

Abacus – TalentCorp Internship



Learning objectives (relevant to Business/Marketing/Human Resource)

1. Employee Benefits

- SME contribution to Malaysia economy & employment opportunity
- Why Employee Benefits matter in attracting talents
- Concerns of Human Resource
- Structure of Employee Benefits
- Practical experience
 - ✓ Draft marketing plan (refer ANNEXURE)
 - ✓ Identify industry
 - ✓ Identify SMEs with employees >10
 - ✓ Background understanding & acquiring contact of Human Resource
 - ✓ Contact Human Resource & understanding existing Employee Benefits
- Field work demonstration by Director of Abacus on Employee Benefits to Human Resource

2. Talent Recruitment

- How to sell Takaful career to new generation graduates
- What appeal to job seekers?
- Match marketing AIA Takaful to job seekers
- Practical Experience
 - ✓ Create content in LinkedIn
 - ✓ Test all potential avenue to recruit

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(ANNEXURE)

Strategic marketing plan format

- (1) Basic Analysis
 - : SWOT
 - : Competition

- (2) Marketing Objectives
 - : Setting SMART goals

- (3) Target Marketing
 - : Market segmentation
 - : Target market
 - : Positioning

- (4) Marketing Strategy
 - : Marketing mix

- (5) Implementing & Monitoring
 - : Schedule of task completion

- (6) Budgeting
 - : Cost?

- (7) Feedback for next implementation