



UNIVERSITI
TEKNOLOGI
MARA



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) HUMAN RESOURCE MANAGEMENT
(BA243)**

**INDUSTRIAL TRAINING
REPORT (HRM666)**

NUR SYASYA INSYIRAH BINTI MASWARI

SEPTEMBER 2023-FEBRUARY 2024

2021127685

RBA2436C

ADVISOR:

MISS ZULAIHA BINTI AHMAD

EXAMINER:

DR NUR ZAINIE BINTI ABDUL HAMID



**STARLAI SDN BHD
(STANDARD CENTRAL SDN BHD)**

**No 45 Jalan Segambut Tengah,
Kawasan Perusahaan Segambut,
51200 Kuala Lumpur**

03-6258 6000

<https://welcome.standards.com.my/>

CONTENT



1

MY CURRICULUM VITAE

2

COMPANY PROFILE &
BACKGROUND

3

TRAINING REFLECTION

4

PESTEL ANALYSIS

5

SWOT ANALYSIS

6

CONCLUSION

7

REFERENCES

2.0 COMPANY PROFILE

2.1 COMPANY BACKGROUND



Standard Group is composed of several registered companies, each operating as a group under the umbrella of the organization. These part of the group include:

- Standard Spareparts Sdn Bhd
- Starlai Sdn Bhd
- General Safety Glass Sdn Bhd
- Hi Serve Sdn Bhd
- Total Workshop Sdn Bhd
- Dot Capital Sdn Bhd

The collective strength of the group of companies empowers them to address diverse facets of the industry, positioning them as both a retailer and wholesaler for all kinds of vehicles. This comprehensive approach allows them to offer tailored solutions to meet the varied needs of the clients and customers.

The role as a wholesaler enables them to serve businesses and industry partners, offering bulk solutions to support their operations. Each subsidiary within Standard Group brings its own set of skills and expertise to the table, contributing to the overall dynamism and versatility of the organization. This collaborative effort ensures that they can adapt to industry trends, technological advancements, and evolving customer preferences, maintaining their commitment to excellence in the automotive sector

It is commendable that Standard Group, under the visionary leadership of Mr. KP Lim, was initiated in Johor. With a history spanning 38 years as of 2023, the group has undoubtedly grown and thrived under a strong set of vision, mission, and core values.

Mr. KP Lim's leadership has likely played a pivotal role in shaping the organization's identity and guiding it through nearly four decades of industry challenges and opportunities. The commitment to a clear vision, a mission that outlines the group's purpose, and steadfast adherence to core values are crucial components that contribute to the sustained success and longevity of Standard Group.

As the organization continues to evolve, these foundational elements provide a framework for decision-making, goal-setting, and maintaining a cohesive corporate culture. It's a testament to the resilience and forward-thinking approach of Standard Group that it has not only endured but also flourished in the automotive industry for such a substantial period.

2.0 COMPANY PROFILE

2.2.1 COMPANY BUSINESS UNIT



Standard Spare Parts Sdn. Bhd. stands as a premier retailer of spare parts catering to various vehicles and trucks. Upholding the core principle that places "Quality and Services" at the forefront, they specialize in offering a diverse range of auto parts, encompassing body parts to service components, catering to both genuine and replacement needs.

According to the Standard Spare Part Sdn. Bhd. (n.d.), to fortify their position and uphold the Group's competitiveness, they cultivated an extensive network within the industry. This network ensures the ability to deliver a comprehensive range of parts, meeting the diverse needs of consumers.

With 15 subsidiaries strategically located across Malaysia, their presence is geared towards providing enhanced service to their valued customers. The business is led by seasoned experts with profound knowledge in the auto parts sector.



2.0 COMPANY PROFILE

2.2.2 COMPANY BUSINESS UNIT



Starlai Sdn. Bhd. holds a distinguished position as a leading spare parts wholesaler and retailer, catering to a diverse range of vehicles and trucks. Pursuant to Starlai Sdn. Bhd. (n.d.), within the operations, they have consistently adhered to the core principles of delivering Quality Products and ensuring the Highest Customer Satisfaction.

Key Highlights:

- 1. Comprehensive Parts Range:** Starlai Sdn. Bhd. prides itself on providing an extensive array of auto parts, covering everything from body parts to service parts. This inclusive approach caters to both genuine and replacement parts, offering customers a wide selection to meet their specific needs.
- 2. Industry Connections:** To sustain and enhance the Group's competitiveness, they have strategically established a robust network of connections within the industry. This network ensures that their customers can trust them to deliver a complete range of parts promptly and reliably.
- 3. Expert Stewardship:** Starlai Sdn. Bhd. is guided by industry experts who bring forth exceptional knowledge in the auto parts domain. This leadership is instrumental in steering the company toward continuous growth and success.
- 4. Dedication to Customer Satisfaction:** The core mission of the Group is dedicated to providing quality auto parts at competitive pricing, accompanied by a commitment to customer satisfaction. This dedication reflects the ongoing efforts to meet and exceed customer expectations.

