



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

INDUSTRIAL TRAINING REPORT AT S.L. AUTOMOBILE SDN BHD

12 AUGUST 2024 - 24 JANUARY 2025

NURSHUHADAH BINTI ANUAR | 2022739023 | BA2326A



SURAT KEBENARAN

Tarikh : 9/1/2025

Kepada :

Penyelaras Latihan Praktikal
Fakulti Pengurusan Perniagaan
UiTM Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196

Email : praktikalfppmelaka@uitm.edu.my

Tuan/Puan

Maklumbalas (/)



Setuju



Tidak Bersetuju

KEBENARAN UNTUK MEMUAT NAIK HASIL LAPORAN PELAJAR LATIHAN INDUSTRI SEBAGAI "PUBLIC ACCESS" DI REPOSITORI UITM

1. Merujuk perkara di atas, pihak organisasi bersetuju / tidak bersetuju pihak universiti memuat naik hasil laporan pelajar latihan industri sebagai "public access" di repositori UiTM.

Nama Pelajar	NURSHUHADAH BINTI ANUAR		
No. Matriks	2022739023	Nama Program	OFFICE SYSTEM MANAGEMENT
Tajuk Laporan	INDUSTRIAL TRAINING REPORT AT S.L. AUTOMOBILE SDN BHD	Nama Syarikat	S.L. Automobile Sdn Bhd

2. Tindakan ini adalah di bawah tanggungjawab dan kesedaran penuh oleh pihak organisasi.

3. Sekiranya terdapat sebarang masalah atau kebocoran maklumat sulit pihak organisasi tidak boleh mengenakan sebarang tindakan undang-undang kepada pihak universiti.

Yang Benar



Nama Pegawai : Mohd Nori Bin Ali
Jawatan : Sales manager
No. Tel. :
No. Faks :

Cop jabatan/organisasi:

S. L. AUTOMOBILE SDN BHD
(371068-U)
LOT 8831-A, JALAN JEMPOL,
72100 BAHAU, NEGERI SEMBILAN D. K.
TEL: 06-4546666 & 06-4545988
FAX: 06-4546988

EXECUTIVE SUMMARY

My memorable and enlightening 6-month industrial training began here at S.L. Automobile Sdn Bhd as an administrative intern. The key contents of this report are student's profile, company's profile, training reflection, SWOT analysis, discussion and recommendation and also conclusion. This report began with the student's profile which is an updated resume of Nurshuhadah Binti Anuar and the company's profile that include the company's details, background, organizational chart and also products and services offered by the company. S.L. Automobile Sdn Bhd is an authorized dealer of Perodua that sells Perodua's car products including Axia, Bezza, Myvi, Ativa, Alza and Aruz. The company also provides services like customer service, vehicle registration and ownership and delivery car service. As an administrative intern at S.L. Automobile Sdn Bhd, I was assigned to handle a range of tasks like financial record-keeping using Financio software, updating customer insurance and managing the booking process through Perodua booking system. I also handle document preparation by utilizing tools like Microsoft Excel, WonderShare, and email platforms. This internship has provided me valuable experience in the real world of working environment which has helped in enhancing both my technical skills and also soft skills. Through my internship, I have identified SWOT analysis for S.L. Automobile Sdn Bhd and have provided a detailed discussion for each category of SWOT. I also have provided recommendations for each category of SWOT that the company can do in order to improve customer satisfaction, operational efficiency and competitive positioning in the market. Overall, my internship journey at S.L. Automobile Sdn Bhd is enjoyable and has provided me with skills that I believe will come in handy as I pursue my career goals. This experience has provided me a better understanding of organizational dynamics and has provided me an opportunity for me to contribute in achieving the company's goals.

TABLE OF CONTENT

EXECUTIVE SUMMARY.....	2
TABLE OF CONTENT.....	3
ACKNOWLEDGEMENT.....	4
1.0 STUDENT'S PROFILE.....	5
2.0 COMPANY'S PROFILE.....	7
2.1 Company's Details.....	7
2.2 Company's Background.....	8
2.3 Organizational Chart.....	9
2.4 Products and Services Offered.....	10
3.0 TRAINING'S REFLECTION.....	12
4.0 SWOT ANALYSIS.....	17
5.0 DISCUSSION AND RECOMMENDATION.....	18
5.1 Strength.....	18
1) Authorized dealer of the most valuable and strong brand in Malaysia which is Perodua.....	18
2) Employed a team of highly skilled and professionally trained personnel.....	20
5.2 Weakness.....	22
1) Lack of worker's facilities can lead to delayed work processes and an uncomfortable environment.....	22
2) Limited parking spaces.....	24
5.3 Opportunity.....	26
1) Growing demand for EV cars where Perodua unveils their electric car prototype eMO-II and expected to launch in 2025.....	26
2) Increase demand in EEV (Energy Efficient Vehicle) cars as subsidy rationalisation is expected to be implemented in 2025.....	28
5.4 Threat.....	30
1) Customers waiting too long to receive a car can cause sales decline.....	30
2) Intense competition from other Perodua authorized dealers may cause customers to cancel their booking with S.L. Automobile Sdn Bhd.....	32
6.0 CONCLUSION.....	34
7.0 REFERENCES.....	35
8.0 APPENDICES.....	41

ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude to everyone who supported me during my internship program journey at S.L. Automobile Sdn Bhd. First and foremost, I praise and thankful to ALLAH S.W.T, the Almighty for His showers of blessings to complete my internship program smoothly and and successfully.

Next, I would like to express my gratitude to my supervisor, Mr. Mohd Nazri Bin Ali and the admin assistants, Mrs. Nazirah Binti Wan Aimiubaidi and Miss Nur Amizah Binti Mohd Ali, their mentorship has greatly enhanced my learning experience S.L. Automobile Sdn Bhd. With their proper guidance and instructions, I have learned a lot of new knowledge and skills that can help me in my career journey. I would also like to extend a special thank you to my advisor, Mr. Mohd Rusydi Bin Abdul Rahim, for his guidance and support throughout my internship program. His expertise and mentorship have been helping me a lot in completing my internship journey smoothly.

I also would like to extend my appreciation to my colleagues especially for their support and always being kind to me within my 6 months of internship program at S.L. Automobile Sdn Bhd. They also always help me if I have any confusion on the task given to me. Their willingness to share knowledge and assist me has made my internship both enjoyable and educational. Thanks to the welcoming environment from all of my colleagues, I can successfully complete my internship.

Additionally, I would like to thank my family members for their encouragement and help during my internship program. Thanks to them for always supporting my decision and always helping me whenever I needed it. Last but not least, a special thanks to my friends as they always help me when I have encountered any confusion when completing my internship report.

This internship has provided me with practical skills and knowledge that I will carry forward in my career. Thank you all for making this experience memorable and enjoyable for me.

1.0 STUDENT'S PROFILE



ADMIN & HUMAN RESOURCE

NURSHUHADAH BINTI ANUAR

PROFESSIONAL SUMMARY

Motivated final-year student majoring in Bachelor in Office System Management with hands-on experience gained through practical training in S.L. Automobile Sdn Bhd as an administrative intern. Developed strong multitasking and detail-oriented skills, along with adaptability and resilience in a fast-paced office environment. Seeking an entry-level opportunity to apply knowledge and contribute to administrative and human resource roles, while maintaining commitment to continuous learning and professional growth.

EDUCATION

UiTM Bandaraya Melaka 2022 – Present
Bachelor in Office System Management
Current CGPA: 3.58

University of Muhammadiyah Yogyakarta, Indonesia 2023
Exchange Student at Department of Economy, faculty of Economics and Business (Entrepreneurship)
GPA: 4.00

SMK Datuk Mansor 2018 - 2020
Obtain 2.42 CGPA for STPM
Obtain Band 3 for MUET

WORK EXPERIENCE

S.L. Automobile Sdn Bhd (Perodua Sale Bahau) Aug 2024 – Jan 2025
Admin Internship

- Manage insurance quotations and activations, improving service for car buyers.
- Optimize filing systems for better inventory management and document access.
- Streamlined administrative processes, enhancing operational efficiency and customer satisfaction in automotive sales environment.
- Optimized financial procedures using Financio software, improving cash flow accuracy and faster car registration processes.
- Implemented creative solutions in event planning, driving customer engagement and boosting sales performance.

DS Phone Enterprise Jan 2021 - Mac 2022
Sales Promoter

- Communicated with customers in a friendly and professional manner to provide information about the products specifications and benefits resulting in an increase of customer's satisfaction.
- Achieved sales target of over 20% of the company's profit every month.
- Resolved customer's issue effectively by finding solutions using own ability.
- Efficiently managed cash and transfer transaction and maintaining a 95% accuracy resulting to the balancing of cash flow.

PROJECTS & PROGRAMS		
Melaka International Intellectual Exposition 2024 (MIIEX '24) (Project Leader)		June 2024
<ul style="list-style-type: none"> Lead a team that consist of 4 members for the exposition project and assigning roles and responsibilities according to team member's skills and strengths. 		
Turtle Tots Program (Assistant Leader)		Dec 2023
<ul style="list-style-type: none"> Assist project leader to handle the project and monitor all the activities of bureaus throughout the projects to make sure the project will run smoothly. 		
Self Confidence Talk Program (Program Leader)		June 2023
<ul style="list-style-type: none"> Lead the team for execution of a talk program, coordinating with speakers and teams to deliver engaging content to program's participants by demonstrating leadership, communication, and event management skills to ensure successful program and positive audience feedback. 		
UNIVERSITY'S AWARDS		
Awards:		
• Dean List Award in Semester 5		2024
• Achieve Gold Medal in Melaka International Intellectual Exposition 2024 (MIIEX '2024)		2024
• Dean List Award in Semester 4		2023
• Dean List Award in Semester 1		2022
CO-CURRICULAR ACTIVITIES		
<ul style="list-style-type: none"> Secretary of Palapes Club 		
LANGUAGE		
<ul style="list-style-type: none"> Malay (Native) English (Professional Working Proficiency) Mandarin (Conversational) 		
SKILLS		
<ul style="list-style-type: none"> Microsoft Office (<i>Word, Excel, Power Point</i>) (skillful), canva (beginner), financio software (beginner), team leadership, social skills, documentation, event planning, team building, problem solving, resilient and adaptability. 		
REFERENCES		
Mohd Rusydi Abdul Rahim Internship Advisor / Lecturer UiTM Jasin		
MOHD NAZRI BIN ALI Sales Manager of S.L. Automobile Sdn Bhd (Perodua Sale Bahau)		

Figure 1 : Student's updated resume

2.0 COMPANY'S PROFILE



Figure 2 : Perodua logo

2.1 Company's Details

Company's Name	S.L. Automobile Sdn Bhd
Location	8831A, Jalan Bahau-jempol, Kampung Jambu Lapan, 72100 Bahau, Negeri Sembilan
Operation Hour	Monday : 8.30 a.m. - 6.00 p.m. Tuesday : 8.30 a.m - 6.00 p.m. Wednesday : 8.30 a.m. - 6.00 p.m. Thursday : 8.30 a.m. - 6.00 p.m. Friday : 8.30 a.m. - 6.00 p.m. Saturday : 8.30 a.m. - 6.00 p.m. Sunday : Closed
Vision	Become the first choice in the mobility industry in Malaysia.
Mission	1) Professionalism in all operations. 2) Efficiency in utilizing technologies and available resources. 3) Resilience in meeting challenges. 4) Optimizing benefits to customers and stakeholders. 5) Dedication towards social responsibility to the community, the environment, and workforce development. 6) Uniqueness in products. 7) Aspiration to glorify the name of Perodua.
Goals	To achieve customer satisfaction by providing quality services.

Table 1 : Details of company

2.2 Company's Background



Figure 3 : Perodua's headquarter

Perodua is a private limited company established in 1993 with the aim of bringing complete mobility to Malaysians through practical and high-value products and services that are delivered with the greatest of care. This goal of Perodua aligns with the wish of Perodua's chairman, Tan Sri Asmat Kamaludin, who hopes the experience of customers is a pleasant one as Perodua provides customers with the mobility that customers deserve and more. Perodua is the abbreviation from its official company name, *Perusahaan Otomobil Kedua Sdn Bhd*. Perodua's headquarters are located at Sungai Choh Rawang Malaysia. The shareholders of Perodua are Mitsui & Co. (Malaysia) Sdn. Bhd., Mitsui & Co., Ltd, UMW Automotive Sdn. Bhd. Daihatsu Malaysia Sdn. Bhd., Daihatsu Motor Co., Ltd, Amanahraya Trustees Berhad-Amanah Saham Malaysia 3 and MBM Resources Berhad.

S.L. Automobile is one of Perodua's dealers in Malaysia that offers sales and services for Perodua vehicles and also known as "Perodua Bahau". Perodua Bahau was established on 18 December 1995 with registration number 0371068U. Currently, the company has a total 15 staff with four shareholders which are Chong Kheng Fui, Yeap Chun Lai, Teng Sing Siong and Low Soon Kiat. The company was located at a strategic place where it was easy for people to find it. Moreover, S.L. Automobile have strategically placed its business locations on Google Maps that can help in enhancing the company's visibility and accessibility for customers seeking a Perodua Sale dealer in the area. According to (Penpim Phuangsuwan et al., 2024), Google Maps could help the company to increase its visibility, could interact more with customers and attract more customers to visit the physical store.







Figure 4 : Office of S.L. Automobile Sdn Bhd

2.3 Organizational Chart



Figure 5 : Organizational chart of S.L. Automobile Sdn Bhd

2.4 Products and Services Offered

Product's List	
	Perodua Axia <ul style="list-style-type: none"> ● Axia 1.0 E Manual ● Axia 1.0 G DCVT (Auto) ● Axia 1.0 X DCVT (Auto) ● Axia 1.0 SE DCVT (Auto) ● Axia 1.0 Adv DCVT (Auto)
	Perodua Bezza <ul style="list-style-type: none"> ● Bezza 1.0 G (Manual) ● Bezza 1.0 G (Auto) ● Bezza 1.3 Premium X (Auto) ● Bezza 1.3 ADV (Auto)
	Perodua Myvi <ul style="list-style-type: none"> ● Myvi 1.3 G (DCVT) ● Myvi 1.3 G (DCVT) (With A.S.A) ● Myvi 1.5 X (DCVT) (With A.S.A) ● Myvi 1.5 H (DCVT) (With A.S.A) ● Myvi 1.5ADV (DCVT) (With A.S.A)
	Perodua Ativa <ul style="list-style-type: none"> ● Ativa 1.0 X (Turbo DCVT) ● Ativa 1.0 H (Turbo DVT) Metallic ● Ativa 1.0 H (Turbo DVT) Special Metallic ● Ativa 1.0 AV (Turbo DVT) Metallic ● Ativa 1.0 AV (Turbo DCVT) Special Metallic ● Ativa 1.0 AV (Turbo DCVT) 2 Tone



 <p>ARUZ Price from RM72,900 VIEW DETAIL</p>	<p>Perodua Aruz</p> <ul style="list-style-type: none"> • Aruz 1.5 X (Auto) • Aruz 1.5 Advance (Auto)
 <p>ALZA Price from RM62,500 VIEW DETAIL</p>	<p>Perodua Alza</p> <ul style="list-style-type: none"> • Alza 1.5 X (DCVT) • Alza 1.5 H (DCVT) • Alza 1.5 AV (DCVT)
<p>Service List</p>	
<p>Customer Service</p> <ul style="list-style-type: none"> • Give consultation to help customers make the right decision. • Test drive demonstration. • Help customers understand current promotional packages and offers. <p>Vehicle Registration and Ownership</p> <ul style="list-style-type: none"> • Assist customers in vehicle financing with banks or financial institutions. • Vehicle insurance and road tax renewal services. • Negotiating an insurance package that suits the customer's needs. • Manage vehicle registration matters with the Road Transport Department (JPJ). <p>Delivery Car Service</p> <ul style="list-style-type: none"> • Delivery of registered vehicles to customers. • Provide guidance on vehicle maintenance and care. • Make a detailed explanation to the customer about every function of the car. 	

Table 2 : Lists of products and services S.L. Automobile Sdn Bhd

3.0 TRAINING'S REFLECTION

As a final year student majoring in Bachelor in Office System Management at UiTM Bandaraya Melaka, it is compulsory for me to undergo a six months internship program to complete my study. Therefore, I have been given an opportunity by S.L. Automobile Sdn Bhd to complete my internship program. In S.L. Automobile Sdn Bhd, I was assigned as the administrative intern and required to undergo my internship starting from 12 August 2024 until 24 January 2025 equivalent to 24 weeks period. The working hour at S.L. Automobiles are from 8.30 a.m. until 6.00 p.m. from Monday until Saturday. While for the administrative department, they operate from 8.30 a.m. until 5.00 p.m during Monday to Friday and 8.30 a.m. until 1.00 p.m. during Saturday. Not only that, I also receive the benefit of an allowance of RM 500 per month from the company.

As for tasks and responsibilities that are given by the company, I will list them based on software, platform or system that I have been used throughout my internship at S.L. Automobile Sdn Bhd. Firstly, the company has been using financio accounting software for their financial operations to ensure accurate reporting. According to the research by Cheah Saw Lee and Farzana Parveen Tajudeen (2020), financio have approximately 25,700 users that are from small business owners and non-accountants in Malaysia as the AI software is implemented to cater the Malaysian market requirement. The figure shows the list of tasks for financio software.



Figure 6 : List of tasks using Financio software

Next, I was also assigned to using Microsoft Excel to record updated insurance details that help maintain a comprehensive list of information about customers and record Gear Up purchases made by customers that include all relevant information for the gear up.

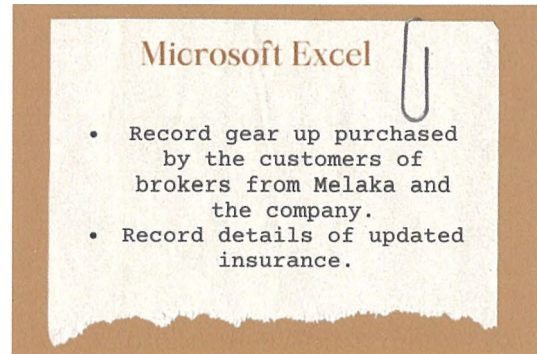


Figure 7 : List of tasks using Microsoft Excel

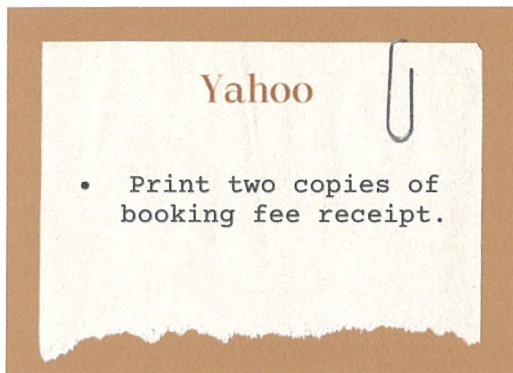


Figure 8 : List of tasks using Yahoo

The next platform that I have been using is Yahoo. S.L. Automobile have been using this platform as their primary channel for receiving and sending important emails. I have been using the company's Yahoo email account to access and print booking fee receipts paid by customers that have been generated by the company's system.

Wonder share is one of the platforms that can be used to edit files that have been converted into pdf format. I have been tasked by the admin assistant to make adjustments to documents in PDF format, such as cover notes and invoices to ensure accuracy and alignments with the company's standard.

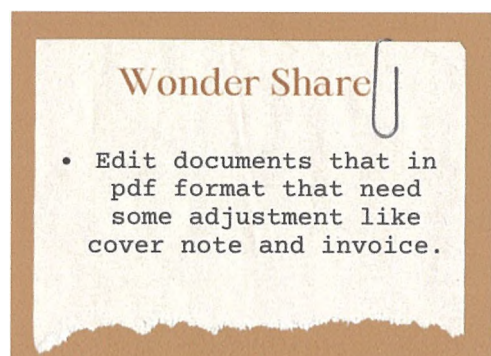


Figure 9 : List of tasks using Wonder Share

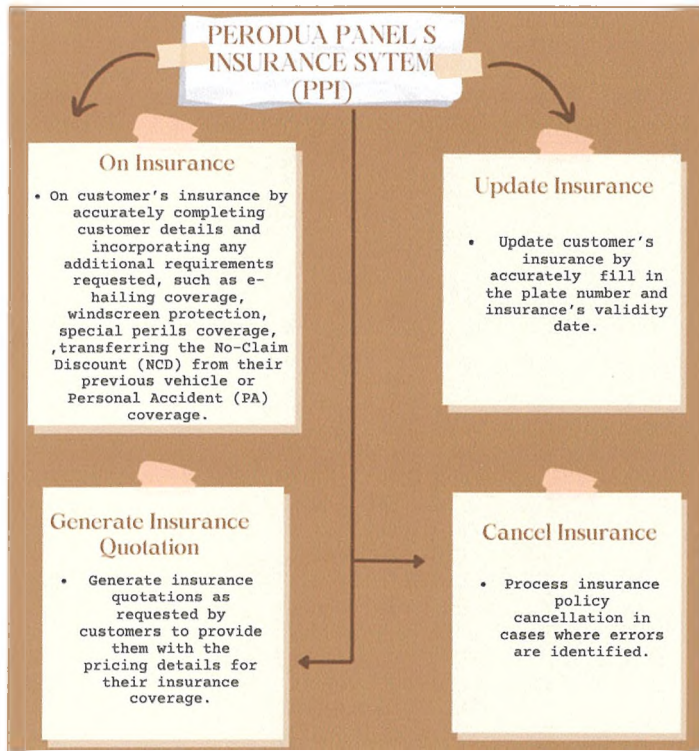


Figure 10 : List of tasks using PPI

Moreover, I have been utilizing the Perodua Panels Insurance System (PPI) to efficiently manage tasks related to insurance. My primary responsibilities include on insurance, updating insurance records that have been registered by the administrative assistant and cancelling policies in cases where errors are identified. Additionally, I also generate quotations upon request from brokers for their customers.

Next, I also have been using Perodua Panels Operating System (PSOS) to book cars for broker's customers and print Vehicle Sale Order (VSO) to close files. Not only that, I also have been using the company's Gmail account to send emails concerning insurance matters.

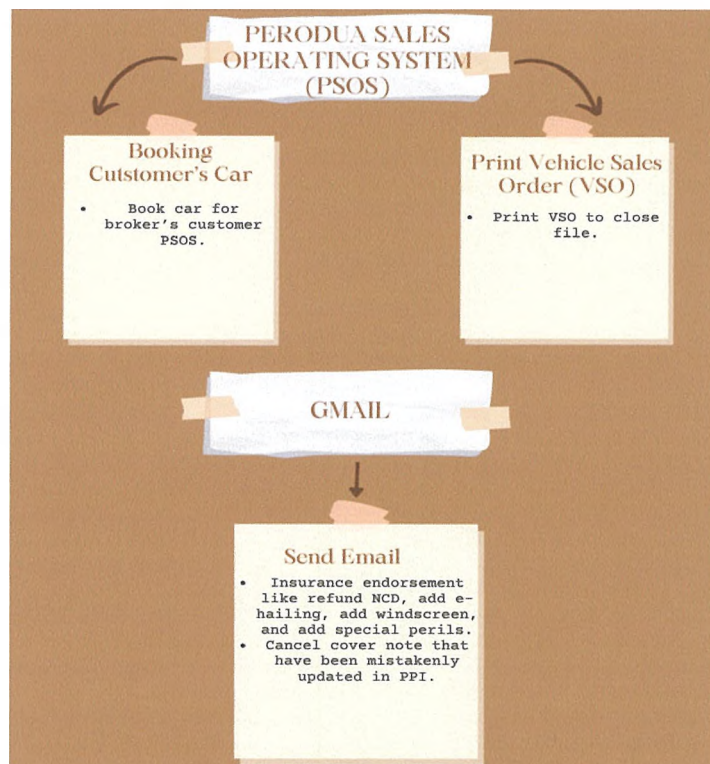


Figure 11 : List of other tasks and responsibilities

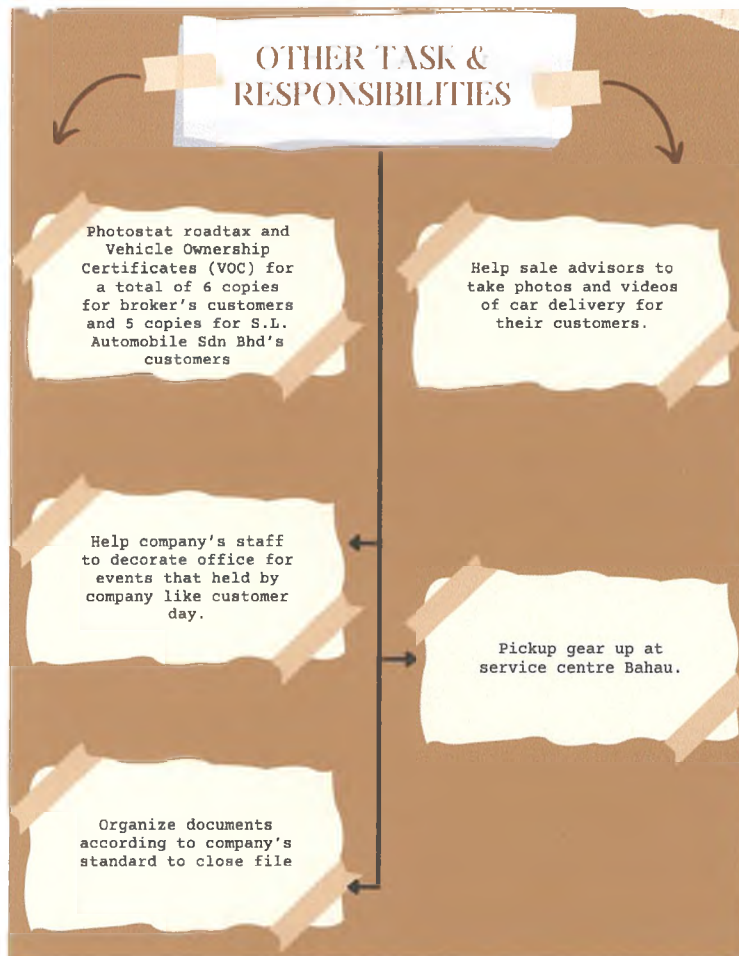


Figure 12 : List of other tasks and responsibilities

Last but not least, I also have been assigned to do other tasks and responsibilities that did not have to utilize any platform or software to be complete as shown in the figure.

As an administrative intern at S.L. Automobile Sdn Bhd, I need to mark my attendance using a facial recognition system before 8.30 a.m. and finish my tasks and responsibilities by 5.00 p.m.. if there is any event that hold by company or at the end of every month, employees work overtime to make sure that the company's monthly target are met. As an

intern, I was not required to work over time, but I occasionally stayed late to complete my tasks and responsibilities. Despite all of the challenges that I need to face during my internship at S.L. automobile Sdn Bhd, I really enjoyed my internship journey here. By completing all of my tasks and responsibilities that have been assigned to me, I could gain a lot of valuable experience, skills and knowledge. First of all, I could experience the real working world that can help me in my career journey after graduation.

As for technical skills, I could experience using various of softwares and platforms like Financio, Microsoft Excel, Yahoo, Gmail, WonderShare, PPI and PSOS. I could learn new skills on how to use Microsoft Excel efficiently to save time and speed up the operation process. I also could

learn using new accounting software which is financio and other software platforms like PSOS, PPI and Yahoo. Furthermore, I also learned that we can edit documents in PDF file format using WonderShare without converting the file into docx format. I also gained valuable knowledge on how to compose and send emails professionally. By using these softwares and platforms, I could sharpen my skills in administration. In conclusion, the technical skills that I have as an administrative intern at S.L. Automobile Sdn Bhd are document handling, office software proficient and data management. According to the research by Admad Nabil MD Nasir et al. (2011), technical skills is the basic knowledge that everyone needs to know to work in any industry in Malaysia. To have technical skills, we need to study in higher education institutions or apply and join any technical skills courses that have certified certificates.

As for soft skills, the most important skill that I have developed is organizational skills where I am able to practice what I have learned as a student of office system management. I could gain knowledge on how to manage files and records systematically according to the company's procedure. I also get to develop the skill of attention to detail where I need to ensure the accuracy in data entry and document preparation to make sure the organizational process will run smoothly without any errors. Not only that, I also gained the skill of adaptability as I need to learn how to use a lot of new software to complete my tasks and assignments and I need to adapt with a new environment which is a working environment. I also could develop teamwork and interpersonal skills with all of my colleagues as I help to decorate the company during any special events and help the sale advisors take any promotional picture or video. Moreover, I could also manage time effectively as I need to complete all of my tasks before my off work time. In conclusion, all of the technical skills and soft skills that I have gained during my internship at S.L. Automobile Sdn Bhd could help me in pursuing my career professionally.

4.0 SWOT ANALYSIS

Mostafa Ali Benzaghta et al. (2021) state in their research that SWOT analysis has become a key tool used by businesses for strategic planning for companies to evaluate their strength, weakness, opportunity and threat that can affect their organization. During my internship at S.L. Automobile Sdn Bhd, I am able to generate SWOT analysis that may affect the company.



Figure 13 : Analysis SWOT of S.L. Automobile Sdn Bhd

5.0 DISCUSSION AND RECOMMENDATION

5.1 Strength

1) Authorized dealer of the most valuable and strong brand in Malaysia which is Perodua

As an authorized dealer of Perodua, the company has benefited a lot from the strong brand reputation and value that Perodua holds in Malaysia. Perodua is known for their product's quality, affordability and reliability which have attracted a wide segment of the Malaysia market into buying their products. Brands not only represent the product or company itself, but also have a strong influence on customer's buying behaviour. According to the finding by Simbolon et al. (2020), brand image has a direct impact on customer purchase decisions. Brands that have a positive image in the market will help in increasing the confidence of customers to make purchases than the unknown car brands in the market.

When people want to buy a car, they have a lot of brand names in the market that they can choose from like Perodua, Proton, Toyota and Honda. But, most people will purchase a car based on the brand name and company reputation in the market because of trust and their previous experience. As for new buyers of cars, they will usually get recommendations from their family members or their friends that have used a certain brand name of car. Based on the study of Nurul Sakinah Azizan & Maha Mohammed Yusr (2019), they found that brand image and customer loyalty have significant relationships with each other and the brand image will influence the buyer's decision making. They also recommend that organizations need to fulfill customer's needs to retain and enhance customer loyalty.

As for recommendation, S.L. Automobile Sdn Bhd should improve their social media marketing strategy. According to Wibowo et al. (2020), social media is the crucial key in marketing strategy of an organization. This is because as of 2024, 28.68 million of Malaysians which is 83% of the population are active social media users (Ashraf Farid, 2024). By focusing on the social media

marketing strategy, it is a highly effective way to help in increasing their sales and gain brand recognition. The company should utilize the social media platforms like TikTok, Facebook and Instagram to post content like real feedback from customers, educational content about Perodua cars and entertaining contents that are trending will help in increasing their brand awareness among the customer and potential customers.

As for now, the company has already opened social media accounts which are TikTok and Facebook with 267 followers for TikTok and 454 friends on Facebook. The social media users rely heavily on visual contents to gain information about the product that they would like to purchase. This is because visual content could communicate information faster and more effectively, it could build trust among customers and it is also easy to engage with (Kujur & Singh, 2020). The researchers also stated that entertaining content was found to be most influential for consumer engagement as it was perceived to be fun, exciting, cool and flashy. Not only that, social media users who depend on visual contents tend to create trust towards the company and create a higher level of satisfaction and develop a sense of commitment toward the organization or brand. Based on the discussion, it has been proven that creating entertaining and high quality contents could attract the interest of social media users to become potential customers of the company.

2) Employed a team of highly skilled and professionally trained personnel

From my observation as an admin intern at S.L. Automobile Sdn Bhd, all of the sale advisors at the company are very skilled in communicating with customers by answering all of the customer's questions professionally and solving the problems that are encountered by the customers. As a result a lot of customers are satisfied with their service and leave a lot of good feedback on Perodua UFirst website. Out of the eight sale advisors at the company six sale advisors have already gone through training provided by Perodua and already got their ID. In order for a sale advisor to get their own ID they need to go through all of the training provided by 'Perodua Learning Centre'. Usually the sale advisor will go through the training after 6 months of probation period or it will be decided by the sales manager when they can go through the training. According to Peek (2023), employees are the closest link to the customers as they are the one who will communicate with customers and attend to the customer's needs and problems.

The training that tailored for sale advisor is 'In-House Certification Program' which include sale advisor Certification Program (SACP), Service Advisor Apprentice Program (SAAP), Perodua Leadership Development Program (PLDP), Advanced Management Program (AMP) and Parts Operator Certification Program (POCP). All of the training that is provided is to ensure that all of the sale advisors of Perodua across Malaysia are competent and qualified professionals in serving their customers. The ID for sale advisor is very important as it represents that the sale advisor has been authorized by Perodua. By having the ID, it will also be convenient for sale advisor to key in all of the details of their customers for car bookings that they get even if they are outside of the office. This is because by having their own ID they could log into Perodua Sales Operating System (PSOS) anywhere and anytime. As for the two sale advisors that have not got their ID yet, they need to key in their customer's details for car booking manually and provide the details to the customer care executive to key in into the system or they could key in

the bookings on their own using the ID provided by S.L. Automobile Sdn Bhd that they need to share together.

In order for S.L. Automobile Sdn Bhd to sustain this strength, they need to prioritize the well-being of their own employees. This is because a motivated and skilled employee is a cornerstone for a company's success in long-term. Kalogiannidis (2021) stated that most of the reviewed studies have proven that employee motivation has a significant relationship with organizational performance. The motivation of employees is very important in order for the company to achieve their target sale. This is because employee well-being has a direct effect on organizational effectiveness and many employees are more likely to stay at their current workplace because of the working environment (Hussin J. Hejase et al., 2024). In order to keep employees happy, the company should invest more in employee's well-being programs like health and safety, travel and entertainment. When employees are happy, it will help boost their productivity and it will help in decreasing the turnover rate among employees (Liu Rufeng et al., 2023).

Moreover, a good environment at the workplace has proven to have a direct impact on employee's performance. Employees may be facing excessive stress caused by a bad work environment which can negatively affect their job performance. From the research of Mohamad Shammout (2021), the researcher have found that 77.9% from the respondents are strongly agree that a good relationship with coworkers helps in building a good environment. By having a supportive and friendly coworker, it will help employees to feel valued and motivated to attend work every day. The company's operation process will also run smoothly as employees are more willing in helping each other to achieve the company's goal. A good relationship between employees could be achieved through team-building activities that allows all employees to connect with each other in a relaxed atmosphere.

5.2 Weakness

1) Lack of worker's facilities can lead to delayed work processes and an uncomfortable environment

From my experience as an administrative intern, there are a lot of facilities in S.L. Automobile Sdn Bhd that are old and need replacement. For example the computer that I have been using to complete my task, sometimes the computer keeps lagging and hangs when I was using it. This has caused my work to be delayed as I need to restart the computer and open all of the documents and software all over again. According to Netcomp (2023), as we keep using computers for a long time, they will become slower because of both physical deterioration and also the rapid pace of technological advancement as newer software needs to use more processing power. So, this has led the computer to slow down. They also stated that when workers spend their time staring at a loading screen or waiting for software to respond, they will feel demotivated and frustrated as they could not complete their task effectively.

The printer that was provided to me also kept on stuck while I was printing documents and I needed to keep pushing the button on the printer to make it work. This has taken a lot of my time and sometimes delayed my work to be completed on time. Moreover, I need to share the same computer and printer with all of the sale advisors and this has made my work to become more delayed if sale advisors need to use the computer while I am doing my task. According to Platinum Copier Solutions (2020), old machines can reduce the productivity of an employee. It will be hard for employees to complete their work effectively if they need to keep waiting for the printer to work properly. They also stated that it takes about 25 minutes for an employee to get back on track after even a minor distraction. So, the employee will struggle to provide a high level of productivity as they need to deal with the old printer and get back in a work mindset afterward.

Not only that, the work space that has been provided to me is also a small room and needs to be shared with other employees like admin assistant, marketing intern and also some sale advisor. There are also a lot of old files of sale advisors that are kept in the room and some of the company's awards are being displayed in the room. As the working space was cramped, it was hard to move around. According to Pilande (2023), a cramped workspace will make it difficult for employees to complete their work effectively. Furthermore, a cramped workspace will make it difficult for employees to concentrate on their work which leads to decreases in productivity. Working in a cramped space can also contribute to physical discomfort and increase stress level for the employees as they need to work too close with their co-worker.

As for recommendations, the company should replace their office appliances like the old printer and old computer in order for the productivity of employees to increase. It has been shown in the research by Almita et al. (2023) that adequate work facilities like computers and printers have a statistically significant impact on employee performance. Older office appliances not only will delay the work process of the company but will also increase the company's cost during downtime. This is because the company needs to bear the repair cost. Not only that, the company also did not have any backup for all the information inside the computer. So, if the computer breaks down, the company will be facing losses of information. Research by Mohammad Dulloh et al. (2024) stated that adequate office facilities are the key factor in increasing productivity and motivation of employees. They also stated that companies should consider investing in optimal facility and working environment conditions if the company would like to have an increase in employee productivity and job satisfaction.

Moreover, the company should also provide some spaces in the storage room to keep the old file of sale advisors. By doing this, the working spaces will become more spacious and all of the staff in the room will have a more comfortable and productive work environment. Research by Hopland & Kvamsdal (2020) has found that employees that have large working space are more satisfied than employees that have small working space.

2) Limited parking spaces

S.L. Automobile Sdn Bhd has limited parking spaces for cars especially when there are a lot of car's stocks that arrive at the same time. There are no designated parking spaces for employees and Perodua car stocks. Sometimes, some employees even need to park their car outside of the company area which is across the main road. The issue of limited parking spaces could cause significant challenges for employees and operational efficiency. From my observation, the main road are usually busy on certain time which are in the morning as many people are going to work at the time, on the lunch hour and on 5.00 p.m. which is the time where a lot of people are coming back home from work and picking up their kids from school. This will endanger the safety of the employees when they park opposite of the main road as they need to cross the main road especially when it is raining. Moreover, as the main road is a straight road, the cars that use the main road are mostly very fast.

Not only that, the parking spaces across the main road need to be shared with the public and other employees from other businesses. So, sometimes it will also be hard to find available parking spaces and employees need to spend extra time searching for parking spaces which could delay their clock in time. Limited parking spaces could also contribute to tensions between the colleagues as they will fight over the parking space that is available. This will affect the relationship between the employees. This issue will also affect the customers who would like to walk in to the Perodua showroom and pick up the car that they have bought from the company's sale advisor. Customers may find it challenging to park their vehicles especially if they bring a lot of their family members to pick up their newly bought car. This is because there are some customers who would like to celebrate their achievement of buying a new car with all of their family members. So, when there are limited parking spaces, it will be inconvenient for them.

Even though this issue did not always happen, the company still needs to take action to improve the problem of limited parking spaces at their company. My recommendation is the company should set a specific number of parking slots for three categories which are for car stocks,

employees and customers according to each category's needs. According to Litman, (2024), one of the parking management principles is parking facilities should be sized and managed effectively. The company should analyze and allocate how much parking spaces needed for the three categories mentioned so that all parking spaces can be used effectively. Moreover, the company could also hire professionals to draw clear parking lots lines to mark the space for a parking space. This can prevent customers or employees from taking too much space when they park their car. Furthermore, a clean and organized parking lot could help in boosting the image of the company (Bradshaw, 2019). A well defined line will help the company in having better parking capacity. This is because parking lot lines could keep vehicles better organized in the company's parking space and could even fit more cars (Precision Stripping, 2024).

5.3 Opportunity

1) Growing demand for EV cars where Perodua unveils their electric car prototype eMO-II and expected to launch in 2025

Recently, Perodua has unveiled the prototype of the battery electric vehicle at the Kuala Lumpur International Mobility Show 2024 (KLIMS 2024) which introduces as eMO-II (pronounced as M-O-2). Perodua is expected to begin the production of their EV car in 2025 and the price is expected to be between RM 50,000 until RM 90, 0000 which will be the cheapest EV car in Malaysia. Prototyping is an important part of the user experience (UX) design process as it involves creating a working model of a design concept in order to test the designs in a realistic context and get feedback from real users. This can help companies to save time and money by identifying potential issues and making improvements based on the feedback that they receive from public and stakeholders to prevent delays in the final product development process later (Mittal, 2023).

According to an article written by Diyana Isamudin (2024), Telekom Malaysia Berhad and Perodua have partnered for the development of electric vehicle for digital innovation and sustainable growth. Moreover, both parties are demonstrating their commitment towards environmental sustainability by working together to develop clean energy solutions for EV charging infrastructure and waste reduction. This aligns with the mission of Malaysia to committed in achieving net-zero CHG emissions by 2050. According to Wolf & Smeers (2024), electric charging will provide practical solutions to reduce greenhouse gas emissions from transport activities. The unveiling of the electric car prototype could contribute a significant opportunity for S.L. Automobile Sdn Bhd to increase their sales growth. With competitive pricing for the EV car, the company could attract a new segment of environmentally conscious customers who prioritize lower emissions and fuel saving.

S.L. Automobile Sdn Bhd can take advantage of this opportunity by conducting buzz marketing for Perodua's upcoming new electric vehicle product in order to generate excitement and anticipation among potential customers before its official launch. Buzz marketing is a modern marketing technique that uses the internet to communicate well with customers by encouraging customers to share their feedback and opinions about a product or service. Through buzz marketing, companies could get a big marketing impact and help in increasing demands for the product (Hoshi, 2023). Through buzz marketing, it could help the company to create awareness among potential customers about the product even before the product enters the market.

In order to successfully conduct buzz marketing, S.L. Automobile Sdn Bhd can engage with their customers directly by collecting valuable feedback that will indirectly help the research and development team of Perodua to refine the product. For example, the company can create content where they ask the customers for their opinions on the EV car's features which will make customers feel involved in the development of the product. As a result, customer's brand loyalty will increase and also could encourage them to spread the word within their connection. Moreover, a research by Hassan Jabur Alwan (2020) found that the reason company management are interested in creating marketing hype for their products is because it helps them achieve a large market share.

2) Increase demand in EEV (Energy Efficient Vehicle) cars as subsidy rationalisation is expected to be implemented in 2025

Based on an article written by Woon (2024), the prime minister and finance minister Datuk Seri Anwar Ibrahim has announced that the petrol RON 95 rationalisation will begin in mid-2025 and it will be done in a targeted manner. Datuk Seri Anwar Ibrahim also said that 85% of Malaysians will not be affected by the change that will be made. Instead, the top 15% earners (T15) will need to pay more for the fuel which will help the government save RM 8 billion in subsidies. As the fuel prices are expected to increase, consumers will be more likely to choose cars that can help them to manage their fuel expenses more effectively. By taking advantage of the issue, Perodua could be the key player with its reputation for producing cars that are affordable and also fuel efficient. This could help increase the demand for Perodua's cars and strengthen their brand loyalty by delivering solutions that could meet the needs of Malaysian consumers that are looking for cars that can help them in saving cost for fuel.

Moreover, Perodua is Malaysia's first and biggest Energy Efficient Vehicle (EEV) manufacturer, and has produced and sold over a million EEV cars. EEV is the short form for Energy Efficient Vehicles that produce minimal harmful impacts to the environment and also have the most efficient power with the lowest fuel consumption (Mohd Radzi Abu Mansor, 2018). Perodua car models like Bezza and Axia, which have impressive fuel efficiency, will most likely become the choice for buyers. Moreover, with the high value features that are offered by Perodua with the affordable price will increase the attractiveness of Perodua cars among the buyers. Additionally, the increasing awareness of environmental sustainability among consumers have increased the opportunity for Perodua EEV cars that align with the global push for reducing carbon emissions. This will make Perodua cars to be an attractive choice for consumers who are environmentally conscious.

In order to take advantage of this opportunity, S.L. Automobile Sdn Bhd should focus and increase their promotional effort to promote the benefits of fuel efficiency and affordability of

the EEV cars lineup. Based on the research by Ricky Hermayanto (2023), companies must have a strong online presence with targeted advertising to be successful in their marketing strategy in the digital era. Furthermore, content marketing is identified as an effective tactic to attract customers in a way that customers could enjoy the content while at the same time also understand the message that the company would like to deliver easily. For example, the company can post on their social media that consist of a clear messaging that demonstrates how EEV cars can help consumers to save fuel in the long run in a creative way like creating videos that are trending and modify them as appropriate.

In addition, marketing has become an essential part for the company to reach their target audience and build brand awareness to increase sales. The company could also launch advertising campaigns that could showcase the real world scenarios like significant savings in long term and reduced frequency of refueling. This can effectively illustrate the practicality that customers could gain if they choose to purchase Perodua EEV cars. The word ‘affordability’ and ‘fuel saving’ should be the key factors that the company should highlight in their promotions. As the living costs keep increasing, the company also can emphasizing on the reasonable price and low maintenance costs of Perodua EEV in their promotion. This could be a powerful selling tactic that could help in attracting more customers.

5.4 Threat

1) Customers waiting too long to receive a car can cause sales decline

Waiting periods of car are different based on the variant of the car that is requested by the customer. The waiting period for each variant of Perodua's car are different based on the production and customer's demand. I will list down the waiting period for each model of Perodua's cars in the table below.

Car Model	Waiting Period
Axia	1 Month
Bezza	2 - 4 Months
Myvi	1 - 3 Months
Ativa	1 - 2 Months
Aruz	1 Month
Alza	3 - 6 Months

Table 3 : Waiting period of Perodua's cars

All of these waiting periods are only the estimated time that was given by the sale advisors of S.L. Automobile Sdn Bhd. The real waiting time may vary depending on the stock availability and production of Perodua. High demand models like Bezza, Myvi and Alza will have longer waiting periods than other models. According to an article written by Prakash (2023), the reason for the long waiting period is

because the demand for Perodua cars are larger

than the production capacity where manufacturers and suppliers could not afford to meet the demand on time. The production also has slowed down due to availability of parts and certain colours. When customers are forced to wait too long to receive a car, they can be frustrated, dissatisfied and lose trust in the company. As a result, customers may decide to look for other alternatives from competitors that could offer similar vehicles with shorter waiting periods.

As for this threat, the company could implement proactive communication with the customers by keeping the customers informed about their order status. Proactive communication involves solving customer's difficulties by recognizing the fundamental issue and finding out how to offer customers the desired answer in the most convenient way possible that the customer can

understand. The effect of proactive communication is proven to have a significant impact on customer's satisfaction and make customers feel appreciated and valued (Kruhovi, 2023). Proactive communication is very important in automotive sales as long waiting periods for car deliveries may make customers become frustrated and change to the company's competitors where the waiting period for cars is less than the company. Moreover, when customers are feeling like they are left in the dark where they did not know when they can get the car or they did not get any information about the update of their car status, they will feel even more frustrated.

By maintaining a consistent and transparent communication with the customers, it will help in building customer's trust and confidence towards the company's ability to deliver their car. An effective proactive communication is sale advisor needs to regularly update customers about the car order's status, give clear explanations for any delays and give a realistic timeline for delivery to the customer so that customers can understand the situation positively. Sale advisor could also provide a solution to customer by recommending other variants of car that have a shorter waiting period. By implementing this strategy, not only will it help in decreasing the risk of declining sales but also could enhance a good long-term relationship with customers and strengthen the reputation of the company.

2) Intense competition from other Perodua authorized dealers may cause customers to cancel their booking with S.L. Automobile Sdn Bhd

Perodua has over 150 authorized outlets and dealers across West Malaysia, which has created an intense competition between each other. Nowadays, purchasing through online platforms have become more popular among buyers as many buyers find that buying through online platforms are more practical. This has included the automobile industry where buyers find it convenient to survey on online platforms for models and compare prices (Spink, 2024). With multiple dealers who are offering the same products and services, customers can have flexibility to compare options and choose dealers that best meet their needs. Through an online platform, buyers could find trusted dealers and read all of the feedback from previous buyers. Buyers also have high purchasing power through online platforms as they could easily get consultation from any dealers across Malaysia to help them in making the best decision in purchasing a car.

Based on my observation, S.L. Automobile Sdn Bhd also has been facing this issue a lot. For example, some customers are booking cars with the company and then after sale advisor gives them the rate for their car loan and the waiting period for the car, the customer decides to cancel their booking and buy with other dealers. This situation may happen because customers submit their booking with different dealers at the same time and will choose dealers who provide more attractive deals. This situation not only will affect the current revenue of S.L. Automobile Sdn Bhd, but will also create a long term challenge for the company to build a reliable customer base and secure repeat business. Moreover, according to the staff at this company, sale advisors from other outlets could also ask sale advisors from this company to help deliver their customer's car by giving some commission to the sale advisor. So, customers who buy their car from dealers that are far away from them did not have to travel for a long distance to pick up their new car as they could choose to pick up their car at Perodua sale outlets near them but with better deals from other dealers.

To address this threat, I recommend S.L. Automobile to focus on enhancing their customer service experience. By prioritizing their customer service and creating a positive customer experience, it can have a positive effect on customer's satisfaction. Through a good quality of customer service, the company could build a positive image in the customer's mind which could lead to increased customer loyalty and repeated business (Rane et al., 2023). An excellent customer service builds a strong relationship with customers which could create trust and loyalty. By prioritizing their customer service and creating a positive customer experience, it can have a positive effect on customer's satisfaction. In addition, this could also help in building strong relationships with customers. When customers feel valued and cared, customers will be less likely to cancel their bookings and will be more likely to recommend the dealer to others.

The company could also promote positive feedback they receive from customers through their social media platform in order to build trust and credibility with new customers. The company should actively encourage their customers to share their experiences through platforms like Google Reviews, social media or Perodua UFirst application. According to a research by Tanuwijaya et al. (2023), online customer reviews that provide important information could foster customer's confidence to deal with the seller on online platforms. By showcasing the positive feedback from satisfied customers, the customers could create a strong impression of reliability and quality service which will encourage new customers to choose S.L. Automobile Sdn Bhd over other competitors.

6.0 CONCLUSION

In conclusion, my journey as an administrative intern at S.L. Automobile Sdn Bhd for the duration of six months had given me valuable experience and knowledge that I could apply in my future career. All the tasks that have been given to me during my internship have provided me with various new skills and knowledge in a real working environment. During my internship, the company has given me an opportunity to learn about the car buying process starting from the booking process until the delivery car process. This experience has helped in deepening my knowledge in the automobile industry. Not only that, I could also gain practical experience in administration.

I am really thankful to all of the staff at S.L. Automobile Sdn Bhd and also the director of the company as they are very kind and supportive towards me from start until the end of internship journey. The positive work environment has made my experience more enriching and fun. The feedback that I get from my supervisor and the staff at the company have also helped me to identify areas that I need to make improvements for my future career. Last but not least, my vision is that in the next five years, I would like to be a successful career woman with a position that I desire in an organization where I could contribute meaningfully to the success of the organization. I imagine myself to have a career that has work-life balance where I could enjoy my achievements while inspiring and empowering others around me.

7.0 REFERENCES

- Admad Nabil MD Nasir, Dayana Farzeeha Ali, Muhammad Khair Noordin, & Mohd Safarin Nordin. (2011). Technical skills and non-technical skills: predefinition concept. https://www.academia.edu/13223265/Technical_skills_and_non_technical_skills_predefinition_concept
- Almita, Muh. Tahir, & Mu'fidatul Nurul Hajjad. (2023). Employee Performance and the Impact of Workplace Facilities and Discipline. *Management Business of Journal*, 10(2), 417-425. <https://doi.org/10.33096/jmb.v10i2.616>
- Ashraf Farid. (2024, November 5). *Social Media App Usage & Demographics (Malaysia 2024 Statistics)*. Upstack Studio. Retrieved December 17, 2024, from <https://upstackstudio.com/blog/social-media-app-malaysia-2024/>
- Bradshaw, L. (2019, January 8). *The Importance of Clear Line Marking in Parking Lots*. Retrieved December 19, 2024, from <https://www.suresealpavement.com/importance-parking-lot-clear-line-marking/>
- Cheah Saw Lee, & Farzana Parveen Tajudeen. (2020, June 26). Usage and Impact of Artificial Intelligence on Accounting: Evidence from Malaysian Organisations. *Asian Journal of Business and Accounting*, 13(1). <https://doi.org/10.22452/ajba.vol13no1.8>
- Diyana Isamudin. (2024, December 26). *TM, Perodua to drive Malaysia's automotive transformation*. New Straits Times. Retrieved December 27, 2024, from <https://www.nst.com.my/news-cars-bikes-trucks/2024/12/1153132/tm-perodua-drive-malaysias-automotive-transformation>
- Hassan Jabur Alwan. (2020). Buzz Marketing and its Role in Achieving Market Share. *International Journal of Innovation, Creativity and Change*, 12(7). Retrieved from https://www.ijicc.net/images/vol12/iss7/12725_Alwan_2020_E_R.pdf

-
- Hopland, A. O., & Kvamsdal, S. (2020, August 28). Academics' preferences for office spaces. 39(5/6), 350-365. <https://doi.org/10.1108/F-02-2019-0029>
- Hoshi, H. N. (2023, December). The Impact of Buzz Marketing on Customer Purchase Intention. *International Journal of Studies in Business Management, Economics and Strategies*, 02(12). Retrieved from <https://scholarsdigest.org/index.php/bmes/article/view/514>
- Hussin J. Hejase, Ali El Dirani, Zeinab Haidar, Latifa Alawieh, Zahraa A. Ahmad, & Nada Sfeir. (2024, August 1). The Impact of Employee Well-Being on Organizational Effectiveness: Context of Lebanon. *International Journal of Human Resource Studies*, 14(2). 10.5296/ijhrs.v14i2.22142
- Kalogiannidis, S. (2021, September 22). Impact of employee motivation on organizational performance. A scoping review paper for public sector. *The Strategic Journal of Business & Change Management*, 8(3), 984-996. 10.61426/sjbcm.v8i3.2064
- Kruhovi, A. (2023). The Influence of Proactive Communication on Customer Satisfaction. The Context of Relationship Marketing and Customer Loyalty Development. <https://doi.org/10.7220/2538-6778>
- Kujur, F., & Singh, S. (2020). Visual Communication and Consumer-Brand Relationship on Social Networking Sites - Uses & Gratifications Theory Perspective. *Journal of Theoretical and Applied Electronic Commerce Research*, 15(1). <http://dx.doi.org/10.4067/S0718-18762020000100104>
- Litman, T. (2024). *Parking Management: Strategies, Evaluation and Planning*. Victoria Transport Policy Institute. https://www.vtpi.org/park_man.pdf
-

-
- Liu Rufeng, Zhang Nan, & Zhu Jianqiang. (2023). Impact of Employee Well-Being on Organizational Performance in Workplace. *International Journal of Management and Human Science*, 7(2), 87-95. <https://doi.org/10.31674/ijmhs.2023.v07i02.010>
- Mittal, S. (2023, March 4). *The role of prototyping in UX design: How to test your designs*. LikedIn. Retrieved December 28, 2024, from <https://www.linkedin.com/pulse/role-prototyping-ux-design-how-test-your-designs-sachin-mittal/>
- Mohamad Shammout. (2021, November). The Impact of Work Environment on Employees Performance. *International Research Journal of Modernization in Engineering Technology and Science*, 03(11), 2582-5208. https://www.researchgate.net/publication/357836304_THE_IMPACT_OF_WORK_ENVIRONMENT_ON_EMPLOYEES_PERFORMANCE
- Mohammad Dulloh, Limgiani Limgiani, & Lukas Alfaris Suwardi. (2024, July 15). Analyze the work environment to improve employee performance. *Revenue Journal: Management and Entrepreneurship*, 1(2), 127-134. <https://doi.org/10.61650/rjme.v2i1.328>
- Mohd Radzi Abu Mansor. (2018, May). EEV Initiative: Paving the Way for Greener Mobility in Malaysia. *Journal of the Society of Automotive Engineers Malaysia*, 2(2), 106 - 111. [10.56381/jsaem.v2i2.89](https://doi.org/10.56381/jsaem.v2i2.89)
- Mostafa Ali Benzaghta, Abdulaziz Elwalda, Mousa Mohamed Mousa, Ismail Erkan, & Mushfiqur Rahman. (2021). SWOT analysis: An integrative literature review. *Journal of Global Business Insights*, 6(1), 55-73. [10.5038/2640-6489.6.1.1148](https://doi.org/10.5038/2640-6489.6.1.1148)
- Netcomp. (2023, July 17). *Keeping Up With The Times: Why Upgrading Your Business Computers Matters*. Retrieved December 18, 2024, from <https://netcomp.com.au/blog/the-real-impact-of-old-computers-on-your-business/>
-

-
- Nurul Sakinah Azizan, & Maha Mohammed Yusr. (2019, September 25). The Influence of Customer Satisfaction, Brand Trust and Brand Image Towards Customer Loyalty. *International Journal of Entrepreneurship and Management Practices*, 2(7), 93-108. 10.35631/ijemp.270010
- Peek, S. (2023, October 30). *How Employees Make or Break Business Success (and How You Can Lead the Way)*. Business.com. Retrieved December 20, 2024, from <https://www.business.com/articles/how-employees-make-or-break-business-success-and-how-you-can-lead-the-way/>
- Penpim Phuangsuwan, Supaprawat Siripipatthanakul, Pongsakorn Limna, & Nuttharin Pariwongkhuntorn. (2024, May 15). The Impact of Google Maps Application on the Digital Economy. *Corporate & Business Strategy Review*, 5(1), 192-203. <https://doi.org/10.22495/cbsrv5i1art18>
- Pilande, J. P. (2023, January 30). *10 Common Characteristics of a Poor Workplace Design that Affect Morale and Productivity*. LinkedIn. Retrieved December 18, 2024, from <https://www.linkedin.com/pulse/10-common-characteristics-poor-workplace-design-affect-pilande/>
- Platinum Copier Solutions. (2020, October 16). *Why Outdated Office Equipment Can Hinder Your Workplace*. Retrieved December 19, 2024, from <https://www.platinumcopiers.com/blog/office-management-tips/why-outdated-office-equipment-can-hinder-your-workplace/>
- Prakash, T. (2023, July 28). *Perodua Alza Waiting Period Still An Issue – Up To 13 Months!* theSun. Retrieved 12 20, 2024, from <https://thesun.my/home-news/perodua-alza-waiting-period-still-an-issue-up-to-13-months-FL11297020>
-

Precision Stripping. (2024, February 23). *The Importance of Clear Parking Lot Lines*. Retrieved December 18, 2024, from

<https://www.precisionstrippingks.com/the-importance-of-clear-parking-lot-lines>

Rane, N., Achari, A., & Choudhary, S. P. (2023, May). Enhancing customer loyalty through quality of service: Effective strategies to improve customer satisfaction, experience, relationship, and engagement. *International Research Journal of Modernization in Engineering Technology and Science*, 05(05), 427-452. 10.56726/IRJMETS38104

Ricky Hermayanto. (2023, June). Effective Marketing Strategies in Business: Trends and Best Practices in the Digital Age. *Journal Administrative: Journal of Scientific Thought and Office Administration Education*, 10(1), 61-72. 10.26858/ja.v10i1.45101

Simbolon, F. P., Handayani, E. R., & Nugraedy, M. (2020, November). The Influence of Product Quality, Price Fairness, Brand Image, and Customer Value on Purchase Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Decision of Toyota Agya Consumers: A Study of Low Cost Green Car. *Binus Business Review*, 11(3), 187-196. 10.21512/bbr.v11i3.6420

Spink, T. (2024, October 22). *The Pros and Cons of Buying a Car Online: Is It Right for You?* Paddock. Retrieved December 30, 2024, from <https://www.thepaddockmagazine.com/the-pros-and-cons-of-buying-a-car-online-is-it-right-for-you/>

Tanuwijaya, C. K., Ellitan, L., & Lukito, R. S. H. (2023). The Effect of Online Customer Reviews on Purchase Intention With Customer Trust as A Variable in Purchase Decision on Sociolla Consumers. *Journal of Entrepreneurship & Business*, 04(03), 192-203. 10.24123/jeb.v4i3.5764

Wibowo, A., Chen, S.-C., Wiangin, U., Ma, Y., & Ruangkanjanases, A. (2020, December 28).

Media Marketing Activity and Customer Experience. *13*(1), 189.

<https://doi.org/10.3390/su13010189>

Wolf, D. D., & Smeers, Y. (2024, September 18). Comparison of Battery Electric Vehicles and

Fuel Cell Vehicles. *World Electric Vehicle Journal*, *14*(262), 1-13. 10.3390/wevj14090262

Woon. (2024, October 18). *Budget 2025: RON95 subsidy rationalisation to begin in mid-2025,*

85% of Malaysians unaffected. AutoBuzz. Retrieved December 25, 2024, from

<https://autobuzz.my/2024/10/18/budget-2025-ron95-subsidy-rationalisation-to-begin-in-mid-2025-85-of-malaysians-unaffected/>

8.0 APPENDICES



Figure 14 : Decorate the board for company's event

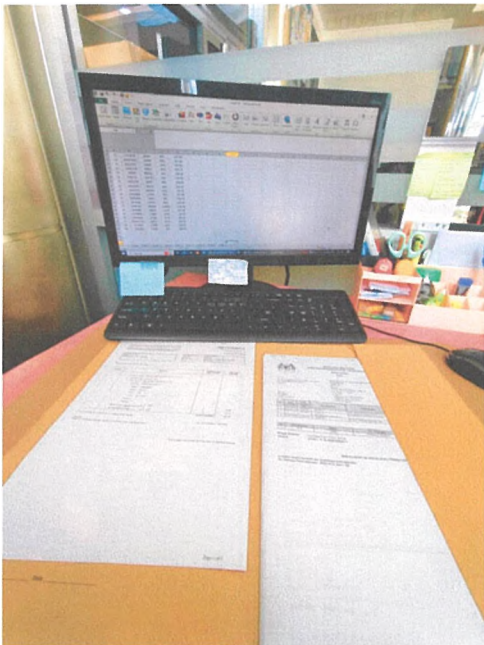


Figure 15 : Record details of gear up in Microsoft Excel

PERODUA **SL AUTOMOBILE SDN BHD**

PAYMENT VOUCHER

Account: PERODUA Voucher No: 742070001

Pay to: PERODUA BHD NO 1000 IC No: 940317-01-1000

Address: 72100 Bahau, Negeri Sembilan Darul Khusus

Being: CASH KLAIM ROAD TAX SEKUTUP SL KLAIM

Cash / Cheque No: NINETY ONLY

Ringgit Malaysia: 90.00

TOTAL: 90.00

Approved by: _____ Checked by: _____ Received by: _____

Director: _____

financio **SL AUTOMOBILE SDN BHD**

Dashboard Sales Purchases Transactions Products & Services Contacts Reports Control Panel A/I Scan

WITHDRAWAL INFO

Payment To: PERODUA BHD NO 1000 Payment Method: Cash Date: 02/09/2024 Withdraw From: PETTY CASH - CU Tax: P02870001

Reference: KLAIM ROAD TAX

ITEMS

Account	Description	Ind	Amount	Tax
PURCHASE OTHERS	KLAIM ROAD TAX SEKUTUP		90.00	

Sub Total: 90.00

Grand Total: 90.00

Figure 16 : Key in claim road tax in Financio and issue payment voucher

PERODUA **SL AUTOMOBILE SDN BHD**

PAYMENT VOUCHER

Account: PERODUA Voucher No: 742070001

Pay to: PERODUA BHD NO 1000 IC No: 940317-01-1000

Address: 72100 Bahau, Negeri Sembilan Darul Khusus

Being: GEAR UP H 4033 H 4309 H 3535 H 3972

Cash / Cheque No: NINE HUNDRED SIXTY SIX RINGGIT AND TEN CENTS

Ringgit Malaysia: 966.10

TOTAL: 966.10

Approved by: _____ Checked by: _____ Received by: _____

Director: _____

financio **SL AUTOMOBILE SDN BHD**

Dashboard Sales Purchases Transactions Products & Services Contacts Reports Control Panel A/I Scan

WITHDRAWAL INFO

Payment To: PERODUA BHD NO 1000 Payment Method: Cash Date: 02/09/2024 Withdraw From: PETTY CASH - CU Tax: P02870001

Reference: GEAR UP

ITEMS

Account	Description	Ind	Amount	Tax
PURCHASE OTHERS	GEAR UP		966.10	

Sub Total: 966.10

Grand Total: 966.10

Figure 17 : Key in claim gear up in Financio and issue payment voucher

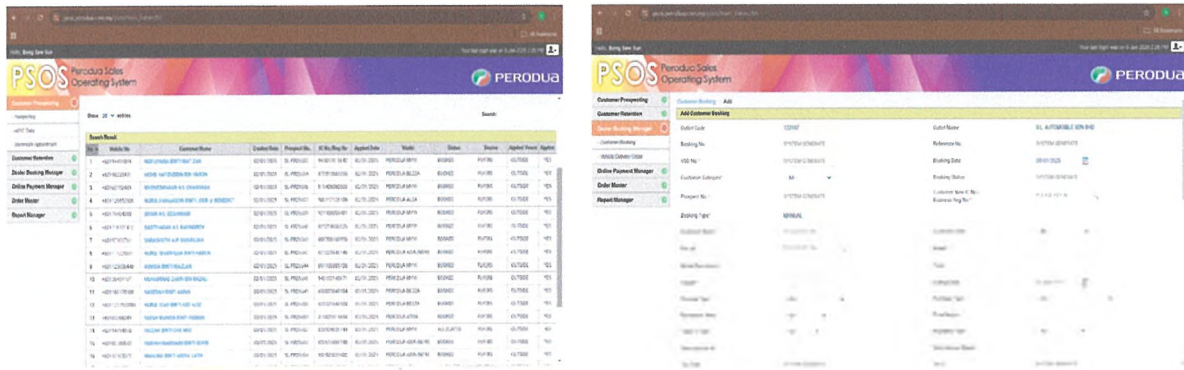


Figure 18 : Key in customer's booking in PSOS

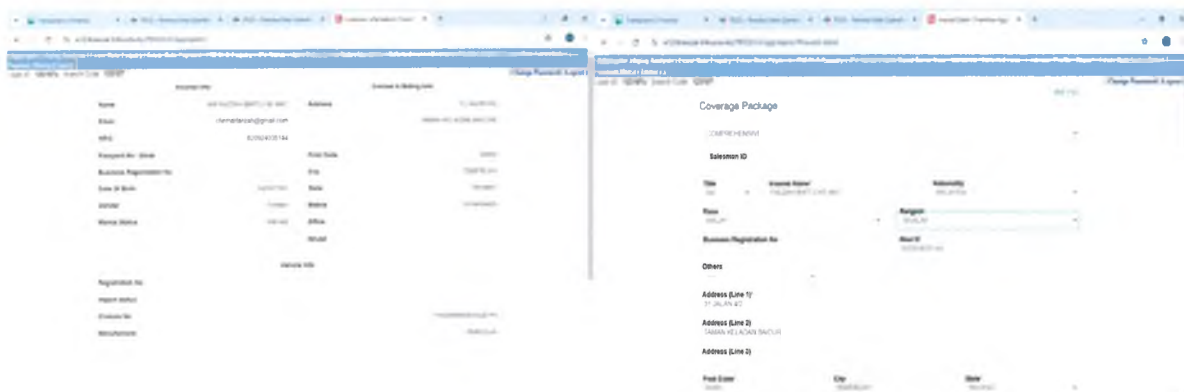


Figure 19 : On customer's insurance in PPI by fill in all customer's details and requirements

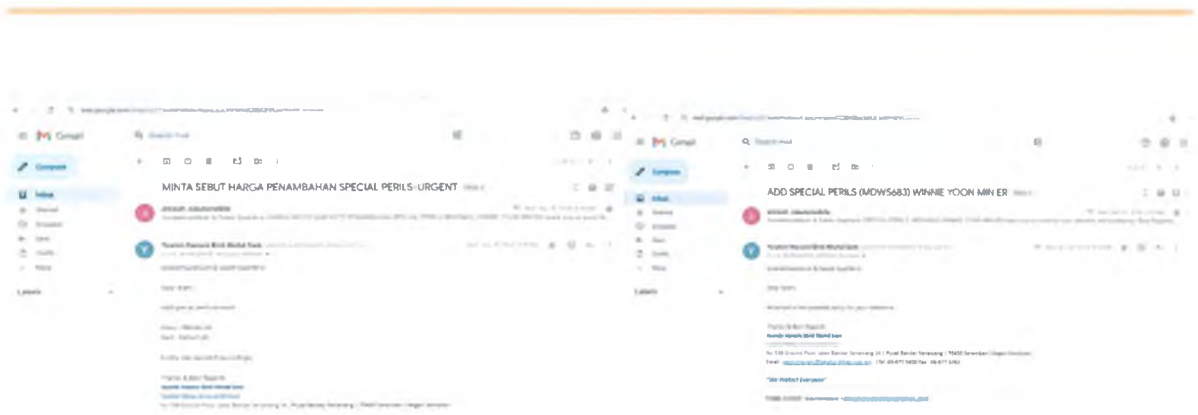


Figure 20 : Send email to insurance company to issue endorsement for customer

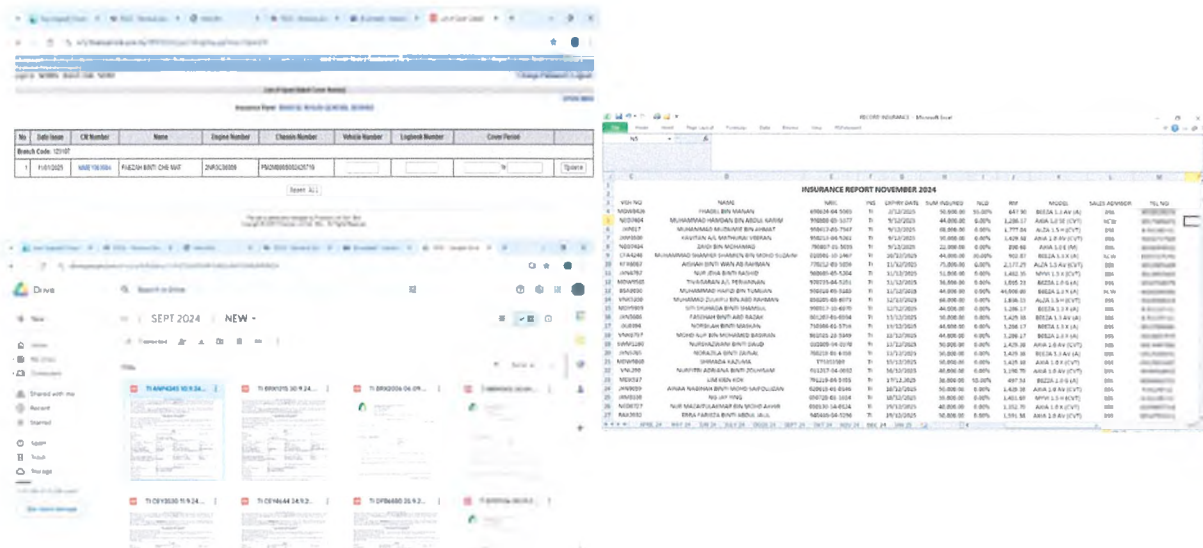


Figure 21 : Update insurance in PPI, record in Microsoft Excel and upload in Google Drive

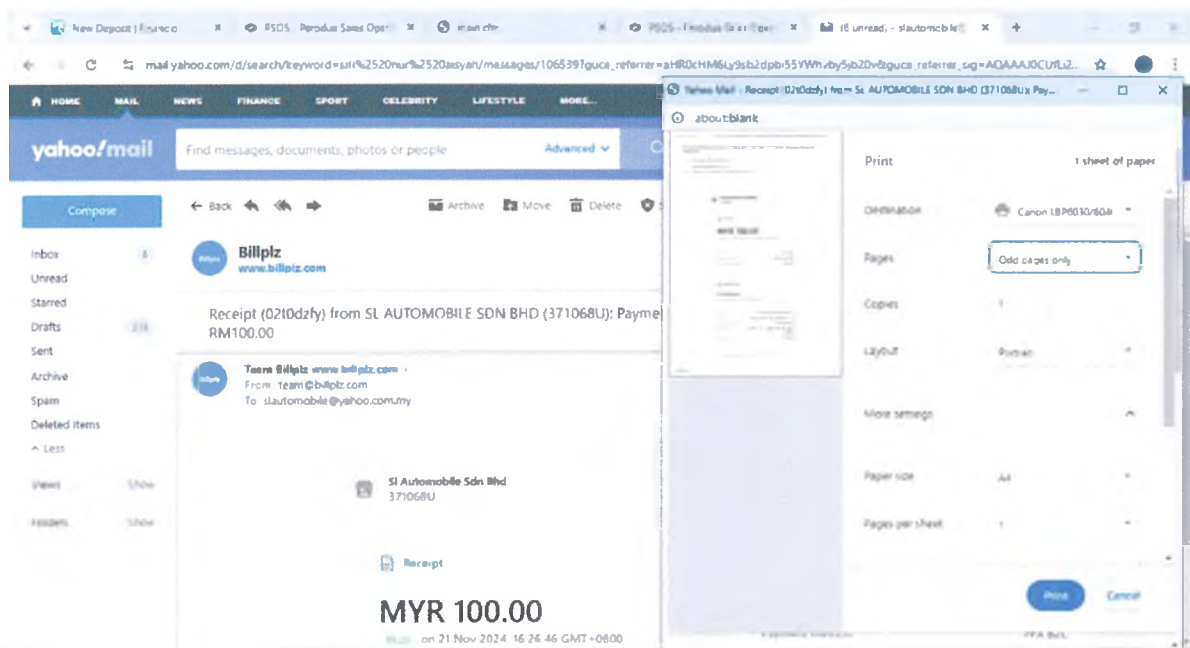





Figure 22 : Print out booking fee from company's Yahoo email to issue receipt

Nurshuhadah Anuar

Intern Report_Nurshuhadah.docx

-  INTERN OCT2024
-  INTERN OCT2024
-  Universiti Teknologi MARA

Document Details

Submission ID

trn:oid:::13381:80251330

30 Pages

Submission Date

Jan 27, 2025, 2:07 PM GMT+8

6,983 Words

35,595 Characters

Download Date

Jan 27, 2025, 2:16 PM GMT+8

File Name

Intern Report_Nurshuhadah.docx





File Size

34.0 MB




11% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

Match Groups

-  **47 Not Cited or Quoted 9%**
Matches with neither in-text citation nor quotation marks
-  **9 Missing Quotations 2%**
Matches that are still very similar to source material
-  **0 Missing Citation 0%**
Matches that have quotation marks, but no in-text citation
-  **0 Cited and Quoted 0%**
Matches with in-text citation present, but no quotation marks

Top Sources

-  **7% Internet sources**
-  **2% Publications**
-  **8% Submitted works (Student Papers)**

Integrity Flags

0 Integrity Flags for Review


No suspicious text manipulations found.

Our system's algorithms look deeply at a document for any inconsistencies that would set it apart from a normal submission. If we notice something strange, we flag it for you to review.

A Flag is not necessarily an indicator of a problem. However, we'd recommend you focus your attention there for further review.

Nurshuhadah Anuar

Intern Report_Nurshuhadah.docx

 INTERN OCT2024
 INTERN OCT2024
 Universiti Teknologi MARA

Document Details

Submission ID

trn:oid::13381:80251330

30 Pages

Submission Date

Jan 27, 2025, 2:07 PM GMT+8

6,983 Words

35,595 Characters

Download Date

Jan 27, 2025, 2:30 PM GMT+8

File Name

Intern Report_Nurshuhadah.docx

File Size

34.0 MB