



UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Perlis  
Kampus Arau



**BOSCH**

Invented for life

**BOSCH**

MGT666 | 15 August 2022 - 10 Februari 2023

# INDUSTRIAL TRAINING



Robert Bosch Power Tools Sdn. Bhd.

**Prepared For :**

Puan Zunairah Hasan  
Puan NorShamshina

**Prepared By :**

Nur Farhana Binti Md Harun  
2020959599  
RBA2426A

---

# Table of Contents

01. Preliminary Pages.....	
Executive Summary.....	1
Acknowledgement.....	2
02. Student's Profile.....	3
03. Robert Bosch Power Tools Profile.....	4 - 6
04. Training's Reflection.....	7
05. Task Assigned During Internship.....	8 - 13
06. Benefits.....	14
07. External Analysis.....	15 - 18
08. Internal Analysis.....	19 - 22
09. SWOT Analysis.....	23
10. SWOT Analysis Matching.....	24 - 27
11. Recommendation.....	28 - 32
12. Conclusion.....	33
13. References.....	34
14. Appendices.....	35 - 38

---

# Executive Summary

This industrial training report summarizes the six months of internship training learning and experience at Robert Bosch Power Tools Sdn. Bhd. Penang under the Spare Part Department from 15 of August 2022 until 10 of February 2023 as the last semester in completion for Bachelor in Business Administration (Hons.) in Finance. This Industrial training report contains all the task that I have learned and deal with in order to enhances my knowledge and experience. Besides that, this report contain the my profile which is my updated resume and also Robert Bosch Power Tools Sdn. Bhd. profile.

In this report, I have also analyzed the internal and external factors that will affect Robert Bosch Power Tools Sdn. Bhd. in short term and in long term. The major points of this report is for student to come up with the PESTLE and SWOT Analysis of Robert Bosch Power Tools Sdn. Bhd. during the duration of the internship training. The outcome of this report is to come up with SWOT matching strategies in order to foreseen the possibilities of Robert Bosch Power Tools Sdn. Bhd. to be one of the thriving company among multinationals and electronics (TI) industry. At the end of preparing this report, it can be concluded that industrial training is indeed beneficial for me as a preparation before being expose to the real working environment.

### 3. Robert Bosch Power Tools's Profile

#### Location

Robert Bosch Power Tools Sdn. Bhd.  
45 Hilir Sungai Keluang 1,  
Phase 4, Bayan Lepas Industrial Park,  
11900 Bayan Lepas, Penang.

#### Objectives

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 independent.

#### Background

The Bosch Group is currently a leading global supplier of technology and services around the world. Bosch Group operations are divided into four business sectors which are

- Mobility solutions
- Industrial technology
- Consumer goods and energy
- Building technology.

#### Vision

- Bosch creates technology that is "Invented for life"
- The Bosch Group's strategic objective is to facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufacture with its help. Bosch improves quality of life in worldwide with their products and services that are innovative and spark enthusiasm.

#### Mission

- "We are Bosch"
- Bosch are motivated by their desire to develop products that are "Invented for life", that spark enthusiasm, that improve quality of life, and that help conserve our natural resources. Bosch's mission summarizes their values, their strengths and their strategic orientation.
- Their mission also based on seven central values which will shape their corporate culture ranging from focus on the future and earnings to cultural diversity.

### 3. Robert Bosch Power Tools's Profile

#### Values

##### 1) Future and result focus

Our actions are result-focused. This allows us to secure our future. It also creates a sound basis for the social initiatives of the company and the foundation.

##### 2) Responsibility and sustainability

We act prudently and responsibly for the benefit of society and the environment.

##### 3) Initiative and Determination

We act on our own initiative, take entrepreneurial responsibility, and pursue our goals with determination.

##### 4) Openness and Trust

We communicate important company matters in a timely and open fashion. This is the best foundation for a relationship built on trust.

##### 5) Fairness

We deal fairly with our colleagues and business partners and view this fairness as a cornerstone of our corporate success.

##### 6) Reliability, Credibility and Legality

We promise only what we can deliver, accept agreements as binding, and respect and observing the law in all our business transactions.

##### 7) Diversity

We appreciate and encourage diversity for the enrichment it brings and see it as essential for our success.