

# INDUSTRIAL TRAINING REPORT AT

TAN CHONG MOTOR  
HOLDINGS  
BERHAD

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TC MANAGEMENT SERVICES CORPORATION SDN BHD  
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2023/2024

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# EXECUTIVE SUMMARY



This internship report summarizes my experience at Tan Chong Motor Holdings Berhad during 14th August 2023 until 9th February 2024 internship period. Tan Chong's commitment to innovation and industry excellence provided a dynamic learning environment, and this report reflects the key aspects of my internship journey.

Tan Chong Motor Holdings Berhad, with a history back to the 1950s, stands as a leading player in the automotive industry globally. This report introduces the company's vision, mission, and core activities, setting the stage for subsequent discussions.

The report details my roles and responsibilities, emphasizing how I applied academic knowledge to real-world tasks. It highlights the reflection seeks the core of my training experience by highlighting the most important lessons learned that this opportunity has had on my personal and professional growth.

Detailing the roles and responsibilities assumed during the internship, the report highlights the day-to-day tasks, payroll support, and assisting with recruitment and onboarding. This section underscores the practical application of academic knowledge and professional skills development.

Reflecting on the internship experience, the report discusses valuable lessons learned and skills developed. Exposure to teamwork has not only broadened my professional capabilities but has also provided insights into the automotive industry's intricacies.

Concluding with thoughtful recommendations for Tan Chong Motor Holdings Berhad, the report suggests areas for improvement or enhancement based on observations and experiences during the internship in SWOT.

In conclusion, this provides an overview of my internship at Tan Chong Motor Holdings Berhad, summarizing the valuable experiences, learnings, and observations gained during this period.



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# COMPANY'S PROFILE



TAN CHONG GROUP



**Company Name:**  
TC MANAGEMENT SERVICES CORPORATION SDN BHD

**Company Address:**  
62-68 Jalan Sultan Azlan Shah, 51200 Kuala Lumpur, Malaysia.

**Office Number:**  
+603 4047 8888

**Fax Number:**  
+603 4047 8686

**Website:**  
<https://www.tanchonggroup.com/>

## Company's Location

### 1.2 Company's Location



# COMPANY'S BACKGROUND

Tan Chong Motor Holdings Berhad (TCMH) was incorporated in Malaysia on 14 October 1972. From its humble beginning as the distributor of small motor vehicles by its founders back in the 1950s, TCMH Group (the Group) has grown into a large conglomerate involved in a myriad of business activities; from the assembly and marketing of motor vehicles and auto parts manufacturing to property investment as well as trading in various heavy machineries, industrial equipment and consumer products – both locally and abroad.



Today, TCMH is an investment holding company and the Group's current principal activities include assembly and distribution of motor vehicles and commercial vehicles, after-sales services and spare parts, education, trading and motor related financial services such as hire purchase, insurance agency and leasing.

“A new era of change and transformation”.  
As we look forward to innovating our  
business for the next 60 years, we’re  
committed to nothing less than transforming  
the future of automotive

# VISION & DIRECTION

## OUR BUSINESS

**1**

Sales and distribution and after-sales service for heavy, medium, light-duty trucks and buses.

**2**

The sole and exclusive distributor for UD Trucks and Buses and King Long in Malaysia.

**3**

The sales of commercial vehicles under brands such as Bison and Auman.



# Core Values

## My Word is My Bond

### Trustworthiness & integrity

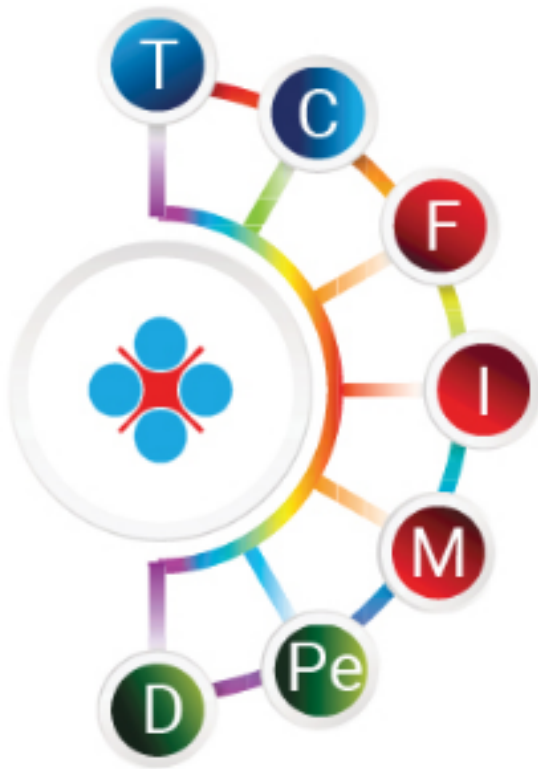
The ability to be relied upon by others as being honest, truthful, dependable, reliable and deserving of trust and confidence in actions and behaviours. Shows integrity (doing the right things in the best interests of the company without being monitored).

## Courage

### Say It Out

Willing to take or seek out risks, bold and willing to explore new ways of doing things. Diplomatically not insisting on direct and actionable feedback, is open and direct with others without being intimidating and deals head-on with people problems and delicate situations.

## 1.3 Core Values



## Diligence

### Stay Focused!

Demonstrates constant and earnest efforts to accomplish projects, assignments and tasks that are given.

## Frugality

### Do More with Less

The quality of being economical with money or prudent in savings and lack of wastefulness and thriftiness in spending Companies' money for value.

## Innovation & Creativity

### What's Next?

The capability or act of designing or developing something original or unusual and the application of ideas or implementation of something new for the organisation.

## 24/7 Mindset

### Always Online

Prioritising the Company's interests in terms of spending time thinking, strategising and executing action plans to promote and advance the Company's and stakeholder Group's interest even outside office hours.

## Perseverance

### Never Give Up

Determination and steadfastness in continuing with projects, assignments or work despite the challenges, difficulties or obstacles in achieving success.





# Core Business

## 1.5 Core Business





TAN CHONG GROUP



Myanmar



Thailand



Vietnam



Laos



Cambodia



Malaysia



Paracel Islands



Spratly Islands

# OVERSEAS' VENTURES

In maintain with the company's growth objectives, TCMH has expanded its activities to Vietnam, Laos, Cambodia, Myanmar, and Thailand, with the goal of mirroring its success in Malaysia. Nissan automobiles are distributed in these expanding regions through a regional network of dealerships and after-sales service centers. TCMH's sales network now includes more than 30 strategically placed retail and service outlets.

Tan Chong Motor Holdings Berhad is now regarded as a worldwide player with excellent sustainability policies that benefit not only the marketplace and communities it serves, but also the environment. At TCMH, they also believe in putting society and community before the corporation, and the corporation before self.



# TRAINING'S REFLECTION

# 04

## • INTRODUCTION

Starting the training internship process at Tan Chong Motor has been an exciting journey that has improved my professional abilities and expanded my knowledge of the motor vehicle industry. I studied Tan Chong Motor's operations in detail during the training, and I learned a lot about their dedication to innovation, employee engagement, and general excellence in the automobile industry. This reflection seeks to highlight the core of my training experience by highlighting the most important lessons learned that this opportunity has had on my growth on both a personal and professional level.

## • Duration:

**Date:** 14th August 2023 – 9th February 2024

**Working Day:** Monday – Friday

**Working Time:** 0830 hours – 1815 hours

**Allowances:** RM 850

### **Benefits:**

1. The intern shall be paid for an overtime per completed hour in excess hours.
2. Every event's company, Intern will get T-shirt and others (depends of the event)

### 1.6 Company Events





• **Details:**

**Department:** Human Resources Department

**Roles:** Human Resources Services(HRS)

**Responsibilities:**

**1. Assisting with Recruitment and Onboarding:**

- Assisting in the onboarding process for new employees, ensuring all required documentation is completed.

**2. Data Entry and Maintenance:**

- Inputting and maintaining employee data in the HRIS (Human Resources Information System) or payroll system.
- Ensuring accuracy and confidentiality of employee records.

**3. Payroll Support:**

- Assisting in payroll processing, which may include data verification, timekeeping, and addressing payroll-related queries.
- Learning and using payroll software to generate accurate and timely paychecks.

**4. Benefits Administration:**

- Assisting in administering employee benefits programs, such as health insurance, retirement plans, and other employee perks.
- Handling basic inquiries related to employee benefits.

**5. Compliance and Policy Implementation:**

- Assisting with ensuring compliance with labor laws and company policies.
- Participating in the development and implementation of HR policies and procedures.

**6. Employee Relations:**

- Assisting with handling basic employee inquiries and concerns.
- Supporting employee engagement initiatives.

**7. Documentation and Filing:**

- Maintaining and organizing HR-related documentation, both physical and digital.
- Assisting with the preparation of HR reports.

**8. Audit and Quality Checks:**

- Assisting in conducting audits to ensure data accuracy and compliance with policies.
- Supporting quality control measures in HR processes.

### • **Gains:**

As I reflect upon the invaluable training sessions and hands-on experiences, I have learned through some challenges, and also gains some skills. This reflection aims to acknowledge the knowledge obtained, skills improved, and the broader viewpoints obtained while working at Tan Chong Motor Holdings. Here are some things I have learned and the benefits I have experienced:

#### **1. Practical HR Operations:**

- Hands-on experience with day-to-day HR operations, including payroll processing, benefits administration, and employee data management.

#### **2. Payroll Processing Skills:**

- Knowledge and skills in using payroll software and systems.
- Understanding of timekeeping, deductions, and tax-related aspects of payroll.

#### **3. Compliance and Regulations:**

- Exposure to local labor laws and regulations governing HR practices.
- Understanding the importance of compliance in HR processes.

#### **4. HRIS (Human Resources Information System) Proficiency:**

- Familiarity with using HRIS for employee data management.
- Data entry and maintenance skills in a digital HR environment.

#### **5. Recruitment and Onboarding:**

- Participation in the recruitment process, from job posting to onboarding.
- Learning about effective onboarding procedures for new employees.

#### **6. Employee Relations:**

- Handling basic employee inquiries and concerns.
- Exposure to employee engagement initiatives.

#### **7. Benefits Administration:**

- Knowledge of administering employee benefits such as health insurance and retirement plans.
- Understanding the role of benefits in overall employee satisfaction.

#### **8. Documentation and Record Keeping:**

- Experience in maintaining accurate and confidential employee records.
- Knowledge of record-keeping practices in HR.

#### **9. Soft Skills Development:**

- Improved communication and interpersonal skills through interactions with employees and HR team members.
- Development of organizational and time management skills.

# SWOT ANALYSIS

05

## INTRODUCTION

A PESTEL analysis is a strategic framework commonly used to evaluate the business environment in which a firm operates. Traditionally, the framework was referred to as a PEST analysis, which was an acronym for Political, Economic, Social, and Technological; in more recent history, the framework was extended to include Environmental and Legal factors as well.

### 1.7 PESTEL ANALYSIS DIAGRAM - Analysis of the market influences

**P**

- Favorable government policies supporting the automotive industry growth.
- Political instability in certain regions impacting operations and sales.



**E**

- Operations in economically stable regions contribute to consistent revenue.
- To maintain the talent lead to a higher salaries affecting economic company.



**S**

- Increasing demand for eco-friendly vehicles aligning with changing consumer preferences.
- Shifts in social attitudes towards car ownership impacting sales.



**T**

- Acknowledging technological advances in automotive manufacturing and connections.
- Increases technological changes requiring continuous investment.



**E**

- Growing market for electric and hybrid vehicles aligning with environmental concerns.
- Stricter environmental regulations impacting production costs.



**L**

- Compliance with international legal standards enhance market access.
- Legal challenges related to product safety or intellectual property.



## INTRODUCTION

SWOT Analysis is a methodological approach to analyze the – Strengths & Weaknesses that Tan Chong Motor possess, and Opportunities & Threats that the company faces because of competitive and macro-economic factors prevalent in Malaysia.

SWOT analysis provides key insights into both internal and external factors that can impact the performance of an organization. It can help the management of the organization to optimize performance, look for new opportunities, manage competition, maximize return on resources employed, and minimization of various business and policy making risks.

### 1.8 SWOT ANALYSIS DIAGRAM



#### Strength

- Established Brand in Multiple Markets.
- Diverse Product Catering to Different Consumer Segments.



#### Weakness

- Limitations engagement within developing economies with investment..
- High turnover of employees.



#### Opportunity

- Automotive industry growth has favorable government policies.
- Demand for eco-friendly vehicles with changes in consumer preferences.



#### Threat

- Intense competition from global and local automotive manufacturers.
- Shifting consumer preferences towards alternative transportation modes.

# DISCUSSION & RECOMMENDATION

# 06

## • STRENGTH

### 1. Established Brand Presence in Multiple Markets:

Tan Chong Motor Holdings, has successfully established a robust brand presence across diverse markets. Thus, the operations in economically stable regions contribute to consistent revenue in the company.

For observation, one key indicator of Tan Chong's established brand presence is its continuous investment in global branding strategies. The company has consistently engaged in marketing efforts across various regions, utilizing a mix of traditional and digital channels. This includes participating in international auto shows, sponsoring major events (Trucks, 2021), and maintaining a strong online presence.

The impact of Tan Chong's established brand presence is profound. Consumer trust and recognition are high, fostering customer loyalty. This trust translates into increased sales and market share. Furthermore, the company's ability to easily enter new markets is a testament to the positive reputation it has built over the years.

Recommendations for Sustainability are to sustain and expand this strength, Tan Chong Motor Holdings should consider the strategies by

- **Consistent Brand Investment:** by Continue to invest in maintaining and enhancing the brand image through consistent marketing efforts such as social media, ads or more article. This could involve targeted advertising campaigns tailored to each market differently. It can boost and attract more customer in new vehicle which it should be entertaining and should not be taken too seriously, and is fun to watch. (Adam Aubrey, 2021)
- Next, **Adaptation to Local Cultures:** by changing marketing strategies to suit the cultural nuances of each market. Understanding and respecting local preferences can strengthen the connection between the brand and buyers. (Tbh, 2023) Manufacturers may adapt their products to suit diverse markets by adapting products. Their product will align with buyers' expectations by combining local trends, sizes, package styles, and features that appeal to tastes and requirements.

## 2. Diverse Product Catering to Different Consumer Segments:

Tan Chong Motor Holdings has strategically positioned itself as a key player in the automotive industry by maintaining a diverse product portfolio that caters to a wide array of consumer segments. Also, their compliance with international legal standards enhances their market access.

Tan Chong's wide selection of vehicles, which includes a wide range of brands and models, is a clear indication of the company's dedication to offering a varied product line. In order to satisfy the changing needs of various customer categories, the company continuously releases new models, includes modern facilities technologies, and improves features. Press releases and official reports from the corporation (NISSAN, 2023), which provide regular updates on product launches and announcements, support this finding.

The impact of Tan Chong's diverse product portfolio is multifaceted. Firstly, it serves as a risk mitigation strategy by reducing dependency on a specific market or product category. Secondly, it enables Tan Chong to capture a broader customer base, enhancing market share and profitability. This adaptability to diverse consumer needs positions the company as a dynamic and responsive player in the automotive market.

To sustain and expand this strength, Tan Chong Motor Holdings should consider implementing these strategies by:

- **Continuous Innovation:** by regularly introducing new models or features based on market research and consumer feedback. This not only attracts new customers but also retains existing ones by offering fresh and desirable products. Some examples that innovation can attract consumers by Furr (2023) is every stage of the ecosystem has a distinct component of the core approach, which includes reversing the design of the core product, locating themselves in critical bottleneck components, and addressing system-level issues that impede the technology's adoption. They have also used a successful strategy to increase their innovation capital in order to secure the funding and backing needed to carry out their plan.
- Next, **Flexibility in Production:** by maintaining production flexibility to quickly adapt to changing consumer preferences. This involves investing in agile manufacturing processes and supply chain management to respond promptly to market changes that emphasize flexibility, responsiveness, and adaptability in the face of changing market conditions and customer demands. (QodeNext, 2023)

## • WEAKNESS

### 1. Limitations engagement within developing economies with investment.

Even though Tan Chong Motor Holdings is a strong player in the automotive sector, it is crucial to look closely at any potential flaws that might slow down its future development. One such area of concern is the limited engagement with developing economies within investment as increases technological changes.

The limited engagement with developing economies can be observed through an analysis of Tan Chong Motor Holdings' investment strategies, market entry patterns, and international business expansion plans. A comprehensive review of the company's official reports and press releases may provide insights into the geographical focus of its investment activities.

The impact of limited engagement with developing economies is multifaceted. Firstly, it limits the potential for revenue growth and market share expansion, as developing economies often represent significant opportunities for market penetration (Aman, 2023). Secondly, it may prevent the company's ability to adapt to shifting global market dynamics and capitalize on emerging trends.

Recommendations for Improvement of limited engagement with developing economies, Tan Chong Motor Holdings should consider implementing the following strategies:

- **Market Research and Assessment:** Ariffin (2023) said by conduct comprehensive market research to identify potential opportunities and challenges within developing economies may increase the margin. This will inform targeted investment strategies tailored to the unique characteristics of these markets.
- **Strategic Alliances and Partnerships:** by exploring strategic alliances and partnerships with local entities within developing economies. Collaborative efforts can enhance market entry feasibility and provide valuable insights into local business practices. In the article TheStar (2023), Proton deputy chief executive officer Roslan Abdullah said that forming collaborative partnerships with EBCs will lead to quicker and more transparent trade-in transactions for consumers, which will increase sales of new cars.



## 2. High turnover of employees.

While Tan Chong Motor Holdings has demonstrated numerous strengths in the automotive industry, it is essential to acknowledge and address existing weaknesses. One such weakness that warrants attention is the challenge of high employee turnover. The observation of this weakness within the company, its implications on business operations, and recommends strategies for overcoming or mitigating its impact.

The presence of high employee turnover is observable through various indicators such as recruitment and on boarding frequency, exit interviews, and employee satisfaction surveys. A review of company reports and industry analyses may reveal trends in workforce dynamics, highlighting the prevalence of turnover issues.

The impact on business are high employee turnover can have far-reaching consequences on business operations. It leads to increased recruitment and training costs, disrupts team dynamics, and negatively impacts employee morale. Additionally, frequent turnover may affect the quality of customer service and hinder the development of a positive corporate culture.

Recommendations for Improvement of high employee turnover, Tan Chong Motor Holdings should consider implementing the following strategies:

- **Conduct Exit Interviews:** In this article Mahan (2023), by through conducting exit interviews may gain insights into the reasons behind employee left the company. This information can inform strategies to improve employee retention and provide details on how to keep current employees. Exit interviews are an important element of an effective retention strategy as to uncover the accurate causes of turnover and inform effective strategy to retain employees in a reliable way in the company.
- **Enhance Employee Engagement:** Invest in programs and initiatives that foster a positive and engaging work environment. This strategic approach aims to strengthen the relationship between employees and their duties and increase their dedication to the the company's objectives. This could include employee development opportunities as an example workshops, training sessions, and opportunities for employees to up-skill, wellness programs such as team bonding adventures, and recognition initiatives such as recognition and rewards programs celebrate outstanding contributions. (Ganesh, 2023)

## • OPPORTUNITIES

### 1. Automotive industry growth has favorable government policies.

As the automotive industry undergoes dynamic transformations, Tan Chong Motor Holdings finds itself at the intersection of two opportunities which the demand for industry growth and the support of favorable government policies.

The opportunity is observable through market analyses, government announcements, and industry trends indicating a positive trajectory for automotive sector growth. Examining Tan Chong Motor Holdings' official reports and press releases provides insights into the company's alignment with government policies and its strategic initiatives in response to industry growth.

The impact of capitalizing on this opportunity is extensive. Favorable government policies, such as tax incentives, subsidies, or regulatory support, can stimulate industry demand and create a conducive environment for market expansion (Amirul, 2021). This, in turn, can positively influence Tan Chong Motor Holdings' revenue, market share, and overall profitability.

To take full advantage of this opportunity, Tan Chong Motor Holdings should consider implementing the following strategies:

- **Strategic Alignment:** Ensure that the company's business strategies align with government policies and industry growth initiatives. This may involve participation in government programs or partnerships that promote sustainable and responsible business practices (Amirul, 2021). Also in the article had mention that the Government announced the National Automotive Policy 2020 to address the growing trends and advance Malaysia as a regional leader in manufacturing, engineering, technology and sustainable development in the automotive sector.

- **Investment in Innovation:** Allocate resources to research and development for innovative products and technologies that align with industry trends and government priorities. This could involve advancements in fuel efficiency, safety features, or electric vehicle technology. Based on the investment data as at June 2021, MIDA has approved over 50 projects within the EEV ecosystem with an approved investment value amounted to RM8 billion. MIDA expects that electric vehicles will steadily gain popularity and become more mainstream, particularly since there is a growing demand for green transportation in the ASEAN region. (Amirul, 2021)

If successfully executed, Tan Chong Motor Holdings stands to gain several outcomes:

- **Profitability:** Capitalizing on the demand for eco-friendly vehicles can lead to higher profitability, driven by a growing consumer base and potential government incentives. Governments have provide tax credits and financial incentives to businesses and individuals purchasing in EVs can enjoy a variety of tax incentives, which include tax exemptions for imports, excise, and sales as on January 2022. (Briefing, 2022)
- **Positive Brand Image:** Embracing sustainability can enhance Tan Chong's brand image, attracting environmentally conscious consumers and fostering a positive corporate reputation. Such an example that can increase their consumer base and establish a positive brand image by implementing electric vehicle adoption. Businesses that adopt EVs may portray themselves as environmentally friendly and innovative, especially as more consumers value sustainable practices and awareness of the environment when making buying decisions. (Energy, 2023)

## 2. Demand for eco-friendly vehicles with changes consumer preferences.

The growing global awareness of environmental issues has led to a significant shift in consumer preferences towards eco-friendly vehicles. This give an opportunity for Tan Chong Motor Holdings to align its product offerings with this demand, contributing to both environmental sustainability and market competitiveness. Eco-friendly vehicles, including electric and hybrid models, have become increasingly popular due to their reduced carbon footprint and alignment with environmentally conscious consumer values.

To observe how Tan Chong is addressing this opportunity, one would look for the introduction of eco-friendly vehicle models in its product portfolio, investment in sustainable technologies, and any strategic partnerships or initiatives focused on environmental sustainability. This could include electric or hybrid vehicle launches and the integration of green technologies in manufacturing processes.

Impact on the demand for eco-friendly vehicles can have a positive impact on Tan Chong's business. It allows the company to attract environmentally conscious consumers, enhance its brand image, and stay competitive in an evolving automotive market. Additionally, governments worldwide are incentivizing the production and purchase of eco-friendly vehicles, which can lead to regulatory benefits and financial incentives for the company.

To take full advantage of this opportunity, Tan Chong Motor Holdings should consider implementing the following strategies:

- **Invest in R&D for Sustainable Technologies:**

Allocate resources to research and development efforts aimed at advancing sustainable technologies in vehicle manufacturing. In the article of The Malaysian Reserve (2023) had mention that The Automotive High-Tech Valley (AHTV) project in Tanjung Malim, Malaysia, anticipates RM32 billion in investments over 10 years, revitalizing the automotive industry. Supported by Proton and Zhejiang Geely, it aims to establish Malaysia as a regional leader in next-generation vehicles, with a focus on sustainable practices and innovation.

- **Expand Electric Vehicle (EV) Portfolio:**

Tan Chong Motor Holdings Berhad should introduce a broader range of electric and hybrid vehicles to cater to different consumer segments and preferences. As in article, Vannesa Gomes (2023) said Malaysia intensifies efforts to advance its electric vehicle (EV) industry, offering incentives and luring global manufacturers. Prime Minister Anwar Ibrahim announced Tesla's plans to invest in the country, part of Malaysia's broader strategy to grow the EV value chain. Despite growing EV adoption, high costs persist. The government targets 15% market share by 2030, implementing policies for competitiveness and sustainability in the automotive sector.

Potential outcome for the company of the demand for eco-friendly vehicles, Tan Chong Motor Holdings can position itself as an industry leader in sustainable mobility. This could resulted in increased market share, improved brand loyalty, and access to government incentives for producing environmentally friendly vehicles. Moreover, as consumer preferences continue to shift towards sustainability, the company may experience long-term profitability and resilience in a market increasingly focused on green technologies. (Market Research Future, 2023)

## • THREATS

### **1.Intense competition from global and local automotive manufacturers.**

Tan Chong Motor Holdings, an established player in the automotive sector, faces multifaceted challenges in the form of intense competition and potential legal issues related to product safety and intellectual property.

The threats are observable through industry analyses, legal landscapes, and the competitive positioning of Tan Chong Motor Holdings. A review of industry reports, legal frameworks, and the company's official statements can provide insights into how these challenges manifest and their potential impact.

The impact of these threats is significant. Intense competition can lead to reduced market share, lower profitability, and increased pressure on innovation. Legal challenges related to product safety and intellectual property can result in financial losses, damage to the brand image, and disruptions in business operations.

To address the impact of intense competition and legal challenges, Tan Chong Motor Holdings should consider implementing the following strategies:

- **Innovation and Product Differentiation:**

- According to a report by (NTT DATA Business Solutions Malaysia, 2022), the automotive sector is increasingly competitive. So Tan Chong Motor Holdings Berhad would have invest in continuous innovation and product differentiation to stay ahead of the competition. Focusing on unique features, cutting-edge technologies, and superior quality will attract and retain more customers.

- **Strengthen Quality Control and Compliance:**

- A study by (JD Supra, 2022), highlights the growing importance of compliance in the automotive industry. Tan Chong Motor Holdings Berhad should strengthen quality control measures to ensure product safety for the consumers. Also they should establish robust compliance protocols to mitigate legal risks, adhering to international standards and regulations.

## 2. Shifting consumer preferences towards alternative transportation modes.

Tan Chong Motor Holdings, an icon in the automotive landscape, encounters the dynamic challenge of shifting consumer preferences towards alternative transportation modes.

The threat is observable through market trends, consumer surveys, and the emergence of alternative transportation solutions. A comprehensive review of industry reports, market analyses, and Tan Chong Motor Holdings' official reports can provide insights into the company's preparedness to address changing consumer preferences.

The impact of shifting consumer preferences towards alternative transportation modes is profound. It can lead to reduced demand for traditional automotive products, affecting sales, revenue, and market share. Additionally, failure to adapt to changing preferences may result in the loss of a competitive edge and relevance in the industry.

The recommendations for adaptation to address the impact of shifting consumer preferences, Tan Chong Motor Holdings should consider implementing the following strategies:

- **Research and Development for Sustainable Mobility Solutions:**
  - A report by (Heineke et al., 2023) indicates a rising trend in consumer interest towards sustainable mobility options. Tan Chong Motor Holdings Berhad should considering investing in research and development to explore more and offer sustainable and alternative transportation solutions wich will attract customers. This may include electric vehicles, hybrid models, or collaborations with companies providing innovative mobility services.
- **Cost Considerations:**
  - In Tham Siew Yean (2021), it focuses on quality improvements and cost reductions through the use of IR4.0 technologies. The understanding the cost of owning and maintaining a personal vehicle, along with factors like fuel prices, influences customers to explore cost-effective transportation alternatives. The company can offer affordable and flexible pricing models for alternative transportation services, by making them competitive with or more attractive than traditional modes.



# CONCLUSION

07

In conclusion, my internship at Tan Chong Motor Holdings was a great experience that taught me a lot about automotive industry. For me, this internship has been a turning point in my life. It gave me useful abilities that go beyond academic learning and helped me get a better understanding of how HR works in a business environment. The experience of dealing with real-world problems improved my ability to solve problems and make decisions. In addition, relationships between professionals in the industry offered meaningful career growth and beneficial supervision. The internship also gave me the chance to enhance my soft skills, which improved my interpersonal and communication skills.

The strengths, weaknesses, opportunities, and threats (SWOT) analysis conducted for Tan Chong Motor Holdings revealed the company's established brand presence, diverse product portfolio, and strong distribution network as key strengths. Recommendations for sustainability included consistent brand investment, adaptation to local cultures, continuous innovation, and flexibility in production. Identified weaknesses, such as limited engagement with developing economies and high employee turnover, were accompanied by strategies for improvement.

The opportunities highlighted the growth potential in the automotive industry, especially with favorable government policies, and the increasing demand for eco-friendly vehicles aligning with changing consumer preferences. Recommendations for capitalizing on these opportunities involved strategic alignment, investment in innovation, and a focus on sustainability. Threats, including intense competition and shifting consumer preferences, were addressed with strategies such as innovation, quality control, and diversification.

In five years, I hope to implement the knowledge and skills that I gained at Tan Chong Motor Holdings to pursue a career in organizational development and human resources, which are my two passions. My goal is that I want to help an innovative business grow and achieve success by creating workplace cultures and encouraging employee involvement. My journey will involve constant learning and professional development to make sure I stay up to date on changing HR practices and industry trends.





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# APPENDICES

# 09



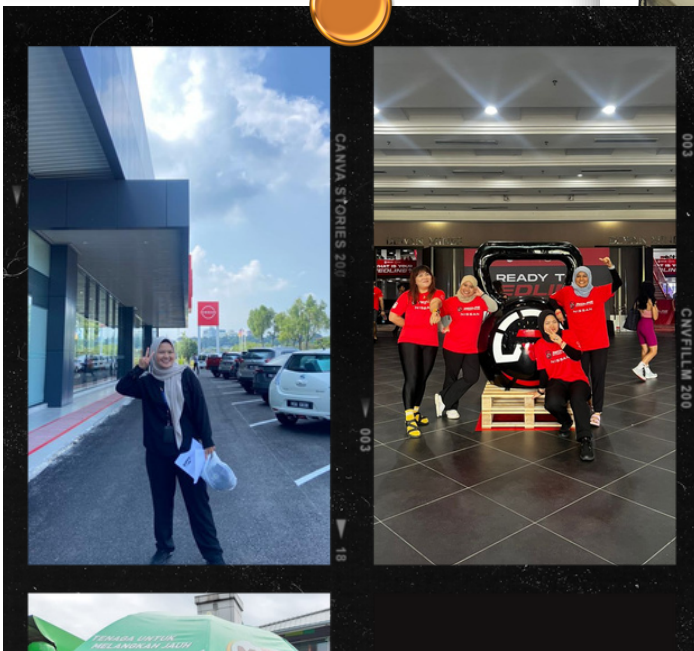
The moments at Tan Chong are priceless and will always be treasured.







Cherishing the memories created during my time at Tan Chong; they hold great value for me.



2023/2024