



UNIVERSITI  
TEKNOLOGI  
MARA



Mercedes-Benz

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MERCEDES-BENZ SERVICES  
MALAYSIA SDN. BHD. (MBSM)

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# INDUSTRIAL TRAINING REPORT

1 SEPTEMBER 2023 -  
9 FEBRUARY 2024



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# EXECUTIVE SUMMARY.....

Internships are learning experience for students to grow and understand the workplace environment. Further, the internship applies the concepts and theories learned in university to real life.

My internship program will begin on 1st September 2023 and end on 9th February 2024. Throughout these 24 weeks, it is practical for me to increase my experience by performing my duties as a part of the organization. Therefore, I was placed in one of the Human Resource Department as Human Resource intern. During this internship, I will be reporting to my supervisor, Woo Pei Yi, a Human Resource Business Partner.

This report aims to analyze and understand the Mercedes-Benz Services Malaysia (MBSM) environment. A company of business that operated in the financial and insurance industry, competing among biggest banking industry. This report contains the objectives, SWOT analysis, PESTEL analysis and recommendation for the company.

One of the most important things I learned during my internship is that HR is a critical function in any organization. HR professionals play a vital role in attracting, retaining, and developing top talent, which is essential for organizational success.

I also learned about the importance of building relationships with employees. HR professionals need to be able to understand and address the needs of employees, and they need to be able to create a positive and productive work environment.

Overall, my internship experience was very valuable. I learned a lot about HR functions and best practices, and I gained valuable work experience. I am grateful to MBSM for the opportunity to intern in the HR department, and I am confident that the skills and knowledge I gained will be valuable to me in my future career.





# COMPANY'S PROFILE.....

Mercedes-Benz Services Malaysia Sdn Bhd (MBSM) is a wholly-owned subsidiary of Daimler Mobility AG, the financial services arm of Mercedes-Benz Group. Established in 2012, MBSM provides a comprehensive range of financial services and insurance solutions for new and pre-owned Mercedes-Benz vehicles, as well as commercial vehicles and FUSO trucks. The company itself is located at Wisma Mercedes-Benz in Puchong, Selangor. MBSM is supported by a network of over 40 authorized dealers nationwide, and it offers a variety of financing options to meet the needs of individual and corporate customers. These options include hire purchase, leasing and balloon payment financing.

MBSM is committed to providing its customers with the best possible financial services and insurance solutions. The company's experienced and knowledgeable team is dedicated to helping customers choose the right financing and insurance products to meet their needs and budget. MBSM plays an important role in the Malaysian automotive industry by providing financial services and insurance solutions that make it easier for customers to purchase and own a Mercedes-Benz vehicle. The company's wide range of financing options and insurance products meets the needs of both individual and corporate customers.

MBSM is committed to corporate social responsibility, and the company supports a variety of initiatives in the Malaysian community. For example, MBSM is a partner of the Mercedes-Benz Driving Academy, which provides free driving lessons to underprivileged youth. MBSM also supports the Mercedes-Benz Dream Fund, which provides financial assistance to underprivileged students who are pursuing a career in the automotive industry.



# VISION

“We move you into a new era”

# MISSION

To collaborate with their automotive brand partner to be the financial services provider of choice for clients and dealers.

# OBJECTIVES

Mercedes-Benz Services Malaysia is committed to providing excellent financial services to their customers, dealers, and brands. We strive to create value for all stakeholders by offering innovative and tailored financial solutions that meet their needs. They also aim to contribute to the financial success of Mercedes-Benz by providing their customers with a seamless and convenient ownership experience.

# GOALS

Mercedes-Benz Services Malaysia is investing in digital technologies to improve the customer experience. It is expanding its network of service centers and authorized dealers to better serve its customers across the country.