

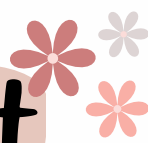


INDUSTRIAL TRAINING REPORT AT ROBERT BOSCH AUTOMOTIVE SDN. BHD.

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BA243

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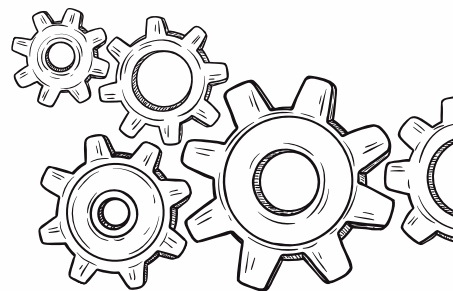
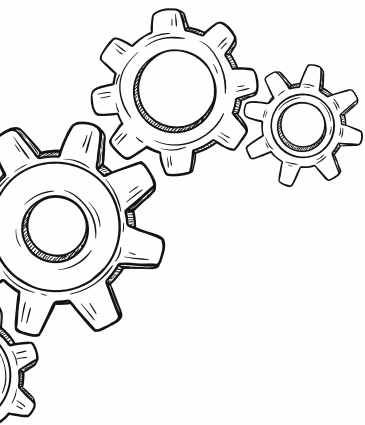
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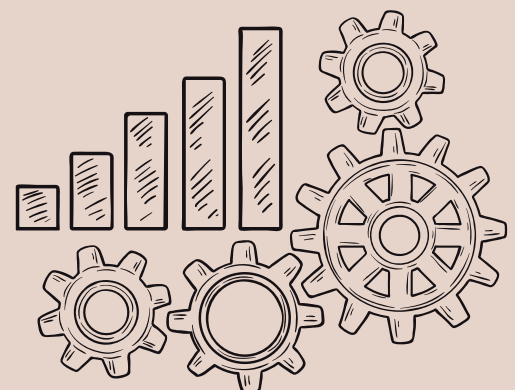
Executive Summary



I have prepared my internship report based on the six months long internship program that I had successfully completed in Robert Bosch Automotive Steering Sdn. Bhd. from 1 September 2023 to 9 February 2024 as a requirement of my Bachelor of Business Administration (HONS) Human Resource Management. Robert Bosch Automotive Steering is a company that develops, produces, and sells steering technology for passenger cars and commercial vehicles.

In addition, this report determines my goal and internship experience, beginning with my duties and tasks as an Human Resource trainee. My duties including applying training to employee who needed, monthly newsletter which in the newsletter will have information about past event, employee birthday, monthly calendar, public holidays and general sharing. Moreover, I also need to update monthly data declaration for micare and great eastern which is insurance for employee. Whenever there is a new family member, any death of family member or resignation, there will be an update for data declaration.

This report also consist of the strength, weaknesses, opportunities and threats (SWOT) and political, economical, social, technological, environmental and legal (PESTEL) in the company. I made the elaboration based on what I have been analyses from the company. I have also included the recommendation for SWOT analysis for the company to improve in the future. There is a lot of benefits that I have been received throughout this memorable journey. It increases my confidence to face my work life in the future. It such a huge opportunity to acknowledge new networking and work as trainee in Human Resource Department.



Company Profile



Company Name : Robert Bosch Automotive Steering Sdn. Bhd.

Company Address : No. 2528, Lorong Perusahaan 6, Kawasan Perindustrian Perai.

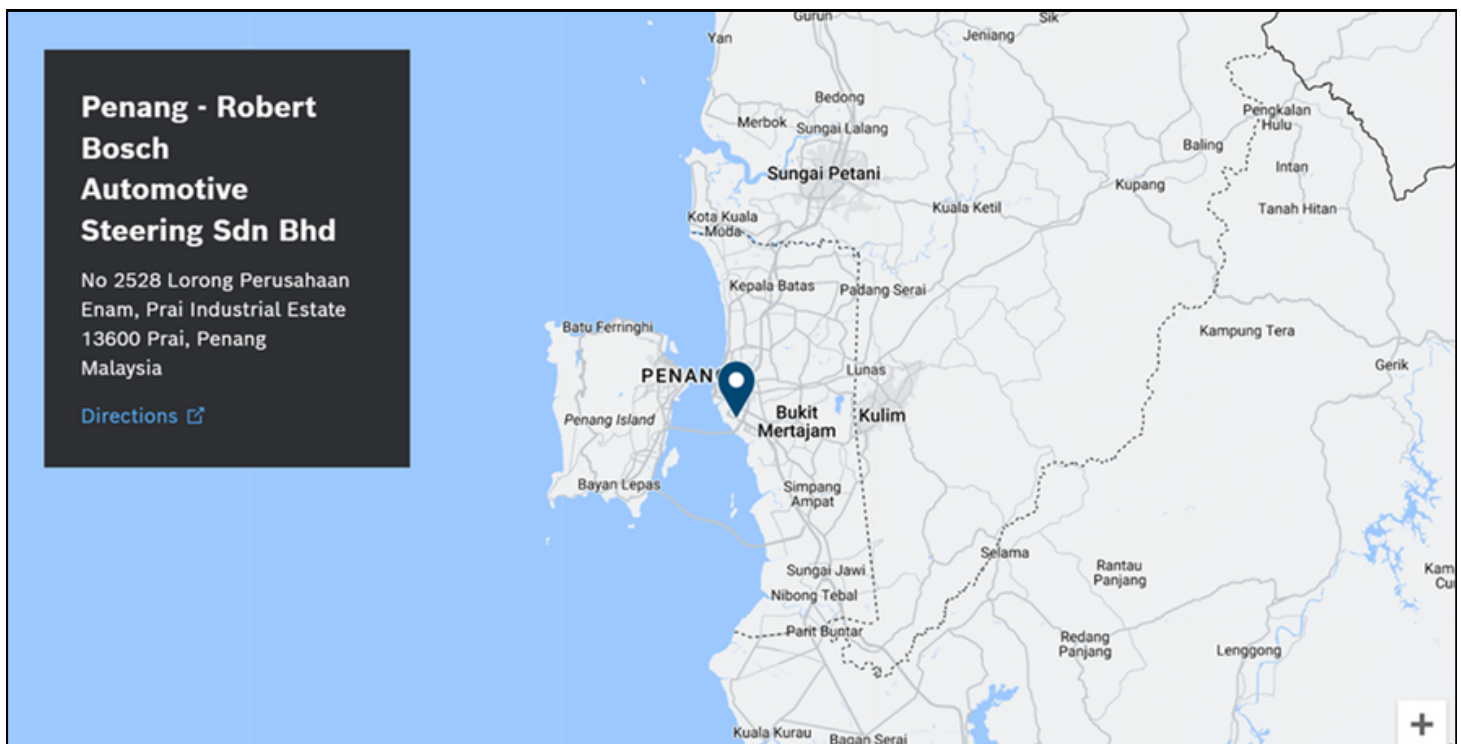
Office Number: +60(4)384-4310

Fax number : 04-3998723

Website: https://bzo.bosch.com/bzo/en/start_page.html

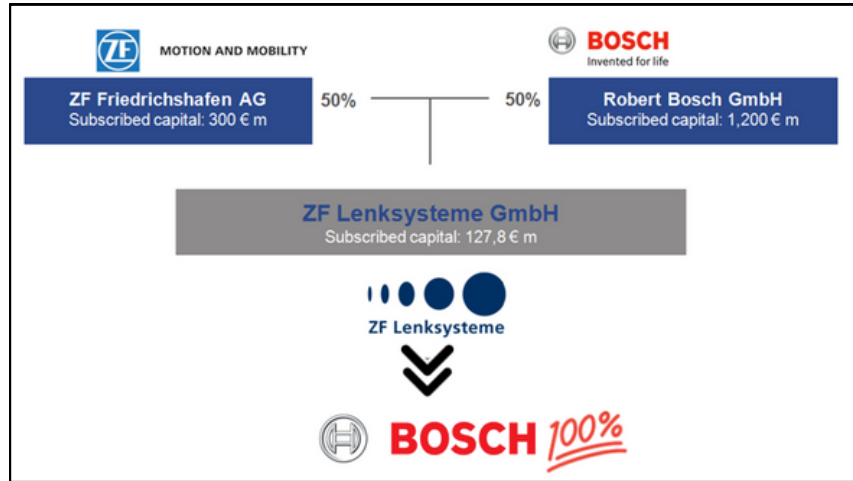
• Company's Location

I underwent Industrial Training at the Robert Bosch Automotive Steering Sdn. Bhd. The company is located at Lorong Perusahaan 6, Kawasan Perindustrian Perai, Pulau Pinang.



Company Profile

- Company's Background



Robert Bosch Automotive Steering was established in 1937 by ZF Friedrichshafen AG, with their initial product being rack and power steering systems. As the years passed, they expanded their business by introducing additional products, such as ball gear hydraulic steering systems for commercial vehicles. The company's original name was ZF Lenksysteme GmbH, but it later transitioned to Robert Bosch Automotive Steering. Ownership of the company was split evenly between ZF Friedrichshafen AG and Bosch, each holding a 50% stake. However, by the end of January 2015, the Bosch Group completed its acquisition, taking full ownership of the formerly 50:50 joint venture, ZF Lenksysteme GmbH. It was then integrated into the Bosch Group as a new division under the name Robert Bosch Automotive Steering GmbH

Up to the present day, Robert Bosch Automotive Steering has expanded to encompass approximately 25 locations worldwide, including cities like Yokohama, Wuhan, and Budapest. In Malaysia, the company's presence can be found in Prai, Penang. Bosch not only specializes in automotive steering but also operates in other sectors such as power tools and housewares. The Prai branch of the company is divided into two main sections: manufacturing and assembly. In the manufacturing section, they produce racks, HPS pinions, and MS Pinions for EPSc. Meanwhile, in the assembly line, they produce the finished products referred to as power steering gears and manual steering gears.

Robert Bosch Automotive Steering customers is Toyota, Perodua, Mazda, Chery, Honda, Mitsubishi, Proton, Nissan, BMW and many more. Basically Robert Bosch Automotive Steering company target market is those with car businesses.