



HONDA

MACINDA AUTO SDN BHD

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**DATE:
15 February 2024**

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EXECUTIVE SUMMARY

This report outlines the internship experience gained during my placement in the Sales Department at Macinda Auto Sdn Bhd. It presents an overview of the knowledge and practical exposure I gained throughout the six-month training period, from 3rd March to 15th August 2025. This report was prepared by me, Amira Natasha binti Zakaria, and a student from Universiti Teknologi Mara (UiTM) Bandaraya Melaka, pursuing in Bachelor of Business Administration (Hons) in Finance. I would like to express my sincere gratitude to my university advisor, Dr Intan Maizura binti Abdul Rashid, for her continuous guidance and support throughout of my internship. I am also thankful to the team Macinda Auto Sdn Bhd for providing a valuable and enriching learning experience during my time with the company.

The purpose of this report is to share my overall experience throughout the internship period, as well as to provide a clearer understanding of the company's background, structure and operations, especially within the Sales Department. This report also include details about the Board Director, the company's mission and vision and the range of products and services provided by Macinda Auto Sdn Bhd.

Additionally, I have attached my updated resume, which includes my educational background, skills, past experiences and employment history during my internship period. This is to reflect my personal development and growth throughout my time in the company.

As part of my analysis, I conducted a SWOT (Strengths, Weaknesses, Opportunities, and Threats) evaluation specifically on the Sales Department. This is to identify what the department is doing well, what can be improved, and the possible risks and opportunities moving forward. To further strengthen the analysis, I have applied the TOWS method to suggest appropriate strategies based on the SWOT findings. This helps to explain why this report is meaningful and how it could potentially contribute ideas for the company's betterment, especially in terms of sales operations and performance improvement.

1.0 ACKNOWLEDGEMENT

Alhamdulillah, with the blessings and guidance of Allah SWT, I have successfully completed my six-month industrial training at Macinda Auto Sdn Bhd, located in Kuantan Pahang. This internship has been a valuable journey and an important milestone in my academic and personal development.

First and foremost, I would like to express my deepest appreciation to my university supervisor, Dr Intan Maizura binti Abdul Rashid, for her continuous guidance, encouragement, and constructive feedback throughout the internship period. Her advice and support have been instrumental in helping me stay focused and complete this report successfully.

I would also like to convey my sincere gratitude to the management and staff of Macinda Auto Sdn Bhd, especially those in the Sales Department, for providing me with the opportunity to undergo my industrial training in a professional and supportive environment. A special thanks to all the staff who were always willing to share their knowledge and assist me in understanding the day-to-day operations of the department. The experience and exposure I gained during this period have truly enhanced my practical skills and broadened my understanding of the working world.

My appreciation also goes to Universiti Teknologi Mara (UiTM) Bandaraya Melaka for providing a well-structured industrial training programmed that allows students like me to apply theoretical knowledge in a real-world setting.

Last but not least, I would like to thank my beloved family and close friends for their endless support, patience, and motivation throughout this internship journey. Their encouragement has given me the strength to overcome challenges and stay committed until the end. I am truly grateful for this opportunity, and I believe the knowledge and experience gained during this internship will serve as a strong foundation for my future career.

TABLE OF CONTENT

CONTENT	PAGE
1.0 ACKNOWLEDGEMENT	1
2.0 STUDENT'S PROFILE	
2.1 RESUME	2
3.0 COMPANY PROFILE	
3.1 COMPANY BACKGROUND	3
3.2 VISION AND MISSION	6
3.3 ORGANIZATIONAL STRUCTURE	7
3.4 PRODUCT & SERVICES OFFERED	10
4.0 TRAINING REFLECTION	
4.1 TASK & RESPONSIBILITIES	15
5. SWOT ANALYSIS	17
6.0 TOWS MATRIX	
6.1 STRENGTH	18
6.2 WEAKNESSES	19
6.3 OPPORTUNITY	20
6.4 THREATS	21
7.0 CONCLUSION	2
8.0 REFERENCES	2
9.0 APPENDICES	2