

INDUSTRIAL TRAINING REPORT

15 AUGUST 2022 – 10 FEBRUARY 2023



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Internship Report (MGT666)
On
**Swot and Pestle Analysis of Robert Bosch Power Tools Sdn
Bhd**



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Internship period:
15 August 2022 until 10 February 2023

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Executive Summary

This internship report stresses on the work experience I have gathered as an Intern in the PT-BI/MXF12 department of Robert Bosch Power Tools Sdn Bhd from August 15, 2022 until February 10, 2023. In this report, I mainly have incorporated my experience at Robert Bosch Power Tools Sdn Bhd especially about my task, duties and responsibilities where I also have provided details about my 6 months' work experience at Robert Bosch Power Tools Sdn Bhd along with a comprehensive job description where I had to work with seniors, production team and warehouse team. Not only that, I also provided the intrinsic and extrinsic benefit that I have gained from this company throughout my journey in Robert Bosch Power Tools Sdn Bhd. In this report, I have included some details about Robert Bosch Power Tools Sdn Bhd such as location, vision, mission, objective and organizational chart of my department. Then, I discussed about swot and pestle analysis of Robert Bosch Power Tools Sdn Bhd. The analysis's objective is to help internship student to analyze a company's financial health and competitive advantages or disadvantages. In addition, I also stated my opinion from my point of view based on the SWOT Analysis that i have provided. This report will serve good information for the reader. Robert Bosch Power Tools Sdn Bhd has a good internship program.

Student's Profile

Company's Profile

Robert Bosch Power Tools Sdn Bhd



About the company

Bosch has been present in Malaysia since 1923, represented by Robert Bosch Sdn Bhd, with offices located in Selangor and Penang. In Malaysia, Bosch is active in the areas of Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. The company has three manufacturing arms in Penang, producing car multimedia systems, power tools, and steering system. In 2021, Malaysia contributed sales of around RM 583 million and employed around 4,400 associates.

Location

Robert Bosch Power Tools Sdn Bhd
45, Hilir Sungai Kluang 1, Bayan Lepas Free Industrial Zone Phase 4, 11900 Bayan Lepas,
Pulau Pinang, Malaysia

Vision

"Invented for life" - improving people's quality of life with its products and services that are as innovative as they are beneficial.

Mission

"WE ARE BOSCH"

OBJECTIVE

What they want to achieve:

In the spirit of Robert Bosch, they aim to secure their company's future by ensuring its strong and meaningful development and preserving its financial independence.

MOTIVATION

What drives them:

Invented for life: they want their products to spark enthusiasm, improve quality of life, and help conserve natural resources.

STRENGTHS

What they do well:

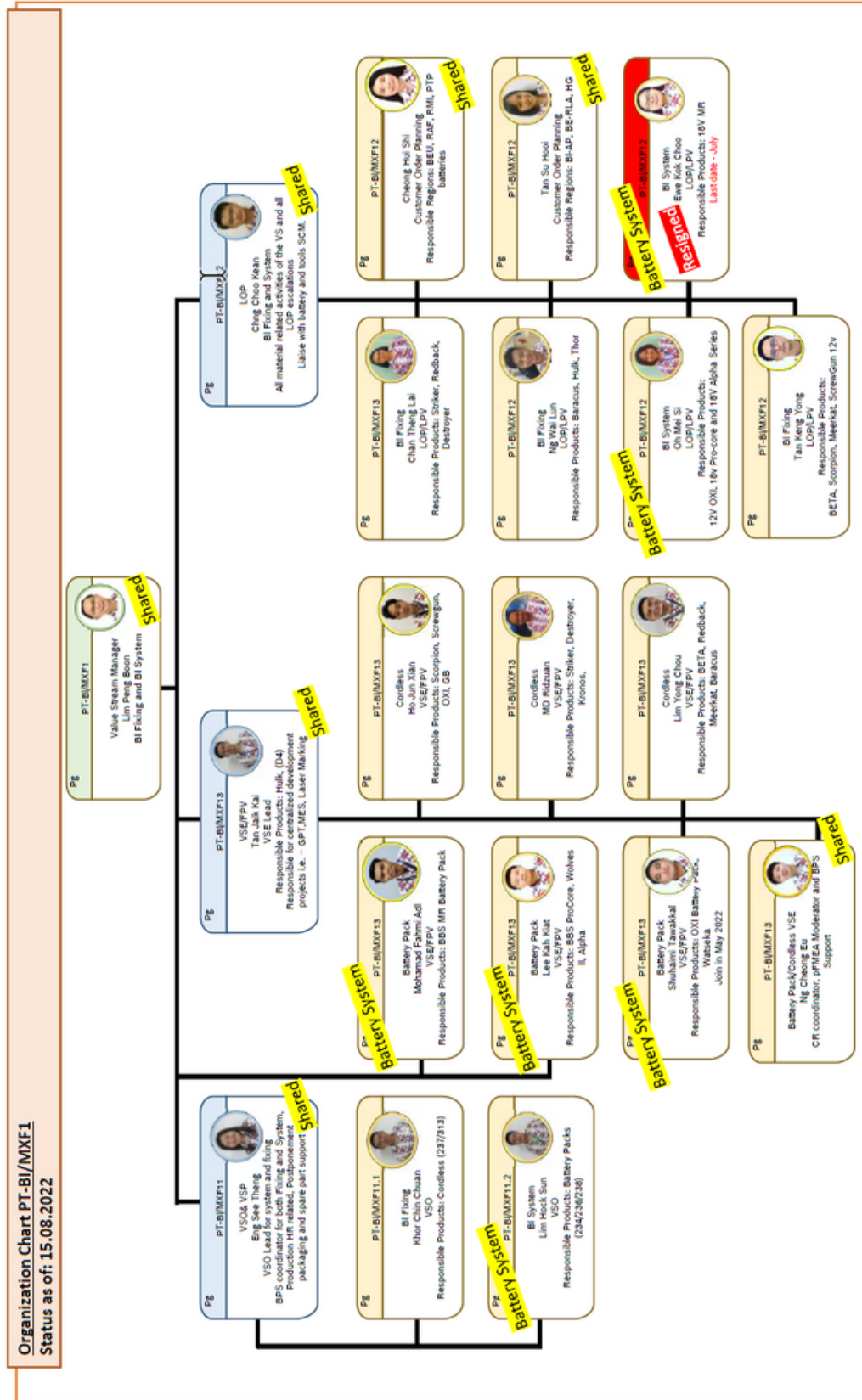
- Bosch culture - Worldwide, their distinctive corporate culture is a common bond. They live by their values and strive for continuous improvement. They are proud to work for Bosch.
- Innovation - Their creativity is the basis for new technological solutions that translate into best-selling products. They are innovation leaders.
- Outstanding quality - They deliver products that offer the best quality and reliability. In this way, they meet our customers' wishes and expectations.
- Global presence - They are an international company. While constantly extending their global presence, they strengthen local responsibility.

STRATEGIC

What will help them succeed:

- Focusing on customers - They understand their customers' requirements. They tailor their products to them, and they create innovative business models.
- Shaping change - They shape change and seize the opportunities it brings, especially in connectivity, electrification, energy efficiency, automation, and the emerging markets.
- Striving for excellence - They measure ourselves against our strongest competitors. Their work is fast, agile, and accurate. Efficient processes, lean structures, and high productivity secure and increase the value of the company.

Organizational Chart



Training's Reflection

Duration and venue

I chose Robert Bosch Power Tools Sdn Bhd as a place of my internship because, it is a multinational company and one of the top best employer. Besides, their professional working environment helps me to utilize my professional skills, realize my potential to the fullest, grow professionally and at the same time assist meet the company goals.

The journey of my internship training at Robert Bosch Power Tools Sdn Bhd began on 15 August 2022 until 10 February 2023. The total duration of my internship are 26 weeks. I started early than other students because my supervisor, Mr Chng Choo Kean need me early so that I can learn a lot.

During my internship, I was working as a normal employee which i was required to come on weekdays, from Monday to Friday. Robert Bosch Power Tools Sdn Bhd implemented flexible working hours which I may come at anytime and go back at any time, but need to fulfill the 8 hours working hours and 45 minutes of break. I usually came to work at 8am in the morning and go back at 5pm. But sometimes, I came at 7am in the morning and going back at 4pm.

Department

During the internship, I was assigned under PT-BI_MXF1 Department led by a Head of Department, Mr Lim Peng Boon. This department were divided into three different teams which are PT-BI_MXF11, PT-BI_MXF12 and PT-BI_MXF 13. In PT-BI_MXF1, I was placed in the PT-BI_MXF12 led by a manager, Mr Chng Choo Kean which is also my supervisor during my internship at Robert Bosch Power Tools Sdn Bhd.

PT-BI_MXF12's team task are planning all materials related activities of value stream and all LOP escalations. Under the manager, Mr Chng Choo Kean, there are seven planner who are responsible in the team, and I am one of it. Other than that, PT-BI_MXF12's team task are also liaise with battery and tools SCM, which they are also need to plan for the battery line.

Roles and Responsibilities

As an internship student, I was obliged to meet some of the responsibilities below.

1. Sensitivity

In Robert Bosch Power Tools Sdn Bhd, there are many staff which come from many different races, religion and background. So sensitivity is crucial especially during lunch hour, we are not allowed to eat pork and beef. Even in the canteen, they do not sell pork and beef. The rules must be obeyed in order to respect each other.

2. Dateline

Dateline is one of the most important things while doing my practical at Robert Bosch Power Tools Sdn Bhd, because Robert Bosch Power Tools Sdn Bhd has already had their vision and mission which is to improve the quality of life. Being able to meet the dateline is a proof where the staff are not pretending to be good but they are actually good and keeping promises and keeping their standard.

3. Dealing with information

There are a lot of confidential information of Robert Bosch Power Tools Sdn Bhd. All the confidential company information must be kept secret. Even after my internship period ended, this obligation still remains in effect. This is because to prevent all the important data of the company from being stolen by outsiders. So, as part of the company, I need to keep confidential information secret and handle all the sensitive data responsibly.

4. Occupational Health and Safety Policy

This is one of the most important policies that I need to take seriously during my internship at Robert Bosch Power Tools Sdn Bhd. This is because, to prevent myself from any unexpected accident. For example, while going to the production and warehouse, I am required to wear sport shoes. Heels are not allowed during working to prevent myself from any harmful activities.

Task and Duties

1. Prepare and Update DDM file

DDM file is one of the task that I need to do during my internship at Robert Bosch Power Tools Sdn Bhd. I was required to prepare and update the DDM file on daily basis. DDM file required me to update previous production output using information generated from the software, SAP GUI. I need to classify previous production by their value stream and MRP Controller. By early of week, I need to prepare the DDM format and named it by weekly.

2. Prepare battery pack supermarket stock and email it to the colleagues

Prepare battery pack supermarket stock is one of the task that I need to do every Monday at 10AM in the morning. The task required me to generate battery pack stock's information from SAP GUI and organize in Microsoft Excel. After that, I need to email the battery pack stock's information to head of department, manager and all planners in my department.

3. Prepare Mini Macro

Mini Macro is one of the task that I need to do every Tuesday. Mini Macro is prepared to show all the materials need in order to fulfill the production schedule by each of production line. Before I did it, I need to wait the leveling pattern of BI Fixing's and Battery Pack's production schedule from Kak Fara. After that, I will be using BOM and MRP to generate all the materials needed from SAP for each line. After generate the information, I need to compile and update in mini macro's master file folder where all the details of all department are there.

4. Prepare BBS and Ipack Housing Forecast

BBS and Ipack Housing Forecast is one of the task that i need to prepare every Wednesday. BBS and Ipack Housing Forecast are prepared to show all the stocks and requirement of each part number from I Pack and BBS. In order to prepare the file, I need to create the format of the file and named it by week. After that, I will take all of the material number provided to generate the information from SAP GUI.

Task and Duties

5. Prepare leveling adherence tracking line and put it at the production's line board

Leveling adherence tracking line is one of the task that I can do when I have free time. But it must be done two times a week. I usually done it on Thursday because usually on that day, i was not so busy so I can do it. It is prepared to track the production output by line. Usually, I will compile the information from the leveling pattern per line and put in the format provided. After it has been done, I need to print all of the leveling adherence tracking line and go to the production to put it on each of the board's line.

6. Extend warranty of expired material

Extend warranty of expired material is one of the task that I need to do when it is requested. Extend warranty is being done to extend the shelf life of expired material. This is because, sometimes the production line need to use some of materials that already expired. So, extend warranty is required, to ensure material meet specifications, quality standards and are cost efficient. By doing this, the material is being tested of the quality control by the QMM and QPV. In this task, usually, the planner will email and request me to extend warranty for expired material. Then, I will request the warehouse team to take out small number of stock of the material. Then, I will go to warehouse to collect the material requested and bring it to the lab for QMM's checking. The process for QMM to do the test will take 2-3 days depends on their workload. But if it is an urgent, I will tell the QMM and ask them to do faster. After that, when there got no problems with the material, I will pass down the materials to the QPV for checking and approve the extend warranty. After QPV done their part, I will request the LOM team to update new expiry date of the material and release the block 's'. Lastly, when everything is done, I will return the material to the production supervisor so that they can use it to fulfill the production order.

7. Go to production to give kanban card and get supervisor's sign

This task I need to do when I was required. When I received the kanban card from the spare part team, I will write down the kanban's information in the purple card log book. After that, I will go to the production to give the kanban card to the required supervisor so that they can run the production after they receive it.

Task and Duties

8 . Level production according to their line

I need to this task when I required and receive the leveling card from the planner. Usually, after I receive the leveling card, I need to identify which line is the leveling card belongs to. So that, I can easily go to production and put it into their line. If I misplaced the leveling card, the production cannot run the product based on the plan. Sometimes, I need to pick the leveling card for cancel order. So i will go to the production to pick it if I was being told to do so.

9. Prepare Battery Pack 9 month Forecast Requirement

Battery Pack 9 month Forecast Requirement is one of the task that I need to do every Wednesday before 10:30 in the morning. Battery Pack 9 month Forecast Requirement are prepared to show how much the quantity of Battery Pack needed in 9 months. In order to prepare the file, I need to generate the information from the SAP GUI by weekly and monthly. After that, I will compile all the information in one excel file and named it by weekly.

10. Prepare backlog Ban Seng, backlog planner, backlog main line and backlog supporting line for all cordless and battery line

Prepare backlog is one of the task that I need to do when Kak Fara is on leave. Backlog is being prepared to show the quantity of backlog order from the supplier, planner, main line and supporting line. In order to prepare the file, I need to compile the information from SAP GUI. After that, I need to arrange it neatly in Excel file and email it to the supplier and my team members.

11. Prepare leveling pattern and production schedule

Prepare leveling pattern and production schedule is one of the task that I need to do when Kak Fara is on leave. Leveling pattern and production schedule is required to show the quantity and production schedule of each line. In order to prepare the file, I need to compile all the line information in one excel file. After that, I need to email it to all my team members.

Task and Duties

12. Prepare Profiling report

Profiling report is one of the task that I need to prepare only once. It is the task that are required by my supervisor. Profiling report is required to show the quantity of material uses by each department. In order to prepare the file, I need to compile stock control information in one excel file. After that, I need to generate some information needed in order to prepare the report. When the report is done, I need to classify which department use the more material compared to my department and update it accordingly.

13. Data entry for YEAR END PI Count

Key in the data entry for year end 2022 with colleagues.

Intrinsic & Extrinsic Benefit

- Allowances

During my internship training at Robert Bosch Power Tools Sdn Bhd, I received RM1200 allowances per month. It is such a huge amount for me as an internship student. Although I need to rent a room in Penang, I am able to survive the six months of my internship in Robert Bosch Power Tools Sdn Bhd.

- Leave

During my internship training at Robert Bosch Power Tools Sdn Bhd, I was provided annual leave, medical leave and hospitalization leave. 7 days of annual leave, 5 days of medical leave and 10 days of hospitalization leave. I am able to request annual leave, medical leave and hospitalization leave whenever I need to but it must be inform to my internship supervisor, Mr Chng Choo Kean.

- In-house clinic

In Robert Bosch Power Tools Sdn Bhd, there is one clinic that we call in-house clinic. Whenever employees feel sick or get injured, we will able to go the clinic and not being charge at all. I personally have go to the clinic when I was cough and get some medicine.

- Equipment and Tools

Interns are equipped with several equipment and software to help them with their tasks and assignment. First and foremost is our access card to enter the Robert Bosch Power Tools Sdn Bhd building. The access card is not only to enter the building but it is a way to identify my attendance daily. For those who does not have the access card, they can register at the concierge and claims visitors pass. This access card also use to enter each office doors warehouse and production. Other than that, the IT staff also provide me with an office laptop. The reason why they provide this is because, some of the task might need me to use the company's system which they won't allow it on any other devices such as printing, personal email, company calendar and leave application system. All of these systems are built-in in the laptop so if I need to use it I don't have to download the system or application myself. Not only that, they also provide me a personal work space area which I can choose where I wanted to sit.

Swot & Pestle Analysis

POLITICS

Bosch is an international company. Thus, any changes in taxes such as customs, duties, tariffs on imported goods will reduce the profit of the company. Other than that, Bosch need to comply with other country's law. They need to obey the law of other countries to maintain as one of global supplier.

ECONOMICS

Bosch, a global brand is effected by many type of financial factors. One of the factor is, increases of cost of raw material is affected by the fluctuation of foreign currency. Other than that, recession in the country that Bosch operates, will decrease their profitability.

SOCIAL

Social approval could influence how quickly automation and digital technologies are implemented. However, Bosch works hard to grab the opportunities to improve their technologies to fulfill the consumer preferences that always change from time to time.



TECHNOLOGY

Bosch is quickly adjusting to the technological advancements occur around it. It also aspires to rank among the top Internet of Things (IoT) company. In order to do this, it created its own platform, known as Bosch IoT Suite and IoT Cloud. They also working on many areas related to mobility, manufacturing, smart homes and agriculture.

ENVIRONMENT

Energy and Building Technology, a distinct division of the business, contributed a 7% of Bosch Group's overall revenue. The design, engineering, procurement, project management, installation, commissioning, and maintenance are examples of the services provided by the industry.

LEGAL

Numerous lawsuits have been brought against Bosch, which may have an impact on its finances in the future. Numerous class-action and individual civil actions against the company are pending, mostly in the US and Canada. The business is also constrained by antitrust lawsuits. Antitrust rules also apply to BSH Hausgerate, a subsidiary of Bosch in France. These legal disputes might significantly influence the business and its financial results.

S

Strengths



- Wide range of products.
- Strong emphasis on innovation and R&D.
- Geographical diversification and excellent abilities to enter emerging markets.

W

Weaknesses



- Salary offers for operator is low compared to other factory.
- Net profit annual decrease during the past 2 years.
- Companies with different work cultures have had a difficult time integrating.

O

Opportunities



- Innovative new goods, innovative technologies.
- The government's green initiative provides a chance for state and federal government contractors to purchase Bosch products.
- Increased demand for excellent products for lengthy service.
- Customers gain over the internet.

T

Threats



- New sector players – increased competition.
- Sales reduce because of weak economy due to impact of Covid-19 past year.
- Competitors developed innovation fastly.

SO



Strategies

- Produce more innovative of wide range of products (S1,01)
- Do the advertisement about the R&D of new product in the internet to gain more customer around the world (S2,O4)



WO

Strategies

- Implemented "Go Green Discount" by giving discounts to the contractors and other users who buy Bosch products. (W2,O2)
- Increase the salary of the operator to attract more employees so that can increase demand of the products. (W1,O3)

ST

Strategies

- Strongly focus on new innovation and R&D and come out with new ideas and product. (S2,T3)
- Study the current demand and enter new market. (S4,T1,T3)

WT

Strategies

- Reduce threat of competition by develop flexible working hours. (T1, W3)
- Implemented new business strategy to overcome weak sales and profit during post-pandemic situation. (T2,W2)

Discussion & Recommendations

The SWOT Analysis of Bosch noted strengths such as it produces a range of products, strong emphasis on innovation and research and development and the ability of the company to enter emerging markets. As you all aware, Bosch have four types of business sectors which are Mobility Solutions, Industrial Technology, Consumer Goods and Energy and Building Technology. As for me, I have done my internship in Robert Bosch Power Tools Sdn Bhd which mainly focus on Consumer Goods which is in Power Tools area. This sector provides wide range of products and solutions in the areas of Power Tools and Household Appliances. There are a lot of product produce under Power Tools area which are power tools, power tool accessories and measuring tools. Thus, it gave big impact to the Bosch as Power Tools is one of the global leader for power tools and accessories. Therefore, Bosch need to maintain this achievement in the future by produce more product that can benefit the consumers preferences as the technology nowadays become improve day by day. According to (Newswire, 2022), Bosch Power Tools, a global leader for power tools and accessories, is launching a new brand campaign, featuring the voice of Nick Offerman. The campaign focuses on the engineering of their power tools, in some extreme situations, which are designed to meet the demands of construction and trades workers on the job. This achievement shows that Bosch has improved their product by their strongly emphasis on research and development to satisfy their consumers as well as maintain as one of the global leader for power tools and accessories.

However, it also noted weaknesses such as the salary offer to the operator is quite low compared to other company, net profit annual decrease during past two years and the difficult time integrating because of the company with different work cultures. Robert Bosch Power Tools Sdn Bhd offers their operators a salary of RM1500 which is low compared to other companies. These has effect the citizen of Malaysia not interested to work in Robert Bosch Power Tools Sdn Bhd. Instead, the operator of Robert Bosch Power Tools Sdn Bhd mostly came from Indonesia. Covid-19 pandemic gave big impact to Bosch, not only this company, other company also faced the same thing. As Bosch is a global brand, sometimes the employee in Malaysia faced difficult time to integrate with employees from other country especially from German itself. However, there is no problem without the solution. Robert Bosch Power Tools Sdn Bhd need to take an action to minimize their weakness such as increase the salary of the operator so that they can increase the demand output of the company as well as gain more revenue. Not only that, they also need to implemented flexible working hours so that employee can integrate with each other even from another side of the world. According to (eeNewsEurope, 2022), Robert Bosch saw a drop of 4.4 percent in turnover in 2020 to €71.6bn from 2019, which was itself down from turnover of over €78bn in 2017 and 2018. These shows that Bosch has decreasing in their revenue in 2020. However, in 2021, they manage to overcome the problem by develop Alot which is the combination of artificial intelligence (AI) and the internet of things (IoT) that will contribute billions to the company. These are something that Bosch should keep it up so that they can overcome any problem in the future.

In addition, The SWOT Analysis of Bosch noted opportunities. One of the opportunities is innovative new goods, innovative technologies. As the technology is improving day by day, this is a huge opportunity for Bosch to develop new goods and doing research and development in order to introduce new technology. According to (Bosch, 2022), as a driver of innovation, Bosch has investing more in new chips that make technology “Invented for life” possible. Bosch has invested one billion euros in new innovation called IPCEI 2, which stands for important project of common European interest. In this new innovation, they are focusing on microchip technology. These are something that we should praised for Bosch as they took the opportunity to maintain as a global brand. Other than that, the government’s green initiative provides a chance for state and federal government contractors to purchase Bosch products is one of the opportunities for Bosch. According to (MacPhail, 2022), The General Services Administration (GSA) has already taken steps to begin promoting green procurement in response to last December's that calls for environmentally conscious acquisition. This clearly shows that Bosch can take the opportunity to enter this new market. Early bird catches the worm. Not only that, gaining customers over the internet also one of the opportunities. As we all aware, people nowadays love to shop online rather than going out to buy the product. It is because, this will save their time and prevent them from traffic jam. So, this is one of the opportunities that Bosch can grab as fast as possible by selling their products in online platform such as Shopee, Tiktok Shop, Lazada and many more.

Last but not least, there is always a challenge despite of all the opportunities. The SWOT Analysis of Bosch also noted threats. Although Bosch is a global leader, they have to compete with other famous brand such as Parker Hannifin, DENSO, Panasonic, Continental and Siemens. Bosch need to accept the fact that they have to compete with the brand in term of new innovation and technology. Other brand might develop the technology and innovation faster than Bosch itself. Therefore, Bosch always need to put their best foot forward. Bosch need to act faster as possible in develop new innovation as well as keep focusing on research and development. According to (Bosch-home, 2022), Bosch already develop new innovation such as washing machines that full of innovations to save time, reduce costs, and make household chores a little bit easier, Home Connect smart technology enables people to control wi-fi enabled Bosch appliances with phone or tablet, dry dish technology, vita fresh for fresher food, unlimited cordless vacuum and ovens and hobs that packed with innovations to help people get the most from their cooking and save time prepping and cleaning. This can conclude that Bosch has grown so fast in term of innovation and technology. However, the reduce of sales because of weak economy is the threat that Bosch cannot avoid of. Instead, they can overcome it by develop the strategy to overcome the weak economy nowadays.

Conclusion

Conclusion

In conclusion, internship program at Robert Bosch Power Tools Sdn Bhd helps me to gain the real experiences of working. The task given provides me with various real working experience, environment and work load. Through this internship program, I learned to prepare myself physically, mentally and emotionally during the time of need. Furthermore, I learned to survive in real working environment with various experience I have been through during the internship training. All of these experience will help me when I begin the real career in the future.

Internship in a multinational company like Robert Bosch Power Tools Sdn Bhd was one of my dreams when I was an under-graduate level student. I am so happy that, I could complete the last phase of my undergraduate life internship in such a good employer. For a young blood like me working with the experienced and professionals definitely was a great experience for me. The office and people there were great like home.

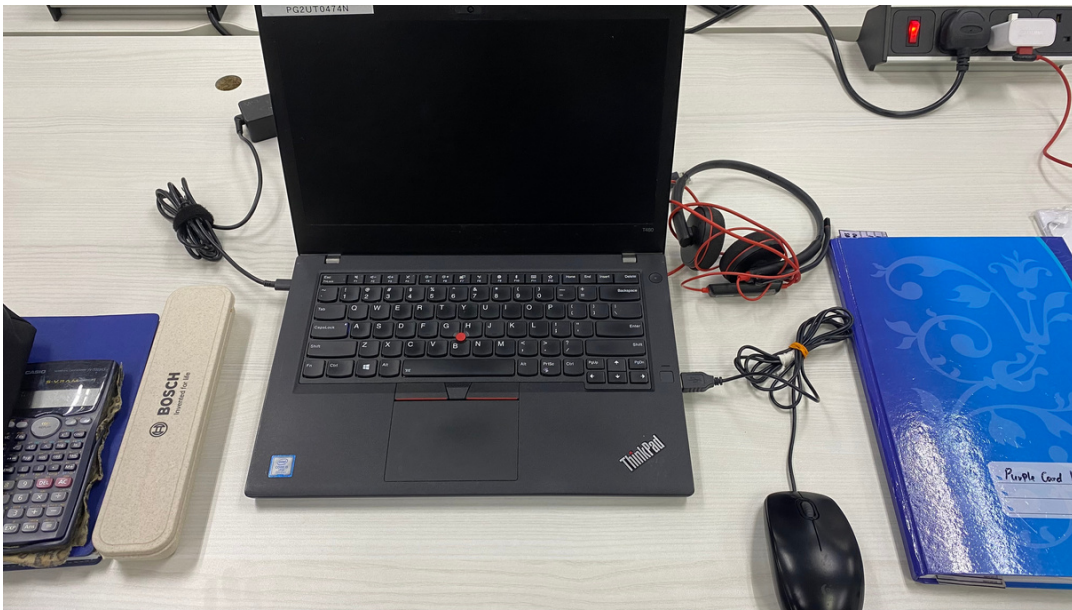
Last but not least, even though there are many challenges I faced during the internship training; I'm glad that I managed to complete the training without having to extend the internship training at Robert Bosch Power Tools Sdn Bhd. Again, this report is done with a lot of limitations and obstacles. Thanks to so many people who helped me doing this report.

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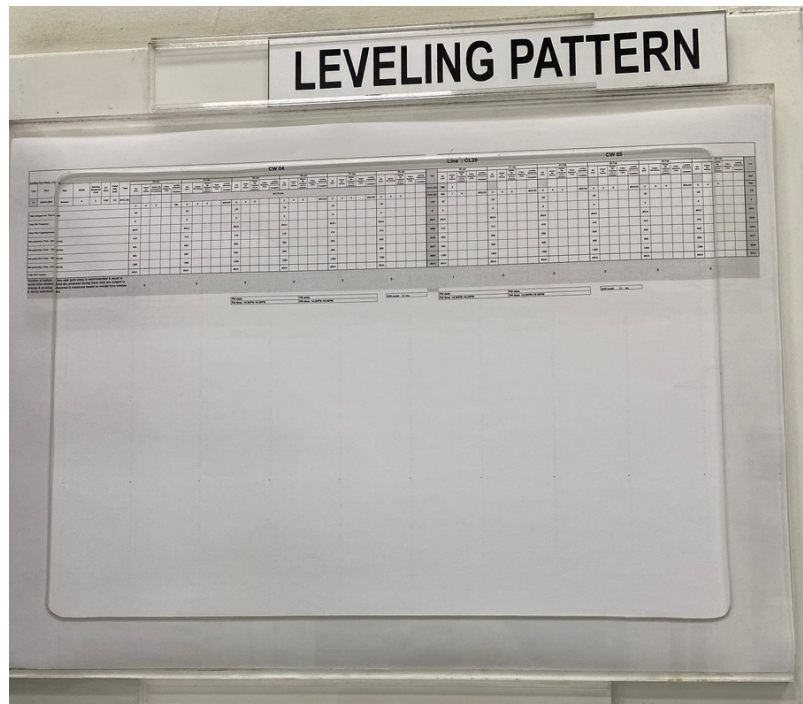
Appendices



Appendices 1: Preparation of working place and materials: desk, laptop and office equipment.



Appendices 2: Leveling board: put the leveling card.



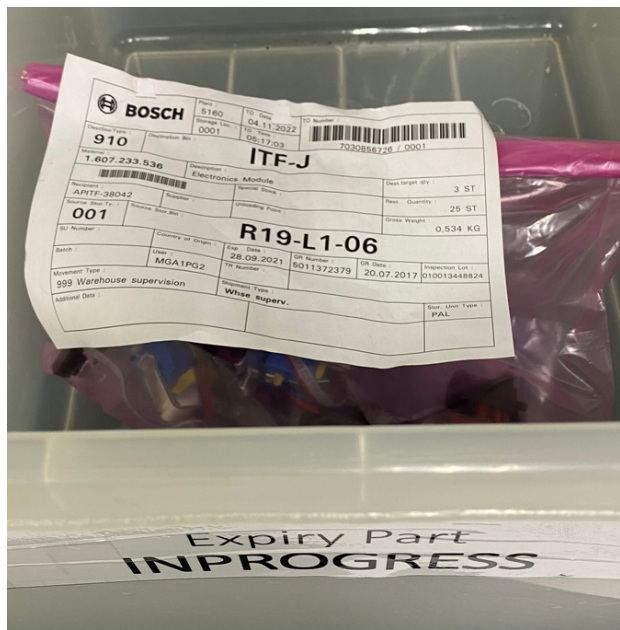
Appendices 3: Leveling board - leveling adherence.



Appendices 4: Kanban card and purple card log book - give to Supervisor in production line.



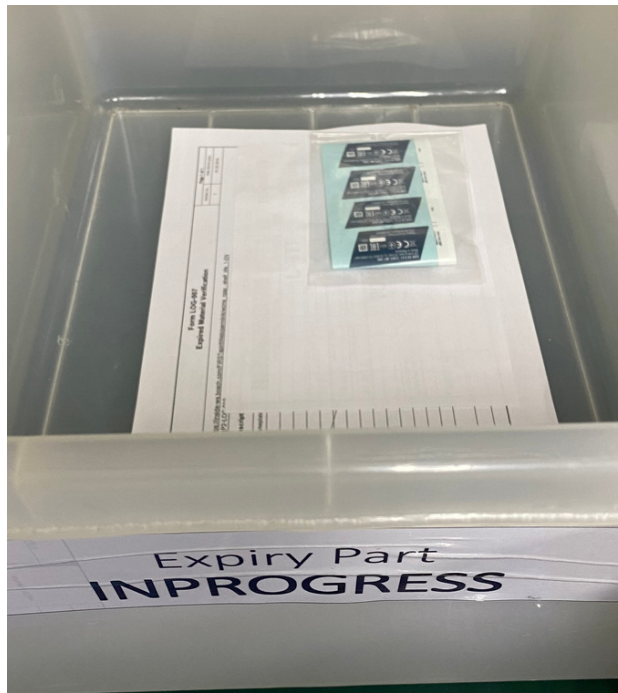
Appendices 5: Extend warranty Electronics Module - collect part from warehouse.



Appendices 6: Extend warranty Electronics Module - put part in the lab for quality control's checking by QMM.

BOSCH Power Tools		Form LOG-007 Expired Material Verification							Page 1 of 1		
LZT link: Refer to procedure:		https://inside-ws.bosch.com/FIRSTspintWeb/permlink/wcms_rgap_shelf_life_1-EN PgP2-LOG-010							Version no.	Date dd.mm.yyyy	
									1	01.02.2016	
No	Part Number	Description	Goods Receiving (GR) no	Lot qty (pcs)	Existing expiry date	Checked qty (pcs)	Test Performed	Results	Extension allowed?	New	Inspected
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Verified by (QMM)											
Approved by QPV											

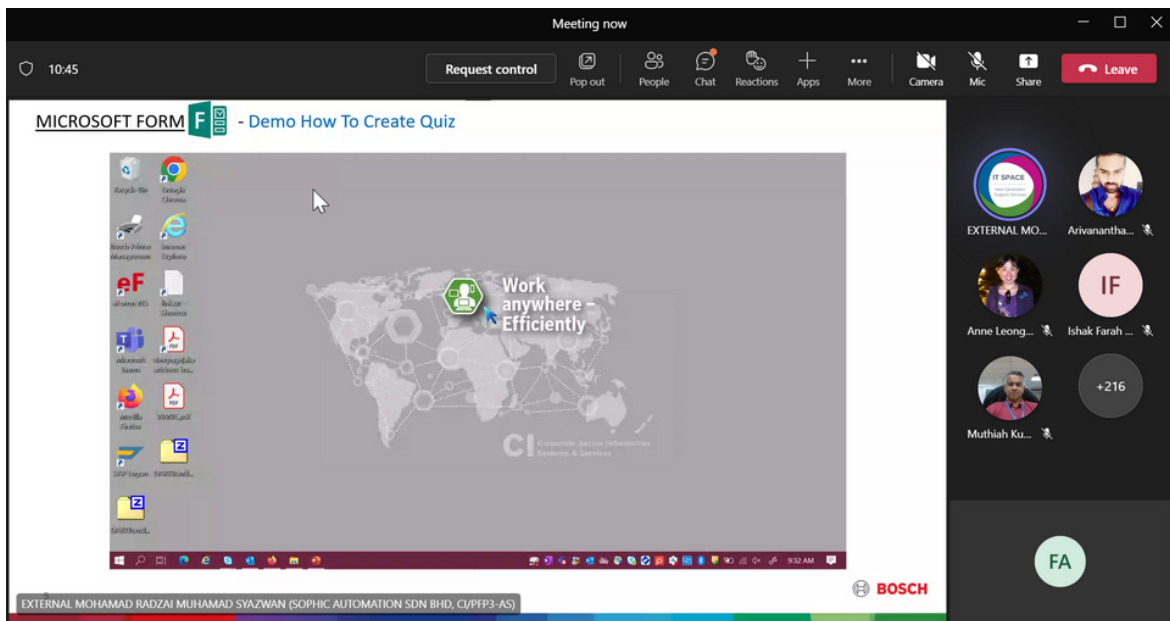
Appendices 7: Extend warranty Label - collect part from warehouse.



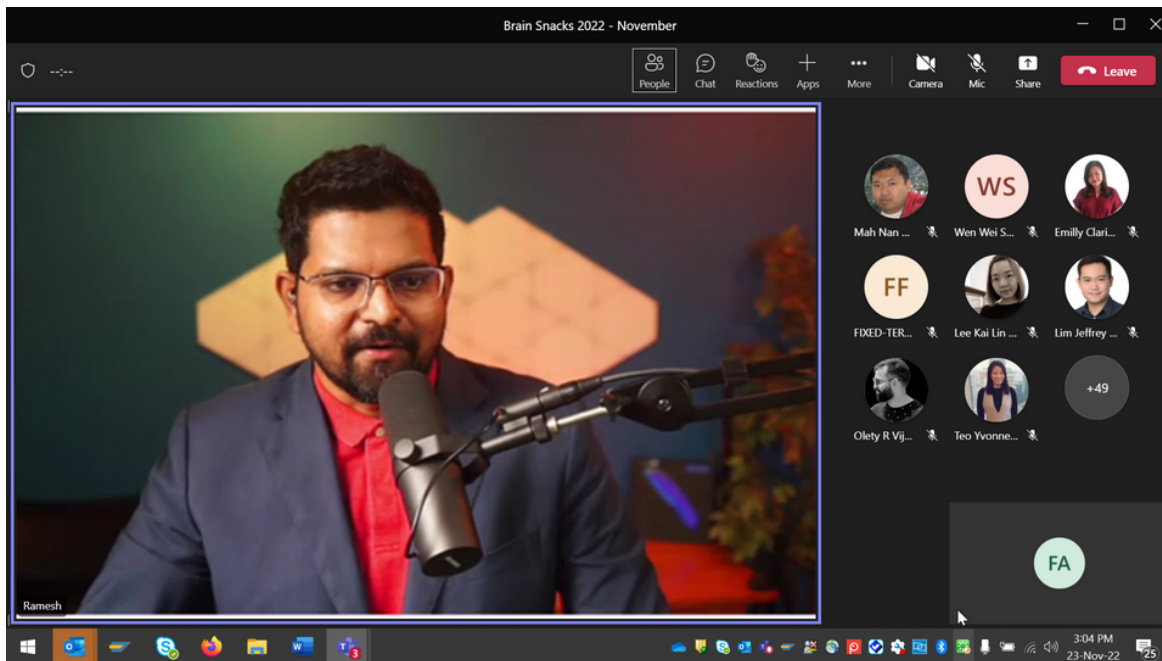
Appendices 8: Extend warranty Label - put part in the lab for quality control's checking by QMM.



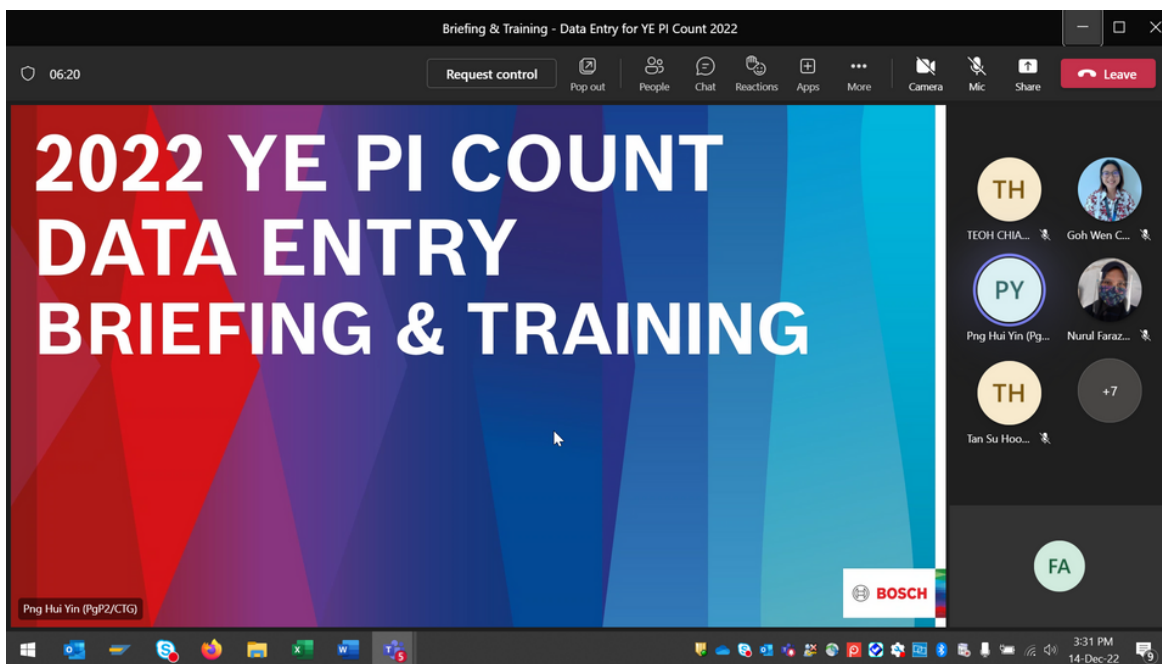
Appendices 9: Attend HPC Closing Ceremony



Appendices 10: Attend CI/PFP3-AS Info sharing – how to create poll and quiz using Microsoft Teams, and how to use Microsoft Planner.



Appendices 11: Attend Brain Snacks 2022 - November





Appendices 12: Attend Briefing & Training - Data Entry for YE PI Count 2022.

Document Information

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W	URL: https://www.bosch-press.be/pressportal/be/en/press-release-26112.html Fetched: 2022-05-18 15:53:38	 2
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Executive Summary This internship report stresses on the work experience I have gathered as an Intern in the PT-BI/MXF12 department of Robert Bosch Power Tools Sdn Bhd from August 15, 2022 until February 10, 2023. In this report, I mainly have incorporated my experience at Robert Bosch Power Tools Sdn Bhd especially about my task, duties and responsibilities where I also have provided details about my 6 months' work experience at Robert Bosch Power Tools Sdn Bhd along with a comprehensive job description where I had to work with seniors, production team and warehouse team. Not only that, I also provided the intrinsic and extrinsic benefit that I have gained from this company throughout my journey in Robert Bosch Power Tools Sdn Bhd. In this report, I have included some details about Robert Bosch Power Tools Sdn Bhd such as location, vision, mission, objective and organizational chart of my department. Then, I discussed about swot and pestle analysis of Robert Bosch Power Tools Sdn Bhd. The analysis's objective is to help internship student to analyze a company's financial health and competitive advantages or disadvantages. In addition, I also stated my opinion from my point of view based on the SWOT Analysis that i have provided. This report will serve good information for the reader. Robert Bosch Power Tools Sdn Bhd has a good internship program. 01 INDUSTRIAL TRAINING REPORT

I want to start off by expressing my gratitude to the Almighty Allah for giving me the strength, courage, and ability to complete the internship program and submit the internship report on time despite a number of difficulties. It gives me great pleasure to express my gratitude to a huge number of people for their kind cooperation and support, who helped me prepare this report either directly or indirectly. First of all, I would be remiss in not mentioning my internship supervisor Mr Nik Abdul Aziz Nik Hassan for his guidance and advice which helped me a lot to complete this report. Not to forget, my intersnhip coordinator, Mrs Labanihuda Abdull Rahman who helped me through this internship journey. Moreover, I would like to extend my sincere thanks to my supervisor of Robert Bosch Power Tools Sdn Bhd, Mr Chng Choo Kean, Manager of Material and Planning department who willingly took my responsibility to contribute to this organization. His approach taught me how to work well with everyone in the organization, grasp the office culture, and meet client objectives through passion and enthusiasm. Last but not least, this endeavor would not have been possible without greatest support from my parents who never gave up on giving me the endless support to complete my internship. Their confidence in me has sustained my enthusiasm and upbeat attitude throughout this process.

Acknowledgement 02 INDUSTRIAL TRAINING REPORT

Student's Profile INDUSTRIAL TRAINING REPORT 03