

ARMSTRONG AUTO  
PARTS SDN. BHD.

# INDUSTRIAL TRAINING REPORT

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**ARMSTRONG GROUP OF COMPANIES**

# EXECUTIVE SUMMARY

This internship report focuses on the job experience I gained as an intern in the Human Resources department of Armstrong Auto Parts Sdn. Bhd. from September 1, 2023, to February 9, 2024. Armstrong Auto Parts is a manufacturing company at Butterworth's main headquarters that specializes in the production of motor vehicle parts and accessories.

In this report, I begin by explaining the background of the company, the responsibilities assigned to me throughout almost six months of my internship, my training experience, and discussing my tasks and challenges. My main role was to serve as an assistant HR officer, and I was responsible for various tasks. These included managing matters related to overtime forms, communicating with employees regarding their attendance and leaves, and meeting with supervisors to confirm matters regarding their subordinates. This experience provided me with valuable insights into HR operations and the challenges faced in managing employee-related matters. The staff in the HR and Admin departments at Armstrong Auto Parts Sdn. Bhd. contributed to my having a positive experience.

Overall, the internship provided valuable hands-on experience and helped me develop important skills for my future career in HR. In addition, the SWOT and PESTEL analysis of the company are also discussed and concluded with some recommendations and conclusions for the overall six-month internship experience.

# TABLE OF CONTENT

<b>ACKNOWLEDGEMENT</b>	<b>01</b>
<b>2.0 STUDENT'S PROFILE</b>	<b>02</b>
<b>3.0 COMPANY'S PROFILE</b>	<b>03</b>
3.1 VISION	<b>04</b>
3.2 MISSION	<b>04</b>
3.3 OBJECTIVES	<b>05</b>
3.4 GOALS	<b>05</b>
3.5 ORGANIZATIONAL STRUCTURE	<b>06</b>
3.6 PRODUCTS/SERVICES	<b>07</b>
<b>4.0 TRAINING'S REFLECTION</b>	<b>09</b>
<b>5.0 SWOT ANALYSIS DISCUSSION AND RECOMMENDATION</b>	<b>15</b>
5.1 STRENGTH	<b>16</b>
5.2 WEAKNESS	<b>20</b>
5.3 OPPORTUNITY	<b>24</b>
5.4 THREAT	<b>28</b>
<b>6.0 CONCLUSION</b>	<b>32</b>
<b>REFERENCES</b>	<b>33</b>
<b>APPENDICES</b>	<b>34</b>



## 3.0 COMPANY'S PROFILE



Armstrong Cycle Parts was founded in 1972 with a primary emphasis on manufacturing bicycle spokes and nipples. In 1978, the organization expanded its product range by establishing Armstrong Auto Parts (AAP), which specialized in manufacturing motorcycle parts. It is located at Jalan Permatang Pauh, Mak Mandin, 13400 Butterworth, Penang.

Armstrong Auto Parts Sdn. Bhd., with its headquarters located in Butterworth, Malaysia, has grown to become a well-known company with branches in Seremban and Alor Gajah, Melaka. Armstrong Auto Parts is a prominent subsidiary of Oriental Holdings Berhad, which is a multinational corporation that specializes in the production of automotive and related products. In addition, it has subsidiaries such as Armstrong Trading & Supplies Sdn. Bhd., which is involved in the general trading, importation, and distribution of automotive parts.

## 3.0 COMPANY'S PROFILE

### 3.1 VISION

To be Malaysia's outstanding smart manufacturer of automotive parts and components through significant transformation in people, processes, and technology towards Industrial Revolution 4.0 adoption by the year 2030.

### 3.2 MISSION

To develop manufacturing capabilities through Industrial Revolution 4.0 advancement to ensure that Armstrong's products and services are delivered at the highest quality with reasonable price.