training objectives and goals to guarantee that each training session has a defined focus and quantifiable results (Saengchai et al., 2019). Establish key performance indicators (KPIs) to monitor the training's success. This will make the training become more effectives. Enhance their negotiation skills to address client concerns during market volatility. Implement a client-centric approach, tailoring solutions to individual needs and risk tolerance. During economic downturns, focus on potential opportunities, such as distressed property sales or investment strategies that align with changing market dynamics.

### **5.3 Weaknesses and Opportunity**

#### **D) Expanding real estate market**

In response to the expanding real estate market, the company should focus on streamlining its sales and closing process. Streamlining its sales and closing is essential for maximizing efficiency, reducing delays, and enhancing the overall client experience. Automate lead handling by putting in place a reliable Customer Relationship handling (CRM) system. CRM or customer relation management have 2 types of software which are based om installation and based on functionality.

Both software systems performing to collect customer data from multiple resources, automate repetitive sales, marketing and customer services, track the prospect, identifying upselling and cross selling and also promotes interdepartmental collaboration (Idzikowski et al., 2019). Each software has their own use and price to being paid. This makes it easier to keep track of and rank leads, ensuring that prospective customers get prompt and tailored follow-ups. This will make the customer are well communicate and follow up.

The employees can use this recommendation to make sure their customer is well recorded and has been follow up accordingly. This is because, if the employee did not make it in time, they will lose the customer. With the support of cutting-edge tools and technology, the

employee can respond more quickly, nurture your leads, and convert more contacts into listings. For example, AI chatbots can be implemented into a business's website or social media accounts to instantly respond to customer enquiries around-the-clock. They can set up appointments, respond to frequently asked inquiries, and gather lead information, ensuring that no leads are lost. By adopting these cutting-edge tools and technology, real estate agents can streamline their workflows, respond quickly to inquiries, provide a personalized customer experience, and ultimately, convert more leads into successful listings. These tools not only improve agent productivity but also enhance the overall client satisfaction, leading to a more successful and efficient real estate business (Lizam, 2019). By offering a more efficient and timely experience, the company can gain a competitive edge and attract more clients in the growing market. As for now, APG only use their WhatsApp and contact to make their contact list. If they are expert in data collecting, they will only use excel to make the contact list become more organized and easier to be referred

#### **5.4 Weaknesses and Threat**

##### **I) Prioritizing on constant and transparency**

The business must put a priority on constant and transparent communication with customers to address the possible effects of market volatility and economic downturns on customer trust. Inform clients about current market conditions, potential risks, and coping mechanisms for uncertain times. In all of your dealings with clients, always be truthful and open. Customer trust can be defined as the confident beliefs of consumer that they can rely on delivering promised services from the seller (Sekmen & Arslan, 2021). Give precise details on the markets, properties, and any dangers. To win trust, avoid making untrue promises or exaggerating the benefits of properties. APG have all of those things which are being transparent, truthful and open. But sometimes, they do overpromises. These happen because they wanted to fulfil the customer wants and need but the project that they purpose is not just like what their customer wants. Proactively respond to client problems and provide them with unique solutions in line with their financial objectives. APG can engage in active consumer interaction on social media by swiftly reacting to remarks, messages, and mentions. The employees usually did not really notify about the comment at their social media. This is because all of the comment did not really pop up on their notification. Show a sincere interest in their comments and questions. APG's integrity should be displayed in all facets of your business. Respect agreements, adhere to moral standards, and put your clients' needs ahead of your own. These will erase the worried of customer about fear of bias. APG also offer benefits that go

beyond just real estate deals. They offer clients useful materials like market studies, area guides, or buying a home advice. As a result, people will start to trust you as a valued resource.



## 6.0 CONCLUSION

The internship at the admin department of APG Marketing and Management provides a valuable opportunity for the individual to work as a property consultant. The internship duration spans 6 months, with working hours from Monday to Friday, 10:00 a.m. to 7:00 p.m., and on Saturdays from 10:00 a.m. to 2:00 p.m. The benefits offered during the internship include incentives and allowances.

The roles and responsibilities during the internship are diverse and encompass various aspects of property consultancy and administrative support. These responsibilities include creating and posting property advertisements on social media platforms, assisting in property viewings, preparing marketing materials, and shadowing the manager during client meetings and negotiations. The report identifies the strengths, weaknesses, opportunities, and threats (SWOT analysis) for APG Marketing and Management's real estate business. Some strengths identified are their expertise and knowledge, as well as having a great sales team that fosters collaboration and teamwork. Opportunities include expanding the real estate market through social media and real estate apps, and leveraging the great sales team to generate repeat business and referrals. However, the report also highlights weaknesses, such as a lengthy sale and closing process, and challenges in building trust with customers. Threats include market volatility and economic downturns, which can impact the real estate business significantly. Based on the SWOT analysis, the report provides recommendations to capitalize on strengths and opportunities, address weaknesses, and mitigate threats.

Recommendations include utilizing expertise and knowledge to navigate market fluctuations, empowering the sales team to thrive in uncertain conditions, streamlining the sales process to adapt to an expanding market, and prioritizing constant and transparent communication to maintain customer trust during challenging economic times. In conclusion, the internship at APG Marketing and Management offers valuable learning experiences and opportunities to develop skills in the real estate industry. By leveraging strengths, addressing weaknesses, and embracing opportunities, the company can position itself for continued success in the dynamic real estate market.

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## 8.0 APENDICES



*Figure 1 (AEON Booth Check In)*



*Figure 2 (AEON Booth)*



*Figure 3 (AEON Booth Check in Day 2)*



*Figure 4 (AEON Booth)*



*Figure 5 (Charity at Pertubuhan Kebajikan Villa Harapan)*



*Figure 6 LPPSA Sharing)*

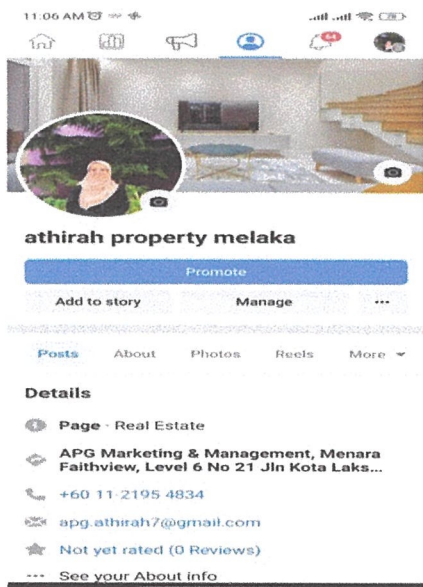


Figure 7 (Facebook Account)

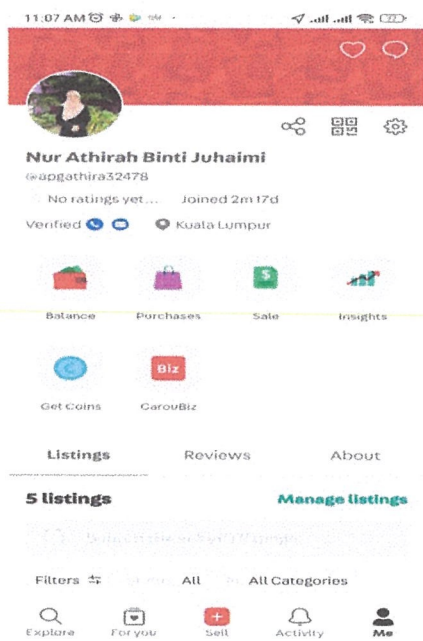


Figure 8 (Carousell Account)

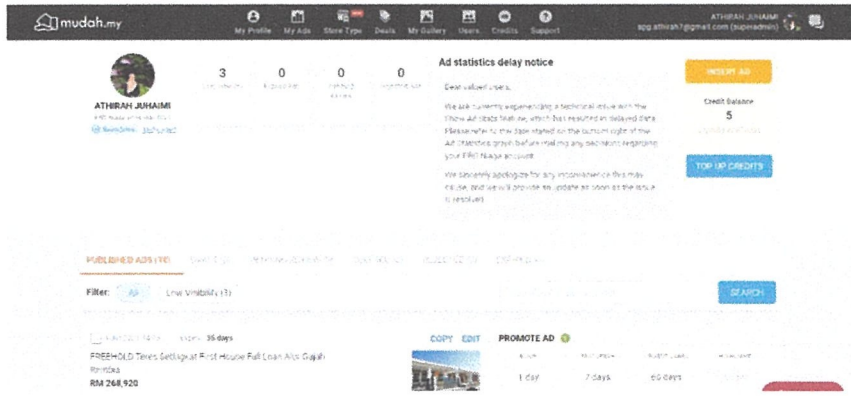


Figure 9 (Mudah.my Account)

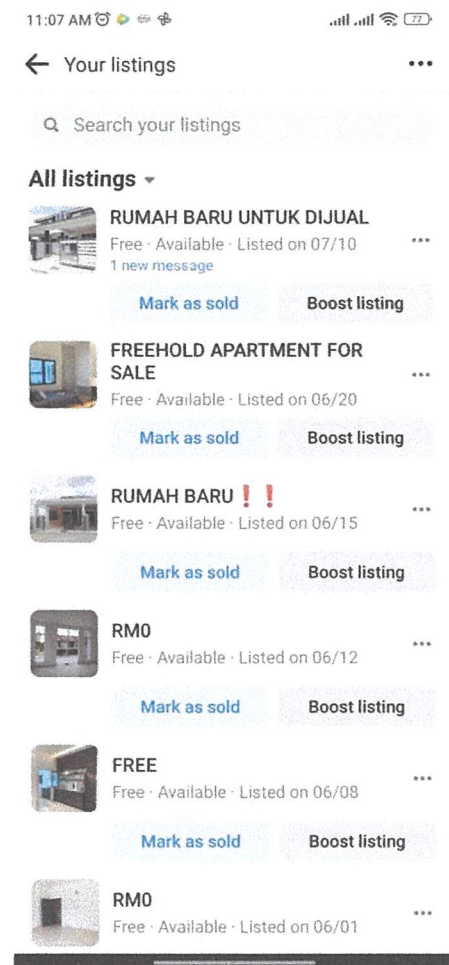


Figure 70 (Marketplace Listing)

AC 2022

# DOUBLE STOREY TERRACE

4 Bedroom ✓  
3 bathroom ✓

## RM 4XXK

Athirah: 011-21954834  
Umai: 013-6834738

Figure 11(Poster)