



اُونِيُوَرَسِيْتِي تِيكْنُولُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

INTERNATIONAL BUSINESS - BA246

MGT666 - INDUSTRIAL TRAINING REPORT AT EA AUTOHAUS

12 AUGUST 2024-24 JANUARY 2025

PREPARED TO:

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No. Matriks	2022912241	Nama Program	BA246 INTERNATIONAL BUSINESS
Tajuk Laporan	SWOT ANALYSIS	Nama Syarikat	EA AUTOHAUS

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Yang Benar

Nama Pegawai : NOR FADZILLAH AG OSMAN

Jawatan : PENYARAH

No. Tel. :

No. Faks :

Cop jabatan/organisasi:



EXECUTIVE SUMMARY

All bachelor's degree students at Universiti Teknologi Mara (UiTM) are required to register for industrial training in our final year, which is a 12- credit course that must be successfully completed to graduate. Students in the Faculty of Business and Management (FBM) have 24 weeks to work under their chosen industry, either in the public or private sector, to learn as much as they can. This course is also essential for providing a learning opportunity that offers beneficial hands-on learning, students can explore and expand career objectives. Through this hand-on learning students can explore and expand career opportunities and directly hone their skills in the job market. Additionally, it provides companies the opportunity to instill fresh ideas and enthusiasm in students while simultaneously preparing students for future careers as fully committed full-time employees. Students will practice their knowledge and skills during this internship as they are exposed to the challenging real-world work environment. In this way, the goal of preparing students to become potential employees in their respective fields will also be achieved

EA Autohaus is a vehicle workshop which focuses on motorcycles and cars. I chose it as the company where I undertook my industrial training to gain useful knowledge and experience to fulfill the university's requirements for completing my bachelor's degree. As a result of the 24 weeks of industrial training I have produced this report to share what I have learned during my internship at this company. I have also updated my resume to seek employment after graduation, linking it to this report under the student profile section. I have also included information about the company's profile including operation hours, location , history, management style, goals and strategies, organization structure and services offered. I have also included details about my journey experiences, and the benefits I gained during my industrial training at this company. In the next section, I present a SWOT analysis discussion as illustrated in the included diagram, and I also suggest some recommendations on how I can further develop the four aspects of the company's SWOT analysis. The final section of my report, which includes relevant appendices, presents the findings from the entire process of my internship

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ACKNOWLEDGEMENT

First and foremost, I would like to express my gratitude to Allah for all the blessings throughout my internship journey. I am deeply grateful that I was able to finish my industrial training smoothly despite a few challenges that I encountered and by His grace, I could finish this training report within the allotted time and successfully submit it by the given deadline. This report would not have been feasible without the help of many persons and parties who contributed ideas and efforts. For that, I'd like to expand my sincere gratitude to all of them.

Heartfelt gratitude to Mrs, Nor Fadzillah the director of EA Autohaus, for giving me the opportunities to undergo my industrial training for 24 weeks within their company. Special thanks to Mr.Edwin Alearde who was responsible for leading me during the internship. Where I learn about cars and high power motorbikes ,participate in events and polish my personal skills in communication and networking.

Next, sincere appreciation to my advisor, Madam Nurul Ain Binti Mustakim for the support and guiding me along the way in finishing my internship. She assisted me with the report in numerous ways and provided moral support. Madam Nurul Ain made beneficial suggestions and an outline for this report with great kindness and patience. I'd like to thank her for all of the help she gave as an advisor.

STUDENT'S PROFILE



HANIS MAISARAH BINTI AWANG NORHASANAL

Address:

Phone:

Email:

Reference: Cherryca Yoag (Diploma Advisor)
Khalilah Binti Ibrahim (Current Lecturer)

SUMMARY

To secure a business management independent internship that enables the application of knowledge and skills acquired from a Bachelor of Business Administration (Hons) International Business. Aiming to acquire practical experience in diverse international business management responsibilities, such as marketing, strategic management and project development. A dedicated and meticulous individual with strong interpersonal and communication skills, who is prepared to learn and contribute effectively to the organization. Available to start internship in 12th August 2024 until 24th January 2025.

EDUCATION

Universiti Teknologi MARA (UiTM) Bandaraya Melaka.	March 2022 - Present
Bachelor of Business Administration (Hons) International Business	
Politeknik Kota Kinabalu	2018- 2021
Diploma in Marketing	
Muet Band 3	

PROJECTS AND ASSIGNMENT

- CSR Project (Program Khidmat Masyarakat Pengantarabangsaan, Padang Indonesia)
- Created a small business and register it to SSM as a requirement for Ent530 subject
- Conducted research and presentation on current impact of university environment affecting the performance for UiTM students.

AWARDS AND PARTICIPATION

- 2nd place in COMMERCE INNOVATION SHOWCASE (COINS) for research category.
- 1st place for SAP Netball for 2 semester
- Multimedia execo for International Business Unity Club (IBUC)

SKILLS

Languages :	Technical Skills :	Interpersonal Skills :
<ul style="list-style-type: none"> • Malay - Native • English - Proficient 	<ul style="list-style-type: none"> • Canva Skills • Microsoft Office Skills • iMovie and Filmora Skills 	<ul style="list-style-type: none"> • Adaptability • Teamwork • Communication • Leadership

WORK EXPERIENCE

EA Autohaus	February - March 2024
<ul style="list-style-type: none"> • Working as Administration clerk • Register and managed KWSP, Socso for employee and employer and create Instagram account for the company 	
PaparTown	October 2021-February 2022
<ul style="list-style-type: none"> • Working as assistant store supervisor about 5 months. • Give training to new staff on how to count and balance cash drawer at the end of each shift • Stock shelves and maintain inventory levels. 	

1.0 Company's Profile



EA Autohaus's Logo

1.1 COMPANY VISION AND MISSION

1.1.1 VISION

"At EA AUTOHAUS, our vision is to become the premier destination for automotive excellence, setting the standard for unparalleled quality, innovation, and customer service in the industry. We envision a future where every interaction with EA AUTOHAUS leaves a lasting impression of professionalism, reliability, and dedication to our services. To be the leading automotive workshop recognised for our commitment to quality service, advancement, and customer satisfaction, empowering vehicle owners to maintain and enhance their vehicles with confidence."

1.1.2 MISSION

Our mission is to provide excellent automotive repair and maintenance services for cars and motorbikes while cultivating a culture of trust and transparency. We strive to educate our clients about their vehicles, encourage safe and dependable mobility, and use cutting-edge technology and practices to ensure that every vehicle works at its peak."

1.2 COMPANY'S BACKGROUND

EA Autohaus was established in 2022 with a mission to provide top-tier maintenance services for high performance . Specializing in BMW autoworks .It focuses on technical repair , accessories and system upgrade .Other than that, caters to clients who demand exceptional quality, precision and expertise.

Location:

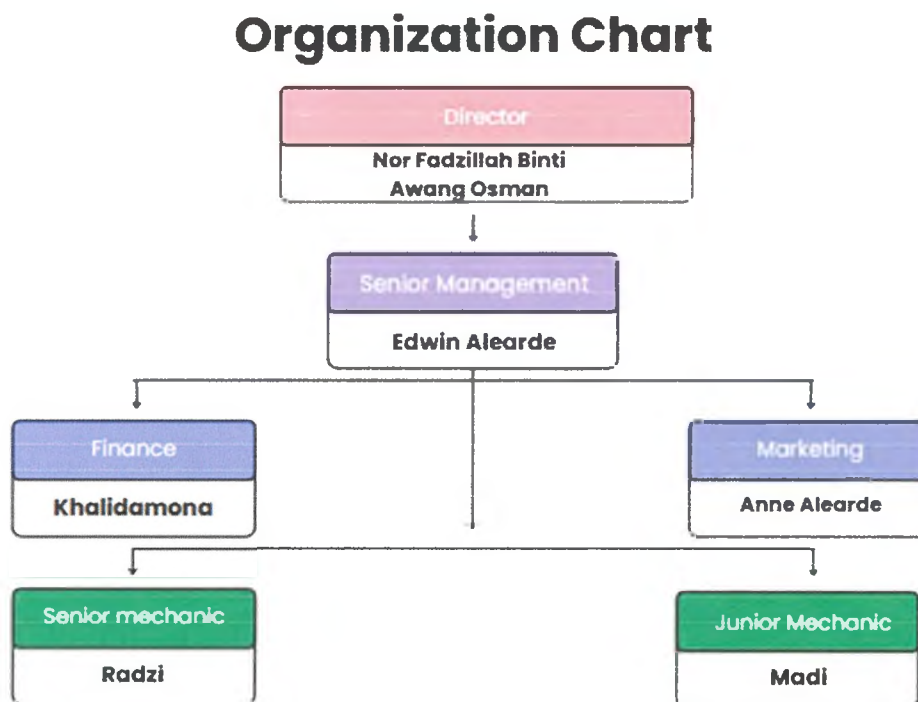
No.2, Lot 5, Ground floor, Wisma C.Y.Tay, Lorong Burung Punai, 88450 Kota Kinabalu, Sabah.



Location of EA Autohaus in Google Map

The location of EA Autohaus is strategic as it is surrounded by complementary businesses, including radiator services, tire changers, and accessories companies, making it a convenient hub for automotive needs. It also makes customers easy to notice because the location is next to the flyover and front at the road.

1.3 Organization Chart



Organization Chart Of EA Autohaus

The director of EA Autohaus is Mrs. Nor Fadzillah binti Ag Osman. Then the Senior manager is Edwin Alearde

1.4 PRODUCTS OR SERVICES

EA Autohaus focused on providing efficient and convenient services to customers . The automotive workshop also sells motorcycles ,EA Autohaus is an auto repair and maintenance company renowned for its expertise in servicing high-end vehicles. Established in 2022, the company has built a reputation for excellence in the automotive repair industry, specializing in precision diagnostics, advanced repair techniques, and exceptional customer service.



Vehicle battery checking

The common service that the company does is vehicle battery checking. A weak or failed battery is a typical cause of vehicle failure. Workshops can prevent unpredictable failures for customers by evaluating the battery during routine maintenance and replacing it if necessary. A battery tester is a device that monitors the charge, condition, or performance of a battery. Battery testers range in complexity from basic portable equipment that measure voltage to sophisticated systems that assess battery capacity, internal resistance, and general health. The battery tester that the workshop uses is Automotive battery testing.

Next, modern vehicles have advanced electronics, such as infotainment systems, sensors, and start or stop technology, which demand a reliable power source. Using the jump-start charger, a standalone device that can deliver a quick surge of power to the car's battery, Testing ensures the battery can handle these loads effectively. It's especially useful to turn on the car by charging the battery. The higher the amperage, the faster the charging.

Other than that, the workshop also offered system upgrades which were called Dynamic Upgrade for motorcycles. Dynamic upgrades for BMW motorcycles are services that use BMW software to uncover latent potential. It may be done on any BMW motorcycle. System upgrade is to uncover the fullest potential of the vehicle in terms of top speed, fuel efficiency, horsepower and torque, damping, suspension and engine braking, abs, traction control and AFR balance



Dynamic Upgrades

EA Autohaus is the sole technician that does dynamic upgrades in kota kinabalu. The system needs to be ordered from Thailand using the app remotely from the person in charge by Phad Motorrad Bangkok.

Next, EA Autohaus sells motorcycles and accessories. These workshops serve users of prestige motorcycles such as cruisers, touring bikes, adventure bikes, and sportbikes with engine

capacities greater than 500 cc. Offer a selection of high-capacity motorcycles from well-known manufacturers such as Harley-Davidson, BMW, Ducati, Yamaha, Kawasaki, and Honda.



Selling Motorbike

EA Autohaus offers change brake pad service everytime they check if the vehicle brake pad is thin. The Indicator to change brake pads depends on various factors, including driving or riding habits, the type of vehicle, and the quality of the brake pads. If the pad material is **less than 3–4 mm**, it's time to replace them.



Change Brake Pads

Aside from that, the workshop not only provides servicing but also sells various types of engine oil, brake pads, flushing, fast cleaner fork oil, motorcycle batteries and other BMW motorcycle accessories and motorcycles. The technician feels that the quality of the engine oil affects the vehicle's engine performance. The workshop supplies all types of engine oil, which are

well-known in the automobile industry. The workshop charges a little fee if the customer brings their own engine/motor oil to cover the cost.



Engine oils and accessories

Auto electrical repairs



2.0 Training Reflection

2.1 Introduction

Industrial training at EA Autohaus was a great experience for me to be exposed to the working industries. This is due to the various skills and experiences I gained, which enabled me to thrive in the real working world. I was given the responsibility of undergoing industrial training for six months, starting on August 18, 2024, and for 24 weeks until January 24, 2025. I was supervised by the director and manager of EA Autohaus which are Mr Edwin and Mrs Nor Fadzillah. During the internship the working hours is 9 hours from 8.30 am to 5.30 pm during weekdays and 8.30 am till 5 pm on Saturday.

2.1.1 Accounting Department

At EA Autohaus I have been doing multitasking, but the main task is accounting. Then the company just bought a new system which is Ezi-Akaun. Ezi-Akaun is an accounting system designed for small and medium-sized enterprises (SMEs) in Malaysia. A comprehensive accounting template created using Microsoft Excel and optimised to satisfy Malaysian accounting rules. It allows business owners to track financial activities, create thorough financial reports, and handle invoices, receipts, and quotations. The system also has inventory management tools and backdated record-keeping capabilities, allowing users to preserve records for numerous years in a single file. This simplifies activities like tax submissions and asset purchases.

During my time at the accounting department, I have been assisting Ms Khalidamona, by key in invoices into the system. Invoice is a formal document sent by a seller to a buyer that serves as a record of the transaction. It describes the goods or services given and the sum owed by the customer. Invoices are widely used in commercial transactions to enable accurate accounting and payment monitoring. Throughout the process I need to be very particular with the details. The date, type of payment cash or online transaction ,how many stocks were taken ,either its from a creditor or cash supplier and the amount of transaction.

Next I need to identify whether it is a purchase, sale, or expenses transaction. The identification is a very crucial part of the transaction because, if the transaction is keyed in, in the wrong type of account it will affect trial balance. Then the accountant needs to make adjustments at the end of month or annually. Trial balance summarises all of a company's general ledger accounts and their balances (both debit and credit) at a given point in time. It ensures that the total debits and credits in the accounting system are equal, which is an important stage in the creation of financial statements. If the trial balance is not tally, we need to re-check all the invoices to make sure the debit and credit amount is sync.

2.1.2 Creative Department

Other than that, the 1st rotation of my task is the creative department. I was assigned to design the advertisement poster for Dynamic Upgrade which is BMW's new system for upgrading the performance of vehicles. The manager gave me the requirements that he needed to be included in the poster. Being a business studies student, I did not have the information about automotive in deeper understanding, especially system upgrades. I was doing research on system upgrades then I discovered how complex it is when it comes to computerizing vehicles. The poster I have made was rejected a few times and after the 4th attempt my poster was accepted by the manager.

Then I was tasked with recording and editing a video for JPAD's J5A auxiliary lights. Which is a motorcycle lamp. The brand is from China, yet the quality is comparable to a prestige brand at an affordable price. After editing, I created the company's Tiktok account, posted the video with a few hashtags, and pinned the location. As a result, it is more convenient for customers to visit the workshop directly.

Finally, since the company only has facebook as social media, I was in charge of creating the company's website. The making of the website took quite long because I needed to take pictures of all the products displayed. I have to edit the picture's background so all the products have the same background. I directly key in all the data of the stock check, into the system to eliminate

redundant tasks. Creating a website is quite challenging, if the company does not agree to subscribe to the plan of the website company. The limitation from layout to font pushes me to be. Due to the free version, there are several limitations that I encountered. Instead of using a custom domain, free plans require me to use a subdomain recommended by google. It does not give the exclusivity to the company.

2.1.3 Make phone calls and accept calls.

The workshop typically provides a quotation and then confirms with the customer whether to proceed with additional repairs or carry out the work as agreed during the initial consultation. The risk of this type of process is sometimes customers do not pay on the mentioned date and resulting in additional time to settle the payment. The phone calls were made to remind customers of the overdue payment. Firstly, I need to introduce myself and mention that the calls are from EA Autohaus then confirm that the person who's speaking is the right person. Secondly, state the amount they need to pay and ask when and how the payment can be made.

2.1.4 Involve in Borneo Island International Big Bike Festival

The Borneo Island International Big Bike Festival (BIIBBF) is an annual event that brings together motorcycle enthusiasts from all around Borneo and beyond. The event includes a range of activities such as bike exhibitions, merchandise displays, street foods, and entertainment, all fostering camaraderie among bikers. The 22nd BIIBBF took place from October 25 to 27, 2024, at the Sabah International Convention Centre in Kota Kinabalu, Sabah. The event attracted over 1,000 high-powered motorcycles and approximately 1,150 participants, highlighting its popularity within the biking community. EA Autohaus has taken part by opening a booth in collaboration with Mannol Malaysia. Before the event, I keep the record of the items that we were going to display and sell at the booth.

I was assigned to drive the car loaded with products to the event. The manager and a few staff ride a few BMW motorcycles for sale to display in front of the booth. After arriving, we directly arranged all the items optimising the small space since we shared the booth with Mannoll.

During the event, I interacted with the customers and my biggest achievement was I was able to sell the JPAD J5 lamp to Indonesian customers for RM3500 after brief explanations.

2.1.5 Cleaning and reorganizing products.

The process of cleaning and reorganizing the products involved a systematic approach to ensure the proper categorization, efficient use of space, and improved accessibility. This task contributed to maintaining a clean and organized environment, which enhanced operational efficiency and product management. Cleaning and reorganization is important in order to improve efficiency and create a cleaner workspace. Wipe down all surfaces, including desks, shelves, and storage areas, to ensure no dust left. Then, I took down all the products section by section to make it easier for me to vacuum afterwards. Most of the items need to be handle carefully.

I use a thermal sticker to label the price and product name at the shelf, before that I check the product code online to check the compatibility with what model of car, and what year. Using the thermal printer is convenient because I just need to connect the bluetooth with my device and design it directly through the app.

3.0 SWOT Analysis

SWOT ANALYSIS

EA AUTOHAUS



SWOT analysis for EA Autohaus

4.0 Discussion and Recommendation

Strength	Weakness
<p>S1) Strong reputation</p> <p>R1) Developing a connection between the brand and customers is crucial for the company.</p> <p>S2) Skilled workforce</p> <p>R2) Preparation of employees for the introduction of technological changes</p>	<p>W1) Limited social marketing or social media</p> <p>R1) Be more aggressive in social media to reach and grow more customers and businesses.</p> <p>W2) Space constraint</p> <p>R2)-Install wall-mounted shelves, pegboards, and tool holders to free up floor space.</p>
opportunities	Threats
<p>O1) Expansion of service</p> <p>R1) -Focus on sustainability like Solar Charging Stations to attract different niche of market.</p> <p>O2) Mobile mechanic services</p> <p>R2) -Find other stream of financial other than do it at workshop .Offer roadside assistance like emergency Service that includes battery jumpstarts, flat tire repairs, and fuel delivery.</p>	<p>T1) DIY Repairs</p> <p>R1) -Educate Customers on the Risks of DIY Repairs</p> <p>R2) Do not keep much stock of parts</p> <p>-Offer Customers Part Options the choice of OEM (Original Equipment Manufacturer) or</p>

4.1.1 Strength

Strong Brand

Building a strong brand is not an easy task for any company to achieve, same goes to EA Autohaus. To gain customer trust and loyalty , a well-established bond and connection through delivering good service raised good perception into the brand. When a workshop has a strong reputation, customers are more likely to return for repeat services and recommend the business to others. Moreover, Mr. Edwin experience as technician and sales Advisor at previous workplace helps the company to be recognized and reputable in the competitive market, differentiating it from others.

Next, unlike other motorcycle workshops EA Autohaus is more focused on big bike and higher cc bikes which need to handle with extra care because the engine mechanical is complex with computerization. EA Autohaus performance with the strength of a brand is highly dependent on the customers' beliefs and perceptions (Keller, 2013a). The brand will provide premium margins for the company if the customers appreciate the brand (Mill, 2005). The workshop can often charge premium prices for their services, as customers perceive the value offered to be greater compared to less established competitors. In addition, customers with big bike are willing to pay the reasonable price

My recommendation is that the worker needs to develop a connection between brand and customer. For instance, on the brand's history, models, and technology. By offering insightful, tailored advice and maintenance tips, it can help customers understand the value of their motorcycle and appreciate the brand more. The customers' emotional value is associated with positive senses, such as delightful and good feeling after using a product/ service (Koronaki, Kyrrousi, & Panigytakis, 2018). Khan and Mohsin (2017). Then, The customer will seek the mechanics opinion on what products are best for the vehicle because the information they serve is reliable. Customers will trust and refer to mechanics if there's a vehicle problem in the future.

Bairrada, Coelho, and Coelho (2018b) found that the symbolic brand reputation had a significant impact on the emotional value. The brand reputation reflecting the symbol and prestige will enhance and fulfill the customers' satisfaction and emotional value (Bhat and Reddy (1998); Hammerl et al. (2016)).

Skilled workforce

EA Autohaus is a company that focuses on recruiting high skill staff with diploma in related industries like automotive. An automotive workshop with a skilled workforce can be described as a highly organized and efficient environment where expert technicians and mechanics apply their specialized knowledge to repair, maintain, and enhance vehicles. The workshop is equipped with state-of-the-art tools, diagnostic equipment, and machinery, allowing the team to perform precise and high-quality work. The skilled workforce is proficient in various areas, such as engine diagnostics, electrical systems, bodywork, and transmission repairs.

Employees in this workshop have extensive experience, which ensures they can quickly identify issues and provide effective solutions. They are familiar with the industry standards and automotive technologies, offering services that range from routine maintenance to complex repairs on a wide range of vehicle makes and models. The team's professionalism, attention to detail, and commitment to safety ensure that each vehicle is serviced to the highest standards, meeting both customer expectations and regulatory requirements. This combination of skilled labor and advanced equipment fosters a reputation for excellence and reliability.

Next recommendation is , EA Autohaus prepare the employees for tyhe introduction of technological changes. The manager can enroll in EV-specific courses to adapt with new technological solution for EV car. Then he could teach the Senior mechanics and other staff on how to hande EV car problems. By doing this, company could attract new EV car customers.

4.1.2 Weaknesses

Limited social media presence is a notable weakness for EA Autohaus. While the company demonstrates strong activity and engagement on Facebook, its lack of presence on other popular platforms such as TikTok, Instagram, X (formerly Twitter), and WeChat reduces its ability to reach wider and more diverse audience demographics. Each platform caters to specific user bases and content styles, making them vital for effective social media marketing. For example, TikTok excels at engaging younger audiences with creative, short-form videos, while Instagram is ideal for visually appealing content such as car showcases, customer testimonials, or behind-the-scenes insights. X is a powerful platform for real-time updates and building thought leadership in the automotive industry, and WeChat provides critical access to the Chinese-speaking market, especially for businesses targeting global or regional customers. Without a strategic presence across these platforms, EA Autohaus risks losing out on potential leads, brand visibility, and customer engagement that competitors leveraging multi-platform strategies might capture.

In my opinion, EA Autohaus should be more aggressive in social media to reach and grow more customers and businesses. In recent years, digital platforms, mainly social media (SM), have provided businesses with an opportunity to co-create value for themselves and their various stakeholders through customer engagement, idea sharing, networking, and other methods (Algharabat et al., 2020, Kapoor et al., 2018, Tamilmani et al., 2018). Create engaging, short-form videos showcasing vehicles, behind-the-scenes moments, maintenance tips, or even user-generated content from satisfied customers. TikTok's viral potential can help reach younger audiences and enhance brand visibility. On the other hand, Instagram Focus on high-quality visual content, such as car photos, reels featuring new arrivals, promotions, and stories highlighting customer testimonials or special events. Use Instagram Ads to target specific demographics effectively.

Space Constraint

A limitation of EA Autohaus's workshop is its lack of sufficient space to accommodate and efficiently repair many big bikes. These vehicles typically require more room for maneuvering, inspection, and repairs compared to standard motorcycles or cars. Limited space can lead to several operational challenges. Because of the limited capacity, the workshop may only be able to service a few big bikes at a time, restricting the number of customers that can be accommodated, which could lead to longer wait times and reduced customer satisfaction.

Technicians may find it difficult to work effectively in a cramped environment, leading to slower repair times and potentially impacting the quality of service. This would increase the possibility of sending the vehicle to another workshop.

Space constraints could limit the ability to invest in specialized equipment or allocate dedicated areas for high-end services like diagnostics, customizations, or detailing, reducing the workshop's competitiveness in the big bike segment. Kumar & Bezawada (16) mentioned that great looking spaces can encourage employees to perform well. In this case, physical ergonomics have become one of the common things that happened in all organizations. In addition, Sing et al. (17) mentioned that workers suffer from MSDs (Musculoskeletal disorders) for a variety of reasons, including repetitive movement and unpleasant posture as a result of a poor working environment.

Based on this issue, I would recommend EA Autohaus install wall-mounted shelves, pegboards, and tool holders to free up floor space. To conduct a detailed space utilization analysis to rearrange the workshop more effectively. For example, use vertical storage solutions for tools and equipment to free up floor space.

4.1.3 Opportunities

Expansion of services

EA Autohaus can expand its services by installing solar-powered charging points for electric vehicle (EV) customers. This initiative not only caters to the growing demand for EV infrastructure but also aligns with sustainability trends by leveraging renewable energy. Offering solar-powered charging stations would enhance customer convenience, attract environmentally conscious clients, and position EA Autohaus as an innovative and forward-thinking service provider in the automotive industry.

By harnessing renewable solar energy, EA Autohaus can reduce its carbon footprint while appealing to eco-conscious consumers. Additionally, these charging points would not only enhance customer convenience but also differentiate EA Autohaus as a forward-thinking, environmentally responsible brand. This strategic move could attract a broader clientele, boost brand loyalty, and solidify its position as a leader in the evolving automotive market.

EA Autohaus will enhance their sustainability credentials position itself as a socially responsible business by actively supporting green energy and reducing reliance on fossil fuels. This aligns with global sustainability goals and appeals to environmentally conscious customers. While waiting for the car, EA Autohaus could offer Value-Added Services. Combine EV charging with other offerings, such as car maintenance or detailing services, encouraging customers to stay longer and utilize additional services while their vehicles charge.

Mobile Mechanic Services

Provide mobile diagnostic and repair services for minor issues at the customer's location. EA Autohaus can broaden its service offerings by introducing mobile diagnostic and repair services for minor issues directly at the customer's location. This strategy aligns with the increasing demand for convenience and customer-centric services, providing significant benefits for both customers and the business.

The advantage of mobile service is, it is more convenient for customers. Many customers lack the time or means to bring their vehicles to the workshop for minor issues such as battery replacements, oil changes, or minor diagnostics. Mobile services provide on-site assistance, saving customers time and effort.

Moreover, EA Autohaus can tap into a broader geographical market, servicing areas where customers may not have easy access to workshops. This approach can attract new clients and establish a wider customer base. During mobile visits, technicians can identify potential issues or recommend additional services that may require a workshop visit, increasing sales opportunities.

I would recommend EA Autohaus to find another stream of financial other than do it at workshop because of the limited space or space constrain in the workshop. They can offer roadside assistance like emergency service that includes battery jumpstarts, flat tire repairs, and fuel delivery. Checking the automobile for issues may be dangerous for customer who have no information about vehicle, especially on highways where people are driving fast and nervous. According to Vanguard News, 15 people would die every day in road accidents by 2021. Seeking expert assistance from Car Repair Service Providers (CRSP) is recommended due to their expertise and ability to ensure personal safety on the road.

4.1.4 Threats

DIY Repairs and Online Tutorials

The rise of DIY repair guides and YouTube tutorials may reduce the number of customers seeking professional services for minor issues. These resources empower customers with the knowledge to perform basic repairs and maintenance on their own, potentially reducing the demand for professional services. The implication of these is loss of revenue from minor services. DIY guides and videos often target common issues such as oil changes, battery replacements, and minor diagnostics. As more customers opt to handle these repairs themselves, EA Autohaus may see a decline in revenue from these smaller, yet frequent, services.

Some customers may question the value of professional services for minor tasks when free, easy-to-follow instructions are readily available online. This can lead to a perception that workshops are unnecessary for straightforward jobs.

DIY repairs, while cost-effective, can sometimes result in improper fixes or overlooked issues. If customers encounter problems after attempting a repair themselves, they may lose confidence in the industry as a whole, impacting professional workshops indirectly.

To overcome this, I would recommend EA Autohaus to educate customers on the risks of DIY repairs. Leverage the popularity of DIY culture by creating EA Autohaus-branded videos or blog posts. Focus on topics that demonstrate the complexity of certain repairs and the value of professional assistance, such as "When to Seek Professional Help for Repairs. Position EA Autohaus as a supportive partner for DIY enthusiasts. Offer workshops, consultations, or tool rentals, creating a revenue stream while maintaining customer relationships. For instance, customers could attend a "How to Safely Change Your Oil" seminar hosted by EA Autohaus.

Do not keep much stock of parts.

Could not settle customer's vehicle repair on short period of time . EA Autohaus faces a challenge of not maintaining a significant inventory of vehicle parts. This limitation can lead to delays in completing customer repairs within a short timeframe. When essential parts are not

readily available, it may affect the company's ability to provide prompt and efficient service, potentially impacting customer satisfaction. Offer Customers Part Options the choice of OEM (Original Equipment Manufacturer) or aftermarket parts.

Conclusion

In conclusion, there are many benefits he benefit that I get during the internship such as allowance Rm 1k it helps a lot in covering my monthly expenses. Next, I was able to participate in International event by opening booth. It was a unique opportunity to participate in and gain insights from international events, it broadening my understanding of global practices in their field. And polish my communication skills in building network. During the event I learn how entrepreneurship process directly from choosing what products and services need to display and serve to closing account.

Completing an internship as an admin in an automotive workshop provides valuable hands-on experience in both administrative and automotive industry operations. It enhances organizational, communication, and problem-solving skills while offering insights into customer service, inventory management, and workshop coordination.

This internship also helps in developing adaptability and multitasking abilities, as admin roles require handling multiple tasks simultaneously, from managing invoices to scheduling appointments. Additionally, exposure to the automotive environment builds industry-specific knowledge, which can be beneficial for career growth in administrative or automotive-related fields.

Overall, this experience is an excellent foundation for those looking to pursue a career in administration, customer service, or even automotive management, equipping interns with practical skills that are applicable across various industries.

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Appendices

Page 1 - DYNAMIC UPGR...



Page 1 - D...



Page 2 - A...







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- FULL SYSTEM
- FOR FULL SYSTEM EXHAUST HEADER OR SUPON
- RESULTS RICH AND BALANCE WITH ORIGINAL FILE
- SOLVE ALL ECU SYSTEM ISSUE & ALTO TUNING
- HIGHER RPM AT LOW RPM PROVEN
- NO TUNING, NO DYNI, NO TUNING, NO MAINTENANCE

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- UPGRADE ENGINE BRAKING
- UPGRADE TRACTION CONTROL
- UPGRADE SUSPENSION DAMPING
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- TOP SPEED ACCELERATION FASTER
- FULL EFFICIENT
- DYNAMIC AFR INCLUDED
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- HIGHER GEAR AT LOWER RPM
- Q&WORKS FIRE A CHARM POPS UP THE GO SETTINGS
- REVISED HALL GRIPS
- BUSTLING & DIAGNOSTIC ALL FUNCTION W/MOTOR
- FULL ADAPTATION FILE
- NO TUNING, NO DYNI, NO TUNING, NO MAINTENANCE
- HIGHER RPM AT LOW RPM PROVEN
- NO TUNING, NO DYNI, NO TUNING, NO MAINTENANCE

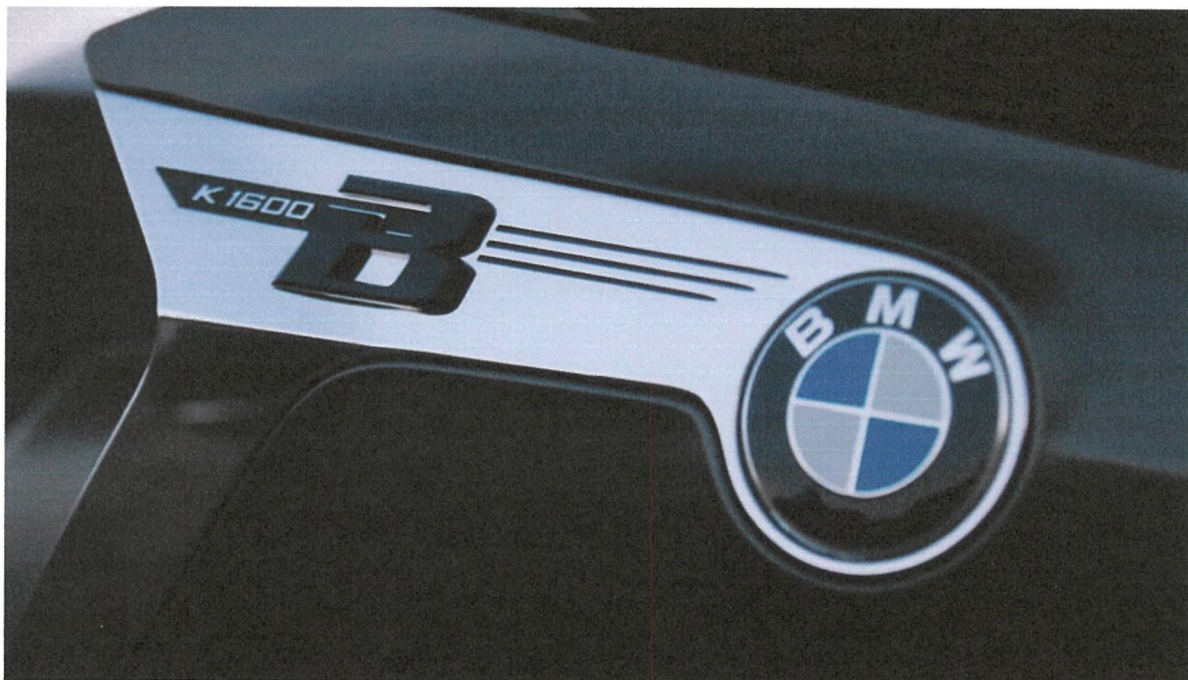
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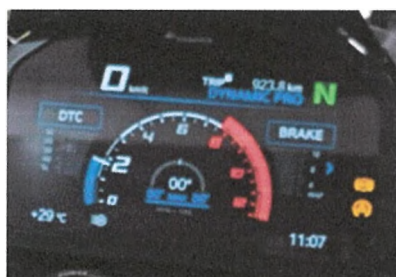
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