



UNIVERSITI TEKNIKAL MALAYSIA MELAKA

FAKULTI TEKNOLOGI MAKLUMAT DAN KOMUNIKASI

BITU 3946

INDUSTRIAL TRAINING REPORT

Name of Student : Muhammad Syahmi bin Md Taib
Faculty Supervisor : Ts. Dr. Sarni Suhaila binti Rahim
Industry Supervisor : Abdul Azim bin Shaikutali
Training Period : 11th October 2023 - 24th March 2023
Name of Organisation : Lazic Group Sdn. Bhd.

INDUSTRIAL TRAINING REPORT
AT
LAZIC GROUP SDN. BHD.

TRAINING PERIOD:
11/10/2022– 24/3/2023

SUBMITTED BY:
[MUHAMMAD SYAHMI BIN MD TAIB]

This industrial training report is submitted to
Faculty of Information and Communication Technology,
Universiti Teknikal Malaysia Melaka
In partial fulfillment for Bachelor of Computer Science
(Media Interactive)

NON-CONFIDENTIAL DECLARATION BY INDUSTRY

BORANG PERAKUAN TAMAT LATIHAN INDUSTRI

EXECUTIVE SUMMARY

I conducted field research as a digital marketer in the marketing department at Lazic Group Sdn Bhd as part of my internship. I was given the chance to work in a true marketer job scope by Lazic Group Sdn Bhd. Then, practical training demonstrates how an employee makes sure that all work procedures adhere to the rules and regulations set forth by the statutory body and do so within a certain time frame. Also, I have the chance to broaden my knowledge and skills, put what I've learned into practise, and improve my professional experience. The internship experience that a person has is the most crucial factor. I've shared all I've learned in related subjects, like digital marketing, customer behaviour, databases, and more, throughout this industry training.

ACKNOWLEDGMENT

Alhamdulillah, I feel extremely fortunate to have received Allah's favour at the conclusion of my internship. I have a fantastic opportunity to work in the marketing department of Lazic Group Sdn Bhd. I'm incredibly appreciative of the entire marketing team's willingness to share their experience and insight with me. I would want to sincerely thank you for all of the support that had been given to me throughout my internship.

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LIST OF ABBREVIATIONS

CHAPTER 1: INTRODUCTION

1.1 Duration And Place of Training

The industrial training takes 24 weeks in total, starting from 11th October 2022 until 24th March 2023. This is the requirement to fulfil the course Bachelor of Computer Science (Media Interactive) (Hons) students. The university will guide and list out offers from various company to undergo industrial training, whether it is far or near the student's place. Students may try to find other company of their interests as long as the role and job scope is related to their course of studies. Lazic Group Sdn. Bhd. has been chosen by the student to comple the industrial training programme.



Figure 1.1 Route Distance to Lazic Group Sdn. Bhd.

1.2 Objective and Scope of Industrial Training

Internship programmes or industrial training have been implemented to better prepare graduates for the workforce by allowing students to gain real-world experience that can increase their employability. Some recruiters are hesitant to accept students for placement interviews unless they have internship experience. Other objectives of industrial training include:

- Allow students to connect what they have learned in theory to what they have done in practise.
- Build and maintain your trust in your ability to fulfil your obligations.
- Promoting integrity, reliability, commitment, and responsibility for the responsibilities assigned.

The technical area and the administrative area make up the two sections of the industrial training's scope. The technical area will cover 60%-80% of the whole work:

- Designing/Redesigning
- Implementation
- Documentation

Meanwhile, the administrative area will cover 20%-40% of the whole work:

- Attend meetings, discussions, etc.
- Prepare SWOT analysis presentation.
- Join debating session between trainees.

1.3 Benefits to the Student

Some of the benefits which students can derive from an industrial training programme:

- Inform the students of the standards set by the industry.
- Aids students in using and understanding cutting-edge technology.
- Students might obtain certifications along with recommendations from the company after completion of their training program.

1.4 Task Timeline

Task Name	Week																							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
General Briefing About Company																								
Self-Introduction to Marketing Team																								
Laptop Collection for Interns																								
Research SWOT Analysis																								
Salespage Creation - Javatis																								
Website Presentation to Supervisor																								
Ads Set Preparation for Reviewing																								
Ads Publishing																								
Ads Data Monitoring																								
Daily Ads Report																								
Research About Reels																								
Join Production Team																								
Ads Video Production																								

Figure 1.2 Gant Chart of Task Timeline

CHAPTER 2: INTRODUCTION OF ORGANIZATION

2.1 Background of Organization



Figure 2.1 Lazic Group Sdn. Bhd. Official Logo

Lazic Group Sdn Bhd is a Bumiputera private limited company that was founded in December 2014 with the intention of utilising e-commerce as a market potential. The company's primary line of business is in the field of health and beauty (supplements).



Figure 2.2 Location of Lazic Group Sdn. Bhd.

2.2 Business Orientation

Every day, companies make a lot of decisions to improve their prospects and sales. Depending on the strengths, objectives, and market demands of any organisation, their tactics and strategies may alter. Companies execute this strategic planning through a variety of techniques, including effectively designing their company direction.

The goal of Lazic Group Sdn. Bhd. is to satisfy each client's individual needs with premium goods and services. Additionally, Lazic Group Sdn. Bhd. would like to develop into a business that values and treats its workers with respect and appreciation, as this embodies our mission of having a cohesive team of workers who treat one another with respect and appreciation, creating a bond that is, as the proverb goes, thicker than the blood of those who are like families.

Lazic Group Sdn. Bhd. aspires to grow into a dynamic company by implementing distinctive tactics in sectors including marketing, sales, and logistics.

2.3 Organizational Chart of Department

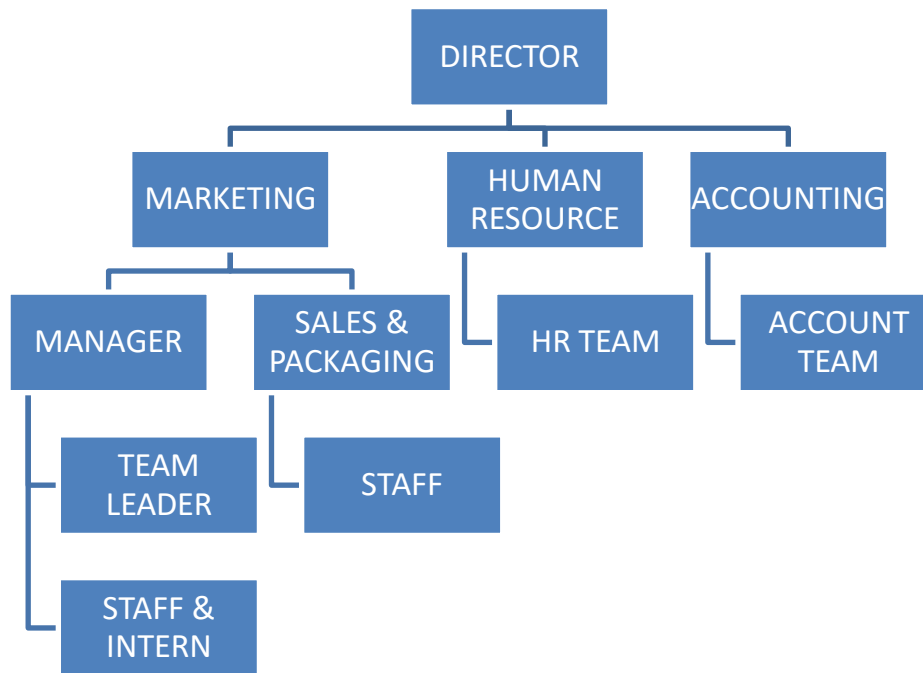


Figure 2.3 Organizational Chart of Lazic Group Sdn. Bhd.

2.4 Function of Department

The Marketing Department, which is managed by Team Leaders and is in responsibility of guiding the department to success, was assigned to the student or interns. In order to effectively promote an organization's vision and mission, the marketing department is crucial. It acts as the public face of your firm by organising and creating the materials that reflect it. Reaching out to potential clients, consumers, investors, and/or the general public is the responsibility of the marketing department, which must also develop a unified brand image that favourably portrays your business. These are the main functions of the Marketing Department

- Specifies the interactional experiences you want your team members and consumers to enjoy with you.
- Create the marketing materials that highlight and describe your primary goods and/or services.
- Social media pages should be managed, contributed to, and maintained by marketing.
- Marketing is responsible for employee communications with customers.
- Aids in defining opportunities and target markets.

CHAPTER 3: ROUTINE LI TASK

3.1 Technical 1 (Create Sales Page)

3.1.1 Task Specification

We had a briefing on the fundamentals of marketing on the first day of the internship, which includes how the supply and demand process may be used to generate a product that can satisfy consumer demand. Also, during the first week, we learned about sales principles, marketing concepts, how to use Google, and current customer demand or trend information. Next, we learn about practises and ways of thinking that digital marketers should adopt on a regular basis.

As our first big task, we are requested by our manager to create our own salespage. A sales page is a single page, usually seen on a website, created specifically to help a company sell its goods or services. A sales page has two purposes: it informs website visitors who may not be familiar with a company's goods and services, and it persuades them to make a purchase.



Figure 3.1 Media in Website

3.1.2 Implementation and Solution Method

The first step in building a sales page is to decide who your target customer is. By defining your target demographic, you can determine the benefits that will appeal to them the most and create copy that will appeal to those customers.

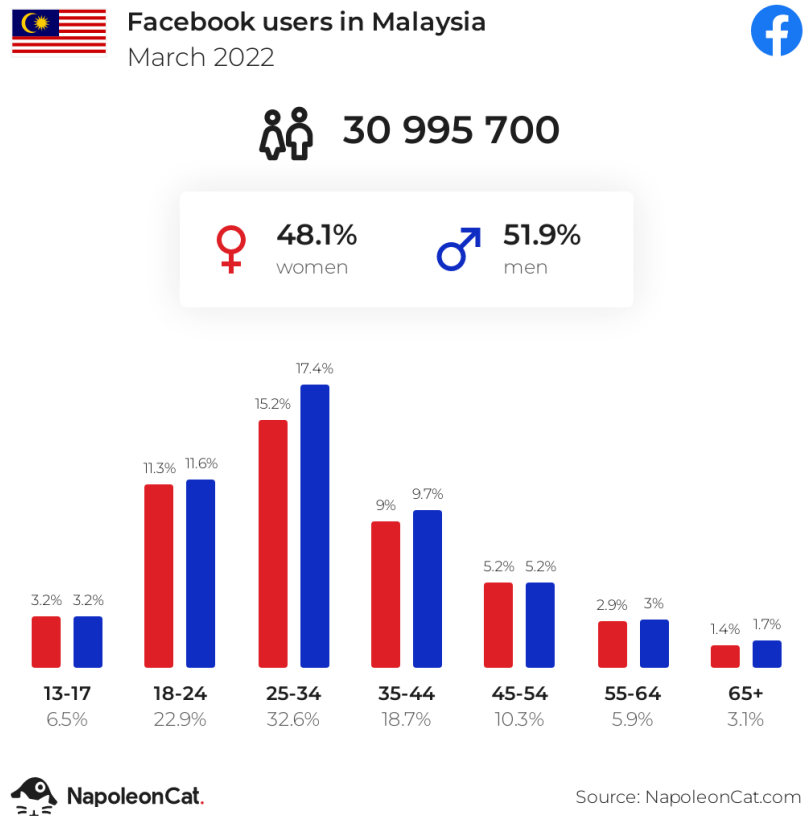


Figure 3.2 Gender Statistics of Facebook User in Malaysia

After the target audience has been decided, these other 13 elements are needed in order to create a complete salespage using WordPress and Elementor that are capable of conversion:

- Hook (Website Headline)
- Create Problems (Pain or Pleasure)
- Solution
- Credentiability
- Customers Benefits
- Testimonies
- Irresistable Offers
- Guarantees
- Urgency
- Call To Actions
- Warning
- Reminder
- Frequently Asked Questions (FAQ)

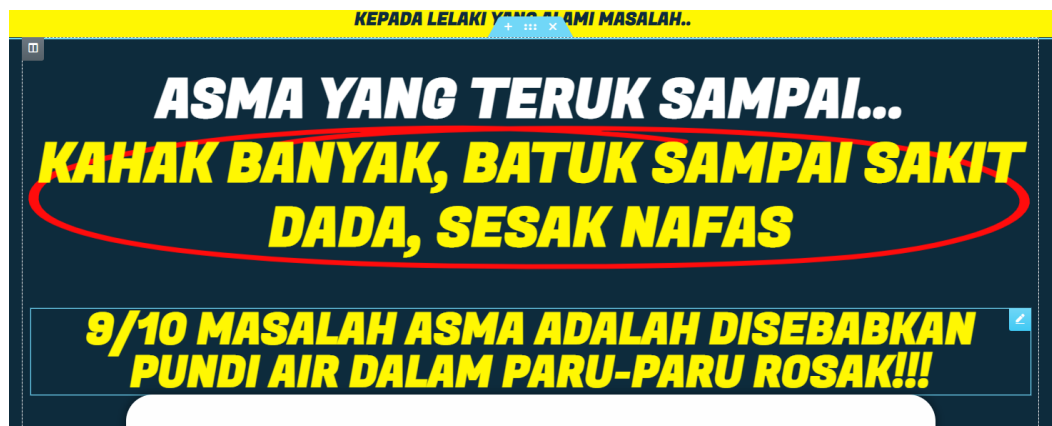


Figure 3.3 Headline of Website

3.1.3 Knowledge and Skills Gain

These are some of the plugins that are used during the development of the salespage:

- Advance Access Manager
- All in-One WP Migration
- Checkout Field Editor for WooCommerce
- Disable Cart Fragment
- Elementor
- HurryTimer
- LiteSpeed Cache
- NextMove Lite
- PixelYourSite Pro
- Simple SSL
- Salert
- Shortpixel Image Optimizer
- Telefication
- Under Construction
- WooCommerce
- Handsome Checkout
- WP Content Copy Protection & No Right Click



Figure 3.4 Elements of Elementor

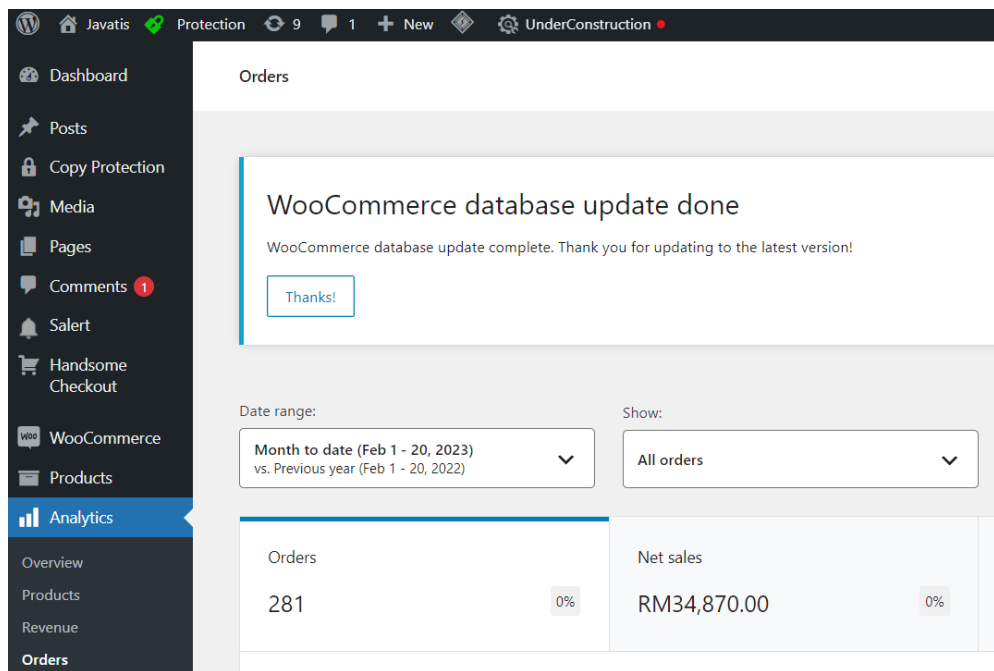


Figure 3.5 Interface of WordPress

3.2 Technical 2 (Create Ads)

3.2.1 Task Specification

Facebook advertising is not something anyone excel at by accident; it takes work. One must conduct research, conduct experiments, and try again after failing. Individuals can look at effective Facebook advertising as part of their study to learn what works, why it does, and how to replicate those successful ads.

3.2.2 Implementation and Solution Method

A complete Ads Set consists of Copywrtng, Cover Photo or Video. These are the base elements that are required inside the Cover Photo or Video (1:1 ratio):

- Catchy Headline
- Product Image
- Pain/Pleasure Points
- Trust Point
- Irresistable Offers



Figure 3.6 Editing in Adobe Illustrator



Figure 3.7 Editing in CapCut

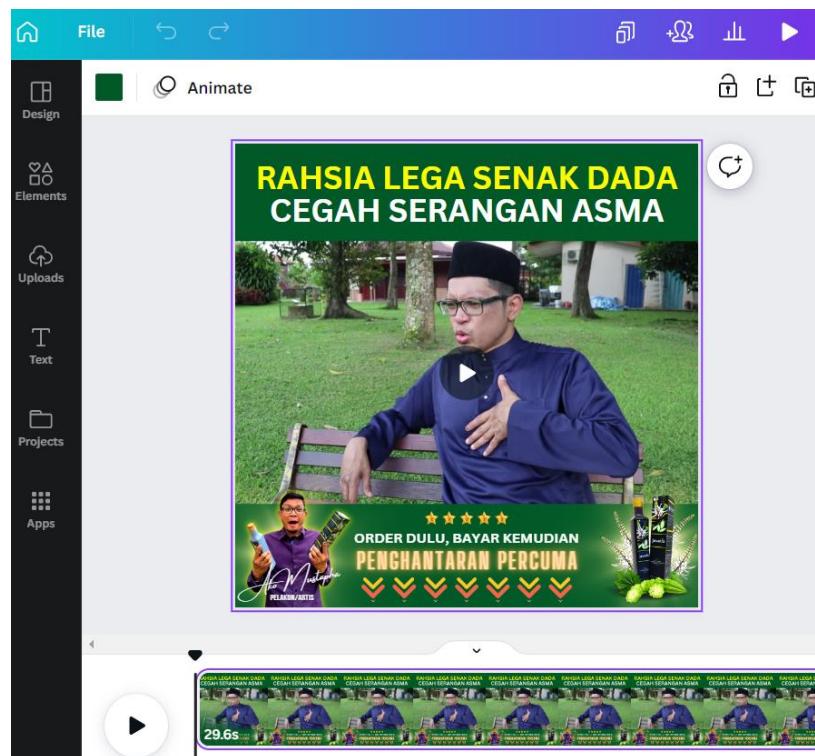


Figure 3.8 Editing in Canva

Copywriting is a hard skill to master. Not everyone has the ability to write material that readers will actually read and respond to. A clear, intriguing, creative, and real approach to express thoughts and ideas is what makes a good copywriting. These are some of the simple guides from the manager to make good copywriting:

- Catchy Headline (Direct/Emotion)
- Body Part focused on storytelling, pains, benefits, and explanations.
- Call To Action (Direct customers to buy products)
- Guarantees/Trust Points

```
1 DEC 2022
CW25
🔥 Paru-paru berlendir
🔥 Kerap batuk berkahak
🔥 Tidur malam tidak lena
🔥 Dada rasa sempit dan berat
🔥 Mudah tercungap dan susah bernafas
.
Sebelum makin melarat, jom ikhtiar dengan cara yang lebih MUDAH, CEPAT, dan SELAMAT:
.
JAMINAN 100% PEMULANGAN WANG JIKA TAK BERKESAN
.
Tekan LEARN MORE sekarang untuk info lanjut dan dapatkan PROMOSI TERHAD :
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🔗 https://tipsjavatis.com/
>> TERUS LEGA DENGAN 2 SUDU SEHARI
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Figure 3.9 Example of Copywriting

3.2.3 Knowledge and Skills Gain

The completed Ads Sets will then be reviewed by the manager before can proceed to publish the ads.

PARU-PARU GAGAL BERFUNGSI
KESAN BATUK LEBIH 2 MINGGU

✓ PENGHANTARAN PERCUMA
✓ JAMINAN PULANGAN WANG

TIDUR MALAM TAK LENA
PARU-PARU BERLENDIR
KERAP BATUK KAHAK
DADA RASA SEMPIT
MUDAH TERCUNGAP

GMP Quality
BUATAN MALAYSIA
MADE IN MALAYSIA
MeSTI
100% GUARANTEED
Halal

Figure 3.10 Completed Cover Photo

3.3 Technical 3 (Publishing Ads Setting)

3.3.1 Task Specification

Your first stop for running advertising on Facebook, Instagram, or Messenger, should be the Facebook Ads Manager. It is a comprehensive tool for producing advertisements, controlling when and where they will appear, and monitoring how well your campaigns are doing in relation to your marketing objectives.

3.3.2 Implementation and Solution Method

3.3.3 Knowledge and Skills Gain

Once the Ads Set has been completed and published, this is the view of Facebook users that are scrolling through Facebook. The published ads will run repeatedly inside their timeline according to the budget that has been fixed.



CHAPTER 4: PROJECT DESCRIPTION (MAIN TASK)

4.1 Problem Statement

4.2 Task Specification

4.3 Implementation and Solution Method

4.4 Results of Task/Project

4.5 Advantage, Disadvantage and Suggestion for Task Improvement

4.6 Knowledge and Skills Gain

CHAPTER 5: CONCLUSION