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MARA

INDUSTRIAL TRAINING REPORT MGT666

SWOT ANALYSIS OF SHAHIZ WORKSHOP

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Executive Summary

My initial experience stepping out of my comfort zone was during these six-month practical training and this opportunity turned out to be a rewarding experience that contributed significantly to my personal and professional development. As Customer Service Assistant at Shahiz Workshop, an automotive workshop located in Alor Gajah, Melaka. This workshop is run by a Malay entrepreneur who strives to create an honest and trustworthy workshop operation for customers. They have been established since 2016 and continuously operate actively and trying to expand its presence across Malaysia. Throughout the training periods, I have gained a lot of experience such as being trusted to carry out the responsibility of handling customer needs, managing appointments, preparing service sheets also having the opportunity to issue bills to customers and learning about producers government payment documentation. These tasks enable me to develop important soft skills such as communication, time management and knowledge of important document management. This training significantly contributed to the development from academic knowledge and real-world practices. In carrying out the task at the workshop, I was also assigned to conduct a SWOT analysis where their internal strengths are in terms of strategic location, reasonable prices and large space, while their weaknesses are in terms of lack of workers, dependence on one central supplier and lack of active marketing. There are also need to identify external opportunities such as potential partners and adopt multi-service as well as changes in customer preferences especially the rise on electric vehicles and intense competition which are detected as their threats. This analysis then addressing the problem and provides suggestion to overcome the issues and improved through the advantages and disadvantages detected to further improve the image and performance of this workshop.



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