



اَوْنُوْسِيْتِي تِكْنُوْلُوْجِي مَآرَا
UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING

MUZIL MAJU SDN BHD

Prepared By :

**Ahmad Fahmi bin
Ahmad Fushari
(2022898546)**

Prepared For :

**Miss Norzahidah binti
Yacob**

SURAT KEBENARAN

Tarikh : 24/1/2025

Kepada :

Penyelaras Latihan Praktikal
Fakulti Pengurusan Perniagaan
UiTM Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196

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Maklumbalas (/)



Setuju



Tidak Bersetuju

Tuan/Puan

KEBENARAN UNTUK MEMUAT NAIK HASIL LAPORAN PELAJAR LATIHAN INDUSTRI SEBAGAI "PUBLIC ACCESS" DI REPOSITORI UITM

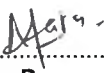
1. Merujuk perkara di atas, pihak organisasi bersetuju / tidak bersetuju pihak universiti memuat naik hasil laporan pelajar latihan industri sebagai "public access" di repositori UiTM.

Nama Pelajar	Ahmad Fahmi b. Ahmad Fushari		
No. Matriks	2022898546	Nama Program	B Permasaran
Tajuk Laporan	Industrial Training report	Nama Syarikat	Muzil Maju Sdn. bhd

2. Tindakan ini adalah di bawah tanggungjawab dan kesedaran penuh oleh pihak organisasi.

3. Sekiranya terdapat sebarang masalah atau kebocoran maklumat sulit pihak organisasi tidak boleh mengenakan sebarang tindakan undang-undang kepada pihak universiti.

Yang Benar


.....
Nama Pegawai :
Jawatan :
No. Tel. :
No. Faks :

NOR AZARA BINTI ABU BAKAR
HUMAN RESOURCE & FINANCE DEPT

Cop jabatan/organisasi:



EXECUTIVE SUMMARY



My industrial training experience at Muzil Maju Sdn. Bhd., a trusted recruitment and support center for e-hailing drivers in Malaysia, provided me with invaluable exposure to the industry. Established in 2016 as an official recruitment agent for e-hailing platforms like Grab, the company has since expanded its services to include Bolt Malaysia, where it operates as an official recruitment agent under the name "Scout." From 12 August 2024 to 24 January 2025, I participated in a range of hands-on activities such as managing driver registrations for Bolt Malaysia, handling documentation, and creating digital marketing campaigns. Muzil Maju's commitment to excellence in the e-hailing sector created an inspiring and practical environment where I honed my technical and interpersonal skills.

During this period, I undertook significant tasks such as organizing driver data using Google Sheets, updating FormStack records, and overseeing PSV license applications. Designing social media content to attract new drivers enhanced my creativity and strategic thinking, while ensuring regulatory compliance strengthened my confidence in using digital tools. This experience also emphasized the importance of clear communication and teamwork, complemented by tangible benefits like a monthly allowance and exposure to real-world challenges in the gig economy. The knowledge and skills gained have prepared me to excel in future professional settings and provided a deeper understanding of the dynamic nature of the e-hailing industry.

ACKNOWLEDGMENT

I would like to express my deepest gratitude to all those who have supported and guided me throughout my six-month internship at Muzil Maju Sdn. Bhd.

Firstly, I extend my heartfelt thanks to my academic advisor, Miss Norzahidah binti Yacob, a lecturer at UiTM Cawangan Melaka, for her invaluable guidance, encouragement, and continuous support throughout this internship journey. Her insights and advice were instrumental in helping me achieve my objectives during this training. I am also profoundly grateful to my superiors at Muzil Maju Sdn. Bhd. Special thanks to the management team and senior staff for their encouragement, mentorship, and invaluable support. Their expertise and dedication provided me with the clarity and direction needed to navigate the challenges I encountered during this internship.

Additionally, I would like to acknowledge my wonderful colleagues and team members who made my time at Muzil Maju truly enriching. Their willingness to assist, share knowledge, and collaborate ensured a rewarding and enjoyable internship experience. Thank you all for making my industrial training at Muzil Maju Sdn. Bhd. a memorable and transformative journey



STUDENT PROFILE



AHMAD FAHMI BIN AHMAD FUSHARI

PROFILE

A Bachelor of Business Administration (Hons.) Marketing student seeking opportunities to apply my skills and knowledge in marketing. I am committed to learning and contributing to well-established organizations to gain valuable career knowledge and life experience.

EDUCATION

Universiti Teknologi MARA (UITM), Bandaraya Melaka October 2022 - Present

- Bachelor of Business Administration (Hons.) Marketing.
- CGPA 2.9

Melaka International College of Science and Technology (Micost),
Bandaraya Melaka Feb 2019 – Feb 2022

- Diploma in Business Studies.
- CGPA 3.08

WORK EXPERIENCE

Facilitator (Part-Time) , Exact Ventures, Jan 2022 – Present
G 362, Jalan 5, Kosmopleks, Bandar Baru Salak Tinggi, 43900, Sepang, Selangor
Darul Ehsan

- Facilitate numerous youth development programs, enhancing participant's leadership and interpersonal skills.
- Lead corporate team - building activities, promoting collaboration and effective communication and employees.

Marketing Internship at Muzil Maju Sdn Bhd August 2024 - January 2025
7-1, Jalan Sri Permaisuri 8, Bandar Sri Permaisuri, 56000 Cheras, Wilayah
Persekutuan Kuala Lumpur

- Managing Google Sheets to track driver registration data for Bolt.
- Handling MySikap documentation for PSV license verification and compliance.
- Updating FormStack with driver details, including identity, vehicle, and insurance information.
- Conducting driver follow-ups and resolving queries via email and phone.
- Creating digital marketing content for social media platforms (TikTok, Facebook, YouTube).

SKILLS

- Microsoft Words, Microsoft Excel & Microsoft Presentation (Intermediate).
- Fluent in Malay and English.
- Adobe Photoshop (Basic)

REFERENCES

- Abu Zarin Bin Harun (Pengurus Operasi Exact Ventures)

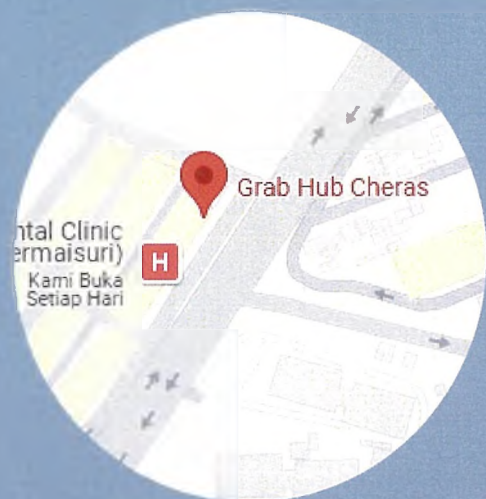
COMPANY PROFILE

Muzil Maju Sdn. Bhd also Known as GRABHUB Cheras was established in 2016 as an official recruitment agent and service provider for e-hailing platforms in peninsular Malaysia. Initially starting with GRAB AUTHORIZED ALPHA DRIVER program and remain company main service, the company has expanded its services to include Bolt Malaysia, where it operates as an official recruitment agent known as "Scout." Since its inception, Muzil Maju Sdn. Bhd. has registered nearly 10,000 drivers and riders, offering comprehensive support for onboarding and compliance with industry regulations.

Location



Jalan Sri Permaisuri 8,
Bandar Sri Permaisuri,
56000 Cheras, Kuala Lumpur





OBJECTIVE & GOALS


Vision

- To become a leading and trusted recruitment and support center for e-hailing drivers and riders in Malaysia.

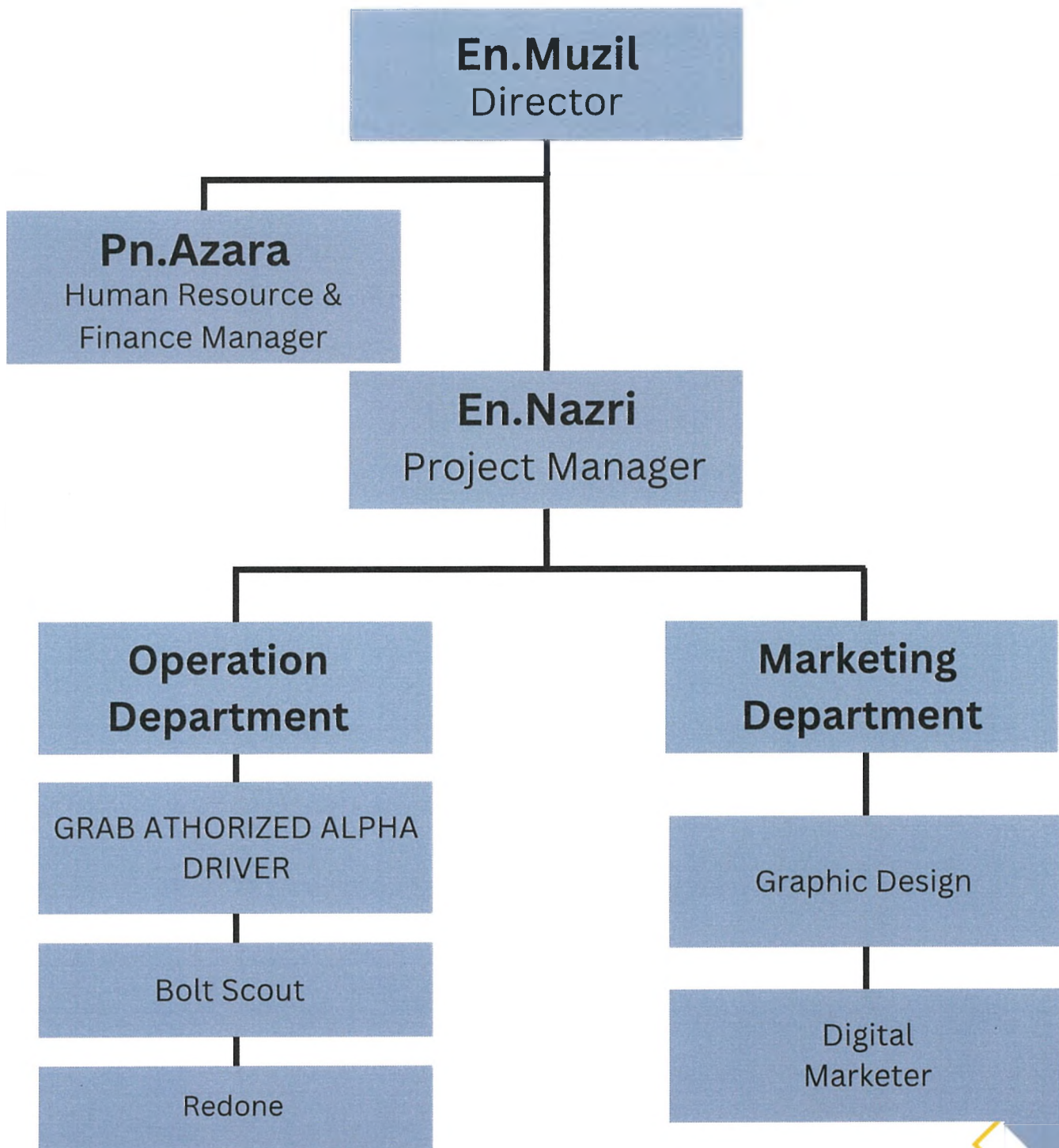
Mission

- To provide seamless and professional services to e-hailing drivers and riders. To create a sustainable and scalable model that enhances the economic opportunities of individuals.

Objective

- To support the e-hailing industry by providing efficient registration, training, and compliance services for drivers, contributing to the growth of the gig economy.
- 

ORGANIZATIONAL CHART



PRODUCT OR SERVICES

1. Driver Registration Services

Muzil Maju Sdn. Bhd. provides comprehensive support for drivers registering with platforms like Grab and Bolt. This service includes detailed assistance with document verification to ensure all required information, such as MyKad, vehicle ownership, and insurance, complies with regulatory standards. Muzil Maju also handles the Public Service Vehicle (PSV) license application process, guiding drivers through training and necessary documentation to meet Land Public Transport Agency (APAD) requirements. This streamlined registration service minimizes the administrative burden on drivers, allowing them to focus on earning income.

2. PSV License Management

Muzil Maju Sdn. Bhd. oversees the entire PSV license management process, including scheduling training sessions, monitoring attendance, and facilitating the issuance of licenses. The company ensures that all training programs adhere to regulatory standards and compliance requirements. Additionally, they provide post-training compliance checks to confirm drivers meet operational and safety standards. This meticulous approach guarantees that drivers are fully prepared to meet the demands of the e-hailing industry.



PRODUCT OR SERVICES

3. Driver Support Services

To assist drivers during their onboarding and operational phases, Muzil Maju offers personalized guidance and issue resolution services. This includes helping drivers navigate platform requirements, resolve documentation discrepancies, and address challenges encountered during registration. Dedicated support is provided via phone, email, and face-to-face consultations to ensure a smooth and hassle-free experience. Muzil Maju's hands-on approach fosters strong relationships with drivers and reinforces their reputation as a reliable support center.

4. Digital Marketing Services

Muzil Maju actively drives recruitment through innovative digital marketing strategies, leveraging platforms such as TikTok, Facebook, and YouTube. The company creates targeted promotions and campaigns designed to attract new drivers, highlighting incentives, low commission rates, and ease of registration. With engaging content tailored to the e-hailing industry, Muzil Maju enhances brand visibility and driver engagement. These marketing efforts not only expand the driver network but also ensure that Muzil Maju remains competitive in the growing e-hailing ecosystem.



TRAINING'S REFLECTION

During my internship at Muzil Maju Sdn. Bhd., I gained hands-on experience in the Operations and Marketing department. My responsibilities included using Google Sheets to manage driver registration data for Bolt driver , working on MySikap (JPJ Central platform) for PSV license verification to meet APAD regulations, and updating driver documents on FormStack with critical details like identity and insurance. I also handled driver follow-ups, resolving queries via email and phone, and created engaging social media content to promote driver recruitment. These tasks enhanced my technical, communication, and problem-solving skills, giving me a strong understanding of operational and marketing aspects in the e-hailing industry.

ROLES

Internship student, assisting operation & marketing for Bolt Scout

ALLOWANCE

RM 700 + Bonus

TASK

1. Data Management
2. Documentation
3. Driver support
4. Digital Marketing
5. Tiktok live Host

DURATION

- Date Start : 12 August 2024
- Date End : 24 January 2025
- Duration: 6 Months
- Working Time: 9 A.M - 7 P.M
- Working Day : Weekdays
- Time Working Per Day: 10 Hour Working and 1 hour break
- Fridays 2 Hours (Muslim Male Only)

TRAINING'S REFLECTION




What Did I Learn?

During my internship at Muzil Maju Sdn. Bhd., I gained valuable insights into the e-hailing industry, including operational and marketing strategies. I learned how to effectively manage large datasets using tools like Google Sheets and FormStack, ensuring accurate and efficient driver registration processes. I also enhanced my creativity by designing engaging social media campaigns, which improved my digital marketing skills. Beyond technical knowledge, I gained confidence in communication and the ability to interact professionally with drivers and colleagues.

How Can This Role Help Me?

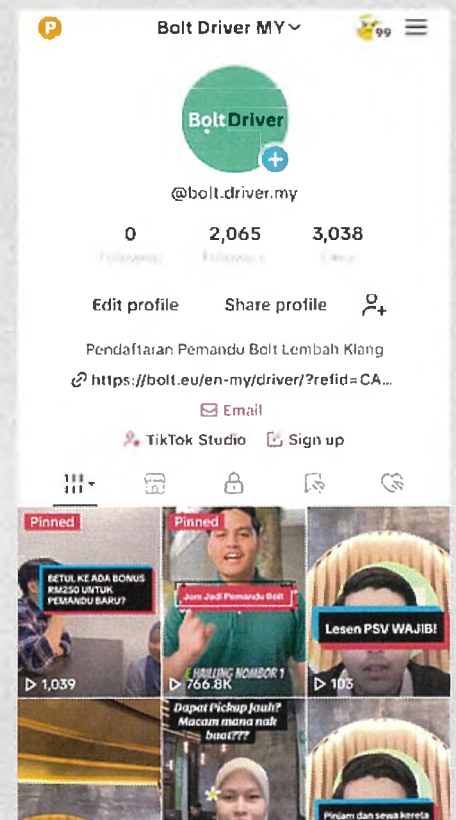
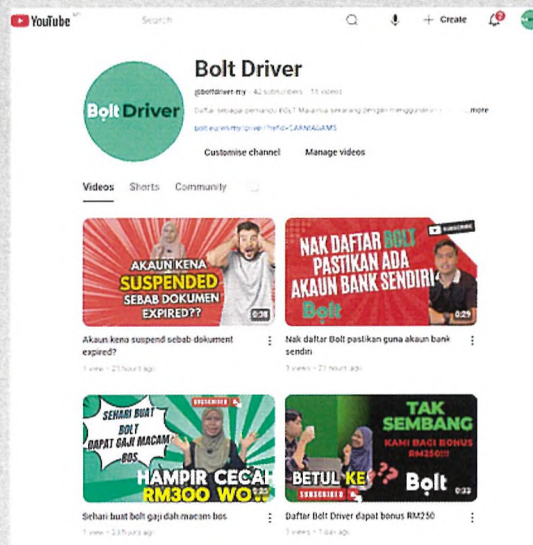
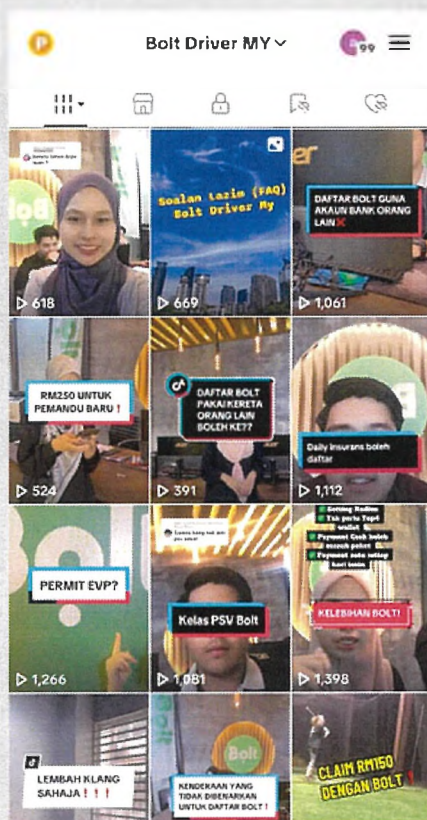
This role prepared me for future career opportunities by equipping me with a combination of technical and interpersonal skills. The experience in managing operational tasks, such as documentation and compliance processes, makes me well-suited for roles in operations and data management. Similarly, my exposure to creating and executing digital marketing campaigns positions me for roles in marketing or content creation. This internship also gave me real-world experience in the fast-paced gig economy, improving my adaptability, organizational skills, and ability to meet deadlines under pressure.



MY WORK

MARKETING

In the marketing department at Muzil Maju Sdn. Bhd., my daily tasks included conducting TikTok live sessions for at least 3 hours a day to engage with potential drivers and create awareness. Additionally, I was responsible for creating compelling content aimed at attracting registrations, which was posted on platforms like YouTube and TikTok to maximize reach and engagement. These activities were focused on boosting visibility and ensuring a steady flow of new driver sign-ups.



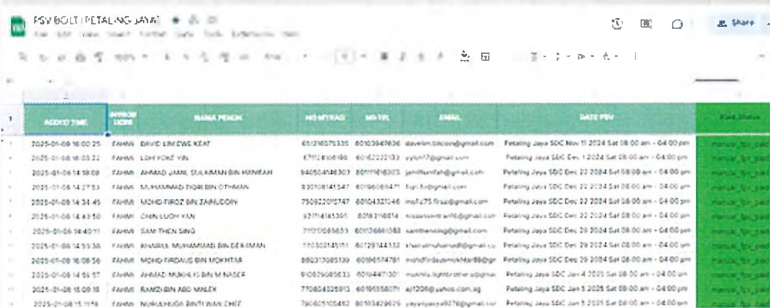
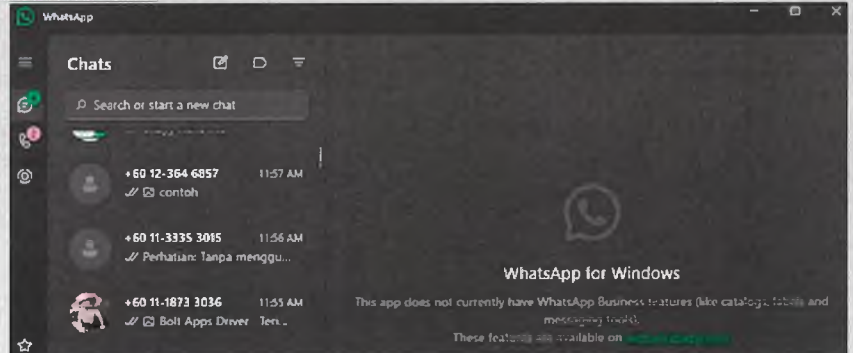
MY WORK

OPERATION


In the operations department at Muzil Maju Sdn. Bhd., my daily tasks involved checking and responding to emails, updating Google Sheets with driver registration data, sending copywriting materials, and following up with potential drivers via WhatsApp calls. Additionally, I managed the conversion of registrations from the FormStack platform into active drivers under the CARNIAGA platform, ensuring a seamless onboarding process.



	1	2	3	4	5	6	7	8	9	10	11	12
	Sign up Date	Total Log	1. step_1	1. step_2	1. step_3	2. submitted	documents_received	documents_verified	documents_uploaded	Calif Pending	Actual	
1	22-Jan-2021	22	1	1	1	1	1	1	1	1	1	1
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3	20-Jan-2021	27	1	1	1	1	1	1	1	1	1	1
4	19-Jan-2021	30	1	1	1	1	1	1	1	1	1	1
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6	17-Jan-2021	20	1	1	1	1	1	1	1	1	1	1
7	16-Jan-2021	40	1	1	1	1	1	1	1	1	1	1
8	15-Jan-2021	24	1	1	1	1	1	1	1	1	1	1
9	14-Jan-2021	43	1	1	1	1	1	1	1	1	1	1
10		22	1	1	1	1	1	1	1	1	1	1



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	Date submitted	Referral code	City	Name	No. KRT	No. KRT	No. KRT	No. KRT	No. KRT	No. KRT	No. KRT	No. KRT
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GAINS INTRINSIC & EXTRINSIC BENEFITS

Experience

- Google Workspace
- Telemarketer
- Content Creator
- Documentation
- Tiktok Live Host

Knowledge

- Gig Economy
- Real life work setup
- Targeted audience
- Tiktok Business Algorithm
- Content video editing

Software Used



Adobe
Photoshop



Adobe
illustrator



Capcut



Canva



Google
Sheet



Google
Form



Tiktok



Gmail



SWOT ANALYSIS

<p>Strength</p> <ul style="list-style-type: none">• Established reputation as a trusted recruitment center for Grab & Bolt.• Skilled workforce with extensive experience in e-hailing regulations.• Strategic location for easy access to drivers in urban areas.	<p>Weaknessess</p> <ul style="list-style-type: none">• Reliance on specific e-hailing platforms for operations.• Limited scalability due to regional constraints.
<p>Opportunities</p> <ul style="list-style-type: none">• Expansion to new regions and platforms.• Collaboration with government agencies for broader service integration.• Increasing demand for e-hailing services in both urban and suburban areas.	<p>Threats</p> <ul style="list-style-type: none">• Regulatory changes affecting the e-hailing industry.• Competition from other recruitment centers.• Potential economic downturns reducing the number of drivers.



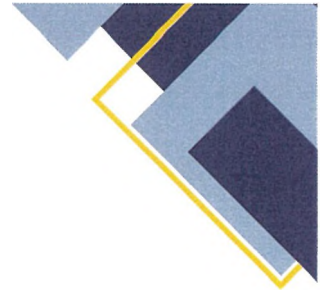
STRENGTHS

Muzil Maju Sdn. Bhd. has established itself as a reputable recruitment center for leading e-hailing platforms such as Grab and Bolt, earning trust among drivers and partners alike. This strong reputation has been built through years of reliable service, making the company a preferred choice for drivers seeking efficient registration and onboarding. The company's success is further strengthened by its skilled workforce, which brings extensive experience in navigating complex e-hailing regulations. This expertise ensures smooth compliance processes for drivers, enhancing their confidence in the company's services. Additionally, Muzil Maju Sdn. Bhd. benefits from a strategic location in urban areas like Kuala Lumpur, where the demand for e-hailing services is high. Its proximity to a large pool of potential drivers allows the company to efficiently serve their needs. Together, these strengths position Muzil Maju Sdn. Bhd. as a leader in the e-hailing industry, offering unmatched support and convenience to drivers.

RECOMMENDATION

Muzil Maju Sdn. Bhd. can enhance its operations by introducing driver retention programs, such as loyalty rewards or discounts on vehicle maintenance for long-term drivers. Expanding into sustainability, the company could collaborate with electric vehicle (EV) providers to promote eco-friendly options through EV leasing or incentives. Additionally, investing in a custom mobile app for seamless registration, document submission, and real-time tracking can improve user experience. Establishing regular feedback sessions with drivers will further identify and address pain points, strengthening trust and satisfaction.





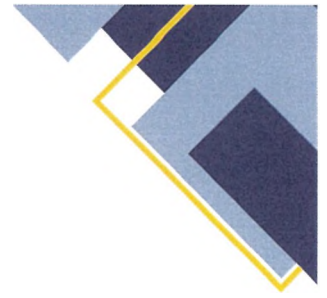
WEAKNESSES

Muzil Maju Sdn. Bhd. faces weaknesses that could hinder its long-term growth and competitiveness. Its reliance on specific e-hailing platforms, such as Grab and Bolt, makes the company vulnerable to market fluctuations and operational changes in these platforms. If these partnerships were disrupted or if the platforms altered their policies, it could significantly impact the company's revenue and stability. This dependency highlights the need to diversify services or establish partnerships with multiple e-hailing providers to ensure a more stable and resilient business model.

RECOMMENDATION

To further mitigate its weaknesses, Muzil Maju Sdn. Bhd. could explore partnerships with corporate clients and fleet operators, offering recruitment and compliance services tailored for their needs. Additionally, the company can develop an advanced analytics system to predict driver demand trends and optimize resource allocation. Establishing an affiliate program with local businesses, such as car dealerships or repair shops, can create new revenue streams. Expanding services into niche markets, like logistics or food delivery platforms, would also diversify operations and reduce reliance on e-hailing platforms.





OPPORTUNITIES

Muzil Maju Sdn. Bhd. has significant opportunities to expand its operations and strengthen its position in the e-hailing industry. One promising avenue is the expansion into new regions like Sabah and Sarawak, where the e-hailing market remains underdeveloped but holds great potential. By tailoring services to the unique needs of these regions, such as offering localized recruitment and training, the company can tap into a growing driver base while establishing a strong foothold.

RECOMMENDATION

To capitalize on its opportunities, Muzil Maju Sdn. Bhd. should prioritize expanding into underserved regions like Sabah and Sarawak by establishing localized recruitment hubs and offering region-specific services. Strengthening collaborations with government agencies, such as APAD, can streamline compliance processes and enhance credibility, paving the way for exclusive partnerships. Additionally, the company should develop targeted marketing campaigns for suburban drivers and implement flexible onboarding processes to attract a broader audience, aligning with the increasing demand for e-hailing services in these areas.





THREATS

Muzil Maju Sdn. Bhd. faces several threats that could impact its operations and growth. Regulatory changes in the e-hailing industry, such as revised driver requirements or stricter compliance laws, pose significant challenges. These changes can increase operational costs and create uncertainty for both drivers and the company, necessitating continuous adaptation to evolving policies. Staying ahead of these changes is crucial to maintaining service quality and avoiding disruptions.

Additionally, the company faces intense competition from other recruitment centers, which could diminish its market share. Competitors offering similar or enhanced services may attract drivers, making it essential for Muzil Maju to differentiate itself through unique value propositions like faster processes or exclusive incentives.

Recommendation

To further mitigate threats, Muzil Maju Sdn. Bhd. could explore partnerships with educational institutions to create awareness about e-hailing careers and attract new drivers. Establishing an advanced driver referral program with tiered rewards could encourage existing drivers to bring in new recruits. The company could also develop predictive analytics tools to anticipate market trends and driver needs, enabling proactive decision-making. Furthermore, creating a flexible financial assistance program for drivers during economic downturns can improve driver retention and sustain recruitment levels.





CONCLUSION

The industrial training at Muzil Maju Sdn. Bhd. has been a highly rewarding experience that provided practical exposure to the operations and challenges of the e-hailing industry. By working closely with the operations and marketing teams, I developed critical skills in document management, digital marketing, and communication. The tasks I undertook, such as organizing driver data and designing promotional campaigns, offered real-world insights into the gig economy's inner workings and the importance of regulatory compliance.

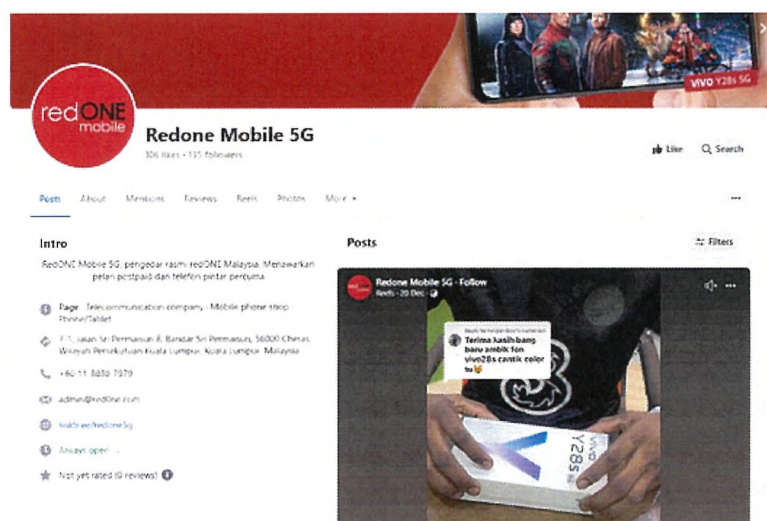
Moreover, this training period allowed me to grow both personally and professionally. I gained confidence in using tools like Google Sheets and FormStack while enhancing my strategic thinking and teamwork abilities. The opportunity to engage with drivers and understand their perspectives was invaluable in understanding the dynamics of customer relations in the e-hailing sector. These experiences will undoubtedly strengthen my ability to adapt to professional challenges in the future.

In conclusion, Muzil Maju Sdn. Bhd.'s role as a recruitment agent for Bolt Malaysia highlights its significant contribution to the e-hailing industry. This training has been instrumental in equipping me with a robust foundation for my career, and I am confident that the skills and knowledge gained will serve me well in achieving my professional goals.




ADDITIONAL TASK REDONE

Before fully focusing on managing Bolt registrations, I was initially assigned marketing tasks for the telco redONE. For information, Muzil Maju Sdn. Bhd. is also an official registration agent for redONE Malaysia. I was tasked with managing the Facebook page for redONE Mobile 5G owned by Muzil Maju Sdn. Bhd., which included creating promotional posters for daily postings and developing a content schedule for organic posts over a two-month period.





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APPENDICES

