



Roles and Responsibilities During Internship at FFWC Enterprise

At FFWC Enterprise, we offer a hands-on internship experience where students will gain practical exposure to various aspects of our business. The following outlines the key responsibilities and learning opportunities:

- **Marketing Campaigns:** Support the planning, execution, and monitoring of marketing campaigns and promotions in line with PETRONAS guidelines and company goals.
- **Sales & Data Analysis:** Assist in preparing reports, analyzing sales data and identifying trends to help shape business development strategies.
- **Workforce Management:** Help coordinate staff schedules, track performance, and monitor KPIs to ensure smooth daily operations.
- **Digital Tools Proficiency:** Gain hands-on experience with *Google Workspace* tools (Sheets, Docs, etc.) for corporate-level planning and task management.
- **Marketing & Promotion:** Learn how to promote products and services effectively through visual merchandising, pricing strategies and targeted campaigns.
- **Product & Sales Insight:** Get hands-on exposure to the marketing and sales processes involved in product development and market positioning.
- **Interpersonal Skills Development:** Strengthen communication, leadership, teamwork, and personal presentation skills in a professional setting.
- **Digital & Viral Marketing:** Explore digital marketing channels such as social media (Instagram and Tiktok) and other digital platforms to build brand awareness.

Additional Information:

- **Non-Exhaustive List:** Please note that the responsibilities outlined above are not exhaustive.
- **Supervision and Support:** All tasks will be closely supervised by the Supervisor, who will provide continuous guidance, mentorship, and support to ensure you gain valuable hands-on experience.
- **No Prior Experience Needed:** Don't worry if the student doesn't have prior experience in some areas. The Supervisor will guide them through the tasks, ensuring they receive the training and support needed to learn and grow throughout the internship.