UNIVERSITI TEKNOLOGI MARA
Cawangan Melaka
Kampus Bandaraya Melaka

PROTON
INSPIRING CONNECTIONS

INDUSTRIAL TRAINING REPORT

PERUSAHAAN OTOMOBIL NASIONAL SDN BHD

22 September 2025 - 9 January 2026

Prepared by: Nur Farahiyah Binti Amir Hanafiah | 2023622704

BA272 - Bachelor of Business in Finance (Honours)

SURAT KEBENARAN

Tarikh : 14 / 1 / 2026........

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Yang Benar

....

Proton Edar Sdn Bhd
RAZMAH
ACCOUNT
EXECUTIVE
Sales Marketing Finance

Nama Pegawai : RAZMAH BINTI MOHD ATAN
Jawatan : ACCOUNT EXECUTIVE
No. Tel. :
No. Faks :

Cop jabatan/organisasi:

PART 1: PRELIMINARY PAGES

EXECUTIVE SUMMARY

This industrial training report presents the experience of a sixteen-week internship undertaken at Perusahaan Otomobil Nasional Sdn Bhd (PROTON) from 22 September 2025 to 9 January 2026 as part of the Bachelor of Business in Finance (Honours) programme. The training aimed to provide practical exposure to a professional working environment while enhancing technical knowledge and employability skills.

The internship was conducted under the Group Finance – Edar Finance Operation Division within the Accounts Receivables Department. Key responsibilities included capturing and monitoring dealer payments, managing Letters of Undertaking (LOU) and Post-Dated Cheques (PDC), assisting in payment reconciliation, and supporting financial documentation. These tasks provided insight into receivables management, internal financial controls, and finance operations.

The report begins with an overview of the student profile and company background, followed by a reflection on the training duration, duties, and skills gained. The internship enhanced technical competencies such as financial record management and SAP system usage, as well as soft skills including communication, teamwork, time management, adaptability, and professional conduct.

A SWOT analysis evaluates PROTON's strengths, weaknesses, opportunities, and threats within the automotive industry. Key strengths include strong brand presence in Malaysia and a strategic partnership with Geely, while reliance on the domestic market and past quality perception issues remain weaknesses. Opportunities involve regional expansion and electric vehicle development, whereas threats include strong competition and economic uncertainty.

The discussion and recommendations apply relevant academic perspectives to propose strategies aimed at strengthening PROTON's long-term competitiveness and sustainability. Overall, this report demonstrates the application of theoretical knowledge in a real organisational setting and highlights the value of industrial training in preparing students for future careers in finance.

ACKNOWLEDGEMENT

The completion of this industrial training report would not have been possible without the guidance, support, and encouragement of several individuals and parties. Sincere gratitude is extended to Universiti Teknologi MARA for providing the opportunity to participate in this industrial training program, which offered valuable exposure to real working environments and professional development.

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Acknowledgement is also extended to colleagues at PROTON who provided assistance and collaboration during the training period, including Nur Ezzah Hidayah Binti Ehwan Zaini, Accountant Executive, Nur Farhah Zakirah Binti Zainu Abidin, Admin Executive, and Nurul Ashira Binti Salam, Management Trainee. Their support and guidance contributed significantly to the learning experience and successful completion of assigned tasks.

Finally, heartfelt thanks are given to family and friends for their continuous encouragement and moral support, which helped maintain motivation and focus throughout the internship journey.

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