

BROMMA

A Tradition of Innovation



UNIVERSITI
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MARA

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INTERNSHIP FINAL REPORT AT BROMMA (MALAYSIA) SDN. BHD

1 SEPTEMBER 2023 - 9 FEBRUARY 2024

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2021196097

BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) MARKETING



EXECUTIVE SUMMARY

This report explores my 6-month internship at Bromma (Malaysia) Sdn. Bhd. in Chemor, Perak, from September 1st, 2023, to February 9th, 2023, guided by Mr. Nur Hisham Md Salam. It offers a deep look into Bromma (Malaysia) Sdn. Bhd., detailing my experiences, interactions, and the skills gained during the internship, crucial for my personal and professional growth.



**MOBILE HARBOUR
CRANE SPREADERS**

Structured into multiple sections, the report initiates with a vital introduction to the company's profile, followed by a reflective exploration of the industrial training experience, highlighting the application and acquisition of diverse skills. The core discoveries revolve around specific aspects of the company, thoroughly examined through a SWOT analysis, capturing strengths, weaknesses, opportunities, and threats. Subsequent sections delve into a comprehensive discussion, PESTLE analysis, and TOWS analysis, offering nuanced recommendations informed by the insights garnered from the internship.

This extended executive summary outlines the pivotal facets of our strategic analysis, providing a detailed roadmap for proactive measures to capitalise on strengths, address weaknesses, leverage opportunities, and mitigate threats. By embracing these recommendations, Bromma (Malaysia) Sdn. Bhd. is positioned for sustained growth in the ever-evolving technology landscape. The synthesis of insights from this report aims to contribute significantly to Bromma (Malaysia) Sdn. Bhd.'s ongoing success in its dynamic industry landscape.

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COMPANY'S PROFILE

1	COMPANY NAME	Bromma (Malaysia) Sdn. Bhd.
2	LOGO	
3	CONTACT	Mailing Address: Lot 19, Jalan Kelebang 1/6, Zon Perindustrian Bebas Kinta, 31200 Chemor, Perak, Malaysia Tel: +605 2909 200 Fax: +605 291 4099 E-mail: malaysia@bromma.com
4	OPERATION HOUR	Monday until Friday 8:00 am to 6:00 pm

BACKGROUND OF ESTABLISHMENT

In 1995, Bromma transformed the logistics landscape with the world's first smart spreader, addressing the terminal sector's need for improved crane availability. This innovation integrated an intelligent control system to monitor operational parameters.

The shift from hydraulic to electric spreaders began in 2001 when Bromma introduced the industry's first all-electric spreader, maintaining a pioneering role for an extended period.

The 2003 debut of the Tandem spreader, enabling simultaneous handling of two forty-foot containers, significantly increased terminal capacity. The 2007 SCS3 control system, featuring artificial intelligence, shifted maintenance practices from costly corrective measures to intelligent predictive maintenance.

By 2010, Bromma introduced a straightforward method for container weighing with the twist lock-based load-sensing system, preventing disruptions in the terminal's logistical flow.



In 2011, Green Zone™ complemented the SCS spreader control systems, enhancing predictive maintenance. This feature aids users in identifying declining performance and prioritising maintenance tasks for increased profitability.

Presently, Bromma introduces the Spreader Monitoring System (SMS), translating spreader data into actionable insights. This tool offers a unified perspective on all fleet spreaders, enabling precise focus and timely actions. It also aids in identifying declining performance, facilitating targeted preventive maintenance.