



اَوْنِيُوْا سِيْتِيْ بِاَتِيْكَوْا لُوْجِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka

**UNIVERSITI TEKNOLOGI MARA (UiTM) CAWANGAN MELAKA
KAMPUS BANDARAYA MELAKA**

**FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR'S IN OFFICE SYSTEMS MANAGEMENT (HONS)**

**MGT 666:
REPORT INTERNSHIP
KELANA AGRESIF AUTOMART (M) SDN BHD**

PREPARED BY:

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EXECUTIVE SUMMARY

Industrial training is compulsory for each student at University Teknologi Mara (UiTM) in semester 6, which is a part of the academic credit hour to achieve a degree status.

As a final year student, I am required to undergo an industrial training program at Kelana Agresif Automart (M) Sdn. Bhd, which is one of PERODUA franchises that provided services such as repairing, painting and insurance services. The industrial training program will take around 24 weeks, from 1 March 2023 until 15 August 2023.

The main purpose of this industrial training is to complete the course in order to achieve the degree in Office System Management as well as graduated from university. Industrial training is important because it will teach, expose, and give an experience for students to know how the real working environment. Besides that, practical training can help the students to gain new knowledge through hands-on observation and job execution.

I am undergoing this industrial training to seek input from my service manager and all staff. Every task and job that has been assigned in the training is also stated for the employment work-study.

ACKNOWLEDGEMENT

Alhamdullillah, praise to Allah S.W.T. our creator. I am so blessed that I have managed to put an end to my internship session successfully with Allah's blessings. I would like to thank Him for giving me good health and ability to go through my internship peacefully and well.

First and foremost, I would like to express my gratitude to my supervisor, Mr. Mohd. Nazri bin Yussof for his guidance, advice, co-operation, encouragement, and useful ideas in completing this report.

Special appreciation also goes to my beloved parents, Mr. Muhammad Zaidi bin Md. Noor and Mrs. Natrah binti Mansor for their love, kindness, and support that they had shown during completing this internship program. Furthermore, I would like to express my great appreciation to all Perodua staff that had helped and guided me in order for me to understand the job and task that has been assigned.

Last but not least, I would like to thank my advisor, Dr. Nor Sabrena binti Norizam, for her supportive regardless of whether I am in bad or good condition. I am very thankful to her for guiding me in completing this internship report.

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1.0 STUDENTS PROFILES



MUHAMMAD ZULHILMI BIN MUHAMMAD ZAIDI

Passion is the key. I am ready to learn practically and really looking forward to explore more in this field to build my career path.

Education

SEKOLAH MENENGAH KEBANGSAAN DATUK HAJI AHMAD BADAWI

ACCOUNTING
2013 TO 2017

SIJIL TINGGI PELAJARAN MALAYSIA

LITERATURE
2018 TO 2019

BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS)

UNIVERSITY TEKNOLOGI MARA KAMPUS
BANDARAYA MELAKA
2020 TO 2023

Contact

Experience

Faztrax Trading Petrol Station (Shell)

- 5 January 2018 - 30 March 2018
- Work as cashier in serving customers.
- Respond promptly to customers inquires.
- Ensure the petrol station clean and tidy at all times.
- Ensure the flow of service is smooth during operation hour.

Tesco Bertam Perdana

- 30 January 2020 - 21 September 2020
- Work as Associate Produce.
- Provide excellent services to fulfill customers needs.
- Keep the stock flow smooth during operation hour.

Additional Skills

- Can perform communication in English and Malay
- Leadership and teamwork
- Innovative problem solving
- Emphasize the dateline

2.0 COMPANY PROFILE



KELANA AGRESIF AUTOMART

KELANA AGRESIF AUTOMART (M) SDN BHD is incorporated on 21st August 2002 which fully owned by Bumiputera rights. This company has been appointed by Perodua Sales Sdn. Bhd. as the legitimate representative of the Service Centre and Spare-parts (Perodua Authorized Service and Parts Centre) and was commissioned on 15th April, 2003 located at No. 1527 Jalan Dato Hj Ahmad Badawi, 13200 Kepala Batas, SPU, Pulau Pinang and has moved to Smart Auto Kepala Batas in July 2011.

Furthermore, Kelana Agresif Automart (M) Sdn. Bhd. is a consultant for technical skills training to youths in FELDA Training Centre, Sungai Perak from 1999 to 2005. On 26th March 2013 they have received approval from the General Insurance Association of Malaysia (LIAM) appoint as "PIAM Approved Repairers Scheme" (PARS) and on 3rd June, 2013 they have also been appointed by Perodua Sales Sdn. Bhd. as Legal Representative to carry out the work-cutting repair, tap-tapping, and body painting for all Perodua cars that involved in the accident.

This company have been appointed by the Perodua to represent them and 13 of the Insurance Company to carry out the repair work.

3.0 COMPANY VISION AND MISSION

3.1 The Vision of this company is:

- To be a professional service centre and trusted by all Perodua users.

3.2 The Mission of this company is:

- To serve with fast services with quality.
- Provide proactive maintenance.
- Assurance in every service provided.
- To ensure the safety of vehicles at high level.
- To ensure that all complaints by subscribers settled in immediately.

3.3 COMPANY OWNERSHIP




TOP MANAGEMENT



CAPTAIN MUHAMMAD ZAINI BIN MD NOOR
MANAGING DIRECTOR



IDA ARYANI BINTI MUHAMMAD ZAINI
DIRECTOR




MOHD NAZRI BIN YUSOFF
SERVICE MANAGER



MOHD ZAILANI BIN SAID
SALES DIRECTOR



NORHAYATI BINTI ISMAIL
ACCOUNTANT



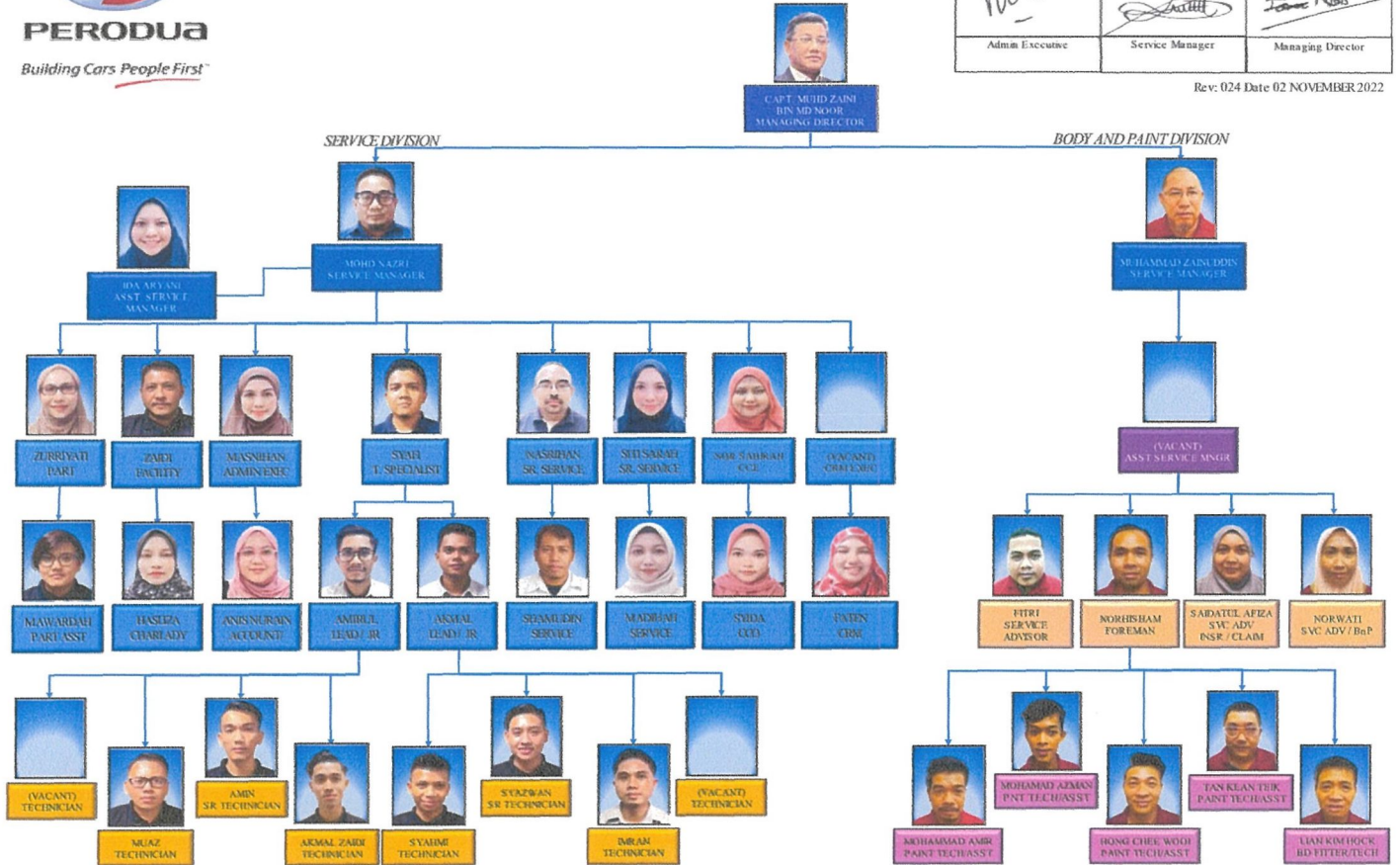
ZAINUDDIN BIN MD NOOR
BODY AND PAINT MANAGER

3.4 COMPANY ORGANIZATION CHART



Prepared by	Agreed by	Approved by
Admin Executive	Service Manager	Managing Director

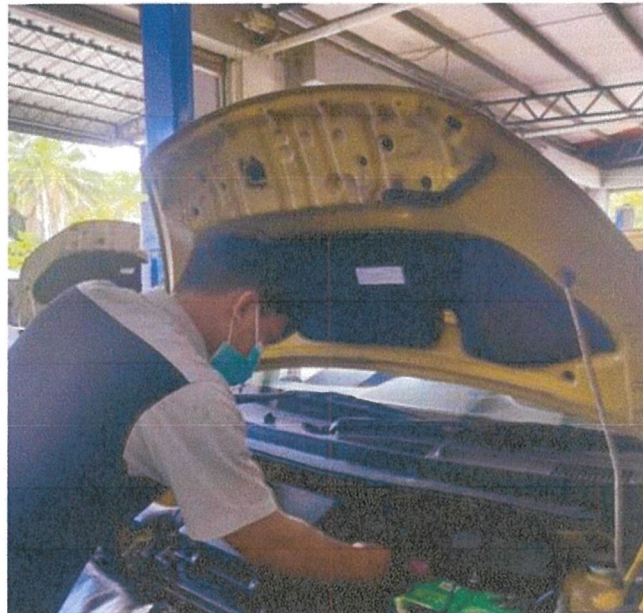
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3.5 COMPANY SERVICES



KELANA AGRESIF AUTOMART (M) SDN BHD representative of the Service Centre and Spare- parts (Perodua Authorized Service and Parts Centre). This company have provide services for all kind of Perodua vehicles from the firstgeneration until the latest one.



4.0 TRAINING REFLECTIONS

During this industrial training, my working hours are about 5 working days and 2 days off which are on Sunday and Monday. The time of working hours start at 8.30 am and end at 5.30 pm every day.

As a practical student, I have been exposed to a wide variety of task that required me to used Perodua's Service System which is also known as PSS. PSS is official system used by all Perodua in Malaysia to keep the data and to control the workflow. I have been guided by my supervisor on the process on how to use this system in order to complete the task given. In addition, throughout the training process, the supervisor will monitor the task that I've been working on to ensure that all the tasks complete in the right way. Based on Stack and Fede (2017) have explored the internship's impact on soft skill development, an increasingly important trait in today's globalized and competitive workforce. By completed all the task given, I can improve my general knowledge about workflow on certain organization, more confident to give an idea and also good in decision making.

There are a few departments that I've been assigned during my 2 months internships which is:

4.3 Administration Department

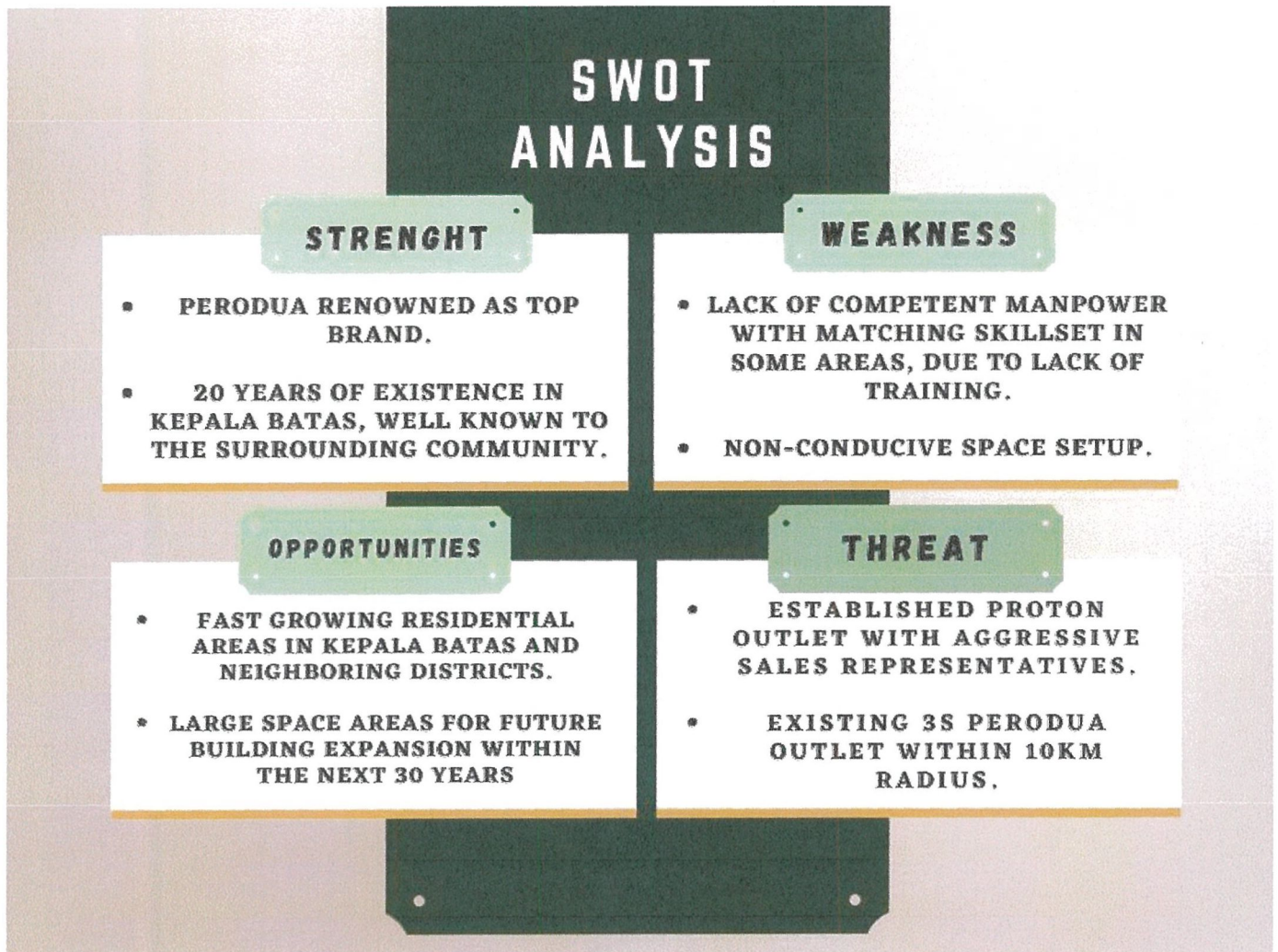
- I have been involved in Administration departments which is I have to manage and control day-to-day operations of the office system including all the staff attendance, holiday, and events managements. Other than that, I have also been given a task to manage and maintaining organization files and the data record. Besides, I also manage to arrange the correspondence of the organization such as annual leave letter, official letter, and mores.

4.4 Stores Departments

- In this department, I have been given a task to control and arrange the stock by using PSS system. I must ensure that all the part that have been used is recorded in the system to avoid from shortage of stock. Furthermore, I also need to record the parts request by customers or services advisor to confirm the part availability and the price. All the

warranty claims by the customers including free services also recorded in this department by using PSS system.

5.0 SWOT ANALYSIS:



6.0 DISCUSSION AND RECOMMENDATION

According to Rozmi (2018), a strengths, weaknesses, opportunities, and threats (SWOT) analysis has become a fundamental tool for organizations to evaluate their position in the market. SWOT also widely used to analyze organizations' internal and external environments during times of indecision (Wu, 2020). The four components identify either internal or external considerations. Strengths refer to the internal elements of an organization that facilitate reaching its goals, while weaknesses are those internal elements that interfere with organizational success. Opportunities external aspects that help an organization reach its goals are positive environmental aspects and opportunities to address gaps and initiate new activities. On the other hand, threats are aspects of the organization's external environment that are barriers or potential barriers to reaching its goals.

SWOT analysis has been used in many different fields and contexts, such as education, industry, and agriculture. Afterwards, scholars combined the SWOT model with other techniques (Adem, 2018). Such combinations have produced more accurate results and powerful strategic decisions.

6.1 STRENGTH

Perodua Services Kepala Batas strengths are internal and favourable characteristics. These are things over which we have authority (Parsons, 2021).

6.1.1 PERODUA renowned as TOP brand.

Brand image is a pivotal tool for a company in order to retain its loyal customers. Research conduct by Witama and Keni (2020) defined brand image as products that have characteristics loved by consumers. They described that brand image as something that could influence the mind of consumers. Brand image is the most treasured asset because the brand itself reflects the performance of one's company.

As a local company established in 1992, Perodua is known as Malaysia's second largest automobile manufacturer after Proton Cars. Perodua is also among Asia's largest small car manufacturers, which is indirectly linked to Toyota, which gives an image of Japanese association. Perodua does not design or engineer its main components, such as engines and transmissions, in-house instead of used Daihatsu, the Japanese company that owns the component designs. The quality Perodua Company serves has brought it as a top brand company in automotive in Malaysia.

Perodua Service Kepala Batas Sdn Bhd is a dealer company that uses the Perodua brand. The services provided by them are based on guidelines used by others Perodua company to ensure that the services given are in high quality including an automotive part, competitive prices and to provide reliable services to the customers. As a top brand company, Perodua Service Kepala Batas Sdn. Bhd. has its own regular customers that use its services regularly because the products or services that they have received meet their expectations as a top brand company in Malaysia. Besides, they also serve around 40 to 50 vehicles per, producing their net income of around RM10000 to RM14000 per day that strengthen their company to operate for another decades.

My suggestion for this company is they must well maintain their services because they are known as a top brand company in Malaysia which a good brand image. In my point of view, Perodua Service Kepala Batas should provide and serve their customers properly by giving them all their needs in order to help them solve their problems especially about their vehicles. Now, customers demand customized services that support their taste, needs, and lifestyles (Lee

2018b; Lee and Lim 2018). For this reason, it is imperative for this service centres to make sure they are providing good facilities, professional and skilful staff that can respond to the needs of the customers.

6.1.2 20 years of existence in Kepala Batas, well known to the surrounding community.

Customer loyalty means that customers decide to consistently use the same brand because they like the services that they receive or the product quality (Subaebasni et al., 2018). According to Baktash and Abdul Talib (2019) the survival of a company depends on its customers' loyalty. The bigger the customer loyalty, the longer and farther the company can spread its wings in the market. The company will have the opportunity to have a bigger market share and be able to stay in the competitive market a lot longer. Perodua service Kepala Batas was established in 2003 which is 20 years of existence. Since this company has been operating for around 20 years, they have built trust and communication with the surrounding community by giving them their best services. They have their own loyal customers which are those customers who always come to this service center for service follow up and if they have any problems with their Perodua's car. If the customers are satisfied with the products or services, they would repurchase the recommend them to family and friends and compliment them through word of mouth. With current trends and technology, they are willing to share their positive experience on social media such as Facebook, Instagram, Twitter, and other social media about this Perodua company services. Other than that, all the customers also have their own benefits which they will get 5% to 10% discount deduct for every service at this company based on their service history. All the benefits are often given to those who have used the services provided more than four times.

My suggestion to this company is Perodua service Kepala Batas must plan for others benefits that they can provide to their customers such as free services if use their services more than 6 times, free spare part item, free accesories and many more The benefits are applied not only for their loyal customers but also for other customers that come to use their services. Besides, this company can also provide special offer for each customer that come to their company such as vouchers, free gifts and other things that can use. Research conducted by Dewi & Kusumawati (2018) on the effectiveness of price promo in affecting the customer satisfaction of online business reaches a conclusion that the program of discount price promo affects the customer decision on buying and the customer satisfaction.

6.2 WEAKNESS

In a SWOT analysis, weaknesses are those aspects of an organization that are disadvantageous and underperform. Swot weaknesses might prevent the achievement of organizational goals and objectives.

6.2.1 Lack of competent manpower with matching skillset in some areas due to lack of training.

Several organizations worldwide struggle with effective manpower planning as they seek to align individuals with specific talents and expertise with short- and long-term organizational demands and objectives. An additional practical challenge concerning aviation workforce planning and staffing is the need for cost-efficient and extensive training must be (Marsdsen et al., 2015). Therefore, every organization needs to carefully plan to produce high quality products.

Perodua rarely sends its employees to undergo training to improve efficiency and skills in various fields to solve problems. For example, all of their employees are sent to training only 1 to 2 times a year such as in Service Advisor department, they are sent to train on how to communicate with customers properly based on the Perodua guidelines and for the floor deparment, all the leadears or foreman are sent to learn about certain spare parts for new cars. Furthermore, all their employees at Perodua Service Kepala Batas also not updated to the new skill set for some crucial areas such as service advisor are not being updated about the latest information or new standard of procedure that important for them. Other than that, technicians are not being updated about the new parts for certain cars that they have to carried out by themselves.

My suggestion for this company is, they must plan properly to send all their employees for training in order to improve their efficiency and skills in various fields. For example, they can plan to set up 4 to 5 times training for all their employees per year to increase their productivity in various fields such as for Service Advisor department, all the staff must be sent to learn on new item and for the Customer Relatives Executives, all the staff must be sent on how to attract, remind and follow up customers. All the employees at Perodua Service Kepala Batas also need to be tested every year to evaluate their work performance whether it is at a satisfactory level not only by checking their work performance, but this company must consider their decipline and attitude during working hours.

6.2.2 Non-conducive space setup.

Organizations must evaluate what workplace solution serves their needs in the future. These solutions can range from work from any location to a full return to office-based work, with range of fixed and flexible working arrangements (Gratton, 2020). Designing and maintaining a physical space that is welcoming, practical, and aesthetically appealing for employees is part of creating an ambient workplace. This ideal setting fosters optimal productivity by minimizing distractions and encouraging high levels of concentration. Workspaces are chosen and used by employees based on their current work tasks with regular transitions between them. These flexible work arrangements also include the principle of “desk-sharing”, which means the employees do not have an assigned workstation anymore and can choose their workspace freely.

The building area and relatively narrow environment of Perodua Service Kepala Batas caused productivity to be limited and created an uncomfortable situation for employees, including customers present. This situation happened all the employees have to share their working spaces with customers and only divided by partition. In addition, the working spaces for floor area is crucial for flexible working environments in which all the tools, parts and other stuff is placed there. Furthermore, the waiting areas for customers are limited. For example, some customers do not have a seat when the seats in the waiting areas are full of other customers.

My suggestion for this company is re-arrange all their space setup for better environments. It is important for them to provide a conducive space setup for their employees and customers because it can improve employees' mobility, concentration, and efficiency. Besides, all the customers also can have a good environment while waiting their cars in services. Other than that, Perodua Service Kepala Batas also can provide some special spaces for women such as for pregnant women, breastfeeding mothers and for senior citizen.

6.3 OPPORTUNITIES

Opportunities are external variables that might provide a business with a competitive edge (Kenton, 2022).

6.3.1 Fast growing residential areas in Kepala Batas and neighbouring districts.

In Seberang Perai, Penang, there is a bustling town called Kepala Batas. It is home to a multicultural neighbourhood that includes Malays, Chinese, Indians, and people of various ethnicities. The town has a variety of residential neighbourhoods, business districts, and tourist attractions. Kepala Batas offers a variety of housing options to accommodate various lifestyles and price ranges. Landed properties include apartment buildings, condominiums, terrace homes, and semi-detached homes. The well-planned housing developments in Kepala Batas offer residents spacious, contemporary living quarters.

Increasing residential areas will also increase the number of cars in this area and neighbouring districts. As the only Perodua service centre at Kepala Batas, surrounding residents will use the services provided as it is near their house. As one of the top brands local companies, Perodua Service Kepala Batas has served all their customers from these areas, including neighbouring districts which is they can maintain their number of customers per day and achieved their target every month. Besides, from the strategic location, they can increase their net income per month because most of the residents are using Perodua brands cars which will use this company services instead of finding others Perodua outlet that placed away from their home.

My suggestion for Perodua Services Kepala Batas is, they must use their strategic location wisely by keep promoting their company to residences areas including at neighbourhood districts, to maintain their company as top one automotive company in those areas consider that there are others cars workshop near them which can disrupt this company business. Furthermore, this company can also offer them some special privileges for the nearest resident that used this company services such as discount vouchers, free gifts and more in order to increase their numbers of customers per day.

6.3.2 Large space areas for future building expansion within the next 30 years

Effective space management enables firms to make the best use of their resources and space, which can reduce costs. By making sure they have the appropriate areas and resources at their disposal to execute their duties, it can also help to increase workplace safety and employee productivity. Large space areas can also provide a company with both short-term and long-term advantages, including greater flexibility, improved employee satisfaction, cost savings, and more. This the reason why Perodua Service Kepala Batas should enlarge the area of their company as the current service centre quite small with narrow space.

Perodua Service Kepala Batas has planned to build a more spacious and comfortable building in the next 30 years. For example, this company has planned to build a building with the latest design, facilities, and special areas for their employees to work efficiency.in fact, this planned will allow this company to become a thriving company in the area around Kepala Batas and expand its business. Furthermore, the idea to enlarge space areas for future building expansion within the next 30 years also very important for Perodua Service Kepala Batas considering that the current company was around 20 years old with a lot of facilities need to be upgrade and replace.

My suggestion for this company is, Perodua Service Kepala Batas should focusing on the principles of space management properly to avoid from some unimportant use of spaces such as this company has put the disposal stuff at the working area. For example, this company must plan the building design to support and enables the different types of work and ways of working. Besides, they can also take advantage of latest technology such as providing some new tools for floor areas to reduce the time taken by employees to services customers car and make them easier in serving their productivity as the current technology this company use are outdated and some of it are broken.

6.4 THREAT

Threats are external elements over which we have no control. You should consider developing contingency plans for coping with them if they happen. (Parsons, 2021)

6.4.1 Established Proton outlet with aggressive sales representatives.

Malaysia is one of the Asian countries that triumph in producing national car with an outstanding achievement in the automotive industry. Nowadays, Proton and Perodua are the famous Malaysian car brands among citizens, where Perodua become the top of the list. There were multiple purposes for the birth of the national car project. It was not only to enhance the national reputation by producing national cars and realizing the restructuring and concentration of the automotive industry. However, for every Perodua and Proton outlet, they will face some challenges because both of this company trying to come out with aggressive sales representatives.

Perodua Service Kepala Batas has faced challenges in developing their company because of the existing one stop centre of the Proton outlet near this Perodua Service company has given a threat to Perodua 3S such as sales, services, and spare part that cause competition in obtaining and maintaining their regular customers including maintaining this company growth. Other than that, the Proton outlet also run a massive promotion to attract residents and neighbourhood districts to support and buy Proton products, including using their services. This situation has threatened Perodua Service Kepala Batas in maintaining their company as the only one-stop centre that provides local product and services to the customers.

My suggestion for Perodua Service Kepala Batas is they must plan a workout on how to run a massive promotion in order to beat the Proton aggressive sales. For example, if the Proton outlet offering their customers discount around 5%, Perodua Service Kepala Batas can offer the discount from 5% to 10% for their customers either new customers or regular customers. Other than that, Perodua Service Kepala Batas can plan a lucky draw with big prize pool such as giving a free car, motorcycle, spare parts and more in order to promote their company. Thus, this company can maintain their customers and indirectly can attract a lot of new customers to use the product and services provided by them. These strategies can increase their sales because this company have attracted and maintain their customers with minimum intake 45 customers to 55 customers per day that increase their net income.

6.4.2 Existing 3S PERODUA outlet within 10km radius.

Perodua is set to overhaul its dealership network and get a large percentage of its 1S (sales) and 2S (service and spare parts) outlets as well as dealers that have separate sales, service, and spares parts premises transitioning into 3S (sales, service, and spare parts) centres. The new sales and service centres will have a new look and feel, as most of them would have been *upgraded from 1S and 2S centres. This 3S will upgrading, renovation and relocation, the new outlets which will reflect the brand's new image will enable a more efficient service and an enhanced customer experience.*

The existing new 3S Perodua outlet has affected this company because the customers that stay within a 10km radius have used the services provided. For example, Perodua Service Kepala Batas is only 2S outlet which is only providing services and spare part for customers while the new 3S Perodua is providing 3S productivity for their customers. This new Perodua outlet also affects this company net growth as their customers decrease because of most of their customers from neighbouring district tend to go to new existing 3S outlet that near from their house. Other than that, the 3S Perodua outlet also providing sales which is increase their net income by selling a Perodua brands cars while Perodua Service Kepala Batas only depends on providing service and spare parts.

My suggestion for this company is, they should upgrade their company from 2S to 3S in order to compete with the new existing outlet because customers tend to go to one stop center company as it is providing all their needs in one place. In addition, the latest information, and guidelines for opening the 3S outlet must be follow by them to make their 3S outlet develop and become top one in Kepala Batas areas.

7.0 CONCLUSION

In conclusion, I am grateful to Perodua Service Kepala Batas for accepting practical students undergoing industrial training for a period of 24 weeks because this allowed me to experience working in various sector offices. It has been an eye-opening experience to be able to work in this sector. I have acquired and honed many skills that I would not have acquired from lectures or assignments at university. I gained a lot of knowledge about office management, the management of a program, and every task performed must follow procedures for the task to be of high quality.

Most of the things is the scope of work has also educated me on the formal way of dealing with high-ranking parties such as this company that known as top brand company in Malaysia. Apart from learning the skills to do work systematically, soft skills are also improved. I have learned to be a better person, because before, I had less interaction with people while working, but after undergoing industrial training at, I became more inquisitive and towards a better communicator and more open-minded person. Thank you to my co-workers who are *friendly and encouraging most of the time*. The officers at Perodua Service Kepala Batas are very open in guiding or willing to give me the opportunity to do any task that needs to be done to improve my efficiency. I have also improved my time management skills by planning my daily tasks to be done and adapting to upcoming tasks throughout the day.

Apart from studying, it is also fun to meet many people from various backgrounds, who are other trainees under various departments. Small talk during breaks has allowed me to get to know them better and build my relationships among them. Through this situation, I was able to investigate them for future and current advice to develop myself and prepare for the future work environment. As an Office Systems Management student, I was able to relate the core knowledge of my course to my current work in the field of office systems management previously studied.

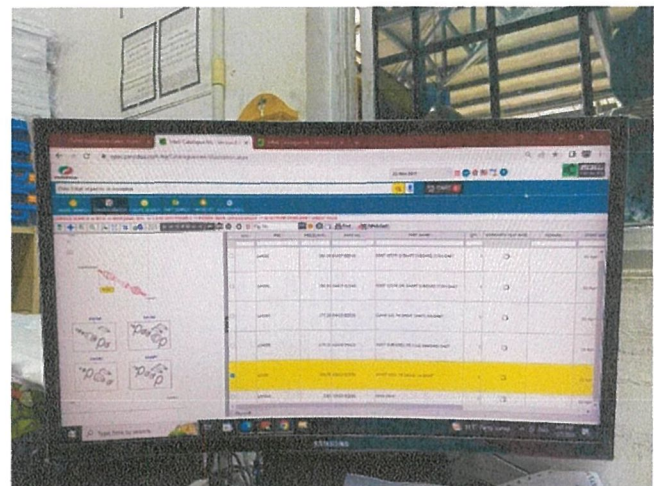
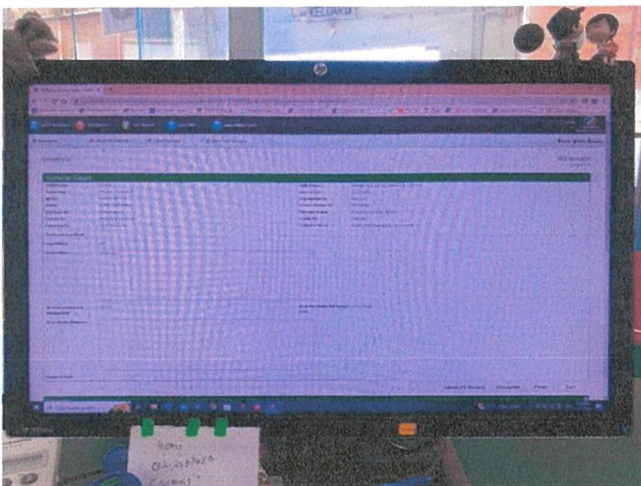
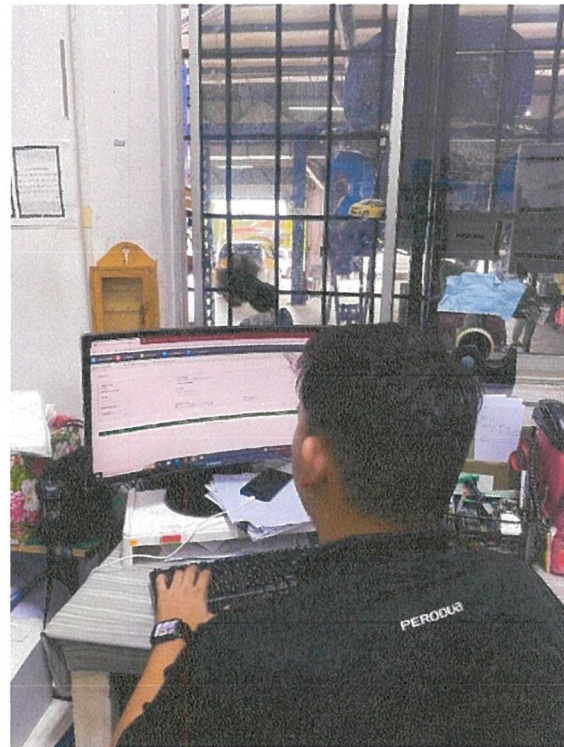
Therefore, I am grateful to be able to experience the reality of working life and gain new knowledge and interests. Working at this Perodua Service Kepala Batas also gave me the opportunity to learn how to manage and control the time for every task given.

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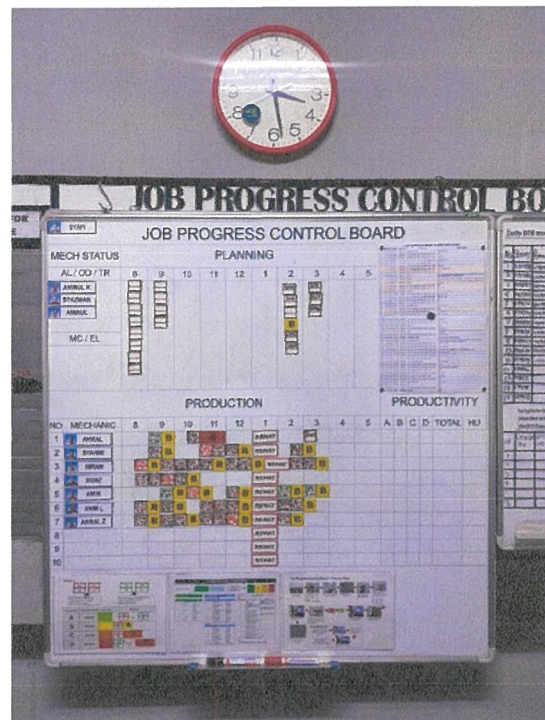
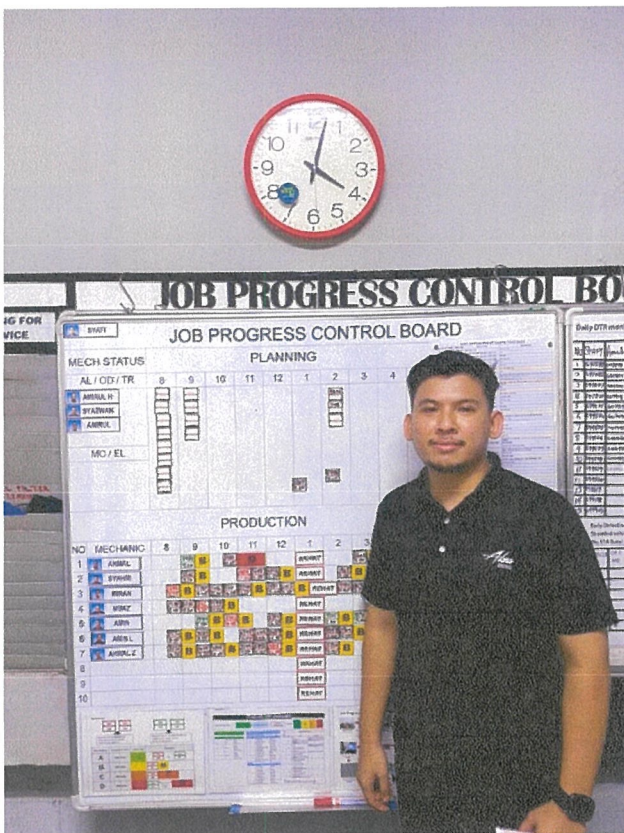
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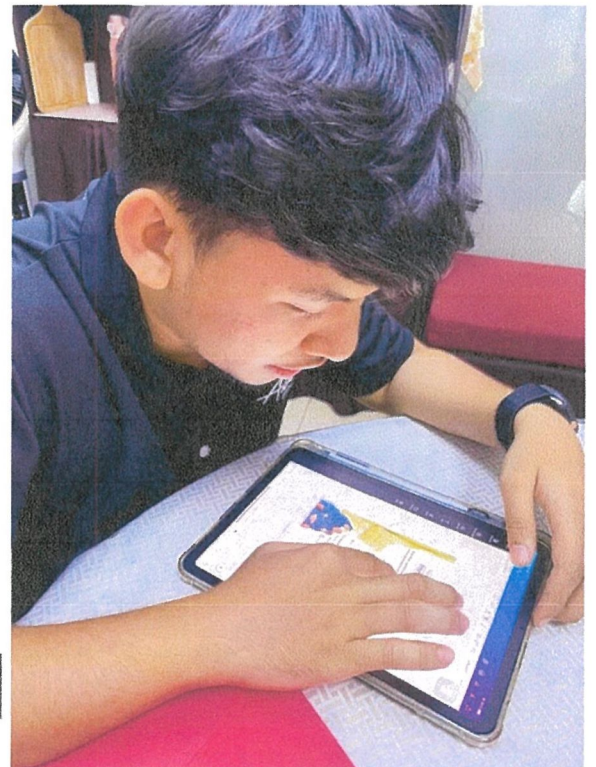
9.0 APPENDICES



USING PERODUA SERVICE SYSTEM (PSS)



CONTROL & MANAGE JOB PROGRESS CONTROL BOARD



CREATING SOME POSTER



CELEBRATION EID OF AIDILFITRI AND AIDIL ADHA



BRIEFING BEFORE STARTING TO WORK