



UNIVERSITI  
TEKNOLOGI  
MARA



**HONDA**

**BAN CHU BEE HONDA SDN BHD**

## **INDUSTRIAL TRAINING REPORT**

**12 AUGUST 2024 - 24 JANUARY 2025**

**NUR NATASHA ADIEBA BINTI MAT**

**NASHIM**

**2022926141**

**BA240**

**BACHELORS OF BUSINESS  
MANAGEMENT (HONS)  
MARKETING**



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Setuju



Tidak Bersetuju

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Nama Pelajar	NUR NATASHA ADIEBA BINTI MAT NASHIM		
No. Matriks	2022926141	Nama Program	BA240 - BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING
Tajuk Laporan	INDUSTRIAL TRAINING REPORT	Nama Syarikat	BAN CHU BEE HONDA SDN. BHD.

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Yang Benar

.....  
Nama Pegawai : CHINNA YEW THANG  
Jawatan : SERVICE MANAGER  
No. Tel. :  
No. Faks :

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# Executive Summary

Following the 12 august 2024, I have to finish my studies with the last semester which is semester 6 by undergoing an internship. The subject for semester 6 is MGT666 named Internship. Every student has to choose one of the companies to undergo an internship. The company I have chosen is Ban Chu Bee Honda Sdn Bhd in Pasir Mas, Kelantan. Ban Chu Bee Honda Sdn Bhd is the largest and main Honda dealer in Kelantan. I have learned a lot since I did my internship at this company. One of the new lessons I got was how to interact with customers. Furthermore, as we know, customers' attitudes are different and we as customer relations executives need to treat them with competence and professionalism.

During my internship at Ban Chu Bee Honda, even though this is my first time in a company that is based on the automotive industry, I was not impressed not to increase my knowledge. here, I can improve my communication skills with customers, I can also explain a little about the problems that customers ask. Through my experience at BCB, I was able to understand the importance of effective communication and relationship between customer service and consumers in the automobile sector. Furthermore, I witnessed how BCB managed to overcome challenges that come to the company and handled it in good ways.

In addition to broadening my understanding of the automotive industry, this internship helped me in developing important abilities such as flexibility, problem solving and teamwork. Being a company that trying to grow in a competitive market gave me an understanding of the determination and creativity required to succeed in the field. With a strong background in dealership operations and customer interaction, my experience at Honda BCB has prepared me to contribute successfully in the future.

# Acknowledgement

I am very grateful because I was able to finish my internship at the company which is BCB Honda within a period of 6 months. In the period of internship, 6 months is a very long time to take initiative and new knowledge to apply in oneself as a part of Universiti Teknologi MARA's (UiTM) Industrial Training Programme. I have had an amazing chance to expand my knowledge and gain benefits into fieldwork in my subject of study that can be used in the future. Also, it can gain my understanding and admiration of my chosen area have grown as a result of being able to apply concepts as a member of the BCB team.

First of all, I would like to thank Madam Muna Kameelah binti Saudid as my advisor lecturer from UiTM KBM. Her guidance is very important for me, as long as I have to go through this internship period, she has given a lot of dedicated guidance. In addition, every online meeting on Google Meet, she has given suggestions and taught on how to prepare a report with thoughtful and insightful points. From there, I became more enthusiastic to complete my report because I had an advisor who was very understanding and gave good support.

To conclude, for me, this internship experience is very important for every student before having a job in the future. This is because, as students, we can take many lessons and learn new things in the company. I am very grateful to UiTM for giving me this opportunity to do my internship. Also, to Puan Muna Kameelah binti Saudid and the team at Ban Chu Bee Sdn. Bhd. for their guidance and support throughout this journey.

# Students Profile



## PROFILE

**NAME:** NUR NATASHA ADIEBA  
BINTI MAT NASHIM

**NATIONALITY:** MALAYSIA

## CONTACT

## LANGUAGE

**Bahasa Melayu (native) English (moderate) Mandarin (basic)**

**Bahasa Melayu (native) English (moderate) Mandarin (basic)**

## LINKEDIN

[www.linkedin.com/in/nurnatashaadieba-matnashim](https://www.linkedin.com/in/nurnatashaadieba-matnashim)

## REFERRAL

**Dr. Nornajihah Nadia binti Hasbullah**  
Pensyarah Akademik

## NUR NATASHA ADIEBA BINTI MAT NASHIM

**STUDENT OF BACHELOR OF BUSINESS  
ADMINISTRATION (HONS.) MARKETING**

*A fresh graduates in business marketing who intend to seek a job marketing vacancy to find a platform where I utilize my skills while providing an opportunity for mutual growth and advancement. Apart from that, the purpose is to gain knowledge and experience.*

**JOB INTEREST SEEKING FOR A JOB RELATED TO  
MARKETING & ADMIN**

## EDUCATION

**SEKOLAH KEBANGSAAN TOK JIRING 2008 -  
2013 2B 3C in  
UPSR**

**SEKOLAH KOMPLEKS TEMBESU 2014 -  
2018 1A 5Bs in PT3 4As  
- 1B+ 2Cs in SPM**

**UNIVERSITI TEKNOLOGI MARA TERENGGANU (2019-2021)**



**CGPA: 3.61**

**DIPLOMA IN OFFICE MANAGEMENT AND TECHNOLOGY  
- Dean List 3.61 in Semester 5**

**UNIVERSITI TEKNOLOGI MARA BANDARAYA MELAKA (2022 – 2025)**



**CGPA: 3.43**

**DEGREE IN BUSINESS ADMINISTRATION (HONS.) MARKETING**

- Dean List 3.56 in Semester 1
- Muet Band 3.5

## INTERNSHIP

- Internship as Customer Relations Executive with 6 months of experience excited to expand my comprehension
- in industry.
- Welcome customers as they arrive, assist them in identifying their needs.  
Schedule and confirm service appointments.



# Company Profile

Ban Chu Bee Sdn Bhd is a Honda dealer that was incorporated on 25 January 1979. The name of the owner of the company is Ban Chu Bee, he has opened the Honda 4S Centre located at 5488, Jalan Sultanah Zainab, Kota Bharu, 15050, Kota Bharu for 38 years. In the year of 2017, Ban Chu Bee decided to make an innovation and improvement about their business to open a new dealership. Furthermore, he established a new and biggest Honda 4S Centre located Lot 1349, Jalan Pasir Mas-Salor 15100 Kota Bharu, Kelantan. Due to opening a new dealership, this would develop their customer base as well as innovating on their product offerings and services to the consumers.



LEE ENG KEE (CEO BAN CHU BEE) – CURRENT  
The son of Ban Chu Bee



Ban Chu Bee Sdn Bhd is the biggest dealership of Honda in the East Coast region of Peninsular Malaysia. The expansion to a bigger space on 152,460 square feet of land with a total build-up area of 62,200 square feet where sales, services, spare parts and Body and Paint Centre was under one roof which will provide more convenience for customers. This brand new Honda 4S Centre will be accommodated to the increasing demand for Honda Vehicles in the East Coast in Kelantan. In addition, RM22 million was invested into this new Honda 4S Centre to provide upgraded sales and after-sales experience for existing and new customers.

# Company Profile



Recently, BCB has won 3 outstanding awards among all Honda dealers nationwide. There are three awards that BCB has got which are Gold dealer of the year 2024, Top dealer honda connect activation year to date (YTD)' 2024 and Top dealer honda connect activation total unit in operation (UIO).



# Vision & Mission

## Vision

The “Universal Passion of Honda” and the “Strengths of Honda”

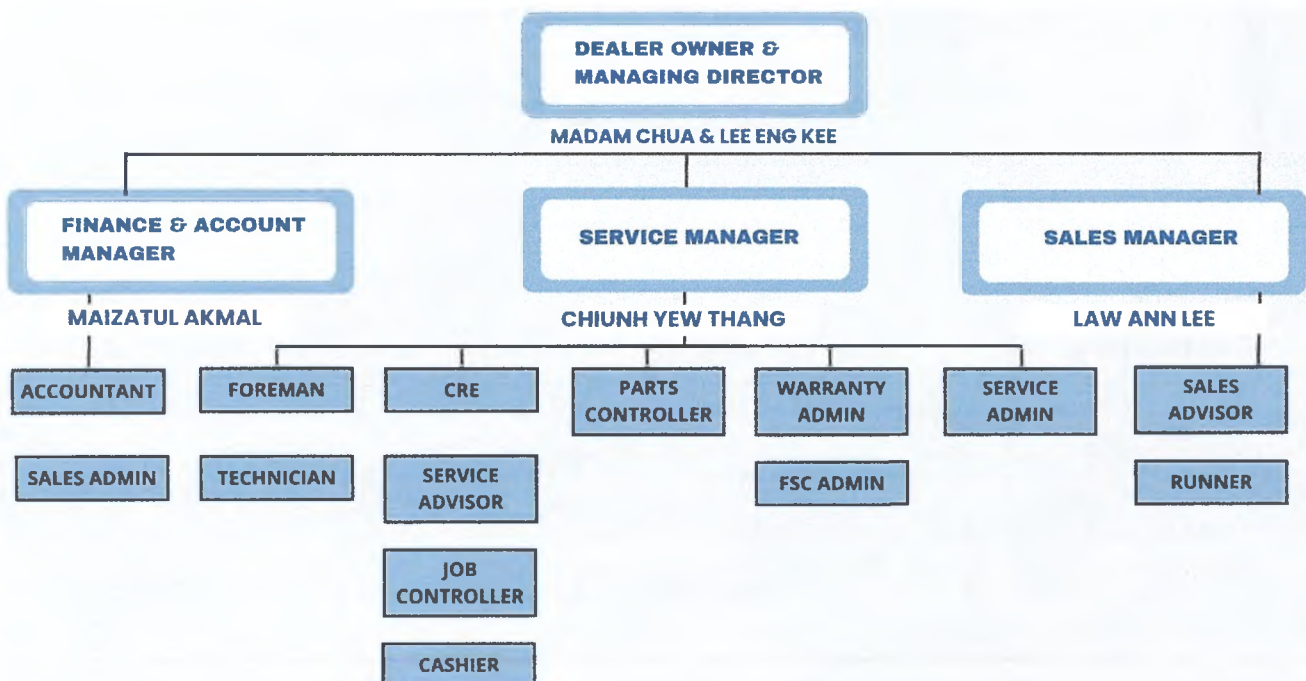
## Mission

Create intelligent product that enhance mobility and increase the joy in people’s lives

## Objective

Supplying products of the highest quality, yet at a reasonable price for worldwide customer satisfaction

# Organizational Structure

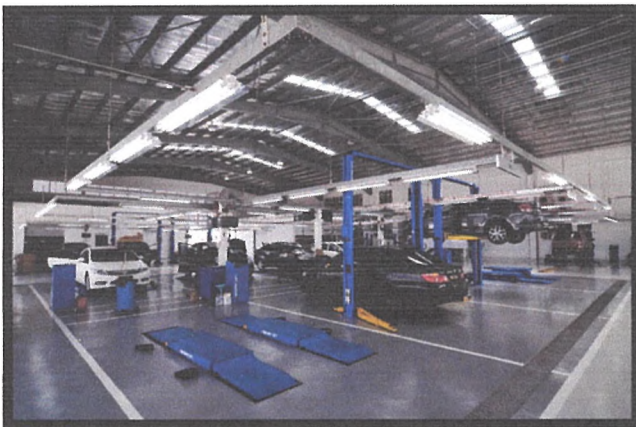




# Products & Services



Ban Chu Bee Sdn Bhd provided the products of Honda cars and car service. Not only that, they also provide a department of body and paint. Department of body and paint is the department that repairs cars after an accident or crash. In addition, it is a comprehensive service that offers both car sales and service, providing convenience to customers and fostering loyalty.



# Training & Reflection

## DURATION

The hours of operation for BCB are 8:15 a.m. to 5:15 p.m. The period of my internship began on August 12, 2024, and ended on Thursday, January 23, 2025.



8:15 am – 5:15 pm



Saturday – Thursday



12 August – 23 January

## RESPONSIBILITIES

- I got offers internship as a Customer Relations Executive at Ban Chu Bee Sdn Bhd in the Service Department.

- My tasks to welcome customers as they arrive, assist them in identifying their needs, and direct them to the appropriate department.

- Schedule and confirm service appointments, ensuring that customer preferences and availability are accommodated.

- Respond to customer inquiries in person, over the phone, and via email regarding vehicle features, services, pricing, and availability.

- Administer customer satisfaction surveys to gather feedback on their service experience.



# Training & Reflection

## GAINS

I develop my self-confidence to speak in front of crowds of people by engaging with various clients and expressing my opinions.

The allowance from the company is RM 350.00. Received at the end of the month.



**Mr Chiunh Yew Thang**  
**(My supervisor)**



Enhanced understanding of automotive dealership operations, including sales, service, and marketing strategies.

Development of problem-solving skills through successfully handling requests from customers and challenges.



**My supervisor and colleagues**

# SWOT Analysis

## STRENGTHS

### MAIN BRANCHES AND PROVIDES SERVICE DIFFERENTIATION

Recently, Honda has launched a new civic facelift. Specialities about the new Civic facelift is the car has google displayed on the screen. Beside, the rim of the new Civic facelift 2024 is different from the previous models. With that, it makes the products of Honda more special and distinctive from others. Ban Chu Bee Sdn Bhd provided the products of Honda cars and car service. Not only that, they also provide a department of body and paint. Department of body and paint is the department that repairs cars after an accident or crash. In addition, it is a comprehensive service that offers both car sales and service, providing convenience to customers and fostering loyalty. The location of BCB is situated in Pasir Mas, it can attract many more customers and potentially reach neighboring areas.

Ban Chu Bee Sdn Bhd is not the same as other branches in Kelantan which are Eastern Automobile Sdn Bhd (Kota Bharu) and Edaran Tanamera (Tanah Merah). BCB provided department body & paint meanwhile the other two are not. The connections of the company and the clients has customer relationships which established connections with many customers can lead to repeat business and referrals.





# SWOT Analysis

## EFFECTIVE HUMAN RESOURCES

Ban Chu Bee Sdn Bhd has seven employees that are assigned to be as Services Advisor (SA). All the SA needs to treat the customers who came to BCB to have a car service. Before they become certified SA, they need to undergo training at Honda Malaysia in Melaka to deal and confront customers with a professional and an efficient way. According to SA, their task is to assist and explain the problem to the customer about their car. Furthermore, they are required to explain every single thing and quotation that should have been done before the technician starts. Not only that, the company also provided Salesman and Salesgirl. The task of Salesman and Salesgirl is to have connections with the customer that desires to purchase a new car.



## HONDA HAVE A STRONG CONNECTIONS

Honda Malaysia has established strong connections in the country through a combination of localized operations, customised products, and cultural alignment. By running an assembly plant in Melaka and sourcing local components, Honda not only supports Malaysia's economy but also demonstrates its long-term commitment to the region. Its comprehensive dealer and service network ensures accessibility, while competitive pricing and financing options make Honda vehicles appealing to a wide range of consumers. The brand's focus on high-quality, reliable, and fuel-efficient models, such as the Honda City and HR-V, aligns with the needs of Malaysian drivers, further solidifying its reputation.



# SWOT Analysis

## WEAKNESSES

### STRONG COMPETITORS

Ban Chu Bee Sdn Bhd has strong competitors such as Toyota, Proton, Hino in Pasir Mas in nearby areas. BCB has limited market reach as a relatively new dealership as the company was established on 25 March 2017. In addition, it may have less recognition compared to older, more established competitors such as Eastern Automobile Sdn Bhd, established on 14 December 2010 and Edaran Tanamera Sdn Bhd, established on 1 April 2013.

Since many customers preference famous brands with a track record of success, a new dealership may have trouble gaining the trust and awareness of its customers. In the Pasir Mas areas, strong competitors like Toyota, Proton, and Hino increase market competition, making it more difficult for BCB to attract and retain customers. Furthermore, this competitive environment may lead to reduced market share, pressure on pricing strategies, and the need for substantial marketing efforts to build awareness and credibility in the local market.



TOYOTA SYARIKAT KELANTAN MOTORS  
CREDIT SDN BHD



PROTON HARIMA AUTOMOBIL 4S

# SWOT Analysis

## MARKETING LIMITATIONS

Without strong support from the Honda Malaysia a newer dealership may not have the funds to support huge amount marketing initiatives, which makes it more difficult to establish trust and visibility. A newer dealership might not be able to afford important marketing methods, such as TV advertising, billboards, or digital advertisements, due to limited budget and revenues. If the business does not offer significant support in the form of finance or marketing materials, it becomes challenging for BCB to compete with established dealerships that possess the means and expertise to maintain a strong advertising presence. As a result, the new dealership finds it more difficult to attract attention and build a strong brand.

# SWOT Analysis

## OPPORTUNITIES

### INCREASING DEMAND FOR SERVICE

The rising demand for automobiles in Malaysia may be boosting BCB's market share growth and opening up opportunities for sales in Kelantan. Additionally, the company also can get more sales in the industry compared to before. It is because BCB offers extra services like auto financing or insurance, as well as a body and paint department that other branches do not have, they may be able to expand their services. This might encourage more customers to go to BCB.

The presence of a body & paint department, which other branches do not have, offers a unique advantage. Customers looking for vehicle repairs or visual enhancements may prefer BCB over competitors that do not offer these services. This differentiation helps in capturing a niche market within the automotive industry.

The ability of BCB to provide all services under one roof makes them a encouraged option for customers looking for both car purchase and after-sales support, which is important given Malaysia's rising demand for automobiles.



# SWOT Analysis

## LEVERAGING MULTIPLE SOCIAL MEDIA PLATFORMS

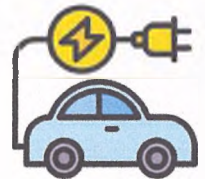
BCB could hire marketers or staff members with digital marketing expertise. Since younger people are more involved with social media these days, it can use online platforms for marketing and sales to increase visibility and attract in new customers. Furthermore, employing qualified digital marketers may significantly enhance Ban Chu Bee Sdn Bhd's online visibility and customer engagement. via a range of online platforms, including as digital marketing, social media, websites, and email.

According to Bisera Stankovska (2024), social media has a low barrier to entry and reduced costs and is incredible for connecting with audiences. It will improve communication between car dealerships and customers, allowing them to response to clients and help with the sales process. Additionally, by using based on information marketing strategies, digital marketers may increase the dealership's audience, enhance communication with potential consumers, and increase return on investment. Additionally, they can provide valuable insights into market trends and consumer behavior, assisting the dealership in making informed decisions and staying competitive in the constantly developing auto business.

# SWOT Analysis

## NEW PRODUCTS

In order to satisfy customers who are concerned about the environment, BCB might broaden its product line to include electric or hybrid cars. For instance, in order to attract new or even existing customers, BCB need to offers new items like electric vehicles. BCB is able to introduce to the consumers to new models of hybrid and electric vehicles. As electric vehicles gain popularity among Malaysians, Honda can add more advanced models to its lineup and observe a significant boost in customer demand. For example, when BCB launches new products like electric cars, the sales will rise and increase. Lastly, entering this market offers new income opportunities because government incentives and fuel cost savings have driven up demand for hybrid and electric vehicles globally.



As consumers in Malaysia grow more environmentally conscious and look for alternatives to conventional fuel-powered cars, the use of electric vehicles is expanding. Ban Chu Bee can draw in both new and returning consumers who want to switch to more environmentally friendly and innovative cars by providing hybrid and electric car options. Honda's move into EVs fits in nicely with current market trends, which makes it simpler for BCB to capitalise on their strong brand.

# SWOT Analysis

## THREATS

### INTENSE COMPETITION



The company may have intense competition with other branches which are Eastern Automobile Sdn Bhd and Edaran Tanamera. Ban Chu Bee is competing with other established dealerships and brands could pressure pricing and market share. Furthermore, from the side of technology, rapid advancements in automotive technology may require ongoing increased investment and adaptation. Besides, from the side of the economy, when the economy declines, it will reduce the consumer spending on vehicles and services due to the budgeting.

In the next few years, the company may have intense competitors that will increase competition because the location may have another dealership like VOLVO, PERODUA, ISUZU and many more. In addition, authorized dealers and independent sellers can impact the market share of Ban Chu Bee Sdn Bhd.



# SWOT Analysis

## IMPACT OPERATIONS



Changes in tax laws or safety regulations affecting the automotive sector may have a big effect on Ban Chu Bee's operations and expenses. For instance, investing in advanced technology or modifying the way vehicles are made could be necessary for complying with new pollution regulations, which could increase operating expenses. Additionally, adjustments to import taxes may influence pricing policies, which could have an impact on market competitiveness. In addition, BCB might have to change its product lineup or make investments in hybrid and electric car technologies to comply with new rules if Malaysia implements stricter energy-efficient vehicle (EEV) standards.

# Discussion & Recommendations

## Corporate Social Responsibility (CSR)



For the recommendation, once or twice a year, BCB can propose CSR programs that stress environmental sustainability for brand recognition. For car dealers, like BCB, the implementation of sustainability practices may bring added advantages as it improves the business and lessens harm to the environment. For instance, creating environmentally friendly practices like energy-saving lights, proper waste disposal, or water conservation. These may increase customer appeal to the company and lessen the cost.

Furthermore, taking part in initiatives such as Honda's Go Green Dealership Program gives access to financial resources, such as tax breaks and utility rebates. Besides, this will promote sustainable initiatives even more. According to David Goldberg (2023), with thoughtful investment and implementation, taking an eco-centered approach to your business can lead to improved profitability, even if you're only reducing utility bills. By doing this sustainability, it helps dealerships not only protect the environment but also establish themselves as ethical companies, which may attract in eco-aware customers.

# Discussion & Recommendations

## Diversified product line with hybrid and electric vehicles (EVs)

Diversify the product line with hybrid and electric vehicles (EVs). Ban Chu Bee's market position can be greatly improved by adding hybrid and electric vehicles (EVs) to market position. This diversification attracts eco-aware customers and fits in with worldwide sustainability trends by meeting the growing demand for eco-friendly transportation solutions. In addition, since buyers are frequently willing to pay more for the latest innovations and technology also for fuel efficiency. Offering hybrid and electric models can also result in larger profit margins than standard gasoline-powered automobiles.



Furthermore, this action puts the dealership in a good position to comply with future environmental standards and future-proof the company. We need to ensure our dealers have the necessary information to answer customers' questions. This is crucially important as the universe of prospective buyers expands beyond early adopters to include people who are currently driving a combustion engine. (Shaun Bugbee, 2024).



# Conclusion

Finally, I can say that doing an internship in Honda Ban Chu Bee Sdn Bhd for six months was a priceless learning opportunity, indeed very valuable for my professional and personal development. This experience helped me to fill the gap in knowledge between academic and practical applications and gave me an overall view of the car dealership sector.

During this internship, I was actively involved in various areas of operation, including customer service, sales support, and administrative functions. These roles developed in me some critical capabilities necessary in strategic planning, solving problems, communicating effectively, and cooperating. I have an improved understanding that the competitive edge in the car industry largely depends on the development of relations with customers and their satisfaction.

Other than that, this internship in Ban Chu Bee Sdn Bhd has directly exposed me to the various challenges faced by a developing dealership, mainly on the issue of obtaining higher market share and brand awareness. I witnessed how this business took challenges thrown upon the industry, adapted itself with changing automotive law, and outsmarted other competitors through excellent services it provides, which mainly focuses on the Body and Paint department.

I hereby would like to express my special gratitude to my academic advisor, Madam Muna Kameelah binti Sauid, and to all from Ban Chu Bee Sdn Bhd, who helped guide me through my internship. They have made it an enjoyable and fruitful internship. At the end, it will enable me to work happily in similar settings in the future because of the knowledge and capabilities that I get from this internship. This, in turn, inspires me through knowledge learned in putting into practice and further development within the car industry or whatever other industry I may choose.

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# Appendices



STAFF MEMBERS SERVICE DEPARTMENT



CHINESE NEW YEAR ANNUAL DINNER 2025