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1.0 Introduction



Diagram 1.1: Mash Logo

Mash KL is an interior design studio located at 311-A, Lorong Selangor, Pusat Bandar Melawati, 53100 Pusat Bandar Melawati, Selangor, Malaysia. It was established by co-founders Malek and Amy, who both graduated from UiTM Sri Iskandar Back in 2007 and have over 15 years of experience in the interior design industry. It was founded during the challenging period of the 2020 pandemic, Mash KL emerged as a response to the growing demand of Interior design and thoughtfully designed environments that balance aesthetics, functionality, and personal expression. With a client-centric approach and a commitment to quality, Mash KL offers comprehensive design services, from consultation to full-scale design and build solutions. The studio's dedication to understanding and fulfilling the unique needs of each client positions it as a trusted partner. Mash KL also offers services like free quotations and 3D drawing applications to help clients visualize their dream space.

1.1 Purpose



Diagram 1.2: Mash Team

Mash KL exists to create meaningful and inspiring spaces that enhance everyday living and working experiences. The studio is dedicated to delivering an interior design solution that reflects the individuality of each client while prioritizing comfort, functionality, and aesthetic harmony. Through a collaborative approach and a passion for creative expression, Mash KL strives to build lasting relationships and set new standards in the interior design industry, both locally and beyond. Last, their purpose is to transform the ideas into realities, turning ordinary spaces into extraordinary environments.

2.0 Mash Website

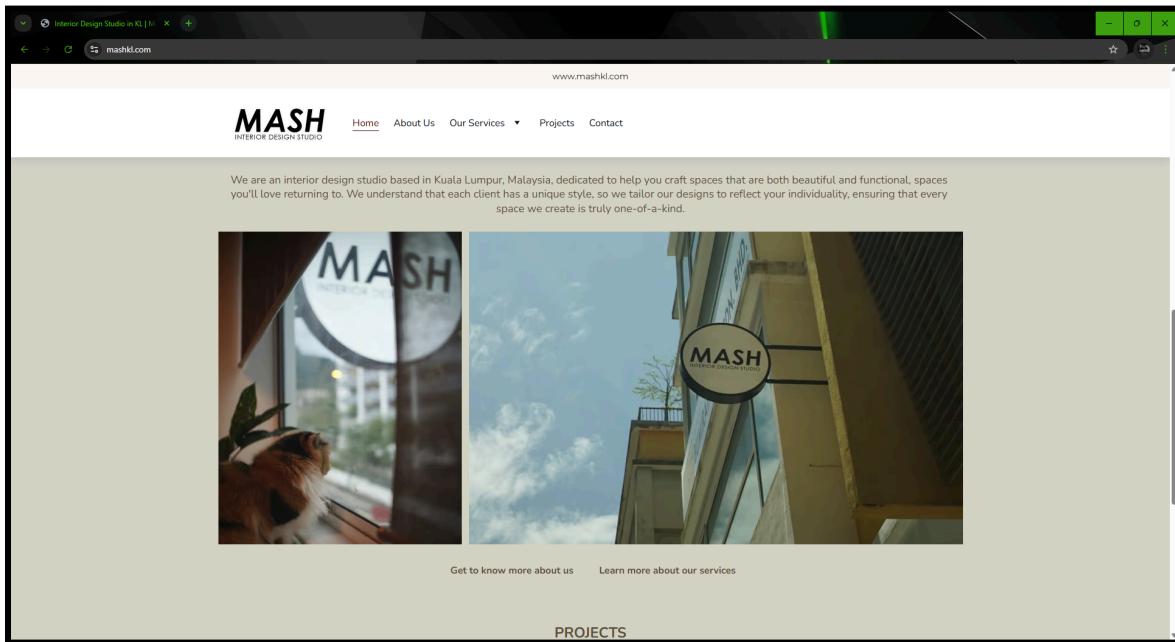


Diagram 2.1: Mash Website

Mash KL portfolio website (<https://mashkl.com>) covers a wide range of projects, including residential, commercial, and healthcare spaces, showcasing a blend of creativity and practicality. With an emphasis on individuality and craftsmanship, Mask KL aims to design spaces that clients love to return to.

2.1 Promotion

Currently, there is no publicly available information regarding specific promotions offered by Mash Sdn Bhd. For the most accurate and up-to-date details on any ongoing or upcoming promotions, it is recommended to contact them directly or visit their official social media pages. Mash KL has several platforms to get in touch with such as Instagram, Facebook, and even websites. They also provide a physical type of dealing which is recommended to have a detailed conversation regarding preferences and type of creation.

3.0 Review their social media channel

3.1 Mash Instagram

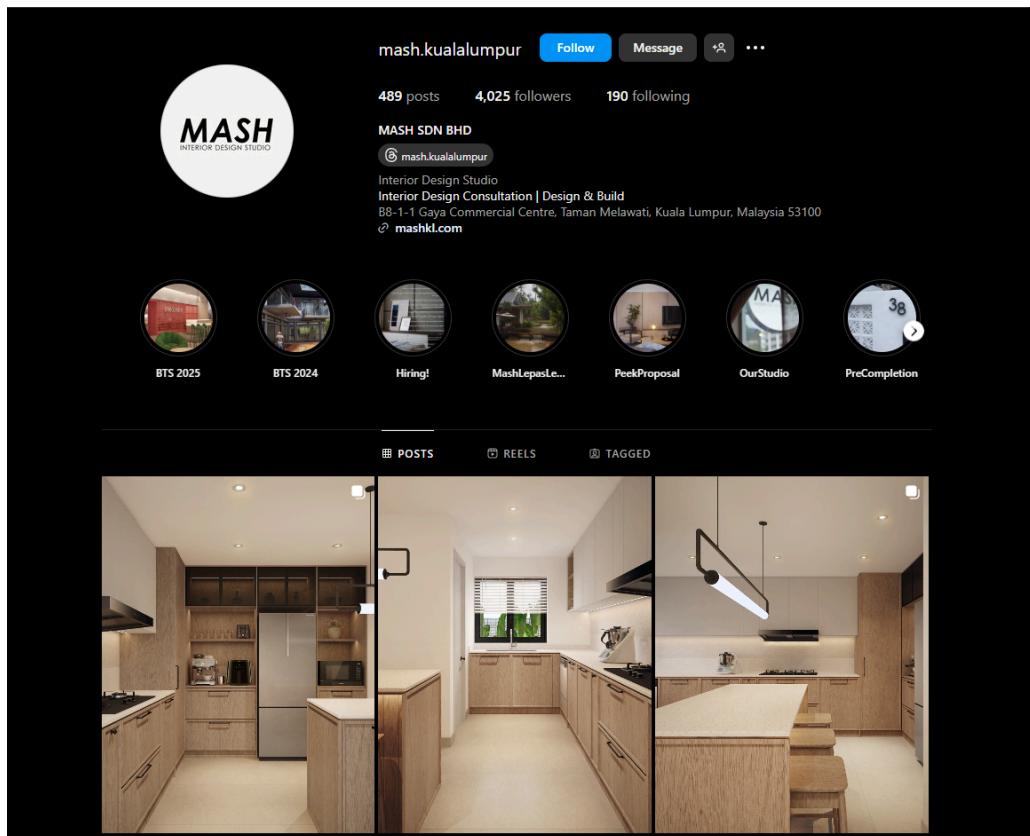


Diagram 3.1:Mash Instagram Page

Instagram at [@mash.kualalumpur](#) is their most active and attractive portal. On its pages, Mash would post their completed projects, behind-the-scenes videos, and progress shots for their followers to fully experience their design journey. Mash uses Reels and carousel images to showcase their work, their process, and the ambience of each space. The uniformity in tone, color palette, and photographic style augments Mash's identity, establishing itself as a strong marketing and engaging channel for design-savvy audiences.

3.2 Mash Facebook

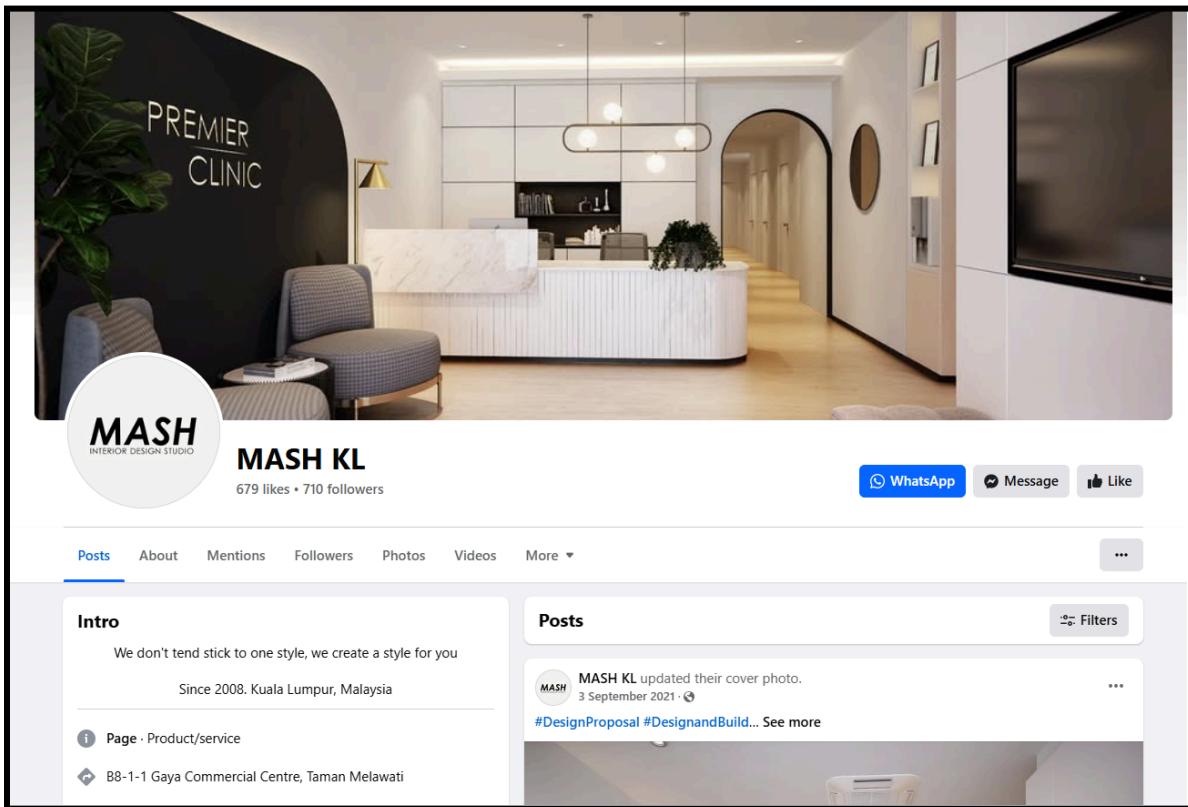


Diagram 3.2:Mash Facebook page

Yet, this fan page is less frequently updated than its Instagram counterpart. It is meant to serve as a secondary audience site: rather more general and broad. Mainly used to feature highlights of projects, link back to Instagram's content, and update information pertaining to business addresses or contact. The Facebook page also contains an integrated messaging feature for easy inquiries, thus accessible to clients who prefer more 'traditional' social media over visual-first platforms. Through this presence, Mash is always sure to be discoverable under many audience segments.

3.3 Mash Website

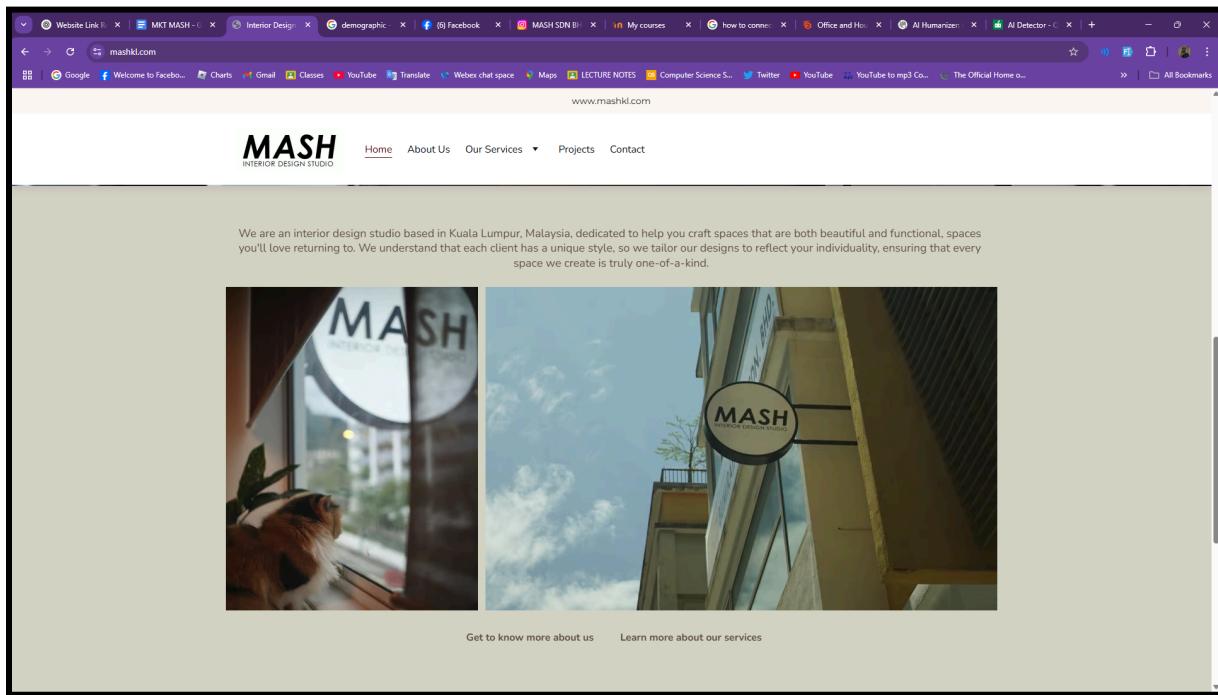


Diagram 3.3:Mash Main Website

While Mash Sdn Bhd's official website, www.mashkl.com, acts as the company's very own primary digital base; a site portfolio and brand showcase itself. Among others, it covers the services, design philosophy, and a selection of finished projects. It believes in a simple and clean layout that synchronizes with the identity and attracts potential clients by presenting high-quality imagery with concise project descriptions. Such a website offers links to their social platforms, ensuring easy access for the normal user in a single source of information and contact.

4.0 Traditional communication channel

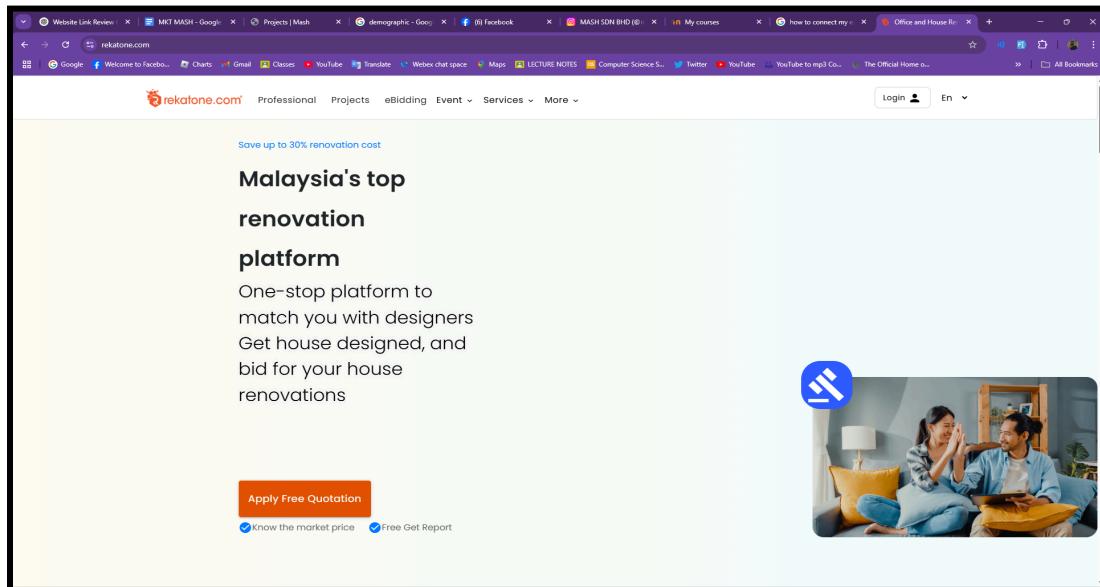


Diagram 4.0:Mash Rekatone Page

As Mash Sdn Bhd operates in a niche market of high-end residential and commercial interior design, use of traditional communication channels in the company is diminished when compared to digital advertising. A reading of public information from online press describes little advertising in mainstream media like newspapers, magazines, or even radio.

The design expos and architectural fairs in which Mash participates are advertised on social media, and their projects are shown on various platforms, including Rekatone, where their portfolio is on display. In the cases cited, these partnerships act as digital counterparts to traditional print catalogs or magazine advertisements, which designers have commonly used to attract exposure in professional directories and industry circles.

Word-of-mouth marketing is another asset for Mash, with marketing visibility through site project signs. Whenever project sites get finished, the sites may have some subtle branding, considering that in luxury enclaves, this small-scale billboard publicity works well. This passive mode of communication further solidifies their brand in a place where their target clientele lives.

Radio and television advertising are presumably nowhere in Mash's visible and off-the-books marketing plan, yet high-quality visual content, close partnerships, and design directories that are proven sources for high-end clients form Mash's compensation for the same.

5.0 in person visits

5.1 Location – Observe In-Store Promotions



Diagram 5.1:Mash Location

A trip to the office of Mash Sdn Bhd, situated at B8-1-1 Gaya Commercial Centre, Taman Melawati, 53100 Kuala Lumpur, Malaysia, offered essential insights into the company's physical branding and marketing presence. The outside signage is sleek and modern, embodying their tidy and stylish design character. Within the office, the atmosphere aligns perfectly with Mash's brand(professional, innovative, and customer-oriented).

Mash operates in the interior design and project consultation sector, so there were no conventional "retail" type promotions. Nevertheless, design samples, material swatches, and visual mock-ups from previous projects are thoughtfully showcased. These operate like promotional materials, enabling walk-in clients or partners to visually discover the range and creativity of Mash's offerings. The office includes framed photographs and printed displays that highlight finished upscale residential and commercial projects, providing visitors with an instant sense of the firm's skills and quality.



Diagram 5.2:Mash Customer's engagement

5.2 Customer Engagement Activities

Customer interaction at Mash Sdn Bhd adopts a more tailored and experience-focused approach. During the visit, it was noted that client meetings take place in a designated consultation space furnished with digital technology and display screens. In this setting, Mash staff interact directly with clients, providing customized design suggestions that align with the client's needs and tastes.

Team members were seen as extremely professional, providing comprehensive demonstrations of design ideas through 3D models and examples from previous portfolios. Clients are provided with brochures and swatch books for hands-on interaction, and the overall experience is intended to be collaborative instead of merely transactional. This personalized, attentive customer experience demonstrates Mash's dedication to quality service and fosters robust client relationships through trust and knowledge.

In summary, Mash Sdn Bhd's physical office serves as a brand experience hub instead of a conventional retail space, with each element designed to enhance their brand identity and strengthen client connections. These on-location activities demonstrate how Mash effectively incorporates face-to-face interactions into its overall integrated marketing communication approach.

6.0 Marketing materials

Mash Sdn Bhd, a Kuala Lumpur-based interior design studio, utilizes an array of marketing materials in addition to brochures, flyers, and newsletters to promote their services and connect with clients. Significant instances consist of:

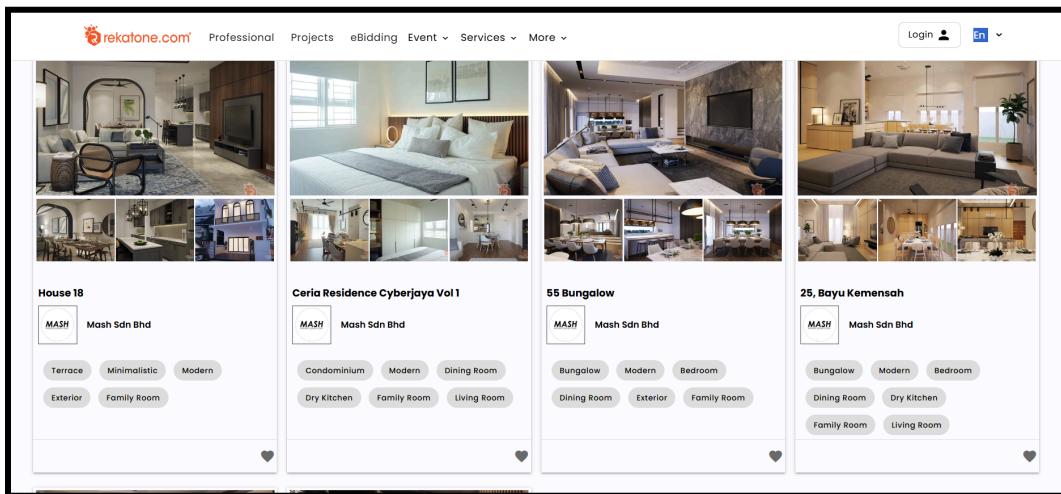


Diagram 6.1(<https://rekatone.com/malaysia/professionals/mash-sdn-bhd?>)

- Project Portfolios on Rekatone: Mash Sdn Bhd has a presence on Rekatone, an online platform designed for professionals in the interior design field. Their portfolio includes in-depth descriptions and high-resolution images of finished projects, like bungalows and condos. This acts as an online portfolio, enabling prospective clients to evaluate their design preferences and skills.

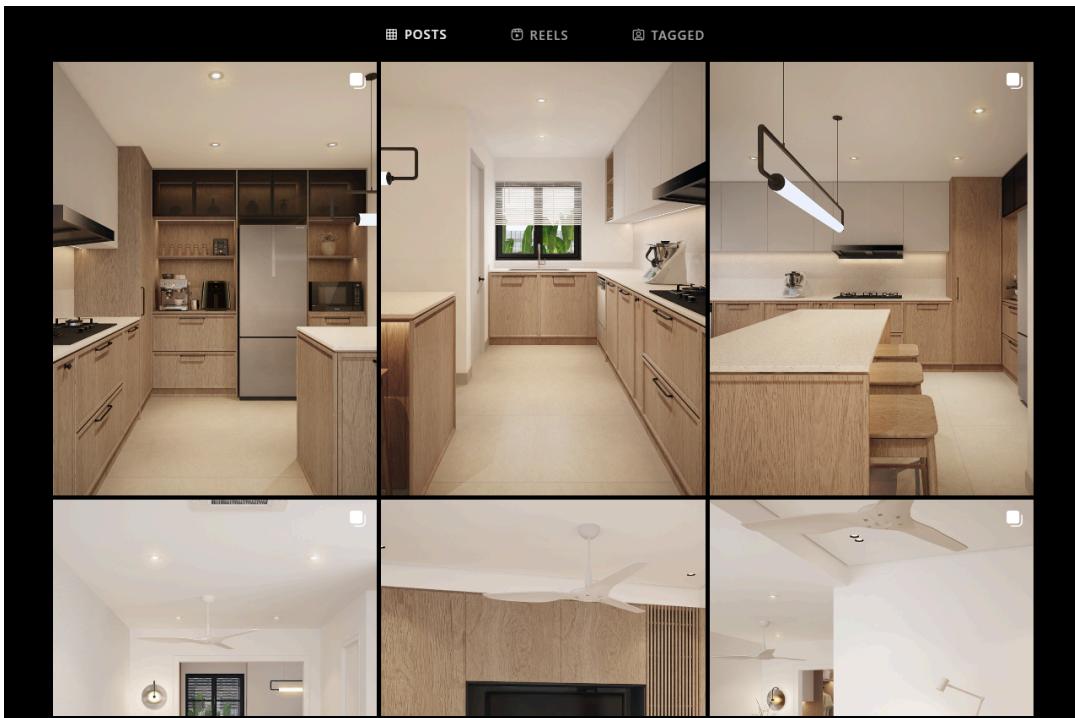


Diagram 6.2(<https://www.instagram.com/mash.kualalumpur/>)

- Social Media Content: Mash consistently engages with Instagram to showcase visual material associated with their projects. They share photos and videos of current and finished projects, offering followers a glimpse into their design method and ultimate results. For example, they released a pre-completion video of the SB House project in Bukit Damansara, providing an insider's view of their efforts.

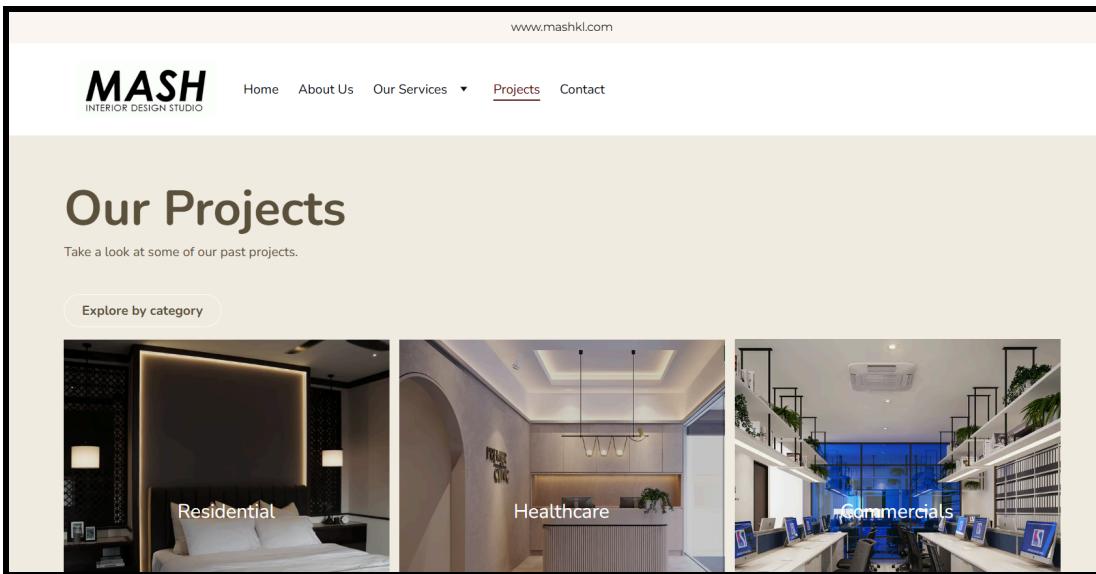


Diagram 6.3 (<https://mashkl.com/projects>)

- Website Highlighting Services and Projects: Mash's official site functions as an all-encompassing marketing resource, outlining their offerings and featuring a handpicked assortment of their projects. The website highlights their dedication to crafting harmonious and practical environments customized to client preferences.

7.0 Background Of The Interviewer

We have interviewed the Founder and Executive of Mash Sdn Bhd in Google Meet to gather the information about Mash Sdn Bhd.



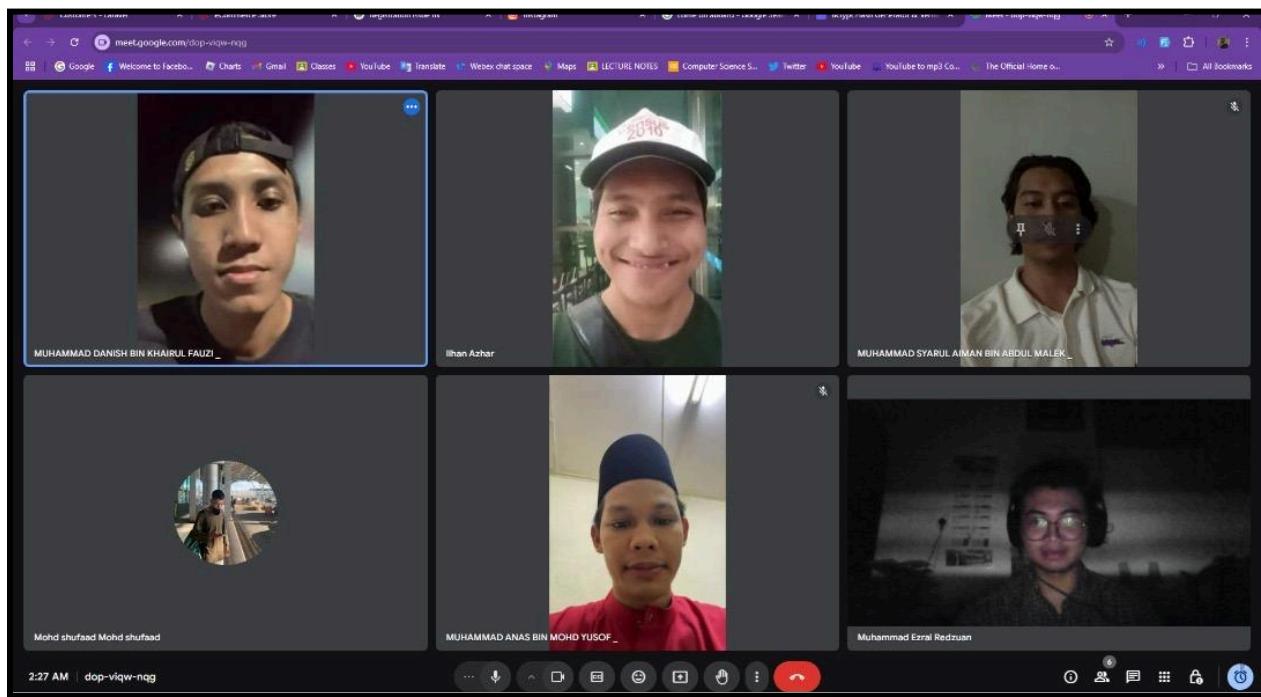
Diagram 7.0: Abdul Malek Bin Abdullah

Name: Abdul Malek Bin Abdullah

Position: Founder of Mash Sdn Bhd

Email: Hello@mashkl.com

7.1 Google Meet Evidence



7.2 Interview Questions and Answers

No	Question	Answer
1	Can you give us a brief background about MASH Sdn Bhd and its core services?	MASH Sdn Bhd is a Kuala Lumpur, Malaysia-based interior design company that offers residential, commercial, and corporate interior design services. Our services involve space planning, furniture design, project management for renovation, and bespoke interior solutions to design efficient and beautiful spaces for our customers.
2	How does MASH Sdn Bhd differentiate itself from other interior design firms in Malaysia?	We differentiate through providing a tailored solution, marrying client preference with modern style trends. Our team emphasizes green materials, innovative space design, and meticulous attention to detail. We also provide 3D visualizations before the project is executed to ensure transparency and customer satisfaction.
3	What is MASH Sdn Bhd's approach to an Integrated Marketing Communication (IMC) campaign?	Our IMC plan is a mix of online marketing (social media, web SEO, e-mail), offline advertising (print media, billboard), and customer interaction policies (events, customer testimonials, referral programs). This allows us to have a strong brand visibility and reach various customer bases.
4	What are the main promotional strategies used by MASH Sdn Bhd to attract new clients?	We utilize online platforms like Facebook and Instagram to showcase our portfolio and reach out to potential clients. We also participate in industry exhibitions, partner with real estate developers, and offer promotional discounts for new clients. Our website also features blog articles on interior design trends to educate and attract clients.
5	Have you encountered any challenges with your marketing or promotional efforts? If so, how did you overcome them?	Yes, one of the largest challenges is that interior design is a very competitive industry. We overcome this by focusing on unique storytelling in our marketing collateral, collaborating with home and lifestyle influencers, and using customer success stories as testimonials to build credibility. We also invest in targeted online advertising to reach specific groups.
6	How does MASH Sdn Bhd utilize customer feedback to improve its services and marketing strategies?	We actively seek feedback via post-project questionnaires, web reviews, and direct customer contacts. This assists us in determining where to improve service quality. We also leverage positive customer testimonials as part of our marketing material to build credibility and win new clients.

7	What role do social media and digital marketing play in your business growth?	Social media and online advertising are of the highest significance when it comes to engaging our potential clients, marketing our work, and engaging our fans. Instagram, Facebook, and LinkedIn enable us to share before-and-after photos, design tips, and engage with our clients. Sponsored online ads also enable us to reach targeted markets affordably.
8	What are the most common design trends clients request, and how do you stay updated with industry trends?	Currently, customers desire clean, modern, and eco-friendly interior designs using environmentally friendly materials. To keep up with the times, we visit international design expos, source materials from suppliers that offer the latest materials, and research foreign interior design trends to integrate the latest ideas in our work.
9	What are MASH Sdn Bhd's future plans for expanding its services or market reach?	We hope to expand our services to other regions of Malaysia and into international markets. We would also like to integrate smart home technology into our interior designs, making it a more futuristic and technologically driven concept. We want to become a leading interior design firm recognized for innovation and quality.
10	What advice would you give to aspiring interior designers or entrepreneurs looking to enter the industry?	Remain enthusiastic, continue to learn, and develop a solid portfolio. Networking is key, so go to industry events and get in touch with industry professionals. Understanding client requirements and being flexible to adapting to emerging design trends will also make you stand out in this competitive market.

Table 7.0: Interview Questions and Answer

8.0 company sponsor and events

Mash Sdn Bhd routinely approaches sponsors to be involved in its shows and partners in promoting its influence among the interior design industry. A key player in Kuala Lumpur's creative scene, Mash is more than simply a design studio, the agency increasingly creates alliances that enhance the design community and extend Mash's reach.

Sponsorships and Partnerships for More Influence

Mash knows that forming long term collaborations are pivotal in the brand presence amplification and its industry representation. Hence, the studio plays a very smart role with sponsors at any industry level. These partnerships are going to be key in establishing Mash as not only an interior design authority but an innovator and community contributor.

Important Sponsorship and Event Activities:

- Trade Shows and Expos:**

Mash is a known and respected figure at international design expositions and architecture fairs. Mash displays new work, design concepts, and design solutions through these platforms. Attending these events keeps Mash visible, connects him with other professionals in his field, and gives him good leads. In addition, many sponsors partner with expos to align their brands with innovative design, increasing brand awareness and boosting their appeal to both interior enthusiasts and industry professionals.

- Real Estate Developers in house projects:**

Working with real estate developers forms an integral part of Mash's strategy to bring their design philosophy into residential and commercial spaces. This not only showcases Mash's code expertise practically, it builds brand image in the real estate domain, by designing interiors for homes/properties. Joint marketing efforts are also common with these partners, whether they are hosting promotional events, or opening their doors for an open house to showcase Mash's creative vision directly to potential clients. This approach allows both sides to benefit from increased visibility and increased brand trust.

- **Digital Presence & Social Media Campaigns:**

Social media is a key pillar of branding in the current digital world. Mash capitalizes on this by working with home and lifestyle influencers, especially via Instagram. Mash expands its audience to digitally savvy ones through sponsored posts, creative collaborations, and influencer endorsements. These campaigns are not only meant for visibility, but creating an interactive community through which audiences will get to interact with the innovative concepts of the brand. Social media collaborations are a clever way to gain an audience and strengthen the willingness to be brand loyal.

- **Community Outreach and Social Programs:**

Mash is a strong believer in giving back to the community and leads initiatives that tie in with its brand ethos. This will include collaboration with sustainable development workshops, design competitions and other events that are open to the community. Such engagements help position Mash as a brand that is socially responsible and community-oriented. Mash aligns itself with these events, as they promote creativeness, support the environment, and help the community grow, echoing its commitment to holistic and inclusive design.

Sponsored Partnerships and Engagement:

Beyond enhancing its brand outreach, Mash Sdn Bhd builds a solid network within the community of interior design and real estate through its continuous participation in exhibitions, collaboration projects, and community events. These activities enable Mash to also keep a present and vibrant face, while effectively networking with clients and partners as well as the greater creative community.

Through unique partnerships, Mash is elevating their game as a leader in the interior design space while incorporating creativity, community, and collaboration into everything they create.

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