



CONTINENTAL INTERNSHIP REPORT

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EXECUTIVE SUMMARY

Throughout this internship report, it definitely stressed on my working experience I have gathered as an intern in the Human Resource department at Continental Tyre AS Sdn. Bhd. from September 4, 2023, until February 15, 2024. Continental was mainly active in the tire manufacturing industry, which is practically located in Malaysia.

In this report, I describe the job scope and responsibilities that were assigned to me during my six-month internship. Even though I was an intern in Human Resources, I was also responsible for helping other departments if needed, which leveraged my view of how the plant worked. Other than that, as an intern, I am also responsible for decorating for each festival, such as Chinese New Year, Deepavali, and Christmas.

However, I am still occupied with the work in the HR departments. For example, preparing for the interview.

I was invited to join their meeting and share my thoughts on how to make the interview session more smooth. Other than that, I was also given the chance to organize an interview session by myself without depending on my supervisor's guidance anymore. Next, I am also responsible for organizing and maintaining the records, handling paperwork, and ensuring the smooth functioning of white-collar (professional) personnel matters within the organization.

In addition, I was also able to run a SWOT analysis and PESTEL regarding the business function. Honestly, getting information about the company is quite challenging as it is private and confidential. But, with a bit of explanation from my supervisor and by looking at the latest annual report, I finally finished my SWOT analysis and PESTEL.

I also included some recommendations at the end of the analysis for the success of Continental in the future.

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Continental...

Continental was first established in 1871, in Hanover, Germany. Now, the corporation has been actively operated in tire manufacturing industry for about 150 years and has more than 200,000 employees in 61 countries with 554 locations worldwide.

From simply producing tires that only includes soft rubber products, rubberized fabrics and solid tires for carriages and bicycles. Continental now can product tires for all kind of vehicles like cars, trucks & buses, two-wheelers, even in the agriculture, automotive and railway sectors.

By time, they started to broaden their branches in Malaysia which located in Alor Setar, Pulau Pinang and Petaling Jaya. Not to forget, soon, Continental also will establish a new branch in Seremban, Negeri Sembilan. In Alor Setar, Continental AS was known as Sime Tyre Sdn. Bhd. before they decided to change it as Continental Tyre AS Sdn. Bhd in 2012 after has been wholly owned by Continental AG. Up until now, some of the elderly still called it as Sime Tyre.

In Continental Tyre AS Sdn. Bhd, there are almost 1000 employees working in the branch that consist of more than 153 white collars and more than 700 blue collars workers. Majorly, the blue collar workers supported in the production areas which are Mixing, Tire Building, Curing, HotPrep, ColdPrep, Final Finish and Two Wheels. Meanwhile the white collar workers were responsible to handle the management.

Apart from that, Continental received international award as one of the top performance company in sustainability rating in 2022. This proved that continental very concern about giving the best quality products to their customers all around the world.



Vision

Creating value for a better tomorrow.

Mission

Our technologies, your solutions. Powered by the passion of our people

Objectives

1. Creating Value

Everything we do is designed to create value. This can be financial value for our customers, our employees and the societies in which we operate

2. A Better Tomorrow

With our products and services, we contribute to making the world a little better. We develop and produce mobility and industrial solutions of tomorrow,, making it safer, more convenient and more sustainable. At the same time, a better tomorrow means acting now and not in the distant future. On a daily basis.

3. Our Technologies.

We will achieve these improvements with the help of technology. We are a technology company and believe that we only be able to tackle the challenges of our time by rapidly developing the right technologies. Rather than being an end in itself, technology must help our customers make their products even better and more useful.

4. Your Solutions

This is where our vision and mission statement comes in: “Our Technologies. Your Solutions.” Because we are customer-focused in everything we do.

5. Powered by the passion of our people

This makes it clear that Continental stands for a certain culture. A culture of mutual respect. A culture of togetherness. And a culture of passion.

Goal

To make mobility cleaner, safer, more intelligent, and affordable for everyone. As we prepare for the green future of mobility, we have set ourselves ambitious goals designed to reduce the environmental impact of our products and the vehicles that use them