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UNIVERSITI
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Mercedes-Benz

BACHELOR OF BUSINESS ADMINISTRATION (HONS)
HUMAN RESOURCE MANAGEMENT

**INDUSTRIAL TRAINING REPORT
MERCEDES-BENZ MALAYSIA SDN BHD**

MARCH 1ST, 2023 - AUGUST 15TH, 2023

PREPARED BY:
NUR SHAHFFIQA BINTI SHAFI'EE
2020477348
RBA2436D

PREPARED FOR:
DR. NURSYAMILAH BINTI ANUAR
TUAN HAJI ZULKAFI MANSOR
ENCIK MOHAMAD NIZA MD NOR

EXECUTIVE SUMMARY

This industrial training report at Mercedes-Benz Malaysia Sdn.Bhd. were based on my journey within six month. I have been assigned at Mercedes-Benz Malaysia under sales and Marketing department, supervised by Liza Izyani Mokthar who is the Manager of Online Sales Project at Mercedes-Benz Malaysia Sdn.Bhd.

This report will be discuss on the company background and history, as well as the vision and mission of the Mercedes-Benz Malaysia. Other than that, this report will be discuss on SWOT and PESTEL Analysis, recommendation for company future. In addition, in this report will explain on my training reflection within six month. This training report will be the reflection of my internship experience that includes what I have gained during my internship at Mercedes-Benz Malaysia Sdn.Bhd.

Last but not least, the last section of this training report will be the appendices that contain all the proof on what I have been participated and my training related as well as my contribution at Mercedes-Benz Malaysia.

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3.0

Company Profile

3.1 Company's Name

Mercedes Benz Malaysia Sdn. Bhd

3.2 Company's Logo:



Mercedes-Benz

3.3 Location:



Wisma Mercedes-Benz
Taman Perindustrian, 16A, Jln BK 1/13,
Bandar Kinrara, 47180 Puchong,
Selangor

3.4 Company's Background

The official importer and distributor of Mercedes-Benz automobiles in Malaysia is Mercedes-Benz Malaysia Sdn. Bhd. As a joint venture between Cycle & carriage Bintang Berhad, one of Malaysia's top automotive firms, Daimler AG, the business was founded in 2003.

The headquarters of Mercedes-Benz Malaysia are in Puchong, and the company runs a nationwide network of dealerships and service facilities. The company provides a wide selection of vehicles, including buses, commercial vehicles, and luxury sedans and SUVs.

Mercedes-Benz Malaysia is dedicated to offering its client the highest level of quality, innovation, and client care. To make sure that its vehicles are at the cutting edge of automotive technology, the corporation makes significant investment in research and development.

Mercedes-Benz Malaysia engages in a number of corporate social responsibility projects outside of the automotive industry, such as promoting environmental sustainability and education. The business supports numerous racing races and events in Malaysia as part of its involvement in motorsports.

Mercedes-Benz Malaysia has made a name for itself in the Malaysian car industry by focusing on quality, innovation, and customer service. The business has received various honors and awards for its dedication to quality, including Malaysia's coveted "BrandLaureate Industry Champion Award" for the car sector.

3.5 Vision and Mission



Vision

Astorg Auto of Charleston holds a responsibility to foster an environment that empowers employees and promotes innovation, relationships, and growth. We will continuously strive to inspire consumer confidence by supplying a transparent atmosphere and offering a premium automobile product with individualized customer care.

Mission

We will inspire and create an exceptional place to work and to do business. One employee, one customer, and one vehicle at a time. Through our transparent atmosphere, premium auto inventory, and individualized customer care, we create the luxury shopping experience that our customers truly deserve.

3.6 Objective

The goal of Mercedes-Benz is to build the world’s most desirable cars. As its captive provider of financial and mobility services, Mercedes-Benz Mobility offers best-in-class mobility services for vehicles.

3.7 Goal

Think
and act like a luxury brand

Focus
on profitable growth

Expand
customer base by growing Top-End Luxury

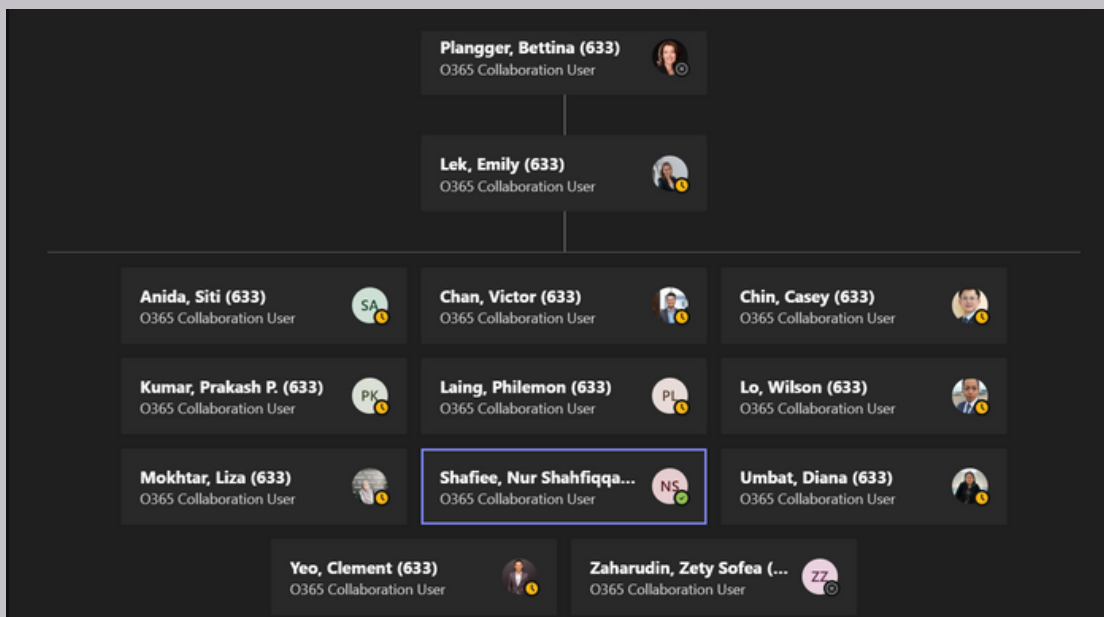
Embrace
customers and grow lifetime revenues

Lead
in electric drive and digital experience

Lower
cost base, improve industrial footprint and increase supply chain resilience

Driven by a highly qualified, motivated and entrepreneurial team - sustainability, integrity and diversity as our foundation

3.8 Organizational Structure



4.0 Training Reflection

4.0 Training Reflection

4.1 Duration of Internship Placement at Mercedes-Benz Sdn.Bhd

The duration of my internship placement at Mercedes-Benz Sdn.Bhd is about six months or equivalent to 24 weeks. The date I started my industrial training was quite later than other students that supposedly started on 3rd March 2023 due to some reasons. However, I managed to start my industrial training on 3rd April 2023 and ended my internship on 2nd October 2023. Throughout these six-month periods, I had the opportunity to gain valuable hands-on experience and knowledge. This internship has provided me with a comprehensive understanding of the industry, allowing me to develop my skills and contribute effectively to the organization.

4.2 Duration: Specific Date, Working Day and Time

The working hours at Mercedes-Benz were flexible working hours. The working days are from Monday to Friday, and they could choose whether to work from home or work from the office. To work from the office, they can be in the office at the earliest time, which is 7:30 a.m and be back at 4:30 p.m as long as it completes 9 hours of working hours, or they could choose to work from the office before lunch and continue their work at home after lunch. The lunch break is provided for one hour for every employee, and they can choose to lunch between 12:00 p.m. to 1:00 p.m. or 1:00 p.m. to 2:00 p.m.

4.3 Details: Departments, Job Roles, Job Description & Responsibilities.

Department	Sales Department
Job Roles / Job Title	Sales Intern
Job Description & Responsibilities	<p>i. Support all digital transformation roll-outs related to sales.</p> <ul style="list-style-type: none"> • Fill in a key translation for the website enhancement. <p>ii. Documenting, monitoring and tracking all test cases and it's resolution.</p> <ul style="list-style-type: none"> • Testing on a new system and documenting it to provide feedback. • Raise a ticket to make sure that the system runs smoothly for the user. <p>iii. Coordinate and liaise with relevant stakeholders related to digital transformation.</p> <ul style="list-style-type: none"> • Had a discussion with the Legal Team regarding the footnotes of the website, making sure that every wording for the new transformation all correct and follow the rules and regulations. • Discuss with the Product Team to maintaining the vehicles for website enhancement. <p>iv. Ensure effective and appropriate recordings of key events and documentation.</p>

4.3 Details: Departments, Job Roles, Job Description & Responsibilities.

<p>Job Description & Responsibilities</p>	<p>v. Support the Sales Team in daily operations, administrative or other ad-hoc tasks.</p> <ul style="list-style-type: none">• Files a minute of discussions or meeting with the Sales Team.• Compile the E-certificate of Mandatory Antitrust Training from the Sales Team and submit it to Legal Team. <p>vi. Participate in company social and networking events.</p> <ul style="list-style-type: none">• Proactively joined all company events or Townhall.• Joined a Plant Production trip to Pekan, Pahang organized by HR department.• Joined an Induction Program for new hires organized by the HR department. <p>vii. Completing a monthly Sales report.</p> <ul style="list-style-type: none">• Download the raw sales touch data report from the system and generate it in the Excel file and follow their format.• Export raw data on dealer performance from Power BI and generate in Excel and follow their format.
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4.5 Intrinsic and Extrinsic Benefits Gained

4.5.1 Intrinsic Benefits

4.5.1.1 Opportunities for knowledge development

The opportunities for knowledge development are the main intrinsic benefits that I gained from my internship placement at Mercedes-Benz Malaysia. During the six months of the internship, I gained a lot of new knowledge and had real working experience. As I am part of the sales team has allowed me the opportunity to discover how the business operates in the organization, such as the sales team working together to ensure their business continues to run and resolve some issues they must encounter. As HR students, we also study the management of the organization, including how the sales team, marketing team, HR department, finance, legal team, customer service, and network development how they play their parts in the expansion of the company.

4.5.1.2 Develop communication skills

As I am part of the sales team, I was required to engage and communicate with my teammates and with other departments too. Since Mercedes-Benz is an International company, I also need to reach out to international workers from a different region. For instance, if I had reported some issues to the developer from India regarding the system testing. We will communicate with each other about why the issues happen and whether the issue has been resolved. Therefore, this motivated me to continue polishing my communication skills. In addition to speaking, facial expression and gesture are crucial for ensuring that the conversation goes well and there are no misunderstandings. As well as communicating through an email, we need to provide a clear context and explanation so the reader will clearly understand what has been explained.

4.5.1.3 Enhance the level of confidence

The internship placement also helped me to enhance my level of self-confidence as I had to meet a lot of different people from different departments and communicate with them. Meeting a lot of people has taught me how to be professional while communicating.

4.5.1.4 Develop soft skills and hard skills

Communication skills are not the only soft skills that are being developed during the internship; meanwhile, I also developed other soft skills such as teamwork, time management, and discipline. These soft skills were very crucial to be developed in the working environment to ensure that all the tasks could be done efficiently.

Despite in developed my soft skills, I also developed my hard skills during my internship placement. During my internship placement, I was taught more about computer literacy and system management as I participated in the digital transformation of the company. Other than that, I also managed to develop my analytical skills, writing skills, as well as project management skills. These skills will be very beneficial for me in my upcoming journey.

4.5.2 Extrinsic Benefits

Despite gaining intrinsic benefits, there are several extrinsic benefits that I managed to gain during my internship placement at Mercedes-Benz Sdn.Bhd.

The main extrinsic benefit that I gained during my internship placement was monthly allowances of RM1,000. The allowance has been paid through cash, and the payment normally will be made on the 25th of the month. This allowance has been paid on the same day as the other employee received their salary.

The other extrinsic benefit is the intern is eligible to get one day per month of leave. It does not matter whether Medical Certificate (MC) or emergency leave. For common leave, the intern needs to apply for leave at least seven days before the leave is taken. The leave needs to be applied from the HR website and needs to be approved by the manager.

Another extrinsic benefit for the intern is they are entitled to claim for medical bills up to RM50 per receipt. To claim the medical bills need to be submitted to the HR department through their website.

5.0

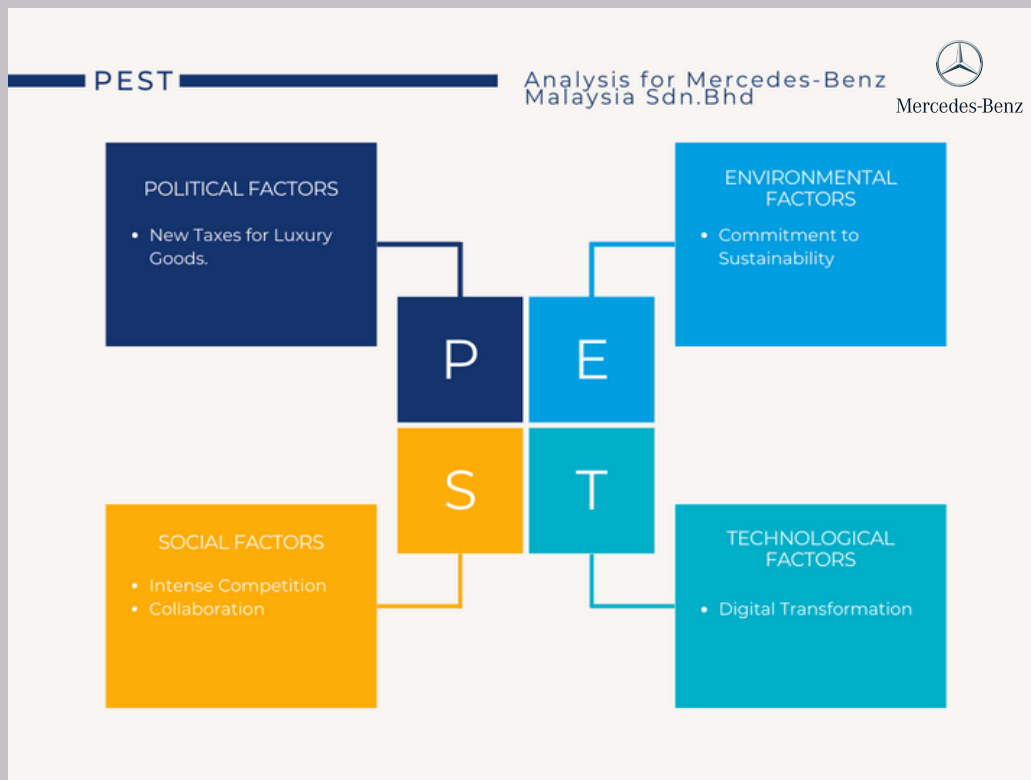
SWOT Analysis



Mercedes-Benz Sdn.Bhd. wholesales and distributes vehicles, Mercedes-Benz offers prestige, luxury, and sports cars. The company was founded in Kuala Lumpur, Malaysia in 2002 as DaimlerChrysler Sdn.Bhd previously. In order to better represent the nature of the group's business, the company changed to its current from in 2008, coinciding with the worldwide name change from DaimlerChrysler to Daimler AG.

The four pillars of a SWOT analysis are strengths, weaknesses, opportunities, and threats for the business. A SWOT analysis main goal is to assist organisations in fully understanding all the variables that go into choosing a course of action (Schooley, 2023). Mercedes-Benz can use this method to determined their internal strengths, weaknesses as well as opportunities and threats for external environment.

PESTEL Analysis



The PESTEL analysis are stand for Political, Economical, Social, Technological, Environmental, Legal to evaluate the business environment. A PESTEL analysis is used by management teams and boards in strategic planning and risk management planning. PESTEL research is also a common tool among management consultant to assist their clients in developing innovative product and market efforts, as well as among financial analysts to identify aspects that may influence model assumptions and financing decisions. For Mercedes-Benz Malaysia Sdn. Bhd there will be Political factors, Environmental factors, Social Factors, and Technological factors.

6.0

Discussion & Recommendation

6.1 Strength

In SWOT analysis strength for a company is all about how well does the company growth and the advantages of the organization has over other organizations. For Mercedes-Benz Malaysia Sdn.Bhd has a several internal strength.

6.1.1 Strong Brand Name

Mercedes-Benz is a worldwide recognized automotive industry leader known for its devotion to quality, luxury, and innovation. Mercedes-Benz's excellent brand image and reputation over the years contribute to the organization's overall success.

This positive brand perception boosts the organization's reputation, client loyalty, and market presence. It also draws great talent, who are lured to the brand's prominence and repute.

As a result, Mercedes-Benz has a competitive advantage in attracting and retaining qualified people, laying the groundwork for the company to offer flexible working hours and other employee-centric incentives.

6.1.2 Flexible Working Hour

Mercedes-Benz's strong brand name, combined with its established market position, financial stability, and successful commercial operations, enables the organization to efficiently implement flexible working hour rules.

The brand's reputation inspires trust in employees, allowing them to alter their schedules to achieve a work-life balance. The favorable image of the brand fosters a supportive culture within the firm that prioritizes employee well-being and recognizes the significance of maintaining a healthy work-life balance.

Working hours flexibility aids in attracting and maintaining exceptional individuals who value the brand's dedication to employee satisfaction and work-life balance.

6.1.3 Office Near to the LRT Station

Mercedes-Benz's strong brand reputation also helps the organization's ability to locate an office near the LRT station indirectly. The organization may invest in strategically positioned office building because of the brand's reputation and financial strength.

Mercedes-Benz can give employees with efficient commute alternatives by picking a location near the LRT station, which coincides with the brand's commitment to sustainability and employee well-being.

The organization's strong brand image, combined with the office's accessible location, aids in attracting and retaining personnel who appreciate simple access and decreased commuting time and costs.

6.2 Weaknesses

Weaknesses is a barrier to stop the organization from performing at its optimum level. The weaknesses can be improve by the organization to stay competitive in the market. Mercedes-Benz Malaysia Sdn.Bhd has several of internal weaknesses.

6.2.1 Employee overwork

Mercedes-Benz Malaysia may encounter employee overwork as a result of insufficient staffing or ineffective resource allocation. When the burden exceeds the workforce's capabilities, it can cause increased stress, weariness, and decreased productivity among personnel.

Employees that are overworked may struggle to fulfill deadlines, offer excellent service, or handle client enquiries and requests effectively. Employee morale, job satisfaction, and overall company performance may suffer as a result.

To uncover areas of overwork and inefficiency, the organization should perform a detailed assessment of employee workloads. This study can aid in determining the proper personnel levels and optimizing resource allocation to balance the workload.

Hiring more workers, transferring duties, or using automation process improvements can reduce employee overwork, promote work-life balance, and boost overall productivity and performance.

6.2.2 Slow Market Awareness of EV Benefits

Another weaknesses for Mercedes-Benz Malaysia Sdn.Bhd is a slow of market understanding of the benefits of EVs. Despite the growing global interest in sustainable and environmentally friendly transportation solutions, there may be a lack of awareness or comprehension of the benefits of EVs among Malaysian customers.

Concern like range anxiety, charging infrastructure, and overall performance in comparison to traditional internal combustion engine vehicles could be included. If consumer awareness stays low, EV adoption may be slowed, impacting Mercedes-Benz Malaysia's sales and market share in the electric vehicle segment.

Mercedes-Benz should conduct extensive awareness campaigns and educational initiatives to emphasize the benefits of EVs and dispel myths about them. Media campaigns, test drive events, and cooperation with relevant stakeholders such as government authorities, environmental organizations, and industry associations could all be part of these initiatives. Increasing market awareness of the benefits of EVs can increase consumer interest and confidence, resulting in wider adoption of Mercedes-Benz EVs in Malaysia.

By resolving these shortcomings, Mercedes-Benz Malaysia Sdn.Bhd can position itself as an EV industry leader, effectively serving the growing demand for sustainable mobility and capitalizing on the promise of electric vehicles in Malaysia.

6.3 Opportunities

Opportunities in SWOT analysis are favorable external factors that may provide a business with a competitive edge. Mercedes-Benz Malaysia Sdn.Bhd also has several external opportunities.

6.3.1 Commitment to sustainability

Mercedes-Benz now has the potential to strengthen its commitment to sustainability. There is a growing need for eco-friendly transportation solutions as worldwide worries about climate change and environmental impact develop.

Mercedes-Benz can tap into the growing market of environmentally concerned consumers by investing in research and development of electric and hybrid automobiles, as well as sustainable manufacturing processes. This dedication to sustainability resonates with the company's brand values and has the potential to strengthen the company's position as a leader in sustainable mobility.

In the office, Mercedes-Benz Malaysia had also commit to sustainability for instance there is no trash can at our cubicles to reduce in using plastic. So there will be a trash can at the toilet, near the elevator, pantry. Other than that

To fulfil the rising demand for environmentally friendly mobility, Mercedes-Benz should make investments in the study, creation, and manufacture of electric and hybrid cars. This entails increasing the selection of electric vehicles, making investments in the infrastructure for charging them, and encouraging the use of renewable energy throughout the production process.

6.3.2 Digital Transformation (Technology)

For Mercedes-Benz, embracing digital transformation offers considerable potential. Technology advancements like linked vehicles, driverless vehicles, and digital services are revolutionising the automobile sector.

Mercedes-Benz may take use of these technologies to improve safety features, the driving experience, customer service. The business may acquire a competitive edge, draw in tech-savvy clients and boost customer loyalty by incorporating digital technologies into its cars.

By incorporating cutting-edge technology into their products and services, Mercedes-Benz should give digital transformation priority. Utilising artificial intelligence, networking, and data analytics in this way will improve safety features, the driving experience, and customer service.

6.3.3 Collaboration (Social)

Mercedes-Benz Malaysia Sdn.Bhd has the opportunity to access resources and knowledge that are complimentary by working with other organizations. Technology businesses, academic institutes, and even governmental organizations can participate in partnerships and collaborations.

Mercedes-Benz Malaysia Sdn.Bhd. can speed up innovation, and work together on initiatives involving the infrastructure for electric vehicles, autonomous driving technology, or sustainable mobility solutions by partnering with these organizations. Collaborations can also boost a company's position in the changing automotive sector and provide new market possibilities.

To promote innovation and handle industry difficulties together, Mercedes-Benz Malaysia Sdn.Bhd should actively seek out partnerships with technological firms, research institutes, and other organizations. These collaborations have the potential to pool complementary skills, assets, and viewpoints, hastening the creation and uptake of innovative technology and sustainable mobility solutions.

Mercedes-Benz Malaysia Sdn.Bhd can increase its market position, meet changing consumer needs, and enhance its standing as a pioneer in sustainability and digital innovation within the automobile industry by exploiting these chances.

6.4 Threats

Threats in SWOT analysis are possible trouble spots. Threats differ from weaknesses in that they are beyond of the organizations control (Raeburn, 2022). There are also several threats that need to be face by the Mercedes-benz Malaysia Sdn.Bhd.

6.4.1 New Tax for Luxury Goods (Political)

The potential introduction of additional taxes by the government that target luxury goods is one of the main threats facing Mercedes-Benz Malaysia Sdn.Bhd. Due to their higher price tags, luxury automobiles like those provided by Mercedes-benz sometimes incur additional taxes and import taxes.

Mercedes-Benz automobiles may cost more if the government enacts new tax regulations or raises existing taxes on luxury vehicles, which might limit consumer demand and negatively impacting sales. The company's market share and profitability might both suffer as a result of this threats.

Mercedes-Benz Malaysia Sdn.Bhd. should aggressively interact with key governmental organizations and business groups in order to forge connections, promote just taxation practices, and sway supportive rules.

The corporation may influence regulations that are supportive of the expansion and sustainability of the luxury car sector by actively engaging in debates and offering insights on the economic and social advantages of luxury vehicles.

6.4.2 Intense Competition (Social)

In the luxury automobile market, Mercedes-Benz Malaysia Sdn.Bhd. confronts fierce competition from other automakers for instance, BMW, Tesla, Porche, Audi, Jaguar, Ferrari, Volkswagen and others. Similar or comparable luxury automobiles may be offered by rivals with differing features, price, or brand appeal.

Mercedes-Benz Malaysia Sdn.Bhd. may feel pressure from the market to constantly innovate, enhance its goods and services, and set itself apart in order to draw in and keep consumers. Lack of effective market competition may lead to a loss of market share and decreased revenue.

To keep ahead of rivals, Mercedes-benz Malaysia Sdn.Bhd. should concentrate on uniqueness and ongoing innovation. This entails creating innovative technology, improving vehicle features, and providing distinctive consumer experiences.

By continually providing excellent goods and services, the business mat keep its existing clientele satisfied and draw in new ones who appreciate the brand's uniqueness and inventiveness.

Mercedes-Benz Malaysia Sdn.Bhd. might look at ways to broaden and diversify its product line in order to reduce the dangers brought on by fierce competition. To reach a larger client base, this can include launching new car models or expanding into new market categories. The corporation may lessen its reliance on any one market sector and strengthen its resistance to pressure from the competition by diversifying its product offers.



CONCLUSION

In conclusion, Mercedes-Benz is a model of elegance, innovation, and quality in the automobile business. Over the years, the company has proved a persistent dedication to delivering the best quality automobiles and unparalleled customer experiences, cementing its status as the country's most trusted and prestigious brand.

Mercedes-Benz Malaysia has constantly pushed the boundaries of automotive technology, setting new milestones for performance, safety, and sustainability with a broad array of cutting-edge models. The brand's unwavering pursuit of innovation has not only improved driving experiences but also contributed to a more sustainable and environmentally responsible future.

Moreover, during my internship training I have gained a lot of knowledge as well as real-world experience at Mercedes-Benz Malaysia Sdn.Bhd. This has made me to be a responsible person and I have also improved a lot in my interpersonal skills such as communication skill, time management skill, problem-solving skill and others.

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APPENDICES



Workplace Station



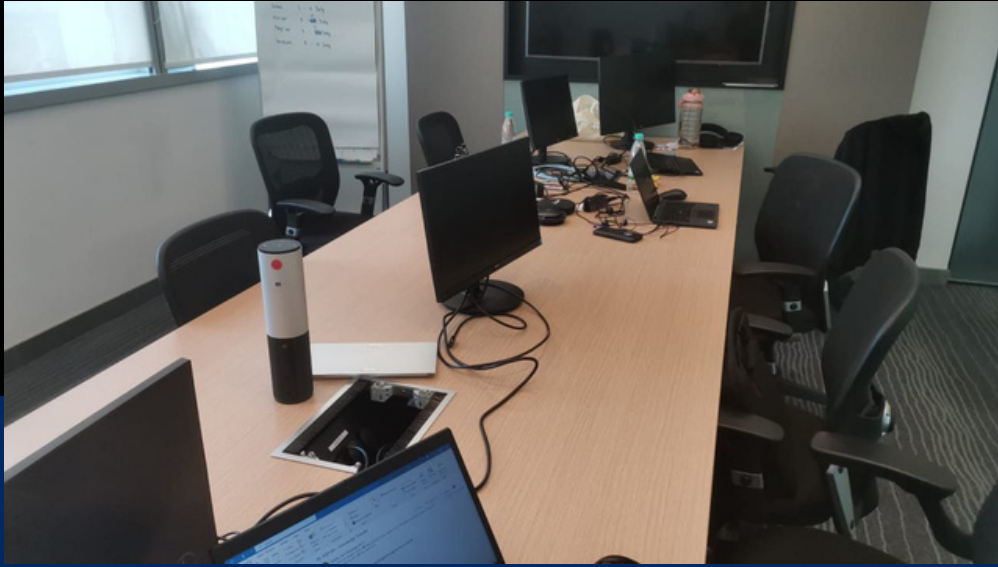
Meeting with
Sales Team



Workplace Area



Meet Me In The
Middle Session



System Testing
Workstation



Bulk Rollout
Features Meeting



ROTF
Immersive Day





Townhall
Meeting

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BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN RESOURCE MANAGEMENT INDUSTRIAL TRAINING REPORT MERCEDES-BENZ MALAYSIA SDN BHD APRIL 3RD, 2023 - OCTOBER 2ND, 2023 PREPARED BY: NUR SHAHFFIQA BINTI SHAFI'EE 2020477348 RBA2436D PREPARED FOR: DR. NURSYAMILAH BINTI ANUAR TUAN HAJI ZULKAFI MANSOR ENCIK MOHAMAD NIZA MD NOR

EXECUTIVE SUMMARY This industrial training report at Mercedes-Benz Malaysia Sdn.Bhd. were based on my journey within six month. I have been assigned at Mercedes-Benz Malaysia under sales and Marketing department, supervised by Liza Izyani Mokhtar who is the Manager of Online sales Project at Mercedes-Benz Malaysia Sdn.Bhd. This report will be discuss on the company background and history, as well as the vision and mission of the Mercedes-Benz Malaysia. Other than that, this report will be discuss on SWOT and PESTEL Analysis, recommendation for company future. In addition, in this report will explain on my training reflection within six month. This training report will be the reflection of my internship experience that includes what I have gained during my internship at Mercedes-Benz Malaysia Sdn.Bhd. Last but not least, the last section of this training report will be the appendices that contain all the proof on what I have been participated and my training related as well as my contribution at Mercedes-Benz Malaysia. 01

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ACKNOWLEDGEMENT First and foremost, Alhamdulillah all praises to Allah S.W.T for allowing me to complete this report. With his Granted and Ease has make my internship training easier and allowing me to accomplish my internship within the six months duration I would like to express my sincere gratitude to my advisor, Tuan Haji Zulkafli Mansor, for the invaluable guidance and feedback, which helped me refine my ideas and strengthen the overall quality of this report. I extend my heartfelt thanks to my supervisor, Liza Izyani Mokhtar, for her invaluable guidance and mentorship throughout this journey. Her expertise, patience, and unwavering support have been instrumental in shaping this project and enriching my understanding during my internship journey within this six month. A special thanks to my colleagues and friends at Mercedes-Benz Malaysia Sd. Bhd. who have provided assistance, motivation, and listening ear when needed. Their camaraderie has made this undertaking more enjoyable and rewarding. I am indebted to my family for their unwavering belief in me and their constant encouragement throughout this academics pursuit. Their love and understanding have been a constant source of strength and inspiration. In conclusion, I would like to acknowledge the collective efforts of everyone involved in this project. Each one of you has played a significant role in its completion, and I am truly grateful for your contributions. 03

2.0 Student Profile 04

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Company Profile 3.1 Company's Name Mercedes Benz Malaysia Sdn. Bhd 3.2 Company's Logo: 3.3 Location: Wisma Mercedes-Benz Taman Perindustrian, 16A, Jln BK 1/13, Bandar Kinrara, 47180 Puchong, Selangor 05
 3.4 Company's Background The official importer and distributor of Mercedes-Benz automobiles in Malaysia is Mercedes-Benz Malaysia Sdn. Bhd. As a joint venture between Cycle & carriage Bintang Berhad, one of Malaysia's top automotive firms, Daimler AG, the business was founded in 2003. The headquarters of Mercedes-Benz Malaysia are in Puchong, and the company runs a nationwide network of dealerships and service facilities. The company provides a wide selection of vehicles, including buses, commercial vehicles, and luxury sedans and SUVs. Mercedes-Benz Malaysia is dedicated to offering its client the highest level of quality, innovation, and client care. To make sure that its vehicles are at the cutting edge of automotive technology, the corporation makes significant investment in research and development. Mercedes-Benz Malaysia engages in a number of corporate social responsibility projects outside of the automotive industry, such as promoting environmental sustainability and education. The business supports numerous racing races and events in Malaysia as part of its involvement in motorsports. Mercedes-Benz Malaysia has made a name for itself in the Malaysian car industry by focusing on quality, innovation, and customer service. The business has received various honors and awards for its dedication to quality, including Malaysia's coveted "BrandLaureate Industry Champion Award" for the car sector. 06

Vision Astorg Auto of Charleston holds a responsibility to foster an environment that empowers employees and promotes innovation, relationships, and growth. We will continuously strive to inspire consumer confidence by supplying a transparent atmosphere and offering a premium automobile product with individualized customer care. Mission We

76%	MATCHING BLOCK 2/2	W
<p>will inspire and create an exceptional place to work and to do business.</p>		

One employee, one customer, and one vehicle at a time. Through our transparent atmosphere, premium auto inventory, and individualized customer care, we create the luxury shopping experience that our customers truly deserve. 3.5 Vision and Mission 3.6 Objective The goal of Mercedes-Benz is to build the world's most desirable cars. As its captive provider of financial and mobility services, Mercedes-Benz Mobility offers best-in-class mobility services for vehicles. 07
 3.7 Goal 3.8 Organizational Structure 08

4.0 Training Reflection 4.1 Duration of Internship Placement at Mercedes-Benz Sdn.Bhd The duration of my internship placement at Mercedes-Benz Sdn.Bhd is about six months or equivalent to 24 weeks. The date I started my industrial training was quite later than other students that supposedly started on 3rd March 2023 due to some reasons. However, I managed to start my industrial training on 3rd April 2023 and ended my internship on 2nd October 2023. Throughout these six-month periods, I had the opportunity to gain valuable hands-on experience and knowledge. This internship has provided me with a comprehensive understanding of the industry, allowing me to develop my skills and contribute effectively to the organization. 4.2 Duration: Specific Date, Working Day and Time The working hours at Mercedes-Benz were flexible working hours. The working days are from Monday to Friday, and they could choose whether to work from home or work from the office. To work from the office, they can be in the office at the earliest time, which is 7:30 a.m and be back at 4:30 p.m as long as it completes 9 hours of working hours, or they could choose to work from the office before lunch and continue their work at home after lunch. The lunch break is provided for one hour for every employee, and they can choose to lunch between 12:00 p.m. to 1:00 p.m. or 1:00 p.m. to 2:00 p.m. 4.0 Training Reflection 09 Department Sales Department Job Roles / Job Title Sales Intern Job Description & Reponsibilities Fill in a key translation for the website enhancement. Testing on a new system and documenting it to provide feedback. Raise a ticket to make sure that the system runs smoothly for the user. Had a discussion with the Legal Team regarding the footnotes of the website, making sure that every wording for the new transformation all correct and follow the rules and regulations. Discuss with the Product Team to maintaining the vehicles for website enhancement. i. Support all digital transformation roll-outs related to sales. ii. Documenting, monitoring and tracking all test cases and it's resolution. iii. Coordinate and liaise with relevant stakeholders related to digital transformation. iv. Ensure effective and appropriate recordings of key events and documentation. 4.3 Details: Departments, Job Roles, Job Description & Responsibilities. 10 Job Description & Reponsibilities Files a minute of discussions or meeting with the Sales Team. Compile the E-certificate of Mandatory Antitrust Training from the Sales Team and submit it to Legal Team. Proactively joined all company events or Townhall. Joined a Plant Production trip to Pekan, Pahang organized by HR department. Joined an Induction Program for new hires organized by the HR department. Download the raw sales touch data report from the system and generate it in the Excel file and follow their format. Export raw data on dealer performance from Power BI and generate in Excel and follow their format. v. Support the Sales Team in daily operations, administrative or other ad-hoc tasks. vi. Participate in company social and networking events. vii. Completing a monthly Sales report. 4.3 Details: Departments, Job Roles, Job Description & Responsibilities. 11

4.5 Intrinsic and Extrinsic Benefits Gained 4.5.1 Intrinsic Benefits 4.5.1.1 Opportunities for knowledge development The opportunities for knowledge development are the main intrinsic benefits that I gained from my internship placement at Mercedes-Benz Malaysia. During the six months of the internship, I gained a lot of new knowledge and had real working experience. As I am part of the sales team has allowed me the opportunity to discover how the business operates in the organization, such as the sales team working together to ensure their business continues to run and resolve some issues they must encounter. As HR students, we also study the management of the organization, including how the sales team, marketing team, HR department, finance, legal team, customer service, and network development how they play their parts in the expansion of the company. 4.5.1.2 Develop communication skills As I am part of the sales team, I was required to engage and communicate with my teammates and with other departments too. Since Mercedes-Benz is an International company, I also need to reach out to international workers from a different region. For instance, if I had reported some issues to the developer from India regarding the system testing. We will communicate with each other about why the issues happen and whether the issue has been resolved. Therefore, this motivated me to continue polishing my communication skills. In addition to speaking, facial expression and gesture are crucial for ensuring that the conversation goes well and there are no misunderstandings. As well as communicating through an email, we need to provide a clear context and explanation so the reader will clearly understand what has been explained. 12

4.5.1.3 Enhance the level of confidence The internship placement also helped me to enhance my level of self-confidence as I had to meet a lot of different people from different departments and communicate with them. Meeting a lot of people has taught me how to be professional while communicating. 4.5.1.4 Develop soft skills and hard skills Communication skills are not the only soft skills that are being developed during the internship; meanwhile, I also developed other soft skills such as teamwork, time management, and discipline. These soft skills were very crucial to be developed in the working environment to ensure that all the tasks could be done efficiently. Despite in developed my soft skills, I also developed my hard skills during my internship placement. During my internship placement, I was taught more about computer literacy and system management as I participated in the digital transformation of the company. Other than that, I also managed to develop my analytical skills, writing skills, as well as project management skills. These skills will be very beneficial for me in my upcoming journey. 13

4.5.2 Extrinsic Benefits Despite gaining intrinsic benefits, there are several extrinsic benefits that I managed to gain during my internship placement at Mercedes-Benz Sdn.Bhd. The main extrinsic benefit that I gained during my internship placement was monthly allowances of RM1,000. The allowance has been paid through cash, and the payment normally will be made on the 25th of the month. This allowance has been paid on the same day as the other employee received their salary. The other extrinsic benefit is the intern is eligible to get one day per month of leave. It does not matter whether Medical Certificate (MC) or emergency leave. For common leave, the intern needs to apply for leave at least seven days before the leave is taken. The leave needs to be applied from the HR website and needs to be approved by the manager. Another extrinsic benefit for the intern is they are entitled to claim for medical bills up to RM50 per receipt. To claim the medical bills need to be submitted to the HR department through their website. 14

5.0 Mercedes-Benz Sdn.Bhd. wholesales and distributes vehicles, Mercedes-Benz offers prestige, luxury, and sports cars. The company was founded in Kuala Lumpur, Malaysia in 2002 as DaimlerChrysler Sdn.Bhd previously. In order to better represent the nature of the group's business, the company changed to its current from in 2008, coinciding with the worldwide name change from DaimlerChrysler to Daimler AG. The four pillars of a SWOT analysis are strengths, weaknesses, opportunities, and threats for the business. A SWOT analysis main goal is to assist organisations in fully understanding all the variables that go into choosing a course of action (Schooley, 2023). Mercedes-Benz can use this method to determined their internal strengths, weaknesses as well as opportunities and threats for external environment. SWOT Analysis 15

5.0 The PESTEL analysis are stand for Political, Economical, Social, Technological, Environmental, Legal to evaluate the business environment. A PESTEL analysis is used by management teams and boards in strategic planning and risk management planning. PESTEL research is also a common tool among management consultant to assist their clients in developing innovative product and market efforts, as well as among financial analysts to identify aspects that may influence model assumptions and financing decisions. For Mercedes-Benz Malaysia Sdn. Bhd there will be Political factors, Environmental factors, Social Factors, and Technological factors. PESTEL Analysis 16

6.1 Strength In SWOT analysis strength for a company is all about how well does the company growth and the advantages of the organization has over other organizations. For Mercedes-Benz Malaysia Sdn.Bhd has a several internal strength. 6.1.1 Strong Brand Name Mercedes-Benz is a worldwide recognized automotive industry leader known for its devotion to quality, luxury, and innovation. Mercedes-Benz's excellent rand image and reputation over the years contribute to the organization's overall success. This positive brand perception boosts the organization's reputation, client loyalty, and market presence. It also draws great talent, who are lured to the brand's prominence and repute. As a result, Mercedes-Benz has a competitive advantage in attracting and retaining qualified people, laying the groundwork for the company to offer flexible working hours and other employee-centric incentives. 6.0 Discussion & Recommendation 17

6.1.2 Flexible Working Hour Mercedes-Benz's strong brand name, combined with its established market position, financial stability, and successful commercial operations, enables the organization to efficiently implement flexible working hour rules. The brand's reputation inspires trust in employees, allowing them to alter their schedules to achieve a work-life balance. The favorable image of the brand fosters a supportive culture within the firm that prioritizes employee well-being and recognizes the significance of maintaining a healthy work-life balance. Working hours flexibility aids in attracting and maintaining exceptional individuals who value the brand's dedication to employee satisfaction and work-life balance. 6.1.3 Office Near to the LRT Station Mercedes-Benz's strong brand reputation also helps the organization's ability to locate an office near the LRT station indirectly. The organization may invest in strategically positioned office building because of the brand's reputation and financial strength. Mercedes-Benz can give employees with efficient commute alternatives by picking a location near the LRT station, which coincides with the brand's commitment to sustainability and employee well-being. The organization's strong brand image, combined with the office's accessible location, aids in attracting and retaining personnel who appreciate simple access and decreased commuting time and costs. 18

6.2 Weaknesses Weaknesses is a barrier to stop the organization from performing at its optimum level. The weaknesses can be improve by the organization to stay competitive in the market. Mercedes-Benz Malaysia Sdn.Bhd has several of internal weaknesses. 6.2.1 Employee overwork Mercedes-Benz Malaysia may encounter employee overwork as a result of insufficient staffing or ineffective resource allocation. When the burden exceeds the workforce's capabilities, it can cause increased stress, weariness, and decreased productivity among personnel. Employees that are overworked may struggle to fulfill deadlines, offer excellent service, or handle client enquiries and requests effectively. Employee morale, job satisfaction, and overall company performance may suffer as a result. To uncover areas of overwork and inefficiency, the organization should perform a detailed assessment of employee workloads. This study can aid in determining the proper personnel levels and optimizing resource allocation to balance the workload. Hiring more workers, transferring duties, or using automation process improvements can reduce employee overwork, promote work-life balance, and boost overall productivity and performance. 19

6.2.2 Slow Market Awareness of EV Benefits Another weakness for Mercedes-Benz Malaysia Sdn.Bhd is a slow of market understanding of the benefits of EVs. Despite the growing global interest in sustainable and environmentally friendly transportation solutions, there may be a lack of awareness or comprehension of the benefits of EVs among Malaysian customers. Concerns like range anxiety, charging infrastructure, and overall performance in comparison to traditional internal combustion engine vehicles could be included. If consumer awareness stays low, EV adoption may be slowed, impacting Mercedes-Benz Malaysia's sales and market share in the electric vehicle segment. Mercedes-Benz should conduct extensive awareness campaigns and educational initiatives to emphasize the benefits of EVs and dispel myths about them. Media campaigns, test drive events, and cooperation with relevant stakeholders such as government authorities, environmental organizations, and industry associations could all be part of these initiatives. Increasing market awareness of the benefits of EVs can increase consumer interest and confidence, resulting in wider adoption of Mercedes-Benz EVs in Malaysia. By resolving these shortcomings, Mercedes-Benz Malaysia Sdn.Bhd can position itself as an EV industry leader, effectively serving the growing demand for sustainable mobility and capitalizing on the promise of electric vehicles in Malaysia. 20

6.3 Opportunities Opportunities in SWOT analysis are favorable external factors that may provide a business with a competitive edge. Mercedes-Benz Malaysia Sdn.Bhd also has several external opportunities. 6.3.1 Commitment to sustainability Mercedes-Benz now has the potential to strengthen its commitment to sustainability. There is a growing need for eco-friendly transportation solutions as worldwide worries about climate change and environmental impact develop. Mercedes-Benz can tap into the growing market of environmentally concerned consumers by investing in research and development of electric and hybrid automobiles, as well as sustainable manufacturing processes. This dedication to sustainability resonates with the company's brand values and has the potential to strengthen the company's position as a leader in sustainable mobility. In the office, Mercedes-Benz Malaysia had also committed to sustainability for instance there is no trash can at our cubicles to reduce in using plastic. So there will be a trash can at the toilet, near the elevator, pantry. Other than that To fulfil the rising demand for environmentally friendly mobility, Mercedes-Benz should make investments in the study, creation, and manufacture of electric and hybrid cars. This entails increasing the selection of electric vehicles, making investments in the infrastructure for charging them, and encouraging the use of renewable energy throughout the production process. 21

6.3.2 Digital Transformation (Technology) For Mercedes-Benz, embracing digital transformation offers considerable potential. Technology advancements like linked vehicles, driverless vehicles, and digital services are revolutionising the automobile sector. Mercedes-Benz may take use of these technologies to improve safety features, the driving experience, customer service. The business may acquire a competitive edge, draw in tech-savvy clients and boost customer loyalty by incorporating digital technologies into its cars. By incorporating cutting-edge technology into their products and services, Mercedes-Benz should give digital transformation priority. Utilising artificial intelligence, networking, and data analytics in this way will improve safety features, the driving experience, and customer service. 6.3.3 Collaboration (Social) Mercedes-Benz Malaysia Sdn.Bhd has the opportunity to access resources and knowledge that are complimentary by working with other organizations. Technology businesses, academic institutes, and even governmental organizations can participate in partnerships and collaborations. Mercedes-Benz Malaysia Sdn.Bhd. can speed up innovation, and work together on initiatives involving the infrastructure for electric vehicles, autonomous driving technology, or sustainable mobility solutions by partnering with these organizations. Collaborations can also boost a company's position in the changing automotive sector and provide new market possibilities. To promote innovation and handle industry difficulties together, Mercedes-Benz Malaysia Sdn.Bhd should actively seek out partnerships with technological firms, research institutes, and other organizations. These collaborations have the potential to pool complementary skills, assets, and viewpoints, hastening the creation and uptake of innovative technology and sustainable mobility solutions. Mercedes-Benz Malaysia Sdn.Bhd can increase its market position, meet changing consumer needs, and enhance its standing as a pioneer in sustainability and digital innovation within the automobile industry by exploiting these chances. 22

6.4 Threats Threats in SWOT analysis are possible trouble spots. Threats differ from weaknesses in that they are beyond of the organizations control (Raeburn, 2022). There are also several threats that need to be face by the Mercedes-benz Malaysia Sdn.Bhd. 6.4.1 New Tax for Luxury Goods (Political) The potential introduction of additional taxes by the government that target luxury goods is one of the main threats facing Mercedes-Benz Malaysia Sdn.Bhd. Due to their higher price tags, luxury automobiles like those provided by Mercedes-benz sometimes incur additional taxes and import taxes. Mercedes-Benz automobiles may cost more if the government enacts new tax regulations or raises existing taxes on luxury vehicles, which might limit consumer demand and negatively impacting sales. The company's market share and profitability might both siffer as a result of this threats. Mercedes-Benz Malaysia Sdn.Bhd. should aggressively interact with key governmental organizations and business groups in order to forge connections, promote just taxation practices, and sway supportive rules. The corporation may influence regulations that are supportive of the expansion and sustainability of the luxury car sector by actively engaging in debates and offering insights on the economic and social advantages of luxury vehicles. 23

6.4.2 Intense Competition (Social) In the luxury automobile market, Mercedes-Benz Malaysia Sdn.Bhd. confronts fierce competition from other automakers for instance, BMW, Tesla, Porche, Audi, Jaguar, Ferrari, Volkswagen and others. Similar or comparable luxury automobiles may be offered by rivals with differing features, price, or brand appeal. Mercedes-Benz Malaysia Sdn.Bhd. may feel pressure from the market to constantly innovate, enhance its goods and services, and set itself apart in order to draw in and keep consumers. Lack of effective market competition may lead to a loss of market share and decreased revenue. To keep ahead of rivals, Mercedes-benz Malaysia Sdn.Bhd. should concentrate on uniqueness and ongoing innovation. This entails creating innovative technology, improving vehicle features, and providing distinctive consumer experiences. By continually providing excellent goods and services, the business mat keep its existing clientele satisfied and draw in new ones who appreciate the brand's uniqueness and inventiveness. Mercedes-Benz Malaysia Sdn.Bhd. might look at ways to broaden and diversify its product line in order to reduce the dangers brought on by fierce competition. To reach a larger client base, this can include launching new car models or expanding into new market categories. The corporation may lessen its reliance on any one market sector and strengthen its resistance to pressure from the competition by diversifying its product offers. 24

In conclusion, Mercedes-Benz is a model of elegance, innovation, and quality in the automobile business. Over the years, the company has proved a persistent dedication to delivering the best quality automobiles and unparalleled customer experiences, cementing its status as the country's most trusted and prestigious brand. Mercedes-Benz Malaysia has constantly pushed the boundaries of automotive technology, setting new milestone for performance, safety, and sustainability with a broad array of cutting-edge models. The brand's unwavering pursuit of innovation has not only improved driving experiences but also contributed to a more sustainable and environmentally responsible future. Moreover, during my internship training I have gained a lot of knowledge as well as real-working experience at Mercedes-Benz Malaysia Sdn.Bhd. This has make me to be a responsible person and I have also improve a lot in my interpersonal skill such as communication skill, time management skill, problem-solving skill and others. Conclusion 25

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